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## CENSUS OF MERGHANDISILG AND SERVICE ESTABLISHIXNTS.

## Miscellaneous Statistics on Wholesale Trade, 1935

## This is one of a seriss of reports on whojusale trade compiled from data

secured for the annual Census of Werchandising and Service Establishments. Reports have already been published which show the value of wholesale trade in 1935 by economic divisions of the country and by kinds of business within each division. This bulletin presents information to show the trends in vaiue of stocks on hand and in payrolls in regular wholesale establishments during recent years. Tables are presented showing gross margin percentages of net sales foz a number of leading kinds of business. A table is also included to show the value of accounts outstanding ontho books of wholesale firms at the end of 1935. Distribution of sales of wholesalers according to type of purchaser is also presented.

## Comparison of Trends in Sales, Payroil Costs and Stocks

While the value of wholesale trade in Canade increased 5.6 per cent in 1935 over 1934, salaries and wages paid to employees increased 7.2 per cent. Value of stocks on hand in wholesale trading establishments was 1.5 fer cent greater at the end of 1935 than at the end of 1934. Indexes for 1935, on the base 1930 equals 100 , for the three series are 78.9 for sales, 77.6 for valus of stocks on hand and 74.3 for salaries and
wages.

## Gross Marging for Wholesale Dealers

In continuation of the practice oommenced a yoar ago, each wholesale trading firm was asked to report the cost of merchandise purchased during 1935. This cost of merchandise purchased, when adjusted for changes in inventory value at the beginning and close of the year, gives the cost of goods sol. . The cost of goods sold when deducted from net sales gives the gross margin for the year. The value of merchandise purchased includes the invoice value, plus duty, inward freight, express, truckage and other items contributing to the laid-down cost, less all returns, allowances or discounts. Operating expenses are, of course, omitted from the cost of goods purchased. Grose margins expressed as percentages of net sales are givon in Tablo 3. Dominion averages as well as regional figures are shown.

Organizations in the wholesale field with more than one sales establishment reported the cost of goods pus chased for the firm as a whole rather than for each individual branch. Reports for companies operating in more than one province could be used in arriving at the Dominion averages but were, of necessity, omitted from the regional data.

Gross margin percentages of not sales vary widely for different lines of wholesale trade; figures for regular wholesaiers ranged from 8.8 per cent for dealers in general grocery lines to 40.3 per cent for dealers in optical goods. The figure for bulk shippers of coal and coke was even lower than that for grocery wholesalers. Data for a number of firms in this category reveal a gross margin of 7.3 per cent of sales. Gross margin percentages for a number of other important ines of trade in the wholesale field are es follows: Tobacco and tobacco products, 9.9 per cent; drugs, 17.1 per cent; hardware, 20.5 per cent, and petroleum products, 27.9 per cent.

Table 4 presents gross margin percentages of net sales for wholesale grocery establishments classified according to amount of annua? sales. The ratio is 14.4 per cent for small dealers with less than $\$ 100,000$ annuil sules; it $1 s 11.5$ per cent for dealers with annual sales of from $\$ 100,000$ to $\$ 199,99$, and it remsins relatively constant at approximately $g$ per ceat of sales for all larger size olasses. Table 5 presents a distribution of wholesale grocery establishments according to gross margin percentage of sales. Approximately 55 per cent of all grocery wholesalers operate on a gross margin ratio lying between 8 and 12 per cent of not sales.

## Outstanding Accounts

Accounts outstanding on wholesale merchants' books at the end of 1935 totalled - $151,472,000$ according to data submitted for the first time in connection with the Census of Nerchandising. This figure includes the amcunt outstanding on the books of wholesale - merchants in the form of accounts recoivable or bills receivable. Accounts written off were to be excluded. The figure is not, of course, synonymous with the total amcunt of credit business transacted by wholesale firms during the year. It represents only the amount owing to these firms on December 31, 1935.

A comparison of the value of accounts outstanding at the end of the year with annual sales is of some significance in presenting relative indebtedness to wholesale merchants in different provinces and in different lines of trade. The total amoust outstanding et the ond of 1935 , or $\$ 151,472,000$, formed 14.0 per cent of the total wholesale trade for the year. Distribution of this amount by economic divisions together with the ratios that these figures form of annual sales are as follows: Ontario, $46,804,000$ or 11.9 per cent of sales; Quebec, $\$ 37,537,000$ or 12.5 per cent of sales; Britiah Columbia, $\$ 12,762,000$ or 12.5 per oent of sales; Maritime Provinces, $\$ 11,396,000$ or 15.4 per cent of sales, and Prairie Provinces, $\$ 42,973,000$ or 20.3 per cent of sales.

Ratios of the value of outstanding accounts to annual sales varied widely for different kinds of business, ranging from 4.3 per cent for dairy and poultry products to 65.1 per cent for machinery, equipment and supplies. At the end of the year there was. $\$ 22,067,000$ owing to grocery wholesalers; this amount formed 10.4 per cent of their annual sales. There was $\$ 21,917,000$ owing to wholesale dealers in potroleum products and this amount formed 12.3 per cent of their annual sales. Hardware dealers had $\$ 11,296,000$ on their books at the ond of the year and this amount formed 22.9 per cent of their sales.

## Distribution of Sales of Wholesalers Proper

The channels through which certain wholesale establishments distribute goods are shown in Table 7. In the "Meats and meat products" group, 52.6 per cent of sales are shown to be made to institutions or to retailers other than chain or department stores; 16.5 per cent of total aales were exported, and 15.9 per cent were made to chain or department stores. In the "Fruits and vegetables" group, 67.6 per cent of total sales were made to retailers other than chain or department stores, and 20.1 per cent were made to jobbers or other wholesalers. The proportions sold to this latter classification vary widely in the different provinces, being highest in quebec ( 47.2 per cent) due to the large import business in hontreal.

Table 1.--WHOLESALERS PROPER - Indexes of Sales and Payrolls, by Economic Divisions and Kinds of Business, for Firms Furnishing Information for 1930 and 1933 to 1935

|  | Indexes of Total Net Sales |  |  |  | Per cent change, 1935/1934 | Indexes of Salaries and Wages |  |  |  | Per cent change, 1935/1934 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1230 | 1933 | 1934 | 1935 |  | 1930 | 1933 | 1234 | 1935 |  |
| Maritime Provinces | 200.0 | 67.9 | 77.0 | 80.3 | + 4.3 | 100.0 | 71.7 | 72.0 | 76.8 | + 6.7 |
| Quebec | 100.0 | 65.9 | 74.7 | 77.7 | 4.0 | 100.0 | 63.4 | 63.7 | 68.4 | + |
| Ontario | 100.0 | 68.9 | 79.4 | 83.3 | + 4.9 | 100.0 | 74.2 | 75.8 | 80.4 | $+6.1$ |
| Prairie Provincea | 100.0 | 60.6 | 67.7 | 73.4 | + 8.4 | 100.0 | 63.8 | 66.2 | 71.3 | + 7.7 |
| British Col | 100.0 | 63.5 | 71.6 | 77.7 | +8.5 | 100.0 | 66.0 | 70.9 | 78.7 | $+11.0$ |
| CANADA | 100.0 | 65.7 | 74.7 | 78.9 | + 5.6 | 100.0 | 67.7 | 69.3 | 74.3 | + 7.2 |
| Amusement, photographic and sporting goods .............. | 100.0 | 57.6 | 64.0 | 68.6 | + 7.1 | 100.0 | 77.1 | 65.0 | 70.0 | + 7.7 |
| Automotive | 100.0 | 64.2 | 74.4 | 80.6 | +8.3 | 100.0 | 71.2 | 78.2 | 84.8 | +8.5 |
| Chomicals and paints | 100.0 | 92.3 | 108.0 | 117.5 | + 8.7 | 100.0 | 86.4 | 96.4 | 105.7 | + 9.6 |
| Drugs and drug sundries .. | 100.0 | 79.1 | 83.4 | 88.7 | + 6.3 | 100.0 | 73.3 | 74.0 | 78.0 | + 5.4 |
| Coal and coke | 100.0 | 85.3 | 101.6 | 103.9 | + 2.3 | 100.0 | 92.8 | 91.2 | 99.7 | + 9.3 |
| Dry goods and appa | 100.0 | 62.9 | 71.6 | 73.7 | + 3.0 | 100.0 | 63.7 | 59.3 | 63.9 | + 7.7 |
| Electrical | 100.0 | 43.4 | 56.6 | 65.0 | + 14.9 | 100.0 | 55.2 | 54.2 | 62.7 | $+15.7$ |
| Farm supplies | 100.0 | 54.4 | 07.6 | 69.5 | + 2.8 | 100.0 | 82.3 | 74.9 | 83.1 | +10.9 |
| Foods ......... | 100.0 | 69.8 | 78.1 | 82.2 | + 5.3 | 100.0 | 75.8 | 75.9 | 80.3 | + 5.8 |
| Furniture and house furnishings ....... | 100.0 | 53.5 | 64.2 | 69.0 |  | 100.0 | 53.7 | 48.4 | 54.5 | + 12.7 |
| General merchandise | 100.0 | 64.3 | 76.1 | 82.3 | + 8.2 | 100.0 | 64.6 | 67.4 | 73.9 | + 9.6 |
| Hardware ............ | 100.0 | 57.7 | 70.1 | 74.7 | + 6.6 | 100.0 | 64.2 | 67.9 | 73.2 | + 7.8 |
| Jewellery and optical goods | 100.0 | 63.9 | 77.3 | 89.4 | $+15.7$ | 100.0 | 60.8 | 64.9 | 73.1 | $+12.6$ |
| Leather and leather goods | 100.0 | 72.2 | 80.9 | 88.3 | + 9.2 | 100.0 | 75.4 | 82.9 | 90.7 | $+9.4$ |
| Lumber and building materials .......... | 100.0 | 36.5 | 47.9 | 53.2 | $+10.9$ | 100.0 | 40.1 | 42.0 | 47.2 | $+12.4$ |
| Machinery, equipment and supplies ...... | 100.0 | 36.7 | 47.4 | 56.9 | + 20.0 | 100.0 | 39.3 | 42.4 | 45.6 | + 7.6 |
| Metals and metal work | 100.0 | 48.5 | 69.4 | 79.1 | + 13.9 | 100.0 | 54.9 | 62.2 | 73.7 | +18.5 |
| Paper and paper products ........... | 100.0 | 76.9 | 85.2 | 89.5 |  | 100.0 | 74.4 | 74.3 | 81.4 | + 9.5 |
| Petroleum products .. | 100.0 | 71.0 | 76.5 | 77.5 | + 1.3 | 100.0 | 78.8 | 83.5 | 87.5 | + 4.8 |
| Plumbing and heating oquipment and supplies $\qquad$ | 100.0 | 38.0 | 46.9 | 52.1 | + 11.0 | 100.0 | 48.5 | 51.5 | 52.7 | + 2.3 |
| Tobacco and confectionery ............ | 100.0 | 70.1 | 77.3 | 84.1 | + 8.8 | 100.0 | 78.6 | 78.7 | 84.5 | + 7.4 |
| Wasto material. | 100.0 | 62,6 | 83.1 | 96.1 | $+15.7$ | 100.0 | 75.1 | 72.8 | 79.9 | + 9.8 |
| All other ... | 100.0 | 77.8 | 85.7 | 93.0 | +8.5 | 100.0 | 71.2 | 75.0 | 83.4 | $+11.2$ |

Table 2.--WHOLESALERS PROPER - Indexes of Salos and Stocks on Hand, by Economic Divisions
and Kinds of Business, for Firms Furnishing Information for 1930 and 1933 to 1935

|  | Indexes of Total Net Sales |  |  |  | Per cent change, | Indexes of Stocks on Hand . |  |  |  | Per cent change, 1935/1934 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1930 | 11033 | 1934 | 1935 | 1935/1934 | 1930 | 1933 | 1234 | 1935 |  |
| Maritime Provinces | 100.0 | 67.9 | 77.0 | 80.3 | + 4.3 | 100.0 | 87.2 | 88.5 | 87.0 | - 1.7 |
| Quebec | 100.0 | 65.9 | 74.7 | 77.7 | + 4.0 | 100.0 | 73.4 | 77.5 | 79.1 | + 2.1 |
| Ontario | 100.0 | 63.9 | 79.4 | 83.3 | + 4.9 | 100.0 | 74.9 | 78.3 | 80.3 | + 2.5 |
| Prairio Provinces. | 100.0 | 60.6 | 67.7 | 73.4 | + 8.4 | 100.0 | 71.6 | 70.0 | 68.3 | - 2.5 |
| British Columbia.Canada ...... | 100.0 | 63.5 | 71.6 | 77.7 | + 8.5 | 100.0 | 82.0 | 78.1 | 84.6 | + 8.3 |
|  | 100.0 | 65.7 | 74.7 | 78.9 | + 5.5 | 100.0 | 74.9 | 76.5 | 77.6 | + 1.5 |
| Amusement, photographic and sporting goods | ? 00.0 | 57.6 | 64.0 | 68.6 | + 7.1 | 100.0 | 78.0 | 75.3 | 77.5 | + 2.9 |
| Automotive ........ <br> Chemicals and | 100.0 | 64.2 | 74.4 | 80.6 | + 8.3 | 100.0 | 81.4 | 85.7 | 85.5 | + 0.2 |
| paints ..... | 100.0 | 92.3 | 108.0 | 117.5 | $+8.1$ | 100.0 | 118.3 | 114.2 | 125.4 | + 9.8 |
| Drugs and drug sundries ........ | 100.0 | 79.1 | 83.4 | 88.7 | + 6.3 | 100,0 | 78.9 | 75.7 | 77.4 | + 2.2 |
| Coal and coke ... | 100.0 | 85.3 | 101.6 | 103.9 | + 2.3 | 100.0 | 76.1 | 99.4 | 92.2 | $\begin{array}{r} \\ \hline\end{array}$ |
| Dry goods and apparel | 100.0 | 62.9 | 71.6 | 73.7 | + + +3.0 | 100.0 | 63.9 | 66.4 | 68.3 | $+\quad 2.8$ $+\quad 2.8$ |
| Electrical | 100.0 | 43.4 | 56.6 | 65.0 | + 14.9 | 100.0 | 74.1 | 76.6 | 75.2 | - 1.8 |
| Farm supplies | 100.0 | 54.4 | 67.6 | 69.5 | + 2.8 | 100.0 | 75.8 | 79.6 | 211.8 | + 40.4 |
| Foods | 100.0 | 69.8 | 78.1 | 82.2 | + 5.3 | 100.0 | 79.7 | 81.9 | 87.1 | + 6.4 |
| Groceries ...... | 100.0 | 82.4 | 87.8 | 90.8 | $+\quad 3.4$ | 100.0 | 83.6 | 81.8 | 86.8 | $+\quad 6.4$ $+\quad 6.1$ |
| Dairy and poultry products .. Fruits and veg- | 100.0 | 66.0 | 66.5 | 74,4 | + 11.8 | 100.0 | 68.5 | 76.4 | 90.5 | + +18.1 |
| otables ...... | 100.0 | 63.7 | 72.9 | 76.2 | + 4.4 | 100.0 | 83.4 | 96.6 | 103.0 | + 6.6 |
| Meats and fish. | 100.0 | 57.9 | ? 1.5 | 76.6 | + 7.1 | 100.0 | 70.1 | 77.1 | 81.5 | $+\quad 5.7$ |
| Furniture and house furnishings | 100.0 | 53.5 | 64.2 | 69.0 | 7.1 $+\quad 7.5$ | 100.0 | 53.2 | 60.2 | 60.0 |  |
| General merchandise | 100.0 | 64.3 | 76.1 | 82.3 | 1.5 $+\quad 3.2$ | 100.0 | 78.0 | 83.8 | 82.3 | - 1.8 |
| Hardware ......... <br> Jowellery and | 100.0 | 57.7 | 70.1 | 74.7 | + 6.6 | 100.0 | 74.0 | 75.8 | 76.6 | - 1.8 $+\quad 1.1$ |
| optical goods.. | 100.0 | 63.9 | 77.3 | 89.4 | + 15.7 | 100.0 | 81.9 | 73.4 | 76.8 | + 4.7 |
| ther goods ..... | 100.0 | 72.2 | 80.9 | 88.3 | + 9.2 | 100.0 | 74.6 | 67.6 | 72.6 | + 7.4 |
| Lumber and building materials.. | 100.0 | 36.5 | 47.9 | 53.2 | $+10.5$ | 100.0 | 59.3 | 59.4 | 63.2 |  |
| Machinery, equipment and supplies | 100.0 | 36.7 | 47.4 | 56.9 | +10. +20.0 | 100.0 | 76.5 | 66.4 | 63.2 | +6.4 $-\quad 8$ |
| Metals and metal |  |  |  |  | $+20.0$ | 100.0 | 76.5 | 66.5 | 60.0 | - 9.8 |
| Work ......... | 100.0 | 48.5 | 69.4 | 79.1 | $+-3.9$ | 100.0 | 78,2 | 78.7 | 81.2 | 3.2 |
| Paper and paper products ....... | 100.0 | 76.9 | 85.2 | 89.5 | + 5.0 | 100.0 | 79.1 | 76.0 | 74.3 |  |
| Petroloum products | 100.0 | 71.0 | 76.5 | 77.5 | + 1.3 | 100.0 | 77.9 | 83.0 | 82.0 | - 1.2 |
| Plumbing and heating equipment and supplies ... | 100.0 | 38.0 | 46.9 | 52.1 | + +11.0 | 100.0 | 75.9 | 75.4 | 74.6 | 1.2 $-\quad 1.1$ |
| fectionery .... | 100.0 | 70.1 | 77.3 | 84.1 | + 8.3 | 100.0 | 74.5 | 75.6 | 78.7 | + 4.1 |
| Waste materials .. | 100.0 | 62.6 | 83.1 | 96.1 | + 25.7 | 100.0 | 75.1 | 83.0 | 91.0 | $+\quad 4.1$ $+\quad 9.6$ |
| All other. | 100.0 | 77.8 | 85.7 | 93.0 | +8.5 | 100.0 | 75.5 | 76.6 | 78.1 | + 2.0 |

for Selectad Kinds of Business, 1935

| Kind of Business | CANADA | iaritimes | Quebec | Ontario | Prairios | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TOTAL | 16.9 | 18.9 | 15.3 | 18.0 | 16.5 | 16.6 |
| Amuerment, photographic and sporting goods: <br> Amusement and sporting goods. <br> Photographic goods ............ | 28.2 29.8 | - | 29.2 | 28.1 | - | - |
| Automotive: |  |  |  |  |  |  |
| Automotive equipment ... | 25.5 | 21.7 | 27.4 | 26.8 | 24.1 | 25.9 |
| Tires . .......................... | 13.9 | - | - | - | - |  |
| Chemicals and paints: <br> Chomicals | 17.0 | - | - | - | - | - |
| Painta, varnishes, enamels, etc. | 23.5 | - | - | - | - | - |
| Drugs and drug sundries: |  |  |  |  |  |  |
| Druga ................. | 17.1 | 17.5 | 18.2 | 17.4 | 25.3 | - |
| Drugs and allied products .... | 16.6 |  | - | - | , |  |
| Toilet articles and preparations | 30.9 | - | - | - | - | - |
| Coal and coke: |  |  |  |  |  |  |
| Wholesale dealers ....... | 11.3 | - | 11.9 | 10.9 | 10.8 | - |
| Bulk shippers ... | 7.3 | - | 7.1 | 7.7 | - | - |
| Dry gooda and apparel: |  |  |  |  |  |  |
| Clothing | 15.6 | - | 16.5 | 23.2 | - | - |
| Furnishings .................. | 19.2 | - | - | - | - | - |
| Dry goods ..................... | 17.7 | 19.5 | 17.6 | 17.5 | 17.5 | 19.2 |
| Millinery $\qquad$ <br> Notions $\qquad$ | 24.1 | - | , |  | - |  |
| Piece goods .......................... | 27.4 16.3 | - | - | - | - | - |
| Footwear . .................... | 14.2 | - | 14.5 | 13.8 | 15.1 | 24.8 |
| Elactrical:o. | 21.0 | - | 22.8 | 20.7 | 19.5 | 19.0 |
| Farm supplies: |  |  |  |  |  |  |
| Soods and bults | 22.0 | - | - | - | - | - |
| Seeds | 26.4 | - | - | - | - | - |
| Hay and feod ... | 9.0 | - | - | - | - | - |
| Foods: |  |  |  |  |  |  |
| Groceries ... | 8.8 | 10.4 | 9.2 | 9.1 | 8.7 | 6.6 |
| Grocery specialtios .......... | 13.6 | 13.2 | 15.1 | 12.4 | - | 12.8 |
| Dairy and poultry products ... | 9.7 | 9.0 |  | 12.9 | 13.5 | 13.8 |
| Fruits and vegetables ........ | 10.8 | 12.3 | $8.4{ }^{(1)}$ | 11.9 | 10.7 | 13.3 |
|  | 15.2 |  | - | -9 | - | - |
| Fish and ses foods ............ | 19.4 | $15.5{ }^{(2)}$ | 17.3 | 19.9 | 22.1 | 19.5 |
| Furniture and house furnishings: <br> House furnishings ............. | 23.8 | - | 21.7 | 26.7 | - | - |
| General merchandise | 18.1 | - | 19.5 | 18.3 | - | - |
| Hardware | 20.5 | 20.0 | 21.1 | 20.2 | 20.2 | 20.9 |
| Jewellery and optical goods: <br> Jewellery <br> .................... <br> Optical goods $\qquad$ | 26.7 40.3 | - | 26.0 | 27.1 | 25.8 | - |
| Leather and leather goods ...... | 19.4 | - | 19.8 | 18.5 | - | - |
| Lumber and building materials: Construction and building materials (other than metal and wood) | 22.5 | - | 21.1 | , | 21.4 | - |
| Lumber and millwork ........... | 16.1 | - | - | - | - | - |
| Machinery, equipment and supplies: Commercial equipment and aupplies | 36.2 | - | - | - | - | - |
| supplies ................... | 17.8 | - | - | - | - | - |
| Farm machinery and equipment . | 24.0 | - | - | - | - | - |
| Manufacturing, lumbering, mining and drilling machinery .. | 22.6 | - | 22.0 | 23.2 | 24.3 | 21.9 |

See lootnotea at end of table.

## Table 3. --MOLESALSRS PROPER - Percentage of Gross Wargin to Not Salos for Selectec Kinds of Business, 1935 (Continued) -

| Kind of Business | CANADA | Waritimes | quebec | Ontario | Prairias | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Machinery, equipment and supplies (Continued) - |  |  |  |  |  |  |
| Professional equipment and supplies ......................... | 31.0 | - | - | - | - | - |
| Service equipment and supplies. | 30.8 | - | - | - | - | - |
| Transportation equipment and supplies | 13.8 | - | - | - | - | - |
| Metals and metal work | 18.4 | - | - | - | - | - |
| Paper and paper products | 20.6 | 18.0 | 23.5 | 18.6 | 20.9 | 23.1 |
| Petroleum products ..... | $27.9(3)$ | 34.2 | 27.1 | 30.7 | 22.1 | 27.4 |
| Plumbing and heating equipment and supplies ......................... | 21.0 | - | 18.5 | 24.1 | 19.5 | - |
| Tobacco and confectionery: Tobacco and tobacco products Confectionery and soft drinkj | $\begin{array}{r} 9.9 \\ 18.6 \end{array}$ | - | 9.3 | 9.9 | 9.9 | 20.4 |
| Waste materials | 21.7 | - | 20.0 | 22.5 | 27.8 | - |
| All other: <br> Books and periodicals .......... | 18.7 | - | - | - | - | - |

(1) A considerable part of the trado in Quebec consists of bulk selling to other wholssaler6.
(2) Includes a considgrable amount of export business.
(3) Not including sales by head offices of large companies.

Table 4.--WHOLESALE GROCRRY TRADE - Gross Margin Percentage of Net Salos for Firms Classified According to Amount of Annual Solos

| Amount of Annual Sales | Number <br> of <br> Firms | Total 3ales, <br> 1935 | Gross Margin |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |

## Table 5.--WHOLESALE GROCERY TRADE = Distribution of Firms According to Gross

 Wargin bercentage of Salos, by Economic Divisions, 1235

Table 6.-WHOLESALERS FROPER - Accounts Outstanding at End of 1935,
by Economic Divisions and by Kinds ri Business

| Economic Division and Kind of Business | $\begin{gathered} \text { Net Sales, } \\ 1935 \end{gathered}$ | Accounts Outstending, at End of Year |  |
| :---: | :---: | :---: | :---: |
|  |  | Amount | Per cent of sales |
|  | \% | - |  |
| Maritime Provinces | 74,101,000 | 11,396,000 | 25.4 |
| Quebec | 299.909,000 | 37,537,000 | 12.5 |
| Ontario | 3)2,730,000 | 46,804,000 | 11.9 |
| Prairie Provinces | 21].,741,000 | 42,973,000 | 20.3 |
| British Columbia | 102,171,000 | 12,762,000 | 12.5 |
| CANADA | 1,080,742,000 | 151,472,000 | 14.0 |
| Amusement, photographic and sporting goods... | 2,933,000 | 495,000 | 16.9 |
| Automotive | 16,913,000 | 2,316,000 | 1.3 .7 |
| Chemicals and paints | 9,352,000 | 899,000 | 9.1 |
| Drugs and drug sundries .............................. | 24, $3.14,000$ | 3,686,000 | 14.9 |
| Cozl and coke .................................... | 52,227,000 | 8,436,000 | 16.2 |
| Dry goods and apparel ......................... | 75,450,0010 | 25,307,000 | 20.3 |
| Electrical ....................................... | 24,940,000 | 2,693,000 | 18.0 |
| Farm supplies | 111:153,000 | 1,100,000 | 9.9 |
| Foods . . . . . . ....................................... | 444,529,000 | 36,339,000 | 8.2 |
| Groceries | 203,245,000 | 21,067,000 | 10.4 |
| Dairy and poultry products | 36,273,000 | 1,574,000 | 4.3 |
| Fruits and vegetables | 75,480, 000 | 4,842,000 | 6.4 |
| Meats and fish .......................... | 129,531,000 | 8,856,000 | 6.8 |
| Furniture and house furnishings ............ | 9,404,000 | 1,780,000 | 18.9 |
| General merchandise .............................. | 11,097,000 | 1;811,000 | 16.3 |
| Hardware . . ......................................... | 49,260,000 | 11,276,000 | 22.9 |
| Jewellery and optical grods .................. | 9,711,000 | 2,767,000 | 28.5 |
| Loathor and loather goods | 6,512,000 | 1,278,000 | 19.6 |
| Lumber and building materials | 27,584,000 | 4,393,000 | 15.9 |
| Machinery, equipment and supplies .........co | 33,157,000 | 21,986,000 | 65.1 |
| Metals and metal work | 11,122,000 | 1:871,000 | 16.8 |
| Paper and paper products ....................... | 20,103,000 | 2,673,000 | 13.3 |
| Petroloum products .......... | 178,367,000 | 21,917,000 | 12.3 |
| Plumbing and heating equipment and supplies of | 7,554,000 | 1,745,000 | 23.1 |
| Tobacco and confectionery ..................... | 38,568,000 | 3,977,000 | 10.3 |
| Waste materials | 9,721,000 | 688,000 | 7.1 |
| All other | 15:171,000 | 2,039,000 | 13.4 |


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