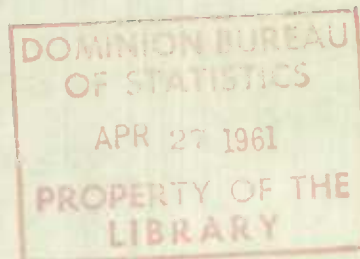


WHOLESALE TRADEFebruary, 1961

Sales of Canadian Wholesalers for the month of February are estimated at \$610,091,000, down 9% from sales of \$670,337,000 estimated for the same month of 1960. Sales for the first two months of the year, at \$1,180,264,000, were 8.1% lower than the sales of \$1,284,326,000 for the corresponding period of 1960. 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.

February sales were larger in eight of the seventeen specified trade groups, the most important increases being in the following trades: Farm Machinery, 23%; Household Electrical Appliances, 22.5%; Footwear, 11.8%; Meat and Dairy Products, 8.2%. Decreases occurred in nine trades and ranged from 14.3% for Coal and Coke to 0.2% for Fresh Fruits and Vegetables. The "All Other Trades" group showed a decrease of 24.9%.

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

6543-501-21

WHOLESALE TRADE

February, 1961

Preliminary Estimates of Wholesale Sales and Percentage Changes

Kind of Business	February			January - February		
	S a l e s		% Change	S a l e s		% Change
	1960	1961		1960	1961	
	\$'000	\$'000	1961/1960	\$'000	\$'000	1961/1960
Total, All Trades	670,337	610,091	- 9.0	1,284,326	1,180,264	- 8.1
Fresh Fruits and Vegetables	19,328	19,298	- 0.2	37,448	37,128	- 0.9
Groceries and Food Specialties	115,158	116,606	+ 1.3	221,979	225,461	+ 1.6
Meat and Dairy Products	9,648	10,439	+ 8.2	19,701	21,667	+10.0
Clothing and Furnishings	5,896	5,679	- 3.7	11,038	10,636	- 3.6
Footwear	2,755	3,080	+11.8	4,122	4,510	+ 9.4
Other Textile and Clothing Accessories	16,904	15,944	- 5.7	31,199	31,226	+ 0.1
Coal and Coke	12,804	10,974	-14.3	25,291	21,436	-15.2
Drugs and Drug Sundries	17,603	17,281	- 1.8	33,686	35,193	+ 4.5
Newsprint, Paper and Paper Products	20,942	22,068	+ 5.4	40,459	43,335	+ 7.1
Tobacco, Confectionery and Soft Drinks	44,574	44,460	- 0.3	85,966	86,919	+ 1.1
Automotive Parts and Accessories	25,079	25,642	+ 2.2	47,178	47,448	+ 0.6
Commercial, Institutional and Service Equipment and Supplies	10,502	10,773	+ 2.6	20,608	21,486	+ 4.3
Construction Materials and Supplies, including Lumber	48,769	45,928	- 5.8	93,621	93,718	+ 0.1
Farm Machinery	5,360	6,594	+23.0	9,389	10,165	+ 8.3
Hardware	22,364	20,198	- 9.7	40,475	39,168	- 3.2
Household Electrical Appliances	14,108	17,279	+22.5	24,475	31,726	+29.6
Industrial and Transportation Equipment and Supplies	53,857	49,059	- 8.9	85,669	78,665	- 8.2
All Other Trades	224,686	168,789	-24.9	452,022	340,377	-24.7

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