

CATALOGUE No.

63-008

Monthly



DOMINION BUREAU OF STATISTICS

DE PUBLICATIONS OFFICIELLES
OTTAWA - CANADA

Published by Authority of the Hon. Gordon Churchill, Minister of Trade and Commerce

Vol. 25 - No. 10

STATISTICS CANADA \$1.00 per year.

APR 21 1970

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October, 1959.

Sales of Canadian wholesalers, valued at \$719,099,000 for the month of October, were 6% higher than sales of \$678,449,000 estimated for the same month last year, placing the January-October total 9.5% above a year ago at \$6,918,422,000 versus \$6,320,633,000. 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 were larger for 13 of the 17 specified trades, with increases ranging from 14.4% for farm machinery to 0.6% for hardware. Other gains in the month were: meat and dairy products (11.7%), household electrical appliances (12.2%), footwear (10.3%), commercial, institutional and service equipment and supplies (8.6%), automotive parts and accessories (7.4%), newsprint, paper and paper products (7.3%), tobacco, confectionery and soft drinks (5.7%), fresh fruits and vegetables, and groceries and food specialties (5.6%) each. Decreases were: clothing and furnishings (7.6%), coal and coke (6.1%), construction materials and supplies, including lumber (5.0%), other textile and clothing accessories (3.8%).

January-October sales were larger for all trades except coal and coke and meat and dairy products which had declines of 6.1% and 3.5% respectively. Increases in the period were between 24.1% for farm machinery and 1.7% for other textile and clothing accessories.

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

Prepared in Industry and Merchandising Division

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WHOLESALE TRADE

October, 1959

Preliminary Estimates of Wholesale Sales and Percentage Changes

Kind of Business	October			January - October		
	Sales		% Change 1959/1958	Sales		% Change 1959/1958
	1958	1959		1958	1959	
	\$'000	\$'000		\$'000	\$'000	
TOTAL, ALL Trades.....	678,449	719,099	+ 6.0	6,320,633	6,918,422	+ 9.5
Fresh Fruits and Vegetables.....	20,897	22,062	+ 5.6	205,755	210,309	+ 2.2
Groceries and Food Specialties.....	122,654	129,558	+ 5.6	1,076,237	1,170,211	+ 8.7
Meat and Dairy Products.....	14,724	16,140	+11.7	134,964	130,226	- 3.5
Clothing and Furnishings.....	9,673	8,943	- 7.6	66,592	70,322	+ 5.6
Footwear.....	3,298	3,537	+10.3	24,361	26,284	+ 7.9
Other Textile and Clothing Accessories....	20,092	19,908	- 3.6	169,047	171,953	+ 1.7
Coal and Coke.....	14,099	13,799	- 6.1	109,811	103,152	- 6.1
Drugs and Drug Sundries.....	21,830	22,188	+ 1.4	167,415	181,958	+ 8.7
Newsprint, Paper and Paper Products.....	23,761	25,506	+ 7.3	213,305	221,925	+ 4.0
Tobacco, Confectionery and Soft Drinks....	47,281	49,999	+ 5.7	466,062	499,862	+ 7.3
Automotive Parts and Accessories.....	32,950	35,375	+ 7.4	299,051	333,891	+12.7
Commercial, Institutional and Service Equipment and Supplies.....	8,350	9,072	+ 8.6	82,996	95,921	+15.6
Construction Materials and Supplies, including Lumber.....	79,353	75,412	- 5.0	661,180	691,014	+ 4.5
Farm Machinery.....	4,588	5,251	+14.4	62,509	77,590	+24.3
Hardware.....	28,996	29,184	+ 0.6	244,898	254,431	+ 3.9
Household Electrical Appliances.....	16,461	18,463	+12.2	124,019	135,231	+ 9.0
Industrial and Transportation Equipment and Supplies.....	46,831	48,551	+ 3.7	545,593	603,279	+10.6
All Other Trades.....	161,445	185,853	+15.1	1,666,838	1,940,883	+16.4

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