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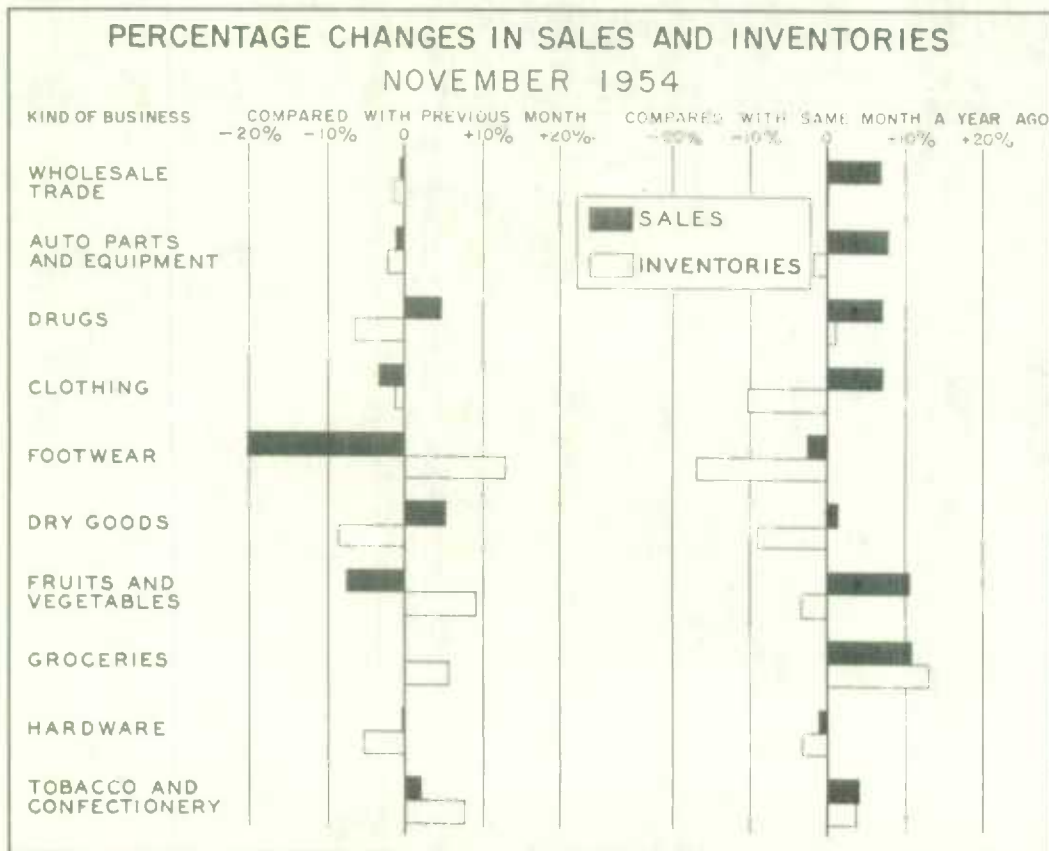
\$1.00 a year



## WHOLESALE TRADE NOVEMBER 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 385.3 for November 1954 compared with 361.7 for November a year ago and 387.7 for October 1954.



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

Sales Trends by Trades

Wholesale sales in November for the nine trades covered by this report were 0.6% below sales for the previous month but 6.9% above November of 1953. Of the nine trades, only two showed decreases in comparison with the corresponding period of the previous year, footwear wholesalers reported a sales decline of 2.6% and hardware wholesalers a drop of 1.1%. Increases for the other groups ranged from 1.6% for dry goods wholesalers to 10.8% for grocery wholesalers.

Inventories

Dollar value of inventory holdings for the nine wholesale trades at the end of November 1954 was approximately the same as in the corresponding month of the previous year and 1.4% below the level of the previous month. Only three of the nine trades reported increased in comparison with the previous year; the dollar value of inventories of grocery wholesalers was up by 13.0%, of tobacco and confectionery wholesalers 3.9% and drug wholesalers 1.2%. Decreases in the value of inventories for the remaining six trades ranged from 1.7% for auto parts and equipment wholesalers to 17.1% for footwear wholesalers.

Grocery and Dry Goods Wholesalers' Inventories


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Month and Year	Monthly Indexes of Wholesale Inventories (Average for 1935-1939=100)	
	<u>Dry Goods Wholesalers</u>	<u>Grocery Wholesalers</u>
November 1954	199.5	310.8
October 1954	235.9	270.6
November 1953	219.5	275.0

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Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	November(P) 1954	October(R) 1954	November 1953	Sales %	Inventory %
<b>Wholesale Trade<sup>1</sup>, Canada .....</b>	385.3	387.7	361.7	+ 6.9	+ 0.2
<b>Auto Parts and Equipment .....</b>	666.4	673.3	616.2	+ 8.0	- 1.7
Maritimes and Quebec .....	557.2	541.4	548.4	+ 1.6	
Ontario .....	708.6	718.1	624.9	+ 13.4	
Western Provinces.....	682.5	702.2	653.1	+ 4.5	
<b>Drugs .....</b>	437.6	417.7	408.8	+ 7.1	+ 1.2
Maritimes, Quebec and Ontario	423.0	404.8	393.1	+ 7.6	
Western Provinces .....	486.4	460.7	461.0	+ 5.5	
<b>Clothing .....</b>	304.1	314.6	283.4	+ 7.3	- 10.3
<b>Footwear .....</b>	313.3	392.7	321.7	- 2.6	- 17.1
<b>Dry Goods .....</b>	270.3	256.5	266.0	+ 1.6	- 9.1
Maritimes and Quebec .....	246.9	226.1	248.9	- 0.8	
Ontario .....	291.4	298.6	270.6	+ 7.7	
Western Provinces .....	286.5	264.2	287.7	- 0.4	
<b>Fruits and Vegetables.....</b>	292.6	316.8	262.6	+ 10.6	- 3.4
Maritimes and Quebec .....	213.2	188.6	206.2	+ 3.4	
Ontario .....	275.6	270.7	241.5	+ 14.1	
Western Provinces .....	383.6	479.3	334.7	+ 14.6	
<b>Groceries .....</b>	345.5	345.5	311.0	+ 10.8	+ 13.0
Maritimes .....	359.2	345.1	312.1	+ 15.1	
Quebec .....	259.5	267.2	236.1	+ 9.9	
Ontario .....	330.6	331.8	300.8	+ 9.9	
Prairies .....	342.6	340.1	316.3	+ 8.3	
British Columbia .....	527.5	536.3	458.3	+ 15.1	
<b>Hardware .....</b>	467.1	468.7	472.2	- 1.1	- 3.2
Maritimes .....	440.1	538.6	404.9	+ 8.7	
Quebec .....	520.7	480.5	523.8	- 0.6	
Ontario .....	486.5	499.6	484.1	+ 0.5	
Western Provinces .....	432.4	434.1	449.0	- 3.7	
<b>Tobacco and Confectionery .....</b>	431.4	423.1	414.0	+ 4.2	+ 3.9
Maritimes and Quebec .....	412.4	437.2	395.0	+ 4.4	
Ontario .....	445.8	418.5	421.4	+ 5.8	
Western Provinces .....	431.8	409.0	430.5	+ 0.3	

1. Composite of Nine Trades

Note: Figures for Newfoundland are not included.

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