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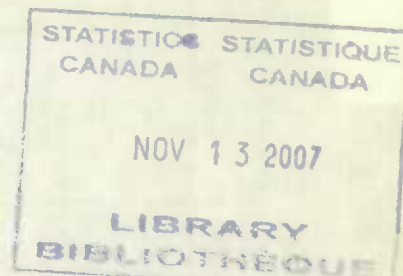
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Memorandum

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WHOLESALE TRADEOctober, 1958

Sales of Canadian wholesalers in October were estimated at \$710,605,000, an increase of 8.2 per cent from the 1957 total of \$656,837,000. The combined sales for the first ten months of the year amounted to \$6,551,452,000, increasing slightly from the 1957 total of \$6,525,488,000 by 0.4 per cent. These sales cover "wholesalers proper" and do not include the business transactions of manufacturers' sales branches or agents and brokers. They are not adjusted for price changes, seasonal variations, or number of business days in the respective months.

October sales rose sharply in all of the main trade groups covered by this report except one, as well as in the "all other trades" category. The greatest increase was registered in the sales of farm machinery (40.6 per cent), followed by smaller but substantial increases in clothing and furnishings (16.1 per cent), groceries and food specialties (13.5 per cent); the "all other trades" group rose by 15.5 per cent. The sales of all other groups increased by more than 2 per cent, except industrial and transportation equipment and supplies, and household electrical appliances which recorded smaller increases of 1.0 per cent and 1.1 per cent respectively. The only group showing a fall in sales was "coal and coke", decreasing by 13.1 per cent to \$17,902,000 from last year's total of \$20,600,000.

Further detail on the sales of the various trade groups will be found on the reverse side of this page.

Prepared in the Industry and Merchandising Division.

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WHOLESALE TRADE

October, 1958

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Preliminary Estimates of Wholesale Sales and Percentage Changes

Kind of Business	October			January - October		
	Sales		% Change 1958/1957	Sales		% Change 1958/1957
	1957	1958		1957	1958	
	\$'000	\$'000		\$'000	\$'000	
TOTAL, ALL TRADES	656,837	710,605	+ 8.2	6,525,488	6,551,452	+ 0.4
Fresh Fruits and Vegetables	20,615	21,227	+ 3.0	196,653	208,939	+ 6.2
Groceries and Food Specialties	121,858	138,250	+ 13.5	1,119,276	1,204,529	+ 7.6
Meat and Dairy Products	16,341	17,405	+ 6.5	137,676	158,753	+ 15.3
Clothing and Furnishings	8,913	10,348	+ 16.1	72,494	71,174	- 1.8
Footwear	3,214	3,567	+ 11.0	25,897	27,219	+ 5.1
Other Textile and Clothing Accessories	20,079	21,308	+ 6.1	170,289	174,196	+ 2.3
Coal and Coke	20,600	17,902	- 13.1	163,604	133,815	- 18.2
Drugs and Drug Sundries	20,955	22,084	+ 5.4	156,261	168,768	+ 8.0
Newsprint, Paper and Paper Products	27,058	27,674	+ 2.3	247,421	241,627	- 2.3
Tobacco, Confectionery and Soft Drinks	50,066	52,715	+ 5.3	498,067	517,222	+ 3.8
Automotive Parts and Accessories	34,210	36,801	+ 7.6	331,394	347,607	+ 4.9
Commercial, Institutional and Service Equipment and Supplies	8,195	8,871	+ 8.2	92,962	88,752	- 4.5
Construction Materials and Supplies, in- cluding Lumber	70,295	73,753	+ 4.9	580,519	609,897	+ 5.1
Farm Machinery	3,288	4,624	+ 40.6	54,877	61,995	+ 13.0
Hardware	28,548	29,290	+ 2.6	257,137	247,746	- 3.7
Household Electrical Appliances	16,885	17,077	+ 1.1	131,762	128,911	- 2.2
Industrial and Transportation Equipment and Supplies	47,427	47,924	+ 1.0	645,730	562,690	- 12.9
All Other Trades	138,290	159,785	+ 15.5	1,643,469	1,597,612	- 2.8