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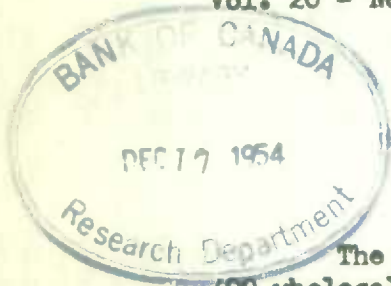
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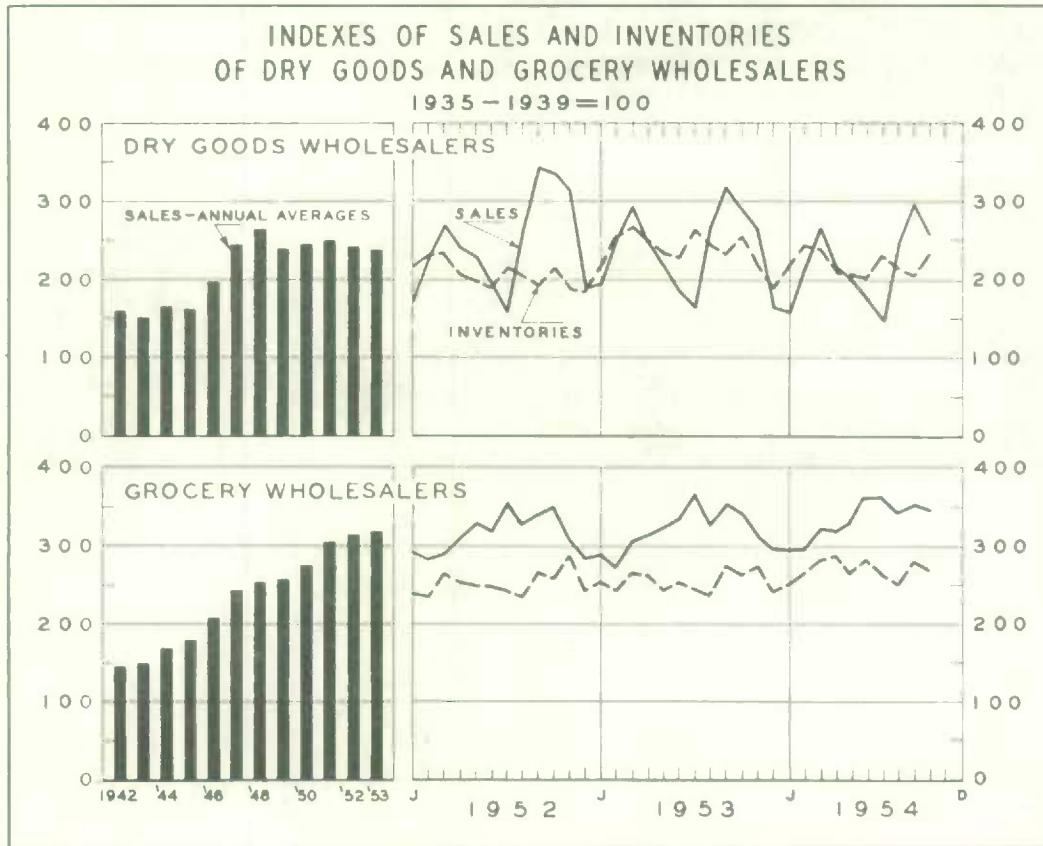
\$1.00 a year

WHOLESALE TRADE
OCTOBER 1954



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 388.8 for October 1954 compared with 399.4 for October a year ago and 401.8 for September 1954.



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

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Sales Trends by Trades

The October sales of wholesalers in the nine trades covered by this report were 2.1% below the sales of the same month last year, and 3.2% below the previous month. The decreases were most evident in the clothing and dry goods lines where sales were 17.3% and 11.0% below the level of a year ago. Hardware wholesalers also showed a considerable decrease, 10.4% below sales of October 1953. Fruit and vegetable wholesalers reported the greatest gain (+8.4%) of the three trades registering increased sales this month.

Inventories

A slight decline in the dollar value of inventory holdings at the end of October 1954 compared with 1953 was reported. The decreased inventories of the clothing and dry goods trades contributed largely to the 1.1% drop of the nine trade total. Footwear wholesalers reported a reduction of 30.8% in inventories at the end of October this year than at the same date of 1953. Clothing and dry goods were 10.7% and 8.0% lower respectively. Inventories of fruit and vegetable wholesalers were 8.6% above the level of October 31, 1953 while three other trades showed nominal gains. Inventories at the end of October were 0.7% above those on hand at September 30.

Grocery and Dry Goods Wholesalers' Inventories

 Month and Year

 Monthly Indexes of Wholesale Inventories
 (Average for 1935-1939=100)

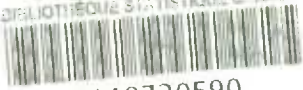
	<u>Dry Goods Wholesalers</u>	<u>Grocery Wholesalers</u>
October 1954	235.4	270.8
September 1954	205.2	280.7
October 1953	255.9	260.9

Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	October(P) 1954	September(R) 1954	October 1953	Sales %	Inventory %
Wholesale Trade¹, Canada	388.8	401.8	399.4	- 2.1	- 1.1
Auto Parts and Equipment	672.7	727.7	663.9	+ 1.1	- 0.1
Maritimes and Quebec	538.5	572.5	565.7	- 4.8	
Ontario	718.1	829.6	711.0	+ 1.0	
Western Provinces.....	702.2	686.0	664.3	+ 5.7	
Drugs	417.7	408.2	424.9	- 1.6	+ 2.7
Maritimes, Quebec and Ontario	404.8	410.2	409.7	- 1.2	
Western Provinces	460.7	401.7	475.4	- 3.1	
Clothing	314.2	303.0	379.9	- 17.3	- 10.7
Footwear	391.8	445.7	430.1	- 8.9	- 30.8
Dry Goods	258.1	298.4	290.0	- 11.0	- 8.0
Maritimes and Quebec	229.8	280.3	262.6	- 12.5	
Ontario	298.6	334.6	307.3	- 2.8	
Western Provinces	264.2	292.8	315.6	- 16.3	
Fruits and Vegetables	324.5	299.2	297.9	+ 8.4	+ 8.6
Maritimes and Quebec	188.6	199.6	173.3	+ 8.8	
Ontario	270.7	283.8	257.3	+ 5.2	
Western Provinces	501.0	408.2	452.2	+ 10.8	
Groceries	345.8	352.1	342.2	+ 1.1	+ 3.8
Maritimes	345.8	348.2	350.0	- 1.2	
Quebec	269.7	259.5	251.6	+ 7.2	
Ontario	331.1	333.3	340.3	- 2.7	
Prairies	340.8	360.2	343.5	- 0.8	
British Columbia	533.8	554.5	494.7	+ 7.9	
Hardware	469.5	517.0	523.4	- 10.4	- 1.2
Maritimes	538.6	530.3	535.9	+ 0.5	
Quebec	480.5	555.5	544.8	- 11.8	
Ontario	502.9	567.5	542.5	- 7.3	
Western Provinces	434.1	466.2	499.5	- 13.1	
Tobacco and Confectionery	422.9	420.3	446.3	- 5.2	+ 0.5
Maritimes and Quebec	437.2	401.6	450.3	- 2.9	
Ontario	418.5	438.1	446.2	- 6.2	
Western Provinces	407.7	412.1	439.3	- 7.2	

1. Composite of Nine Trades

Note: Figures for Newfoundland are not included.

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