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CATALOGUE No.

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Monthly



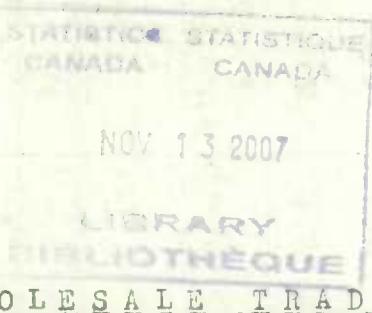
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November, 1960

Sales of Canadian Wholesalers during the month of November are estimated at \$697,558,000 as compared with \$645,499,000 for the same month of 1959, an increase of 8.1 p.c. Sales for the first 11 months, 1960, at \$7,708,515,000, were 1.7 p.c. higher than sales of \$7,577,518,000 for the corresponding period of 1959. 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.

November sales were larger in eleven of the seventeen specified trade groups, the most important increases being in the following trades: Industrial and Transportation Equipment, 14.4 p.c.; Newsprint, Paper and Paper Products, 12.8 p.c.; Groceries and Food Specialties, 8.8 p.c.; Meat and Dairy Products, 7.7 p.c.; Drugs and Drug Sundries, 6.6 p.c.; Other Textiles and Clothing Accessories, 4.8 p.c. The "All Other Trades" group showed an increase of 20 p.c. Decreases occurred in six trades and ranged from 0.9 p.c. in Household Electrical Appliances to 15 p.c. in Farm Machinery.

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
November, 1960

Preliminary Estimates of Wholesale Sales and Percentage Changes

Kind of Business	November		January-November		% Change	
	1959 \$'000	1960 \$'000	1960/1959 %	1959 \$'000	1960 \$'000	
TOTAL, ALL Trades	645,499	697,558	+ 8.1	7,577,518	7,708,515	+ 1.7
Fresh Fruits and Vegetables	17,502	18,008	+ 2.9	230,123	250,793	+ 4.9
Groceries and Food Specialties	120,967	131,618	+ 8.8	1,303,879	1,406,185	+ 7.4
Meat and Dairy Products	17,535	18,881	+ 7.7	147,571	152,721	+ 3.5
Clothing and Furnishings	8,073	7,986	- 1.1	72,732	77,809	- 1.5
Footwear	3,371	3,304	- 2.0	29,277	30,272	+ 3.0
Other Textile and Clothing Accessories	20,357	21,329	+ 4.8	196,677	196,622	+ 0.3
Coal and Coke	13,085	12,185	- 14.5	118,884	113,742	- 4.3
Drugs and Drug Surgeries	18,953	20,197	+ 6.6	200,515	205,202	+ 2.3
Newsprint, Paper and Paper Products	26,287	26,651	+ 12.3	248,951	261,114	+ 4.9
Tobacco, Confectionery and Soft Drinks	48,720	50,175	+ 3.0	551,529	570,339	+ 3.4
Automotive Parts and Accessories	33,203	31,643	- 4.1	367,204	368,276	+ 0.3
Commercial, Institutional and Service Equipment and Supplies	10,547	10,654	+ 1.0	111,537	116,698	+ 4.6
Construction Materials and Supplies, including						
Lumber	63,065	64,057	+ 1.6	747,819	693,558	- 7.7
Farm Machinery	2,740	2,328	- 15.0	84,213	72,700	- 13.7
Hardware	29,211	29,872	+ 2.3	282,722	283,314	+ 0.2
Household Electrical Appliances	17,281	17,129	- 0.9	157,145	152,221	- 3.1
Industrial and Transportation Equipment and Supplies	48,371	55,359	+ 15.1	622,737	606,562	- 2.6
All Other Trades	146,231	173,982	+ 20.0	2,083,193	2,150,387	+ 3.2