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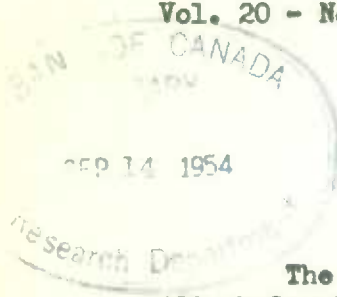
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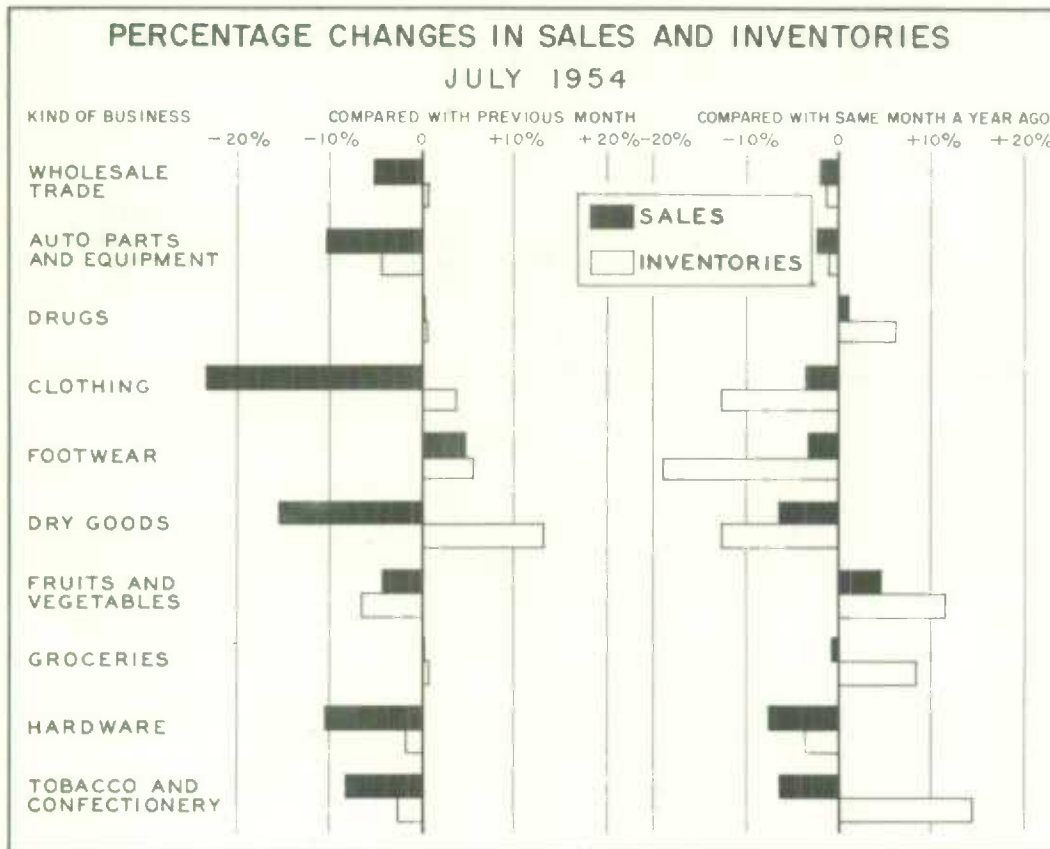
\$1.00 a year

WHOLESALE TRADE
JULY 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 370.6 for July 1954 compared with 379.6 for July a year ago and 390.9 for June 1954.



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

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Sales Trends by Trades

July sales of wholesalers covered by this report registered a decrease of 2% over the same month of 1953 and a decline of 5% from June 1954. In comparison with the previous year seven of the nine trades showed declines ranging from 7% for hardware wholesalers to less than half of one per cent for grocery wholesalers. Fruit and vegetable wholesalers reported an increase of almost 5% while a 1% increase was shown by drug wholesalers.

Inventories

There was a 1% decrease in the value of stocks on hand at the end of July 1954 compared with the corresponding period in 1953. Large decreases were reported by footwear wholesalers amounting to 19% while there was a decrease of 12% for both clothing and dry goods wholesalers. Tobacco and confectionery wholesalers reported an increase of 14%, fruit and vegetable wholesalers nearly 12% and grocery wholesalers over 8%.

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>
July 1954	231.8	266.3
June 1954	201.5	275.0
July 1953	264.6	245.2

Wholesale Trade in Canada

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Trade and Region	Monthly Indexes of Sales (Average 1935-39 = 100)			Percentage Change (Current month over same month last year)	
	July (P) 1954	June (R) 1954	July 1953	Sales %	Inventory %
Wholesale Trade¹, Canada	370.6	390.9	379.6	- 2.0	- 1.1
Auto Parts and Equipment	558.9	623.3	572.4	- 2.4	- 0.9
Maritimes and Quebec	434.4	456.1	427.6	+ 1.6	
Ontario	661.2	705.1	666.5	- 0.8	
Western Provinces.....	493.7	621.5	534.9	- 7.7	
Drugs	380.1	379.3	375.8	+ 1.1	+ 6.2
Maritimes, Quebec and Ontario	356.5	357.6	353.4	+ 0.9	
Western Provinces	458.8	451.5	450.2	+ 1.9	
Clothing	171.8	223.6	177.7	- 3.3	- 12.4
Footwear	220.2	210.8	227.0	- 3.0	- 19.2
Dry Goods	150.1	177.6	160.7	- 6.3	- 12.4
Maritimes and Quebec	104.0	182.9	118.0	- 11.9	
Ontario	170.2	189.7	154.9	+ 9.9	
Western Provinces	201.3	158.8	230.3	- 12.6	
Fruits and Vegetables.....	374.4	390.2	357.1	+ 4.8	+ 11.8
Maritimes and Quebec	291.2	398.7	286.1	+ 1.8	
Ontario	379.2	362.4	343.2	+ 10.5	
Western Provinces	450.5	405.6	437.4	+ 3.0	
Groceries	362.2	361.4	365.1	- 0.4	+ 8.6
Maritimes	356.5	368.5	366.8	- 2.8	
Quebec	268.8	266.4	246.4	+ 9.1	
Ontario	351.8	358.4	366.5	- 4.0	
Prairies	376.1	347.0	392.6	- 4.2	
British Columbia	531.3	563.5	505.0	+ 5.2	
Hardware	429.7	479.1	464.5	- 7.3	- 3.5
Maritimes	400.3	426.5	397.5	+ 0.7	
Quebec	429.8	464.7	444.5	- 3.3	
Ontario	448.8	560.9	483.1	- 7.1	
Western Provinces	423.4	448.0	474.7	- 10.8	
Tobacco and Confectionery	418.5	455.7	445.6	- 6.1	+ 14.5
Maritimes and Quebec	380.6	448.0	411.0	- 7.4	
Ontario	437.5	466.9	468.4	- 6.6	
Western Provinces	441.7	443.2	454.0	- 2.7	

1. Composite of Nine Trades

Note: Figures for Newfoundland are not included.

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