

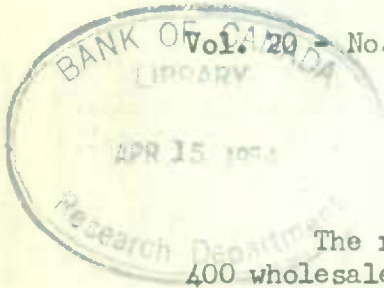
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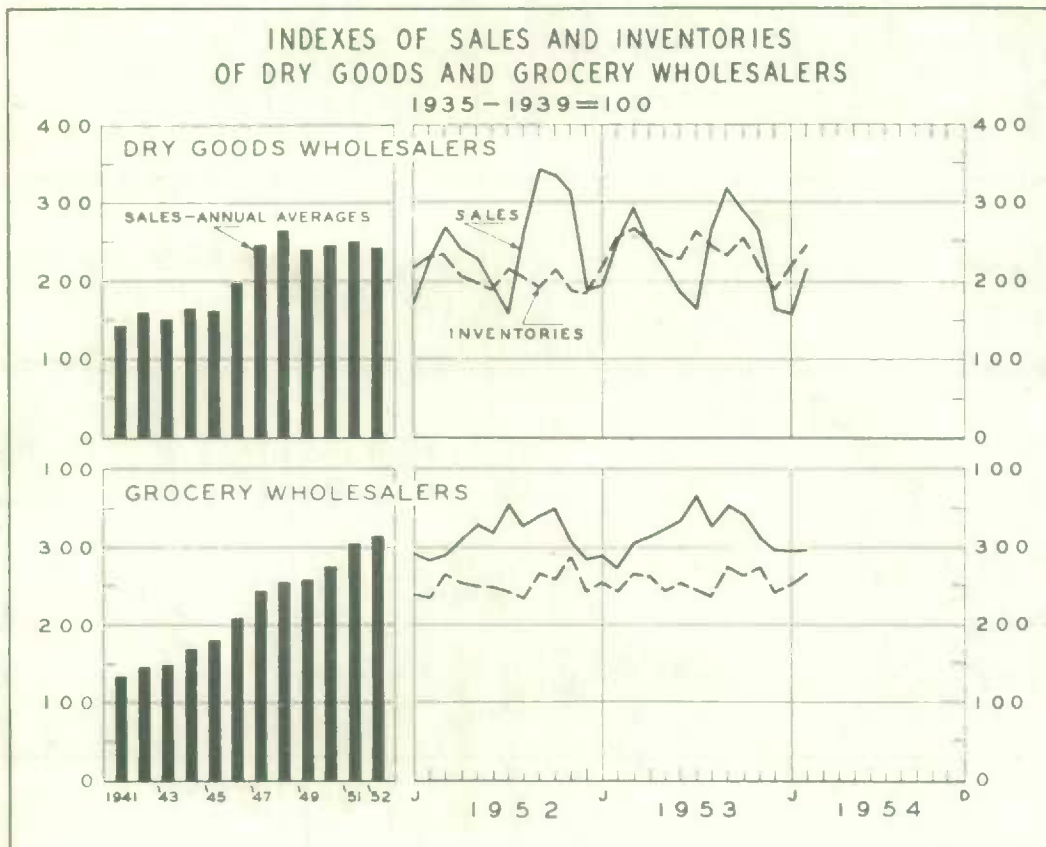
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\$1.00 a year

WHOLESALE TRADE FEBRUARY 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 312.4 for February 1954 compared with 304.5 for February a year ago and 294.1 for January 1954.



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

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Sales Trends by Trades

Wholesalers, in the nine trades covered in this survey, reported a 2% increase in sales in February 1954 compared with February last year. Grocery wholesalers registered an increase of 10% in sales; tobacco and confectionery sales were 6% higher while those for footwear rose 3%. Wholesalers of auto parts and equipment, clothing and drugs all reported sales 1% higher than in February 1953. Decreased sales of 15% were recorded by wholesalers of dry goods while sales of hardware and fruits and vegetables declined 7% and 2% respectively.

Inventories

The value of stocks held by wholesalers at the end of February 1954 showed a 3% increase over the same period a year ago. Substantial increases in inventories of 41% and 26% were reported by wholesalers of footwear and tobacco respectively. Increases ranging from 9% to less than 1% were recorded for groceries, clothing, auto parts and equipment and drugs. Stocks of dry goods dropped 5%, hardware 2% and fruits and vegetables 1%.

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>
February 1954	242.2	265.2
January 1954	219.6	250.4
February 1953	255.5	244.0

Wholesale Trade in Canada
February 1954

Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	February (P) 1954	January (R) 1954	February 1953	Sales %	Inventory %
Wholesale Trade¹, Canada	312.4	294.1	304.5	+ 2.4	+ 3.0
Auto Parts and Equipment	563.0	539.4	556.8	+ 1.4	+ 6.8
Maritimes and Quebec	461.4	368.8	461.4	(2)	
Ontario	607.0	616.2	558.9	+ 8.6	
Western Provinces.....	570.6	547.8	624.3	- 8.6	
Drugs	349.0	350.3	346.7	+ 0.9	+ 0.1
Maritimes, Quebec and Ontario	331.9	347.0	326.0	+ 1.8	
Western Provinces	406.1	361.5	415.7	- 2.3	
Clothing	246.2	181.4	243.5	+ 1.1	+ 8.3
Footwear	351.5	146.2	340.9	+ 3.1	+ 41.3
Dry Goods	213.0	155.6	249.4	- 15.1	- 5.2
Maritimes and Quebec	171.1	113.0	221.0	- 22.6	
Ontario	241.3	182.8	284.9	- 15.3	
Western Provinces	250.7	195.4	260.3	- 3.7	
Fruits and Vegetables.....	250.4	210.7	254.1	- 1.7	- 0.8
Maritimes and Quebec	225.9	164.8	243.9	- 7.4	
Ontario	237.6	241.2	239.3	- 0.7	
Western Provinces	284.7	229.0	276.4	+ 3.0	
Groceries	296.6	295.3	270.6	+ 9.7	+ 8.7
Maritimes	295.0	278.8	272.1	+ 8.4	
Quebec	208.2	192.3	189.1	+ 10.1	
Ontario	281.4	299.8	255.6	+ 10.1	
Prairies	299.7	291.5	273.2	+ 9.7	
British Columbia	490.6	497.0	448.9	+ 9.3	
Hardware	309.7	308.8	334.9	- 7.3	- 1.7
Maritimes	241.2	239.2	243.6	- 1.0	
Quebec	290.0	314.2	301.1	- 3.7	
Ontario	363.6	351.4	388.1	- 6.3	
Western Provinces	299.9	292.6	336.2	- 10.8	
Tobacco and Confectionery	346.3	329.9	313.5	+ 6.5	+ 26.4
Maritimes and Quebec	309.5	294.5	274.4	+ 12.8	
Ontario	368.5	333.6	340.3	+ 8.3	
Western Provinces	359.9	384.3	320.5	+ 12.3	

1. Composite of Nine Trades 2. Unchanged
Note: Figures for Newfoundland are not included.

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