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DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. 20 - No. 12

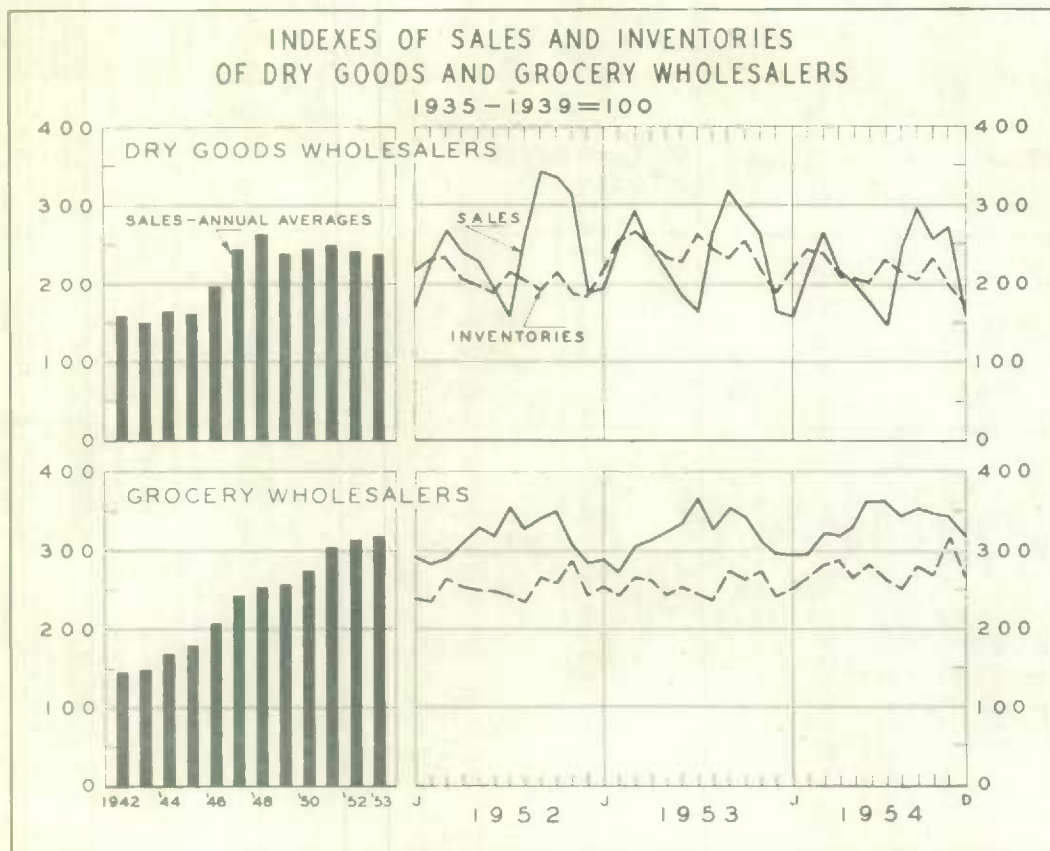
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WHOLESALE TRADE DECEMBER 1954

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 358.6 for December 1954 compared with 343.3 for December a year ago and 385.8 for November 1954.



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

Sales Trends by Trades

In December 1954, wholesale sales for the nine trades covered by this report were 7.1% below sales for the previous month but 4.9% above December of 1953. While six of the nine trades reported decreases compared with the previous month, eight trades showed increases when compared with the corresponding month of the previous year. Two trades, footwear wholesalers and auto parts and equipment wholesalers, showed increases in excess of 10% while tobacco and confectionery wholesalers reported a decrease of 0.7%.

Inventories

Dollar value of inventory holdings for the nine wholesale trades at the end of December 1954 was approximately the same as for the corresponding month of the previous year and 5.8% below the previous month of the current year. In the comparison with the previous year, five of the trades reported increases in dollar value of inventory holding and four trades reported decreases. Increases of 11.8% and 8.1% respectively were reported by grocery wholesalers and drug wholesalers while a decrease of 19.7% was recorded for footwear wholesalers. Decreases of 7.1% for dry goods wholesalers and 5.5% for hardware wholesalers were also reported.

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>
December 1954	177.2	269.8
November 1954	199.5	310.8
December 1953	190.7	241.3

Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	December (P) 1954	November (R) 1954	December 1953	Sales %	Inventory %
Wholesale Trade¹, Canada	358.6	385.8	343.3	+ 4.9	- 0.1
Auto Parts and Equipment	562.1	665.9	506.3	+ 11.6	- 1.4
Maritimes and Quebec	537.2	555.0	433.9	+ 23.8	
Ontario	616.8	708.6	575.4	+ 7.2	
Western Provinces.....	496.5	682.5	453.8	+ 9.4	
Drugs	410.0	437.6	407.4	+ 0.7	+ 8.1
Maritimes, Quebec and Ontario	394.2	423.0	390.7	+ 0.9	
Western Provinces	462.5	486.4	463.0	- 0.1	
Clothing	235.5	304.1	229.1	+ 2.8	+ 5.4
Footwear	316.5	313.3	281.6	+ 12.4	- 19.7
Dry Goods	161.0	272.2	160.7	+ 1.4	- 7.1
Maritimes and Quebec	132.3	251.1	133.8	- 1.1	
Ontario	168.7	291.4	163.9	+ 2.9	
Western Provinces	197.4	286.5	198.4	- 0.5	
Fruits and Vegetables.....	333.5	293.0	318.9	+ 4.8	+ 0.4
Maritimes and Quebec	201.7	214.9	193.2	+ 4.4	
Ontario	306.6	274.8	286.3	+ 7.1	
Western Provinces	483.1	383.6	467.7	+ 3.3	
Groceries	319.5	345.4	297.6	+ 7.5	+ 11.8
Maritimes	312.4	359.2	298.7	+ 4.6	
Quebec	257.5	259.5	242.7	+ 6.1	
Ontario	342.2	329.1	304.2	+ 12.5	
Prairies	285.6	342.6	268.2	+ 6.5	
British Columbia	457.4	530.7	444.9	+ 2.8	
Hardware	420.2	470.0	415.2	+ 1.6	- 5.5
Maritimes	353.6	440.1	330.5	+ 7.0	
Quebec	441.2	520.7	420.6	+ 4.9	
Ontario	509.7	498.1	526.0	- 3.1	
Western Provinces	368.6	432.4	362.4	+ 1.7	
Tobacco and Confectionery	461.7	430.7	465.1	- 0.7	+ 3.7
Maritimes and Quebec	486.0	410.4	481.7	+ 0.9	
Ontario	456.8	445.8	467.6	- 2.3	
Western Provinces	430.1	431.8	429.7	+ 0.1	

1. Composite of Nine Trades

Note: Figures for Newfoundland are not included.

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