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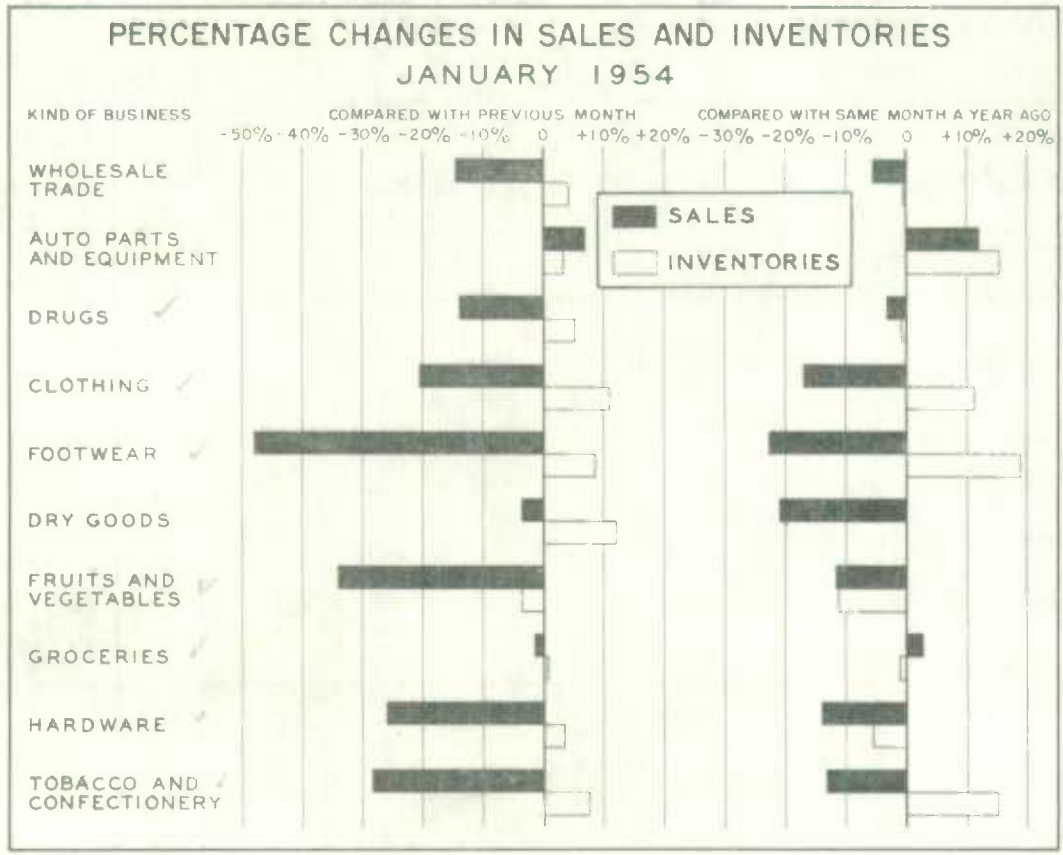
January 1954

\$1.00 a year

WHOLESALE TRADE

The results shown in this report are based on returns from 400 wholesalers distributed over nine trades. They reflect trends in dollar volume of business and are not adjusted for changes in wholesale prices.

The unadjusted index for the total of the nine trades (on the base of 1935-1939 = 100) stood at 293.7 for January 1954 compared with 309.2 for January a year ago and 343.3 for december 1953.



Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

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Sales Trends by Trades

Wholesale sales in January 1954 decreased 6% as compared with sales in January 1953, according to figures submitted by wholesalers in the nine trades covered in this survey. All trades, with the exception of auto parts and equipment and groceries, reported decreased sales. Wholesalers of footwear reported sales 23% below those for January last year; sales of dry goods declined 21%, clothing 17%, hardware 14%, tobacco and confectionery 13% and fruit and vegetables 12%. A smaller drop of 3% was reported by wholesalers of drugs. Sales of auto parts and equipment and groceries increased 12% and 3% respectively.

Inventories

The value of stocks held by wholesalers at the end of January 1954 showed a fractional decrease from the same period a year ago. Stocks of fruit and vegetables declined 11%, hardware 6% and groceries and drugs 1%. Substantial increases in inventory ranging from 19% to 11% were reported for footwear, auto parts and equipment, tobacco and confectionery and clothing. Dry goods' stocks, on the other hand, showed no change from last year.

Grocery and Dry Goods Wholesalers' Inventories

Month and Year	Index Number of Wholesale Inventories (Average for 1935-1939=100)	
	<u>Dry Goods Wholesalers</u>	<u>Grocery Wholesalers</u>
January 1954	219.8	251.7
December 1953	190.7	241.3
January 1953	219.8	249.2



Wholesale Trade in Canada

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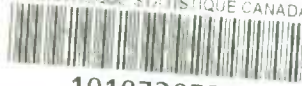
JANUARY 1954

Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	January (P) 1954	December (R) 1953	January 1953	Sales %	Inventory %
Wholesale Trade¹, Canada	293.7	343.4	309.2	- 5.6	- 0.2
Auto Parts and Equipment	541.3	506.3	481.9	+ 12.0	+ 15.4
Maritimes and Quebec	381.1	433.9	362.6	+ 5.1	
Ontario	614.2	575.4	508.0	+ 20.9	
Western Provinces.....	547.8	453.8	530.3	+ 3.3	
Drugs	350.7	407.4	362.3	- 3.2	- 0.8
Maritimes, Quebec and Ontario	348.1	390.7	362.2	- 3.9	
Western Provinces	359.3	463.0	362.6	- 0.9	
Clothing	181.2	227.8	218.3	- 17.0	+ 11.2
Footwear	146.6	281.6	189.6	- 22.7	+ 18.9
Dry Goods	154.9	160.7	193.0	- 21.1	(2)
Maritimes and Quebec	110.1	133.8	157.1	- 29.9	
Ontario	184.8	163.9	216.1	- 14.5	
Western Provinces	195.4	198.4	226.4	- 13.7	
Fruits and Vegetables.....	210.3	318.9	238.6	- 11.7	- 11.2
Maritimes and Quebec	164.8	193.2	184.3	- 10.6	
Ontario	241.2	286.3	275.7	- 12.5	
Western Provinces	227.9	467.7	259.6	- 12.2	
Groceries	293.7	297.9	288.1	+ 2.7	- 1.0
Maritimes	278.8	298.7	297.2	- 6.2	
Quebec	193.5	244.4	169.4	+ 14.2	
Ontario	299.8	304.2	286.3	+ 4.7	
Prairies	290.6	268.2	306.2	- 5.1	
British Columbia	482.7	444.9	449.0	+ 7.5	
Hardware	307.8	415.2	358.6	- 14.1	- 5.6
Maritimes	239.2	330.5	263.7	- 9.3	
Quebec	313.4	420.6	364.9	- 14.1	
Ontario	348.2	526.0	403.9	- 13.8	
Western Provinces	292.6	362.4	344.2	- 15.0	
Tobacco and Confectionery	333.5	465.1	383.7	- 13.2	+ 14.9
Maritimes and Quebec	294.5	481.7	341.7	- 13.8	
Ontario	339.2	467.6	400.0	- 15.2	
Western Provinces	389.4	429.7	420.5	- 7.4	

1. Composite of Nine Trades 2. Unchanged

Note: Figures for Newfoundland are not included.

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