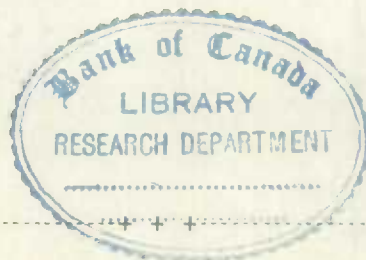


CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

OPERATING RESULTS
OF
INDEPENDENT FOOD STORES
IN CANADA
1938



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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Operating Results of Independent Food Stores in Canada, 1938

Introduction

This report is one of a series presenting average operating results in various branches of retail trade in Canada in 1938. The basic data from which the report was compiled were secured in connection with the annual survey of retail trade conducted by the Internal Trade Branch of the Dominion Bureau of Statistics and designed primarily to provide information regarding annual trends in various kinds of business in the several provinces. This report gives average operating results for food stores, separate ratios being shown for grocery stores, combination stores and meat markets.

Results of the Census of Merchandising and Service Establishments for 1930, taken in connection with the last decennial census showed that there were altogether 18,166 grocery stores in Canada that year of which 1,400 belonged to corporate chain companies and the remainder were individual stores. There were also 5,162 combination stores (stores selling both groceries and meats) of which 693 were chain units and the remainder were independents. Meat markets numbered 5,017 and these were almost entirely individually operated. These figures relate only to stores engaged primarily in the retail distribution of grocery and meat products. They do not include country general stores or other types of retail outlets selling grocery products as part of a more comprehensive stock-in-trade.

Approximately 1,700 independent grocery stores, 1,600 combination stores and 900 meat markets report to the annual survey of retail trade. But most of these firms, while able to report general information such as total sales, payrolls and inventories carried, were unable to furnish a breakdown of their operating expenses. Returns from 440 grocery stores, 400 combination stores and 272 meat markets were utilized in the preparation of the operating expense analyses presented in this bulletin. The present report constitutes the first attempt of the Bureau of Statistics to provide a detailed analysis of operating results for food stores. Such an undertaking is rendered difficult because of the lack of uniformity among business houses in classifying and recording expense data. For this reason the figures published here must be considered as indicators of general relationships rather than as material, the absolute accuracy of which can be guaranteed.

Summary of Results

Independent food store sales in Canada during 1938 were maintained at the 1937 level, slight declines of two or three per cent in the Maritime Provinces and Ontario being offset by moderate improvement in the Prairie Provinces. Grocery store sales averaged 1 per cent lower in 1938 than in the preceding year; combination store sales remained unchanged while meat markets reported a 2 per cent increase in dollar business. Slight differences in trend in dollar sales for grocery stores and meat markets may be attributed largely to differences in retail price movements for grocery and meat products over the period under review. The Bureau's retail

price index for grocery products was 1 per cent lower in 1938 than in 1937 while meat prices recorded an average gain of 6 per cent during the same interval.

Analysis of operating results for 1938 for the 440 grocery stores included in the survey reveals a net operating profit of 0.5 per cent of sales after making allowance for an imputed value of proprietors' services but before making any provision for interest on own capital investment. Gross margin or profit (difference between sales and cost of goods sold) averaged 16.0 per cent of sales while operating expenses totalled 15.5 per cent of sales. The stock-turn ratio derived from annual sales reduced to a cost basis and the average of the year-end inventories indicated that stocks were bought and sold out 9.9 times during the year.

The 400 combination stores secured an average net profit of 0.6 per cent of sales on the year's operations resulting from a gross profit or margin of 17.4 per cent and total operating expenses of 16.8 per cent of sales. Stocks were turned an average of 13 times during the year or rather better than once a month. Comparable figures for the 272 meat markets submitting detailed statements reveal an average gross margin of 22.4 per cent and operating expenses of 20.8 per cent resulting in a net profit of 1.6 per cent of sales for the year's operations. The necessity of quick turnover in order to provide the customer with supplies of fresh meat is reflected in a high rate of stock-turn for this line of business, averaging 31 times per year for the firms reporting.

Results for individual firms deviated considerably from these average figures. Nor did all stores secure a profit on the year's trading. Of the 440 grocery stores included in the survey, 240 or 55 per cent operated on a profit while 200 or 45 per cent operated at a loss. The proportion of profitable firms was slightly higher for combination stores at 57 per cent of the total number reporting while meat markets made a better showing with 63 per cent operating at a profit and 37 per cent operating at a loss.

The profitable stores secured a higher gross margin in relation to sales, operated on a lower expense ratio and, except in the case of meat markets, had a higher stock-turn rate than had the unprofitable concerns. The 240 profitable grocery stores reporting operated on a gross margin of 16.8 per cent and had operating expenses of 14.3 per cent resulting in a net profit of 2.5 per cent of sales. These stores turned their stocks an average of 10.4 times during the year. The 200 unprofitable stores had an average gross margin of 14.8 per cent and operating expenses of 17.1 per cent resulting in a net loss of 2.3 per cent of sales. Stocks of these stores were turned 9.2 times during the year.

Similar relationships were found to exist between profitable and unprofitable firms in the combination store field. There were 226 combination stores which reported a profit on the year's business. These operated on an average gross margin ratio of 18.8 per cent of sales and had total operating expenses of 16.0 per cent giving a net profit of 2.8 per cent. The 174 unprofitable stores reporting operated on a gross margin of 15.4 per cent, had operating expenses of 17.9 per cent producing a net loss of 2.5 per cent of sales. Stocks were turned 13.3 times per year by the profitable stores compared with 12.6 times by the unprofitable firms.

There were 171 profitable meat markets included in the sample and these operated on an average gross margin ratio of 23.8 per cent, had operating expenses of 19.9 per cent yielding an average net profit of 3.9 per cent of sales. The 101 unprofitable firms reporting operated on a gross margin of 20.0 per cent and had operating expenses of 22.3 per cent resulting in a net loss of 2.3 per cent of the annual dollar sales.

The relationship between rate of stock-turn and operating results was the reverse for meat markets from that found to exist in the case of grocery stores. The 171 profitable meat markets turned their stocks an average of 28.3 times during the year whereas the 101 unprofitable stores turned their stocks 36.7 times during the same period. The higher stock-turn rate for unprofitable than for profitable stores in the meat market field was restricted to no special size of business but was general for all size classes. Reason for the unusual relationship between profit or loss results and stock-turn rate for meat markets may be found at least in part in differences in refrigeration facilities in various stores attended by differences in length of period during which fresh meat may be kept on hand and also attended by differences in net operating results. Many meat markets carry limited stocks of canned goods and dairy products but examination of the returns for

profitable and unprofitable stores revealed no appreciable differences in the components of commodities sold.

The proportions of profitable and unprofitable firms varied considerably for different sizes of business within each trade. In the grocery field the proportion of profitable to total firms increased as the size of business increased. Stores with annual sales between \$10,000 and \$20,000 were divided in the proportions 47 per cent profitable and 53 per cent unprofitable. Profitable stores formed 55 per cent of the total number in the \$20,000 to \$30,000 class, 58 per cent for stores having annual sales between \$30,000 and \$50,000 and 70 per cent for stores with annual sales of from \$50,000 to \$100,000. Similar tendencies are found to exist in the combination store field, the proportion of profitable to total firms reporting ranging in this case from 51 per cent for stores with annual sales between \$10,000 and \$20,000 to 61 per cent for stores with annual sales of from \$50,000 to \$100,000.

General Operating Expense Analysis

Grocery Stores

In addition to reporting total expense figures each firm was asked to give a breakdown of its expenses into thirteen different expense items. Grocery stores operated on an average total expense ratio of 15.5 per cent of sales comprised of 9.2 per cent payroll and 6.3 per cent other expenses. Included in the payroll data are salaries and wages of employees and an estimated value for the services of those proprietors who devoted the major portion of their time to their retail business. The amounts attributed to these proprietors were obtained in the following way: The expense schedule asked that the number and salaries of proprietors receiving a stated salary be reported. It also asked for the number of proprietors who did not draw a stated salary but whose remuneration consisted only of profits secured from the year's operations. The returns of those firms reporting proprietors' salaries were used in arriving at an average salary per proprietor for stores in different size classes. These averages were then assigned to all proprietors in each size class irrespective of whether or not stated salaries were reported. This practice leads to the classification as unprofitable of some returns whose actual figures may have shown a profit due to a very small amount being reported for proprietors' salaries. On the other hand, it transferred to the profitable classification some returns on which the appearance of an unduly large item for proprietors' salaries would have assigned to the unprofitable group had the figures been used as reported.

Average values of proprietors' services for various size classes as used in this survey are as follows:

<u>Amount of Annual Sales</u>	<u>Average Salary per Proprietor</u> \$
\$10,000 - \$19,999	800
20,000 - 29,999	1,200
30,000 - 39,999	1,500
40,000 - 49,999	1,500
50,000 - 59,999	1,600
60,000 - 69,999	1,600
70,000 - 79,999	1,700
80,000 - 89,999	1,700
90,000 - 99,999	1,700
100,000 and over	1,800

These same averages were used for grocery stores, combination stores and meat markets. It should be noted that proprietors' salaries were estimated in the case of unincorporated companies only. Proprietors of incorporated companies who devoted the major portion of their time to their retail business were considered as employees and their compensation was included with salaries and wages paid to employees. Deviation from the usual practice was made in the case of partnerships reporting more than one partner actively engaged in the business. In such instances the average salary shown above for the corresponding size of business was allocated to one proprietor only. One half the average salary for the same size class was allocated to each additional proprietor.

The necessity of allocating an imputed value for services performed by proprietors introduces an unavoidable element of arbitrariness in the operating results for retail stores. The attached tables give separate ratios for proprietors and employees' salaries. Any owner who does not draw a stated salary and who wishes to compare his results with the averages for his size of business can deduct the proprietors' payroll percentage shown from the total operating expenses and add the same percentage to net profit.

On allocating the amounts shown above to proprietors in the various size classes of grocery stores, proprietors' salaries (exclusive of proprietors of incorporated companies) are estimated at 4.0 per cent of sales. Employees' salaries formed another 5.2 per cent of sales making a total payroll cost of 9.2 per cent.

Advertising expenses formed 0.4 per cent of grocery store sales while "supplies" including wrapping paper, bags, twine, etc., amounted to another 1.1 per cent of sales. Communication costs including telephone, telegraph and postage amounted to 0.3 per cent while bad debt losses amounted to 0.4 per cent of annual sales.

Rental costs averaged 1.9 per cent of sales for stores in rented premises. The survey questionnaire contained six other items closely allied with occupancy costs and figures for which are significant only when considered separately for owned and rented stores. Taxes, (including property and business taxes) formed 0.8 per cent of sales for owned stores and half that proportion or 0.4 per cent for rented premises. Insurance costs averaged 0.4 per cent and 0.2 per cent of sales for the two types. Light, heat and power costs were 0.6 per cent and 0.5 per cent of sales for owned and rented premises. Cost of repairs amounted to 0.6 per cent of sales in owned stores and 0.4 per cent for rented stores. Depreciation amounted to 0.9 per cent and 0.6 per cent of sales for the two types. Interest on borrowed money including mortgage interest but exclusive of any allowance for interest on own capital investment averaged 0.2 per cent of sales for owned stores and one half that figure or 0.1 per cent for rented premises.

Sundry expenses which could not be allocated to any of the other classifications amounted to 0.3 per cent of grocery store sales.

Classification of grocery stores according to size of business reveals a slight decline in gross margin percentage of sales, a greater decline in operating expense ratio and an increase in rate of stock-turn as the amount of annual turnover increases. Stores with annual sales between \$10,000 and \$20,000 just broke even on the year's operations, with gross margin and total expense ratios alike at 16.4 per cent of sales. The sample of stores included in the \$20,000 to \$30,000 size class also had an average gross margin ratio of 16.4 per cent but their expenses were slightly lower at 16.0 per cent of sales. In the \$30,000 to \$50,000 class there were 104 stores with gross margin and operating expense ratios of 15.8 per cent and 15.4 per cent respectively. Larger stores with annual sales between \$50,000 and \$100,000 had average gross margin of 15.6 per cent and operating expenses of 14.6 per cent yielding a net profit of one per cent of sales.

Combination Stores

Combination stores operated on a total expense ratio of 16.8 per cent, payroll costs averaging 10.0 per cent and other expenses another 6.8 per cent of annual sales. The higher total expense ratio for combination stores compared with the 15.5 per cent previously recorded for stores of the purely grocery type may be largely attributed to higher payroll costs, a reflection of the higher wage rates paid to meat than to grocery clerks. Supplies cost 1.3 per cent of sales in combination stores, slightly higher than the 1.1 per cent recorded for grocery units while ratios for other items were markedly similar for the two lines of business. Advertising costs in combination stores averaged 0.4 per cent of sales and communication expenses amounted to another 0.3 per cent. Rental costs formed 1.8 per cent of sales for stores in leased premises. Taxes averaged 0.5 per cent of sales and varied from 0.7 per cent to 0.4 per cent for owned and rented premises. Insurance cost 0.3 per cent; light, heat and power, 0.6 per cent; repairs, 0.5 per cent; depreciation, 0.8 per cent; bad debts, 0.5 per cent; interest on borrowed money, 0.2 per cent and sundry expenses, 0.4 per cent.

Meat Markets

Higher payroll costs, greater expenditures for supplies, light, heat and power and more substantial depreciation charges resulting from greater equipment needs combine to produce a larger cost of transacting business in meat markets than in grocery or combination stores. Total operating expenses for the 272 meat markets reporting averaged 20.8 per cent of sales and were comprised of 4.0 per cent proprietors' salaries, 8.3 per cent employees' salaries and 8.5 per cent other expenses. Higher wage rates paid meat clerks are reflected in the 8.3 per cent ratio to sales for meat markets compared with 6.5 per cent and 5.2 per cent recorded for combination and grocery stores. Higher refrigeration charges, whether paid for ice or electrical power, are reflected in larger expenses for supplies and for light, heat and power which averaged 2.0 per cent of sales and 0.8 per cent of sales respectively for meat markets compared with considerably lower figures for grocery and combination stores. More extensive equipment requirements are reflected in higher depreciation charges which averaged 1.1 per cent of sales for meat markets compared with 0.7 per cent for grocery and 0.8 per cent for combination stores.

Expense ratios to sales for other items did not vary materially from those recorded for the other two lines of business in the food group. Advertising expenses formed 0.3 per cent of sales; communication, 0.3 per cent; rent, 2.1 per cent of sales for rented stores; taxes averaged 0.4 per cent ranging from 0.8 per cent to 0.3 per cent for owned and rented premises. Insurance charges cost 0.3 per cent of sales; repairs, 0.6 per cent; bad debts, 0.4 per cent; interest on borrowed money, 0.1 per cent and sundry expenses, 0.7 per cent.

Explanation of Terms

Gross Margin

Gross margin represents the difference between net sales and the cost of goods sold which amount is obtained by adjusting purchases of goods during the year for differences between year-end inventories. That is to say, cost of goods sold equals the value of inventory at the beginning of the year, increased by the value of goods purchased and decreased by the inventory at the end of the year. Value of purchases includes the invoice value of goods bought less any returns, allowances or discounts received from manufacturers or wholesalers. The cost of goods also includes duty and inward freight, express or truckage. Outward delivery costs and other store expenses are not included.

Payroll

Payroll includes salaries, wages and commissions paid to all full-time or part-time employees including amounts paid to members of proprietors' families who serve in the capacity of employees. It also includes an imputed value for the services of proprietors who devote the major portion of their time to the business in question.

Advertising

Included in this item are all amounts paid for various types of advertising, newspaper, handbill, radio, etc.

Supplies

The amount reported under this heading includes expenditures for all supplies used in connection with the business such as wrapping paper, bags, twine, office supplies and in addition supplies such as gas and oil for the firm's own delivery equipment.

Communication

Telephone, telegraph and postage were to be reported under this heading.

Taxes

All licenses and taxes including both property and business taxes but exclusive of Dominion income taxes were to be reported here.

Insurance

Amount of premiums paid for insurance of all types carried in connection with the business was to be reported: fire, theft, plate glass, insurance on delivery equipment, etc.

Rent

Only rentals paid for premises actually used in connection with the business were to be reported.

Heat, Light and Power

Water rates, if paid separately from taxes, were to be included here in addition to all amounts paid for fuel, light and power.

Bad Debt Losses

Each firm was asked to report the amount actually written off as bad debts during the year less bad debts written off in previous years and recovered in the year in question. In some instances amounts transferred to bad debt reserves may have been reported rather than the amount actually written off.

Repairs and Maintenance

This item includes amounts paid for repairs and maintenance to buildings, furniture, fixtures and store or delivery equipment. Labour costs coming through the store's own payroll were to be included in the payroll item and not in this category.

Interest

Only interest paid on borrowed money, bank, mortgage, etc., was to be reported. No allowance was made for interest on own capital investment.

Depreciation

Each firm was asked to report what it considered to be a fair charge for annual depreciation on owned buildings, furniture and store or delivery equipment. From two to five per cent is generally allowed on the cost or purchase price of buildings depending upon the type of construction. Five per cent of cost is frequently allowed on store furniture and fixtures and twenty per cent on the cost of delivery equipment.

Sundry Expenses

This includes all expenses not otherwise allocated. No separate provision was made for amounts paid outside agencies for delivery to purchasers. Such amounts would normally be assigned to the sundry expense item.

Stock-turn Rate

Rate of stock-turn was obtained by dividing the average of the year-end stock figures into the cost of goods sold. By this means the numerator and denominator in the ratio were brought to the same value basis. But no information is available to indicate the extent to which the average of the year-end figures may be representative of the average stock carried throughout the twelve-month period. Thus while the ratios shown in the tables may be used as a basis for comparisons with individual results, their accuracy as a measure of the number of times that stock was turned over during the year cannot be guaranteed.

Table 1.--Grocery Stores - Operating Results for Stores Classified According to
Annual Sales Volume and Occupancy Basis, Canada, 1938

Item	AMOUNT OF ANNUAL SALES					
	All Stores, Total			\$10,000 - \$19,999		
	Total	Owned	Rented	Total	Owned	Rented
GENERAL INFORMATION						
Number of Stores Reporting	440	170	270	156	63	93
Total Sales	\$13,046,624	4,652,324	8,394,300	2,389,579	958,639	1,430,940
Average Sales per Store	29,651	27,367	31,090	15,318	15,216	15,386
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	16.0	15.4	16.3	16.4	15.9	16.8
Expenses						
Proprietors' salaries	4.0	4.1	3.9	5.1	5.1	5.1
Employees' salaries and wages ..	5.2	5.2	5.1	4.0	4.1	3.9
Advertising	0.4	0.5	0.4	0.3	0.3	0.3
Supplies	1.1	1.0	1.1	1.0	1.1	1.0
Communication	0.3	0.3	0.3	0.4	0.4	0.4
Rent	1.2	-	1.9	1.6	-	2.7
Taxes	0.5	0.8	0.4	0.8	1.1	0.6
Insurance	0.3	0.4	0.2	0.3	0.4	0.2
Light, heat and power	0.5	0.6	0.5	0.9	1.0	0.8
Repairs	0.4	0.6	0.4	0.4	0.6	0.3
Depreciation	0.7	0.9	0.6	0.8	1.1	0.6
Bad debts	0.4	0.4	0.4	0.4	0.3	0.5
Interest on borrowed money	0.2	0.2	0.1	0.2	0.2	0.1
Sundry expense	0.3	0.3	0.3	0.2	0.1	0.2
Total Expense	15.5	15.3	15.6	16.4	15.8	16.7
Net Profit or Loss	+0.5	+0.1	+0.7	-	+0.1	+0.1
OTHER INFORMATION						
Stock Turnover (times per year) ...	9.9	9.6	10.1	9.0	7.9	9.9

Table 1.--Grocery Stores - Operating Results for Stores Classified According to Annual Sales Volume and Occupancy Basis, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES					
	\$20,000 - \$29,999			\$30,000 - \$49,999		
	Total	Owned	Rented	Total	Owned	Rented
GENERAL INFORMATION						
Number of Stores Reporting	127	55	72	104	38	66
Total Sales	\$3,124,434	1,365,955	1,758,479	3,944,127	1,416,799	2,527,328
Average Sales per Store	24,602	24,836	24,423	37,924	37,284	38,293
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	16.4	16.5	16.4	15.8	14.9	16.3
Expenses						
Proprietors' salaries	5.0	4.9	5.1	4.1	4.0	4.2
Employees' salaries and wages ..	4.5	5.2	4.0	5.2	5.4	5.2
Advertising	0.6	0.4	0.4	0.4	0.4	0.4
Supplies	1.1	1.1	1.1	1.1	1.1	1.1
Communication	0.3	0.4	0.3	0.3	0.2	0.3
Rent	1.2	-	2.1	1.1	-	1.8
Taxes	0.7	1.0	0.4	0.5	0.6	0.4
Insurance	0.3	0.4	0.2	0.3	0.4	0.2
Light, heat and power	0.5	0.6	0.5	0.5	0.5	0.4
Repairs	0.4	0.6	0.3	0.4	0.6	0.3
Depreciation	0.7	1.0	0.6	0.7	0.9	0.5
Bad debts	0.3	0.3	0.4	0.4	0.4	0.4
Interest on borrowed money	0.1	0.2	0.1	0.1	0.2	0.1
Sundry expense	0.3	0.2	0.3	0.3	0.2	0.3
Total Expense	16.0	16.3	15.8	15.4	14.9	15.6
Net Profit or Loss	+0.4	+0.2	+0.6	+0.4	-	+0.7
OTHER INFORMATION						
Stock Turnover (times per year) ...	9.0	9.2	8.8	11.4	11.2	11.5

Table 1.--Grocery Stores - Operating Results for Stores Classified According to
Annual Sales Volume and Occupancy Basis, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES		
	\$50,000 - \$99,999		
	Total	Owned	Rented
GENERAL INFORMATION			
Number of Stores Reporting	53	14	39
Total Sales	\$3,588,484	910,931	2,677,553
Average Sales per Store	67,707	65,067	68,655
PROFIT AND LOSS--(In percentages of sales)			
Gross Margin or Profit	15.6	14.1	16.1
Expenses			
Proprietors' salaries	2.3	2.3	2.3
Employees' salaries and wages	6.4	6.2	6.5
Advertising	0.6	0.8	0.6
Supplies	1.0	0.8	1.1
Communication	0.2	0.3	0.2
Rent	1.1	-	1.5
Taxes	0.3	0.5	0.2
Insurance	0.3	0.3	0.2
Light, heat and power	0.4	0.4	0.3
Repairs	0.5	0.4	0.5
Depreciation	0.6	0.7	0.6
Bad debts	0.3	0.4	0.3
Interest on borrowed money	0.2	0.2	0.1
Sundry expense	0.4	0.8	0.3
Total Expense	14.6	14.1	14.7
Net Profit or Loss	+1.0	-	+1.4
OTHER INFORMATION			
Stock Turnover (times per year)	10.0	9.9	10.0

Table 2.--Grocery Stores - Operating Results for Stores Classified According to
Annual Sales Volume and Profit or Loss, Canada, 1938

Item	AMOUNT OF ANNUAL SALES					
	All Stores, Total			\$10,000 - \$19,999		
	Total	Profitable	Unprofitable	Total	Profitable	Unprofitable
GENERAL INFORMATION						
Number of Stores Reporting	440	240	200	156	73	83
Total Sales	\$13,046,624	7,724,745	5,321,879	2,389,579	1,158,442	1,231,137
Average Sales per Store	29,651	32,186	26,609	15,318	15,869	14,833
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	16.0	16.8	14.8	16.4	18.0	15.0
Expenses						
Proprietors' salaries	4.0	3.9	4.2	5.1	5.0	5.1
Employees' salaries and wages	5.2	4.7	5.8	4.0	3.1	4.8
Advertising	0.4	0.4	0.5	0.3	0.3	0.3
Supplies	1.1	1.1	1.1	1.0	1.0	1.0
Communication	0.3	0.3	0.3	0.4	0.4	0.5
Rent	1.2	1.1	1.4	1.6	1.4	1.8
Taxes	0.5	0.4	0.7	0.8	0.6	0.9
Insurance	0.3	0.3	0.3	0.3	0.3	0.4
Light, heat and power	0.5	0.4	0.6	0.9	0.7	1.0
Repairs	0.4	0.4	0.5	0.4	0.4	0.5
Depreciation	0.7	0.6	0.7	0.8	0.7	0.9
Total occupancy costs(1)	3.6	3.2	4.2	4.8	4.1	5.5
Bad debts	0.4	0.3	0.4	0.4	0.3	0.5
Interest	0.2	0.1	0.2	0.2	0.1	0.2
Sundry expense	0.3	0.3	0.4	0.2	0.1	0.3
Total Expense	15.5	14.3	17.1	16.4	14.4	18.2
Net Profit or Loss	+0.5	+2.5	-2.3	-	+3.6	-3.2
OTHER INFORMATION						
Stock Turnover (times per year)	9.9	10.4	9.2	9.0	9.5	8.5

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.

Table 2.--Grocery Stores - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES					
	\$20,000 - \$29,999			\$30,000 - \$49,999		
	Total	Profitable	Unprofitable	Total	Profitable	Unprofitable
GENERAL INFORMATION						
Number of Stores Reporting	127	70	57	104	60	44
Total Sales	\$3,124,434	1,705,060	1,419,374	3,944,127	2,269,062	1,675,065
Average Sales per Store	24,602	24,358	24,901	37,924	37,818	38,070
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	16.4	18.1	14.5	15.8	16.7	14.6
Expenses						
Proprietors' salaries	5.0	5.0	5.0	4.1	4.1	4.2
Employees' salaries and wages	4.5	4.2	4.9	5.2	4.9	5.7
Advertising	0.6	0.3	0.4	0.4	0.4	0.5
Supplies	1.1	1.1	1.1	1.1	1.1	1.1
Communication	0.3	0.4	0.3	0.3	0.3	0.2
Rent	1.2	1.3	1.1	1.1	1.0	1.4
Taxes	0.7	0.5	0.8	0.5	0.5	0.5
Insurance	0.3	0.3	0.3	0.3	0.2	0.3
Light, heat and power	0.5	0.5	0.6	0.5	0.4	0.5
Repairs	0.4	0.4	0.6	0.4	0.4	0.4
Depreciation	0.7	0.8	0.7	0.7	0.6	0.8
Total occupancy costs(1)	3.8	3.8	4.1	3.5	3.1	3.9
Bad debts	0.3	0.3	0.4	0.4	0.4	0.3
Interest	0.1	0.2	0.1	0.1	0.1	0.2
Sundry expense	0.3	0.2	0.3	0.3	0.2	0.3
Total Expense	16.0	15.5	16.6	15.4	14.6	16.4
Net Profit or Loss	+0.4	+2.6	-2.1	+0.4	+2.1	-1.8
OTHER INFORMATION						
Stock Turnover (times per year)	9.0	9.7	8.3	11.4	11.2	11.6

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.

Table 2.--Grocery Stores - Operating Results for Stores Classified According to
Annual Sales Volume and Profit or Loss, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES		
	\$50,000 - \$99,999		
	Total	Profitable	Unprofitable
GENERAL INFORMATION			
Number of Stores Reporting	53	37	16
Total Sales	\$3,588,484	2,592,181	996,303
Average Sales per Store	67,707	70,059	62,269
PROFIT AND LOSS--(In percentages of sales)			
Gross Margin or Profit	15.6	15.7	15.5
Expenses			
Proprietors' salaries	2.3	2.6	1.8
Employees' salaries	6.4	5.5	8.7
Advertising	0.6	0.6	0.7
Supplies	1.0	1.0	1.1
Communication	0.2	0.2	0.3
Rent	1.1	1.0	1.4
Taxes	0.3	0.3	0.4
Insurance	0.3	0.2	0.3
Light, heat and power	0.4	0.3	0.4
Repairs	0.5	0.4	0.5
Depreciation	0.6	0.6	0.6
Total occupancy costs(1)	3.2	2.8	3.6
Bad debts	0.3	0.2	0.6
Interest on borrowed money ..	0.2	0.1	0.2
Sundry expense	0.4	0.4	0.7
Total Expense	14.6	13.4	17.7
Net Profit or Loss	+1.0	+2.3	-2.2
OTHER INFORMATION			
Stock Turnover (times per year)	10.0	10.7	8.4
(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.			

Table 3.--Combination Stores - Operating Results for Stores Classified According to
Annual Sales Volume and Occupancy Basis, Canada, 1938

Item	AMOUNT OF ANNUAL SALES					
	All Stores, Total			\$10,000 - \$19,999		
	Total	Owned	Rented	Total	Owned	Rented
GENERAL INFORMATION						
Number of Stores Reporting	400	165	235	91	36	55
Total Sales	\$14,250,280	6,281,183	7,969,097	1,421,199	567,763	854,236
Average Sales per Store	35,626	38,068	33,911	15,626	15,771	15,532
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	17.4	16.9	17.7	18.2	16.5	19.4
Expenses						
Proprietors' salaries	3.5	3.3	3.6	4.7	4.7	4.7
Employees' salaries	6.5	6.7	6.4	4.6	4.5	4.6
Advertising	0.4	0.4	0.3	0.3	0.3	0.2
Supplies	1.3	1.3	1.3	1.4	1.2	1.5
Communication	0.3	0.3	0.3	0.4	0.4	0.4
Rent	1.0	-	1.8	1.7	-	2.9
Taxes	0.5	0.7	0.4	0.7	1.1	0.5
Insurance	0.3	0.4	0.2	0.3	0.5	0.2
Light, heat and power	0.6	0.7	0.6	0.9	1.1	0.2
Repairs	0.5	0.7	0.4	0.5	0.5	0.4
Depreciation	0.8	0.9	0.7	1.0	1.2	0.8
Bad debts	0.5	0.5	0.4	0.5	0.6	0.5
Interest on borrowed money	0.2	0.3	0.1	0.1	0.2	0.1
Sundry expense	0.4	0.4	0.4	0.3	0.1	0.5
Total Expense	16.8	16.6	16.9	17.4	16.4	18.1
Net Profit or Loss	+0.6	+0.3	+0.8	+0.8	+0.1	+1.3
OTHER INFORMATION						
Stock Turnover (times per year) ..	13.0	12.1	13.7	12.9	11.2	14.3

Table 3.--Combination Stores - Operating Results for Stores Classified According to Annual Sales Volume and Occupancy Basis, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES					
	\$20,000 - \$29,999			\$30,000 - \$49,999		
	Total	Owned	Rented	Total	Owned	Rented
GENERAL INFORMATION						
Number of Stores Reporting	109	44	65	116	41	75
Total Sales	\$2,681,931	1,099,878	1,582,053	4,540,374	1,604,455	2,935,919
Average Sales per Store	24,605	24,997	24,339	39,141	39,133	39,146
PROFIT AND LOSS--(In percentages of Sales)						
Gross Margin or Profit	18.6	18.0	19.0	17.4	17.7	17.2
Expenses						
Proprietors' salaries	4.8	4.7	4.8	3.7	3.9	3.6
Employees' salaries and wages ..	6.0	5.9	6.1	6.3	6.4	6.3
Advertising	0.3	0.3	0.4	0.4	0.4	0.4
Supplies	1.3	1.2	1.4	1.3	1.3	1.3
Communication	0.3	0.3	0.3	0.3	0.3	0.3
Rent	1.3	-	2.2	1.1	-	1.6
Taxes	0.6	0.7	0.6	0.4	0.7	0.3
Insurance	0.3	0.4	0.3	0.2	0.3	0.2
Light, heat and power	0.8	0.7	0.7	0.6	0.6	0.5
Repairs	0.6	0.9	0.4	0.5	0.6	0.4
Depreciation	0.9	1.0	0.8	0.9	1.1	0.7
Bad debts	0.6	0.6	0.6	0.4	0.5	0.3
Interest on borrowed money	0.2	0.2	0.1	0.2	0.3	0.2
Sundry expense	0.4	0.5	0.3	0.3	0.4	0.3
Total Expense	18.4	17.4	19.0	16.6	16.8	16.4
Net Profit or Loss	+0.2	+0.6	-	+0.8	+0.9	+0.8
OTHER INFORMATION						
Stock Turnover (times per year) ..	13.6	12.6	14.5	12.6	12.0	13.0

Table 3.--Combination Stores - Operating Results for Stores Classified According to Annual Sales Volume and Occupancy Basis, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES		
	\$50,000 - \$100,000		
	Total	Owned	Rented
GENERAL INFORMATION			
Number of Stores Reporting	84	44	40
Total Sales	\$5,605,976	3,009,087	2,596,889
Average Sales per Store	66,738	68,388	64,922
PROFIT AND LOSS--(In percentages of sales)			
Gross Margin or Profit	16.6	16.2	17.0
Expenses			
Proprietors' salaries	2.4	2.3	2.4
Employees' salaries and wages ..	7.5	7.6	7.3
Advertising	0.4	0.4	0.3
Supplies	1.3	1.4	1.2
Communication	0.3	0.2	0.2
Rent	0.6	-	1.4
Taxes	0.5	0.7	0.4
Insurance	0.3	0.4	0.2
Light, heat and power	0.5	0.6	0.4
Repairs	0.5	0.6	0.4
Depreciation	0.7	0.8	0.7
Bad debts	0.4	0.5	0.4
Interest on borrowed money	0.2	0.3	0.1
Sundry expense	0.5	0.5	0.4
Total Expense	16.1	16.3	15.8
Net Profit or Loss	+0.5	-0.1	+1.2
OTHER INFORMATION			
Stock Turnover (times per year) ..	13.0	12.2	14.0

Table 14.--Combination Stores - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938

Item	AMOUNT OF ANNUAL SALES					
	All Stores, Total			\$10,000 - \$19,999		
	Total	Profitable	Unprofitable	Total	Profitable	Unprofitable
GENERAL INFORMATION						
Number of Stores Reporting	400	226	174	91	46	45
Total Sales	\$14,250,280	8,257,542	5,992,738	1,421,999	728,219	693,780
Average Sales per Store	35,626	36,538	34,441	15,626	15,831	15,417
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	17.4	18.8	15.4	18.2	20.3	16.0
Expenses						
Proprietors' salaries	3.5	3.5	3.5	4.7	4.6	4.7
Employees' salaries	6.5	6.1	7.2	4.6	3.9	5.3
Advertising	0.4	0.4	0.4	0.3	0.2	0.4
Supplies	1.3	1.3	1.3	1.4	1.6	1.2
Communication	0.3	0.3	0.3	0.4	0.4	0.4
Rent	1.0	0.9	1.1	1.7	1.7	1.7
Taxes	0.5	0.5	0.6	0.7	0.6	0.8
Insurance	0.3	0.3	0.3	0.3	0.3	0.3
Light, heat and power	0.6	0.6	0.7	0.9	0.7	1.1
Repairs	0.5	0.5	0.6	0.5	0.5	0.5
Depreciation	0.8	0.8	0.8	1.0	0.8	1.1
Total occupancy costs(1)	3.7	3.6	4.1	5.1	4.6	5.5
Bad debts	0.5	0.4	0.5	0.5	0.5	0.6
Interest on borrowed money	0.2	0.1	0.2	0.1	0.1	0.2
Sundry expense	0.4	0.3	0.4	0.3	0.3	0.4
Total Expense	16.8	16.0	17.9	17.4	16.2	18.7
Net Profit or Loss	+0.6	+2.8	-2.5	+0.8	+4.1	-2.7
OTHER INFORMATION						
Stock Turnover (times per year) ..	13.0	13.3	12.6	12.9	11.9	14.0

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.

Table 4.--Combination Stores - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES					
	\$20,000 - \$29,999			\$30,000 - \$49,999		
	Total	Profitable	Unprofitable	Total	Profitable	Unprofitable
GENERAL INFORMATION						
Number of Stores Reporting	109	58	51	116	71	45
Total Sales	\$2,681,931	1,435,654	1,246,277	4,540,374	2,776,147	1,764,227
Average Sales per Store	24,605	24,753	24,437	39,141	39,101	39,205
PROFIT AND LOSS--(In Percentages of Sales)						
Gross Margin or Profit	18.6	20.4	16.5	17.4	18.5	15.6
Expenses						
Proprietors' salaries	4.8	4.7	4.8	3.7	3.8	3.6
Employees' salaries	6.0	5.6	6.5	6.3	5.8	7.2
Advertising	0.3	0.4	0.3	0.4	0.4	0.4
Supplies	1.3	1.2	1.4	1.3	1.3	1.3
Communication	0.3	0.3	0.3	0.3	0.3	0.3
Rent	1.3	1.1	1.5	1.1	1.0	1.2
Taxes	0.6	0.6	0.7	0.4	0.4	0.5
Insurance	0.3	0.3	0.4	0.2	0.2	0.2
Light, heat and power	0.8	0.7	0.8	0.6	0.5	0.6
Repairs	0.6	0.5	0.7	0.5	0.4	0.5
Depreciation	0.9	0.9	0.9	0.9	0.9	0.8
Total occupancy costs(1)	4.5	4.1	5.0	3.7	3.4	3.8
Bad debts	0.6	0.5	0.7	0.4	0.4	0.5
Interest on borrowed money	0.2	0.1	0.2	0.2	0.2	0.2
Sundry expense	0.4	0.3	0.5	0.3	0.4	0.2
Total Expense	18.4	17.2	19.7	16.6	16.0	17.5
Net Profit or Loss	+0.2	+3.2	-3.2	+0.8	+2.5	-1.9
OTHER INFORMATION						
Stock Turnover (times per year) ..	13.6	13.2	14.2	12.6	13.4	11.6

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.

Table 4.--Combination Stores - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES		
	Total	Profitable	Unprofitable
GENERAL INFORMATION			
Number of Stores Reporting	84	51	33
Total Sales	\$5,605,976	3,317,522	2,288,454
Average Sales per Store	66,738	65,049	69,347
PROFIT AND LOSS--(In percentages of sales)			
Gross Margin or Profit	16.6	18.0	14.5
Expenses			
Proprietors' salaries	2.4	2.5	2.2
Employees' salaries	7.5	7.0	8.2
Advertising	0.4	0.4	0.3
Supplies	1.3	1.3	1.3
Communication	0.3	0.2	0.2
Rent	0.6	0.6	0.6
Taxes	0.5	0.5	0.5
Insurance	0.3	0.3	0.4
Light, heat and power	0.5	0.5	0.6
Repairs	0.5	0.5	0.5
Depreciation	0.7	0.7	0.7
Total occupancy costs(1)	3.1	3.1	3.3
Bad debts	0.4	0.4	0.5
Interest on borrowed money	0.2	0.2	0.3
Sundry expense	0.5	0.4	0.6
Total Expense	16.1	15.5	16.9
Net Profit or Loss	+0.5	+2.5	-2.4
OTHER INFORMATION			
Stock Turnover (times per year)	13.0	13.6	12.6
(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g. business taxes.			

Table 5.--Heat Markets - Operating Results for Stores Classified According to
Annual Sales Volume and Occupancy Basis, Canada, 1938

Item	AMOUNT OF ANNUAL SALES					
	All Stores, Total			\$10,000 - \$19,999		
	Total	Owned	Rented	Total	Owned	Rented
GENERAL INFORMATION						
Number of Stores Reporting	272	80	192	104	25	79
Total Sales	\$7,891,381	2,240,891	5,650,490	1,627,087	411,046	1,216,041
Average Sales per Store	29,012	28,011	29,430	15,645	16,442	15,393
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	22.4	22.5	22.4	23.4	23.2	23.5
Expenses						
Proprietors' salaries	4.0	4.2	3.9	5.3	5.1	5.4
Employees' salaries	8.3	8.8	8.1	6.3	7.3	5.9
Advertising	0.3	0.2	0.3	0.2	0.2	0.2
Supplies	2.0	2.1	2.0	2.0	2.0	2.1
Communication	0.3	0.3	0.3	0.5	0.5	0.5
Rent	1.5	-	2.1	2.1	-	2.8
Taxes	0.4	0.8	0.3	0.5	1.0	0.4
Insurance	0.3	0.4	0.3	0.3	0.5	0.2
Light, heat and power	0.8	1.0	0.7	1.0	1.1	0.9
Repairs	0.6	0.6	0.5	0.7	0.9	0.7
Depreciation	1.1	1.4	0.9	1.1	1.3	1.0
Bad debts	0.4	0.3	0.4	0.3	0.4	0.2
Interest on borrowed money	0.1	0.2	0.1	0.2	0.4	0.1
Sundry expense	0.7	0.8	0.7	0.3	0.3	0.3
Total Expense	20.8	21.1	20.6	20.8	21.0	20.7
Net Profit or Loss	+1.6	+1.4	+1.8	+2.6	+2.2	+2.8
OTHER INFORMATION						
Stock Turnover (times per year) ..	31.0	27.1	32.8	34.4	28.3	37.1

Table 5.--Meat Markets - Operating Results for Stores Classified According to Annual Sales Volume and Occupancy Basis, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES					
	\$20,000 - \$29,999			\$30,000 - \$49,999		
	Total	Owned	Rented	Total	Owned	Rented
GENERAL INFORMATION						
Number of Stores Reporting	73	24	49	60	23	37
Total Sales	\$1,734,741	554,779	1,179,962	2,205,237	830,322	1,374,915
Average Sales per Store	23,764	23,116	24,081	36,754	36,101	37,160
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	23.0	23.2	22.9	22.6	22.3	22.8
Expenses						
Proprietors' salaries	5.0	5.0	5.1	4.0	4.1	4.0
Employees' salaries and wages ..	8.2	8.8	7.9	8.3	8.4	8.3
Advertising	0.2	0.2	0.3	0.3	0.2	0.4
Supplies	2.2	2.2	2.1	2.0	2.0	2.0
Communication	0.3	0.3	0.3	0.3	0.2	0.3
Rent	1.5	-	2.2	1.4	-	2.2
Taxes	0.5	0.9	0.3	0.5	0.7	0.3
Insurance	0.3	0.4	0.2	0.3	0.3	0.2
Light, heat and power	0.9	1.2	0.7	0.7	0.7	0.7
Repairs	0.4	0.5	0.4	0.5	0.5	0.6
Depreciation	1.1	1.4	1.0	1.1	1.3	1.0
Bad debts	0.3	0.3	0.3	0.4	0.3	0.5
Interest on borrowed money	0.1	0.2	0.1	0.1	0.2	0.1
Sundry expense	0.6	0.5	0.6	1.0	1.3	0.8
Total Expense	21.6	21.9	21.5	20.9	20.2	21.4
Net Profit or Loss	+1.4	+1.3	+1.4	+1.7	+2.1	+1.4
OTHER INFORMATION						
Stock Turnover (times per year) ..	35.2	21.6	49.8	28.4	31.8	26.7

Table 5.--Meat Markets - Operating Results for Stores Classified According to
Annual Sales Volume and Occupancy Basis, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES		
	\$50,000 - \$100,000		
	Total	Owned	Rented
GENERAL INFORMATION			
Number of Stores Reporting	35	8	27
Total Sales	\$2,324,316	444,744	1,879,572
Average Sales per Store	66,409	55,593	69,614
PROFIT AND LOSS--(In percentages of sales)			
Gross Margin or Profit	21.1	21.3	21.1
Expenses			
Proprietors' salaries	2.1	2.5	2.1
Employees' salaries and wages ..	9.6	10.7	9.4
Advertising	0.5	0.3	0.5
Supplies	2.0	2.5	1.8
Communication	0.3	0.3	0.3
Rent	1.2	-	1.5
Taxes	0.3	0.6	0.2
Insurance	0.4	0.6	0.3
Light, heat and power	0.7	1.2	0.6
Repairs	0.6	0.6	0.6
Depreciation	0.9	1.4	0.8
Bad debts	0.4	0.4	0.4
Interest on borrowed money	0.1	0.2	0.1
Sundry expense	0.8	0.9	0.8
Total Expense	19.9	22.2	19.4
Net Profit or Loss	+1.2	-0.9	+1.7
OTHER INFORMATION			
Stock Turnover (times per year) ..	28.9	27.0	29.4

Table 6.--Meat Markets - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938

Item	AMOUNT OF ANNUAL SALES					
	All Stores, Total			\$10,000 - \$19,999		
	Total	Profitable	Unprofitable	Total	Profitable	Unprofitable
GENERAL INFORMATION						
Number of Stores Reporting	272	171	101	104	69	35
Total Sales	\$7,891,381	5,026,441	2,864,940	1,627,087	1,090,963	536,124
Average Sales per Store	29,012	29,394	28,366	15,645	15,811	15,318
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	22.4	23.8	20.0	23.4	25.6	19.0
Expenses						
Proprietors' salaries	4.0	4.0	3.9	5.3	5.3	5.3
Employees' salaries and wages ...	8.3	7.5	9.6	6.3	5.5	7.8
Advertising	0.3	0.3	0.3	0.2	0.2	0.2
Supplies	2.0	2.0	2.2	2.0	2.0	2.1
Communication	0.3	0.3	0.3	0.5	0.5	0.5
Rent	1.5	1.4	1.7	2.1	1.8	2.6
Taxes	0.4	0.5	0.4	0.5	0.6	0.5
Insurance	0.3	0.3	0.3	0.3	0.3	0.2
Light, heat and power	0.8	0.8	0.9	1.0	1.1	0.8
Repairs	0.6	0.6	0.5	0.7	0.8	0.6
Depreciation	1.1	1.1	1.0	1.1	1.2	0.9
Total occupancy costs(1)	4.7	4.7	4.8	5.7	5.8	5.6
Bad debts	0.4	0.3	0.4	0.3	0.2	0.3
Interest on borrowed money	0.1	0.1	0.1	0.2	0.2	0.2
Sundry expense	0.7	0.7	0.7	0.3	0.3	0.3
Total Expense	20.8	19.9	22.3	20.8	20.0	22.3
Net Profit or Loss	+1.6	+3.9	-2.3	+2.6	+5.6	-3.3
OTHER INFORMATION						
Stock Turnover (times per year) ...	31.0	28.3	36.7	34.4	33.3	36.7

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.

Table 6.--Meat Markets - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938 (Cont.)

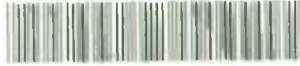
Item	AMOUNT OF ANNUAL SALES					
	\$20,000 - \$29,999			\$30,000 - \$49,999		
	Total	Profitable	Unprofitable	Total	Profitable	Unprofitable
GENERAL INFORMATION						
Number of Stores Reporting	73	44	29	60	34	26
Total Sales	\$1,734,741	1,019,217	715,524	2,205,237	1,288,817	916,420
Average Sales per Store	23,764	23,164	24,673	36,754	37,906	35,247
PROFIT AND LOSS--(In percentages of sales)						
Gross Margin or Profit	23.0	25.1	19.9	22.6	24.4	20.0
Expenses						
Proprietors' salaries	5.0	5.3	4.7	4.0	4.2	3.8
Employees' salaries and wages	8.2	7.2	9.5	8.3	7.8	9.2
Advertising	0.2	0.3	0.2	0.3	0.3	0.3
Supplies	2.2	2.3	2.0	2.0	1.9	2.2
Communication	0.3	0.3	0.3	0.3	0.3	0.3
Rent	1.5	1.4	1.6	1.4	1.1	1.7
Taxes	0.5	0.5	0.5	0.5	0.5	0.4
Insurance	0.3	0.3	0.2	0.3	0.3	0.2
Light, heat and power	0.9	0.9	0.9	0.7	0.6	0.8
Repairs	0.4	0.5	0.4	0.5	0.6	0.4
Depreciation	1.1	1.1	1.2	1.1	1.2	1.1
Total occupancy costs(1)	4.7	4.7	4.8	4.5	4.3	4.6
Bad debts	0.3	0.3	0.3	0.4	0.4	0.4
Interest on borrowed money	0.1	0.1	0.1	0.1	-	0.2
Sundry expense	0.6	0.5	0.7	1.0	0.9	1.1
Total Expense	21.6	21.0	22.6	20.9	20.1	22.1
Net Profit or Loss	+1.4	+4.1	-2.7	+1.7	+4.3	-2.1
OTHER INFORMATION						
Stock Turnover (times per year)	35.2	31.3	42.3	28.4	23.8	38.2

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.

Table C.--Heat Markets - Operating Results for Stores Classified According to Annual Sales Volume and Profit or Loss, Canada, 1938 (Cont.)

Item	AMOUNT OF ANNUAL SALES		
	\$50,000 - \$100,000		
	Total	Profitable	Unprofitable
GENERAL INFORMATION			
Number of Stores Reporting	35	24	11
Total Sales	\$2,324,316	1,527,444	696,872
Average Sales per Store	66,409	67,810	63,352
PROFIT AND LOSS-- (In percentages of sales)			
Gross Margin or Profit	21.1	21.3	20.8
Expenses			
Proprietors' salaries	2.1	2.2	2.0
Employees' salaries and wages ..	9.6	8.8	11.6
Advertising	0.5	0.5	0.4
Supplies	2.0	1.8	2.3
Communication	0.3	0.3	0.3
Rent	1.2	1.2	1.2
Taxes	0.3	0.3	0.3
Insurance	0.4	0.3	0.5
Light, heat and power	0.7	0.6	1.1
Repairs	0.6	0.6	0.6
Depreciation	0.9	0.9	0.8
Total occupancy costs(1)	4.1	3.9	4.5
Bad debts	0.4	0.3	0.6
Interest on borrowed money	0.1	0.1	0.1
Sundry expense	0.8	1.0	0.5
Total Expense	19.9	18.9	22.3
Net Profit or Loss	+1.2	+2.4	-1.5
OTHER INFORMATION			
Stock Turnover (times per year) ..	28.9	28.1	30.7

(1) Sum of six preceding items including some expenses not strictly applicable to occupancy costs: e.g.: business taxes.



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