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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS STATISTICS

ON

WHOLESALE TRADE

1939

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Dominion Statistician:	R. H. Coats, LL.D., F.R.S.C., F.S.S., (Hon.)
Chief, Internal Trade Branch	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Wholesale Trade, 1939

This bulletin presents information covering the operations of wholesale trading establishments in Canada supplementary to that contained in the report, "Wholesale Trade in Canada and the Provinces, 1939," (1) and shows that while the dollar value of wholesale sales increased 6 per cent in 1939 over 1938, salaries and wages paid to employees were up 4 per cent, inventories at the close of 1939 were valued 16 per cent higher than at the close of 1938, while accounts outstanding on wholesalers' books were up 11 per cent.

Any comparison of trends in annual sales and year-end inventories must be made having regard to the fact that the trend in annual sales represents the resultant of business conditions over a two-year period, whereas the trend in stock values represents the difference in inventory situation on two specified dates. Annual sales for 1939 were only 6 per cent above 1938 while inventories at the close of 1939 were 16 per cent above the value recorded at the end of the preceding year. But results of a monthly survey made by the Bureau show that wholesalers' sales during the last four months of 1939 were 18 per cent above the corresponding four-month period in 1938. Thus while the gain in inventories between December 31, 1938 and 1939 was much greater than the increase in annual business, it was about on a par with the difference in the level of business at the two year ends.

Higher inventories at the close of 1939 than 1938 were recorded for practically all lines of business for which separate figures are available, some of the more outstanding percentage increases being as follows: fruits and vegetables, 33 per cent; grocery trade, 32 per cent; electrical trade, 31 per cent; leather and leather goods, 26 per cent; plumbing and heating appliances and supplies, 26 per cent. Increases for some other important lines of business include a 7 per cent gain for the drug trade, 10 per cent for the hardware trade, and 10 per cent for petroleum products.

Accounts outstanding on wholesalers' books were valued at $182,978,000 at the close of 1939, up 11 per cent from the amount recorded at the close of 1938. The increase extended to practically all lines of business and to all regions of the country. The increase in receivables exceeded the increase in sales in the Maritimes, Quebec and Ontario. Increases in accounts outstanding of 3 per cent in the Prairie Provinces and 2 per cent in British Columbia were lower than the gain in business in these two divisions.

Salaries and wages paid to employees in wholesale trading establishments were 4 per cent higher in 1939 than 1938, gains for the various territories standing at 3 per cent for Quebec, 4 per cent for the Maritimes, Ontario and British Columbia, and 5 per cent for the Prairie Provinces.

Information regarding the channels through which marketers of petroleum products distribute their goods is secured in connection with these annual surveys. Results for 1939 indicate the following percentage distribution: sales to jobbers, 16 per cent; sales to retailers, 53 per cent; sales to farmers and other primary producers, 9 per cent; other wholesale sales, 16 per cent; sales at retail prices, 3 per cent; export sales, 2 per cent; other sales, 1 per cent.

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(1) Available from the D.B.S. Price 10 cents.

Table 1.--WHOLESALERS PROPER - Indexes of Sales and Payrolls, by Economic Divisions and Kinds of Business, for Firms Furnishing Information for 1930, 1933, 1938 and 1939

Economic Division and Kind of business	Indexes of Total Net Sales				Per Cent Change,	Indexes of Salaries and Wages				Per Cent Change,
	1930	1933	1938	1939	1939/38	1930	1933	1938	1939	1939/38
Maritime Provinces	100.0	67.9	93.9	103.7	+ 10.4	100.0	71.7	86.7	90.1	+ 3.9
Quebec	100.0	65.9	93.1	93.8	+ 6.2	100.0	63.4	81.3	83.9	+ 3.2
Ontario	100.0	68.9	99.4	104.3	+ 5.0	100.0	74.2	97.2	101.4	+ 4.3
Prairie Provinces	100.0	60.6	89.3	95.0	+ 6.4	100.0	63.8	86.5	90.8	+ 5.0
British Columbia	100.0	63.5	93.8	100.3	+ 6.9	100.0	66.0	101.4	105.8	+ 4.3
CANADA	100.0	65.7	94.6	100.4	+ 6.1	100.0	67.7	89.6	93.3	+ 4.1
Amusement, photographic and sporting goods ...	100.0	57.6	99.4	98.7	- 0.7	100.0	77.1	106.5	106.4	- 0.1
Automotive	100.0	64.2	106.8	116.1	+ 8.7	100.0	71.2	106.3	114.2	+ 7.4
Chemicals and paints ..	100.0	92.3	125.8	154.8	+ 23.4	100.0	86.4	120.9	141.9	+ 17.4
Drugs and drug sundries	100.0	79.1	106.0	112.1	+ 5.8	100.0	73.3	92.1	97.5	+ 5.9
Coal and coke	100.0	85.3	108.4	118.0	+ 8.9	100.0	92.8	97.8	103.3	+ 5.6
Dry goods and apparel .	100.0	62.9	76.0	84.7	+ 11.4	100.0	63.7	70.7	74.3	+ 5.1
Electrical	100.0	43.4	108.8	112.0	+ 2.9	100.0	55.2	91.6	102.4	+ 11.8
Farm supplies	100.0	54.4	82.4	75.2	- 8.7	100.0	82.3	86.2	86.7	+ 0.6
Foods	100.0	69.8	95.3	100.8	+ 5.8	100.0	75.8	95.4	98.0	+ 2.7
Furniture and house furnishings	100.0	53.5	83.0	87.5	+ 5.4	100.0	53.7	67.7	71.6	+ 5.7
General merchandise ...	100.0	64.3	109.8	122.1	+ 11.2	100.0	64.6	86.6	90.4	+ 4.4
Hardware	100.0	57.7	93.8	100.3	+ 6.9	100.0	64.2	91.4	94.4	+ 3.3
Jewellery and optical goods	100.0	63.9	117.7	133.6	+ 13.5	100.0	60.8	101.7	104.8	+ 3.0
Leather and leather goods	100.0	72.2	89.7	104.4	+ 16.3	100.0	75.4	98.9	113.3	+ 14.6
Lumber and building materials	100.0	36.5	69.6	75.5	+ 8.5	100.0	40.1	62.7	65.7	+ 4.8
Machinery, equipment and supplies	100.0	36.7	87.1	90.8	+ 4.3	100.0	39.3	61.2	62.2	+ 1.6
Metals and metal work .	100.0	48.5	97.6	119.8	+ 22.7	100.0	54.9	103.9	107.3	+ 3.3
Paper and paper products	100.0	76.9	105.6	112.7	+ 6.8	100.0	74.4	96.3	100.8	+ 4.7
Petroleum products	100.0	71.0	97.2	98.8	+ 1.7	100.0	78.8	103.1	106.9	+ 3.7
Plumbing and heating equipment and supplies	100.0	38.0	73.3	81.1	+ 10.6	100.0	48.5	72.7	71.5	- 1.6
Tobacco and confectionery	100.0	70.1	107.4	114.0	+ 6.1	100.0	78.6	104.8	112.5	+ 7.3
Waste material	100.0	62.6	86.6	108.2	+ 25.0	100.0	75.1	105.2	116.5	+ 10.7
All other	100.0	77.8	113.6	118.8	+ 4.6	100.0	71.2	98.9	101.4	+ 2.5

Table 2.--WHOLESALERS PROPER - Indexes of Sales and Stocks on Hand, by Economic Divisions and Kinds of Business, for Firms Furnishing Information for 1930, 1933, 1938 and 1939

Economic Division and Kind of Business	Indexes of Total Net Sales				Per Cent Change,	Indexes of Stocks on Hand				Per Cent Change,
	1930	1933	1938	1939	1939/38	1930	1933	1938	1939	1939/38
Maritime Provinces ...	100.0	67.9	93.9	103.7	+ 10.4	100.0	87.2	94.2	110.6	+ 17.4
Quebec	100.0	65.9	93.1	98.8	+ 6.2	100.0	73.4	92.6	102.8	+ 11.0
Ontario	100.0	68.9	99.4	104.3	+ 5.0	100.0	74.9	96.2	109.4	+ 13.7
Prairie Provinces	100.0	60.6	89.3	95.0	+ 6.4	100.0	71.6	73.3	91.0	+ 24.1
British Columbia	100.0	63.5	93.8	100.3	+ 6.9	100.0	82.0	98.4	113.8	+ 15.7
CANADA	100.0	65.7	94.6	100.4	+ 6.1	100.0	74.9	88.4	102.2	+ 15.6
Amusement, photographic & sporting goods	100.0	57.6	99.4	98.7	- 0.7	100.0	78.0	99.8	103.9	+ 4.1
Automotive	100.0	64.2	106.8	116.1	+ 8.7	100.0	81.4	103.0	103.4	+ 0.4
Chemicals and paints .	100.0	92.3	125.8	154.8	+ 23.0	100.0	118.3	155.8	160.8	+ 3.2
Drugs and drug sundries	100.0	79.1	106.0	112.1	+ 5.8	100.0	78.9	83.9	90.1	+ 7.4
Coal and coke	100.0	85.3	108.4	118.0	+ 8.9	100.0	76.1	100.7	110.0	+ 9.2
Dry goods and apparel.	100.0	62.9	76.0	84.7	+ 11.4	100.0	63.9	80.5	82.2	+ 2.1
Electrical	100.0	43.4	108.8	112.0	+ 2.9	100.0	74.1	103.9	135.9	+ 30.8
Farm supplies	100.0	54.4	82.4	75.2	- 8.7	100.0	76.8	101.2	123.3	+ 21.8
Foods	100.0	69.8	95.3	100.8	+ 5.8	100.0	79.7	96.8	125.5	+ 29.6
Groceries	100.0	82.4	103.1	110.8	+ 7.5	100.0	83.6	90.6	119.1	+ 31.5
Dairy and poultry products	100.0	66.0	90.1	94.2	+ 4.6	100.0	68.5	105.9	113.7	+ 7.4
Fruits & vegetables.	100.0	63.7	88.5	95.5	+ 7.9	100.0	83.4	108.6	144.9	+ 33.4
Meats and fish	100.0	57.9	90.3	92.5	+ 2.5	100.0	70.1	99.1	127.7	+ 28.9
Furniture and house furnishings	100.0	53.5	83.0	87.5	+ 5.4	100.0	53.2	83.8	87.2	+ 4.1
General merchandise ..	100.0	64.3	109.8	122.1	+ 11.2	100.0	78.0	94.3	113.2	+ 20.0
Hardware	100.0	57.7	93.8	100.3	+ 6.9	100.0	74.0	89.5	98.8	+ 10.4
Jewellery and optical goods	100.0	63.9	117.7	133.6	+ 13.5	100.0	81.9	91.4	91.2	- 0.2
Leather and leather goods	100.0	72.2	89.7	104.4	+ 16.3	100.0	74.6	79.9	100.4	+ 25.7
Lumber and building materials	100.0	36.5	69.6	75.5	+ 8.5	100.0	59.3	83.6	91.0	+ 8.9
Machinery, equipment and supplies	100.0	36.7	87.1	90.8	+ 4.3	100.0	76.5	67.6	71.8	+ 6.2
Metals and metal work.	100.0	48.5	97.6	119.8	+ 22.7	100.0	78.2	99.3	112.9	+ 13.7
Paper and paper products	100.0	76.9	105.6	112.7	+ 6.8	100.0	79.1	80.4	91.2	+ 13.4
Petroleum products ..	100.0	71.0	97.2	98.8	+ 1.7	100.0	77.9	89.8	98.3	+ 9.5
Plumbing and heating equipment and supplies	100.0	38.0	73.3	81.1	+ 10.6	100.0	75.9	76.6	96.4	+ 25.8
Tobacco and confectionery	100.0	70.1	107.4	114.0	+ 6.1	100.0	74.5	88.4	99.0	+ 12.0
Waste materials	100.0	62.6	86.6	108.2	+ 25.0	100.0	75.1	123.5	144.0	+ 16.6
All other	100.0	77.8	113.6	118.8	+ 4.6	100.0	75.5	96.8	106.9	+ 10.4

Table 3.--WHOLESALERS PROPER - Accounts Outstanding at End of 1939

by Economic Divisions and by Kinds of Business

Economic Division and Kind of Business	Net Sales, 1939	Accounts Outstanding, at End of Year	
		Amount	Per Cent of Sales
	$	$	
Maritime Provinces	95,724,000	15,919,000	16.6
Quebec	381,767,000	49,749,000	13.0
Ontario	492,124,000	58,805,000	11.9
Prairie Provinces	274,187,000	43,454,000	15.8
British Columbia	131,748,000	15,051,000	11.4
CANADA	1,375,550,000	182,978,000	13.3
Amusement, photographic and sporting goods	4,221,000	684,000	16.2
Automotive	24,368,000	3,624,000	14.9
Chemicals and paints	12,984,000	1,264,000	9.7
Drugs and drug sundries	31,363,000	3,875,000	12.4
Coal and coke	59,313,000	8,925,000	15.0
Dry goods and apparel	86,650,000	18,660,000	21.5
Electrical	25,738,000	4,173,000	16.2
Farm supplies	12,054,000	1,109,000	9.2
Foods	545,021,000	43,479,000	8.0
Groceries	247,966,000	25,144,000	10.1
Dairy and poultry products	45,939,000	1,991,000	4.3
Fruits and vegetables	94,626,000	5,817,000	6.1
Meats and fish	156,490,000	10,527,000	6.7
Furniture and house furnishings	11,933,000	2,232,000	18.7
General merchandise	16,463,000	2,374,000	14.4
Hardware	66,149,000	12,550,000	19.0
Jewellery and optical goods	14,502,000	4,213,000	29.1
Leather and leather goods	7,701,000	1,343,000	17.4
Lumber and building materials	39,170,000	6,807,000	17.4
Machinery, equipment and supplies	53,879,000	21,621,000	40.1
Metals and metal work	16,841,000	2,586,000	15.4
Paper and paper products	25,323,000	3,856,000	15.2
Petroleum products	227,493,000	28,776,000	12.6
Plumbing and heating equipment and supplies	11,767,000	2,097,000	17.8
Tobacco and confectionery	52,274,000	4,894,000	9.4
Waste materials	10,951,000	1,111,000	10.1
All other	19,392,000	2,725,000	14.1

Table 4.--Distribution of Sales of Marketers[1] of Petroleum Products, 1939.

Economic Division	Sales of firms reporting, 1939	Percentage of Sales to -						
		Sales to jobbers	Sales[2] to retailers	Sales to farmers and other primary producers	Other whole-sale sales	Sales at retail prices	Export[3] Sales	Other
	$	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.
CANADA - Total	224,445,600	16.3	52.5	9.4	16.0	3.2	1.6	1.0
Maritime Provinces	20,109,100	21.0	44.2	6.7	23.9	2.4	1.2	0.6
Quebec	39,994,900	16.1	51.9	2.6	23.2	4.6	1.2	0.4
Ontario	82,767,700	16.3	58.1	5.8	13.5	3.3	2.7	0.3
Prairie Provinces	56,208,400	14.9	53.9	21.5	8.0	0.3	0.8	0.6
British Columbia	25,365,500	15.9	38.5	7.6	23.9	8.0	1.1	5.0

(1) Includes marketing organizations of refining companies as well as jobbers.
(2) Includes company-owned filling stations.
(3) Export sales are attributed to offices reporting such sales.