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GENERAL REVIEW OF RETAIL STATISTICS  
1950



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## NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

### Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- \* B Operating Results of Food Wholesalers, 25¢.
- \* C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- \* D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

### Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- \* H Operating Results of Chain Food Stores, 25¢.
- \* I Operating Results of Chain Clothing Stores, 25¢.
- \* J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

### Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

- \* Biennial reports — not issued for 1950.

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# GENERAL REVIEW OF RETAIL STATISTICS

1950

## INTRODUCTION

A complete survey of retail trade is made once every ten years as part of the Census of Canada. The first attempt to carry out a complete survey of distribution was made in 1924 from the 1921 Census listing. This study was somewhat curtailed and the 1930 Census of Merchandising and Service Establishments was actually the first complete survey of trading establishments. This was repeated in 1941. In the intervening years, estimates of certain phases of retail trade are made, most of which are produced from a sample reporting panel. No attempt is made to estimate the number of retail stores. Retail sales are estimated each month from the results of the sample and presented by provinces for 20 specified trades and an all-trade total. Proper consideration in estimating is given to size of business and to chains as compared with independent stores. The appendix to the annual retail trade report outlines the methods used in estimating retail sales (Vol. 4 Part 11 Page F30).

In addition to total retail trade, a special survey is made annually of all known retail chain store firms. Information on number of stores, sales, stocks, salaries, and accounts outstanding is published, and more detailed tabulation is made for certain major trades.

Another phase of retail trade is measured by a separate quarterly survey on retail consumer credit. Retail sales for 13 major credit granting trades are broken down into three segments-cash, instalment and charge. Accounts outstanding at the end of the periods are shown in the form of dollar estimates for both the instalment and charge type of credit. These data are also summarized into an annual report on retail consumer credit.

The biennial survey of operating results provides data on profit and loss items. Independent retail stores in twenty trades were surveyed for profit and loss and balance sheet data for 1948 and again for 1950 business operations. In the alternate years a similar study, excluding balance sheet data, is made for 10 retail chain store trades and 10 major wholesale trades.

This bulletin reviews the series of annual reports on retail trade compiled and published by the Bureau. In addition to the annual bulletins, other monthly series on retail trade are published. These include Retail Trade, Chain Store Sales and Stocks, and Department Store Sales and Stocks. A weekly release of percentage changes in department store sales by provinces is also published.

## RETAIL TRADE - 1950

Total estimated retail trade in 1950 reached a high of \$9,467,400,000 or a gain of 12% over the 1949 total of \$8,427,900,000. Retail trade in 1941 totalled \$3,436,800,000. Sales of motor vehicle dealers were greater than those of any other individual trade and, at \$1,553,700,000 compared with \$1,030,500,000 in 1949, accounted for half of the overall dollar increase from 1949 to 1950.

Grocery and combination stores were the second largest trade with estimated sales in 1950 of \$1,450,600,000. The following table shows total sales by provinces for 1941, 1948-1950. In this series, figures for Newfoundland are not included and sales for the three maritime provinces are combined.

TABLE 1. Retail Sales by Provinces 1941, 1948-1950  
(in millions of dollars)

Province	1941	1948	1949	1950
Maritimes .....	282.8	593.1	613.8	654.5
Quebec .....	818.7	1,809.3	1,890.7	2,205.2
Ontario .....	1,407.0	3,022.3	3,234.5	3,643.9
Manitoba .....	210.8	493.2	556.3	606.2
Saskatchewan .....	186.9	458.6	519.5	548.9
Alberta .....	221.1	592.0	673.1	747.7
British Columbia .....	309.6	870.8	940.0	1,061.0
CANADA .....	3,436.8	7,839.3	8,427.9	9,467.4

Sales of twenty selected trades and "all other trades" are shown. The latter category includes some classifications, large in dollar value of sales,

such as government liquor stores, farm implement dealers, etc. The 1950 sales by kind of business and province are shown in the following table.

**TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1950**  
(in thousands of dollars)

Kind of business or store	Canada <sup>1</sup>	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<b>TOTAL, ALL TRADES ....</b>	<b>9,467,400</b>	<b>654,480</b>	<b>2,205,150</b>	<b>3,643,910</b>	<b>606,250</b>	<b>548,900</b>	<b>747,690</b>	<b>1,061,020</b>
Grocery and Combination .....	1,450,610	119,580	426,110	577,020	61,880	50,430	78,300	137,290
Meat .....	182,040	4,660	52,240	63,760	7,270	8,220	15,580	30,310
Country General .....	474,420	59,800	100,760	93,850	38,290	79,300	66,740	35,680
Department .....	872,380	62,600	139,620	325,090	130,410	42,520	59,180	112,960
Variety .....	170,330	17,660	49,860	78,610	4,220	4,650	7,810	7,520
Motor Vehicle .....	1,553,680	96,090	336,460	559,210	101,940	107,580	95,580	256,820
Garage and Filling Station....	498,030	34,040	111,200	212,680	28,300	33,560	35,960	42,290
Men's Clothing .....	171,570	12,030	38,670	80,810	7,530	5,860	11,420	15,250
Family Clothing .....	160,510	17,820	50,590	50,710	6,020	11,070	7,920	16,380
Women's Clothing .....	161,110	10,940	46,690	54,150	5,950	7,640	12,390	23,350
Shoe .....	92,660	8,100	27,110	41,520	2,690	1,690	3,940	7,610
Hardware .....	198,110	11,240	45,440	65,620	11,990	14,680	29,540	19,600
Lumber and Building Material.	348,930	7,330	40,190	158,870	37,270	30,870	41,330	33,070
Furniture .....	159,570	8,240	48,780	70,720	4,070	2,720	9,180	15,860
Appliance and Radio .....	144,910	9,780	37,010	66,040	5,540	3,620	11,320	11,600
Restaurant .....	339,480	14,750	68,400	137,330	26,490	17,070	32,450	42,990
Coal and Wood .....	194,270	12,050	46,230	100,660	14,230	9,220	1,300	10,580
Drug .....	208,080	17,100	41,930	90,480	13,580	10,440	13,890	20,660
Jewellery .....	78,930	6,100	20,580	30,480	4,390	2,420	5,300	9,660
Tobacco .....	80,870	3,190	20,590	42,640	1,250	2,320	3,040	7,840
All Others .....	1,926,910	121,380	456,690	743,660	92,940	103,020	205,520	203,700

1. Canada totals do not include Newfoundland, North West Territories and Yukon figures.

#### Department Stores

Because of their importance in the field of retail trade, special studies are made of department store sales. Information is collected and published on weekly sales, by provinces; preliminary monthly sales are published, and final monthly sales and stocks on a departmental breakdown are also published. An annual summary of department store sales and stocks is not published as a separate

bulletin. However, the importance of this trade warrants a review of the 1950 department store sales.

The 1950 results are shown for 18 departments. Current statistics on department stores show sales and stocks for 30 departments. Reports on this break-down into 30 departments began with January 1951.

TABLE 3. Department Store Sales By Provinces 1949 and 1950

Province	Sales		% Change 1950/1949
	1949	1950	
	\$'000	\$'000	
<b>CANADA</b> .....	<b>855,488</b>	<b>872,977</b>	<b>+ 2.0</b>
Maritimes Provinces .....	63,752	62,742	- 1.6
Quebec .....	135,119	139,745	+3.4
Ontario .....	320,118	324,836	+1.5
Manitoba .....	126,035	130,517	+3.6
Saskatchewan .....	44,773	42,545	- 5.0
Alberta .....	56,546	59,219	+4.7
British Columbia .....	109,145	113,373	+3.9

TABLE 4. Department Store Sales by Selected Departments 1949 and 1950

Department	Sales		% Change 1950/1949
	1949	1950	
	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS</b> .....	<b>855,488</b>	<b>872,977</b>	<b>+ 2.0</b>
Women's and childrens' apparel-(sub-total) .....	<b>209,432</b>	<b>210,128</b>	<b>+ 0.3</b>
Women's dresses, coats, and suits .....	103,181	98,669	- 4.4
Girls' and infant's wear .....	35,676	38,491	+ 7.9
Hosiery and gloves .....	27,767	29,071	+ 4.7
Lingerie and corsets .....	33,900	34,995	+ 3.2
Millinery .....	8,908	8,902	- 0.1
Men's and boy's clothing and furnishings .....	95,759	99,830	+ 4.3
Drugs, toilet articles and preparations .....	19,822	20,358	+ 2.7
Piece goods .....	60,434	58,421	- 3.3
Smallwares .....	26,379	26,508	+ 0.5
Food and kindred products .....	56,790	58,902	+ 3.7
Furniture (including mattresses and springs) .....	54,210	54,669	+ 0.8
Home furnishings .....	64,217	65,946	+ 2.7
Household appliances and electrical supplies .....	37,400	44,231	+18.3
Hardware and kitchen utensils .....	37,847	38,217	+ 1.0
Radios, musical instruments and supplies .....	13,524	13,287	- 1.8
Shoes and other footwear .....	57,577	60,097	+ 4.4
Stationery, books, and magazines .....	14,862	14,886	+ 0.2
All other departments, Total .....	107,235	107,497	+ 0.2



## Chain Stores

Chain stores are defined by the Dominion Bureau of Statistics as the operation of four or more retail stores under the same ownership and carrying on the same or similar kinds of business. While chain stores are included in the store sample used in estimating monthly and annual retail sales, a separate survey is made each year of all known retail chains. Data on salaries and wages, accounts

outstanding and stocks on hand are obtained in addition to sales. A listing of individual stores with sales for each is also secured from the annual reports submitted.

The growth of retail chain stores is clearly shown in Tables 5 and 6.

TABLE 5. Retail Chain Store Sales - By Provinces, 1941-1949-1950

Province	1941	1949	1950
	\$	\$	\$
Prince Edward Island .....	1,010,800	1,305,300	3,488,100
Nova Scotia .....	32,214,400	56,947,000	57,946,800
New Brunswick .....	19,762,100	43,046,700	44,398,300
Quebec .....	131,225,900	283,387,500	318,377,500
Ontario .....	293,671,300	641,303,800	722,837,900
Manitoba .....	27,377,400	68,392,300	72,577,900
Saskatchewan .....	32,458,600	71,811,100	72,632,800
Alberta .....	36,071,200	96,711,900	107,180,700
British Columbia .....	63,925,100	152,333,800	154,973,700
Yukon and N.W.T. ....	1,493,600	4,841,400	5,279,400
<b>CANADA TOTAL .....</b>	<b>639,210,400</b>	<b>1,420,080,800</b>	<b>1,559,693,100</b>

Chain stores were first surveyed as part of the Decennial Census of 1930. In that year total sales amounted to \$487,336,000 compared with \$639,210,400 in 1941 and \$1,559,693,100 in 1950. The development of the super market type of store (especially in the food field) during this period is evidenced by the average sales per store. The all chain average increased from \$60,187 in 1930 to \$217,986 in 1950. Food chains, where this development was

most pronounced, showed average sales per store of \$57,521 in 1930 compared with \$439,329 in 1950.

Summary statistics of retail chains for the years 1930 to 1950 are presented in Table 6 and principal statistics for 1950 by kinds of business in Table 7. More detail on certain specific trades is contained in the annual report on Retail Chains.



TABLE 6. Summary Statistics of Retail Chain Stores in Canada, 1930-1950

Year	Number of chains	Number of stores		Total sales		Salaries and wages paid to store employees	Accounts outstanding at year end	Stocks on hand at year end	
		Average <sup>1</sup>	Maximum	Amount	Average per store			Stores	Warehouses
				\$	\$	\$	\$	\$	\$
1930 .....	518	8,097	8,504	487,336,000	60,187	50,404,900	2	60,457,200	2
1931 .....	506	8,188	8,557	434,199,700	53,029	2	2	2	2
1932 .....	486	8,066	8,398	360,806,200	44,732	2	2	2	2
1933 .....	461	9,900	8,230	328,902,600	41,633	34,820,600	2	43,995,100	2
1934 .....	445	7,804	8,210	347,186,100	44,488	34,510,900	2	40,962,600	13,768,100
1935 .....	445	7,666	8,022	364,129,800	47,499	36,382,000	30,188,700	42,796,200	12,265,900
1936 .....	457	7,588	8,124	394,935,000	52,047	38,603,000	31,430,400	44,258,000	14,631,500
1937 .....	447	7,346	7,815	414,133,300	56,375	39,289,500	33,526,200	48,550,700	12,280,000
1938 .....	457	7,356	7,692	414,448,300	56,342	40,368,400	37,073,700	48,617,300	12,623,200
1939 .....	446	7,215	7,595	432,026,100	59,879	41,427,800	35,942,800	53,167,700	15,915,600
1940 .....	451	7,131	7,522	508,553,900	71,316	46,462,300	43,229,700	62,634,500	17,621,700
1941 .....	529	7,622	7,969	639,210,400	83,864	57,777,200	38,376,100	68,619,200	20,975,600
1942 .....	455	7,010	7,139	687,447,400	98,067	57,653,700	2	66,939,700	22,633,400
1943 .....	444	6,780	7,021	703,950,000	103,827	58,804,000	15,526,900	67,628,000	22,602,500
1944 .....	431	6,560	6,774	769,643,200	117,324	63,299,700	15,093,000	66,943,500	21,854,900
1945 .....	429	6,580	6,705	876,209,000	133,162	68,196,400	16,368,500	68,246,800	29,013,100
1946 .....	422	6,559	6,743	1,014,846,700	154,725	77,474,400	19,642,600	85,345,200	37,436,400
1947 .....	422	6,716	6,962	1,177,322,700	175,301	91,265,800	31,492,500	105,040,500	43,546,000
1948 .....	403	6,821	7,152	1,335,735,100	195,827	107,450,200	40,378,300	119,132,000	46,330,300
1949 .....	381	6,839	7,123	1,420,080,800	207,645	115,902,900	50,001,200	123,696,400	46,755,400
1950 .....	423	7,155	7,483	1,559,693,100	217,986	129,334,200	65,000,500	159,082,900	60,501,400

1. Obtained by averaging the number at the beginning, middle and end of the year.

2. Not available.

TABLE 7. Principal Statistics of Retail Chain Stores in Canada, 1950 by Kinds of Business

No.	Kind of business	Number of chains	Number of stores	
			Average	Maximum
1	Total, All Chains .....	423	7,155	7,483
2	Food Group, total .....	72	1,523	1,635
3	Bakery product dealers .....	10	162	173
4	Candy and confectionery stores .....	10	175	186
5	Grocery stores .....	10	230	244
6	Combination stores .....	29	879	947
7	Meat markets .....	9	53	59
8	Other food stores .....	4	24	26
9	Country General Stores .....	16	126	127
10	General Merchandise Group, total .....	24	639	659
11	Dry goods and general merchandise stores .....	8	79	80
12	Variety, 5-10-15¢ to-a-dollar stores .....	16	560	579
13	Automotive Group, total .....	11	117	122
14	Motor vehicle dealers .....	5	37	37
15	Filling stations .....	4	56	61
16	Other automotive accessories stores .....	2	24	24
17	Apparel Group, total .....	112	1,307	1,381
18	Men's and boys' clothing and furnishings stores .....	18	158	171
19	Family clothing stores .....	22	142	153
20	Women's apparel and accessories stores .....	40	458	485
21	Shoe stores .....	32	549	574
22	Building Materials Group, total .....	43	813	823
23	Hardware stores .....	9	49	49
24	Lumber and building material dealers .....	28	716	725
25	Paint, varnish and wallpaper stores .....	6	48	49
26	Furniture-Household-Radio Group, total .....	39	492	516
27	Furniture stores .....	20	184	194
28	Household appliance, radio and music stores .....	19	308	322
29	Restaurant Group, total .....	18	229	255
30	Other Retail Stores, total .....	88	1,909	1,963
31	Drug stores .....	27	320	327
32	Jewellery stores .....	7	61	84
33	Office, store and school furniture equipment and supplies dealers .....	14	182	190
34	Tobacco stores .....	4	202	212
35	Government liquor stores .....	9	594	605
36	Wine stores .....	5	30	31
37	Miscellaneous kinds of business .....	22	520	534

TABLE 7. Principal Statistics of Retail Chain Stores in Canada, 1950 by Kinds of Business

Total sales		Salaries and wages paid to store employees	Accounts outstanding at year end	Stocks on hand at year end		No.
Amount	% of total chain sales			Stores	Warehouses	
\$	\$	\$	\$	\$	\$	
1,559,693,100	100.0	129,334,200	65,000,500	159,082,900	60,501,400	1
524,710,500	33.6	32,459,900	1,666,600	15,836,700	14,578,500	2
6,511,800	0.4	961,100	111,800	58,000	183,500	3
6,156,400	0.4	765,600	58,000	113,600	136,300	4
27,642,500	1.8	1,992,100	432,100	1,643,600	627,200	5
476,936,400	30.6	28,026,100	989,800	13,799,200	13,530,500	6
5,921,200	0.3	527,400	33,900	103,800	6,500	7
1,542,200	0.1	187,600	41,000	118,500	94,500	8
15,987,900	1.0	1,401,700	1,005,000	4,010,300	149,300	9
160,409,700	10.3	22,630,300	709,700	19,888,900	4,086,900	10
12,678,000	0.8	1,472,600	701,800	2,253,500	93,600	11
147,731,700	9.5	21,157,700	7,900	17,635,400	3,993,300	12
29,626,500	1.9	3,116,200	5,661,800	3,965,700	1,270,400	13
22,822,100	1.5	2,304,400	5,149,200	3,117,300	1,199,600	14
3,473,200	0.2	283,400	1,800	243,500	70,800	15
2,331,200	0.2	528,400	510,800	604,900	—	16
127,351,200	8.2	13,652,500	4,132,100	25,333,500	4,248,300	17
19,974,900	1.3	2,096,700	485,400	3,691,900	265,900	18
35,759,400	2.3	4,148,700	2,948,900	8,011,900	626,300	19
38,603,700	2.5	3,444,400	592,000	4,890,100	1,090,200	20
33,013,200	2.1	3,962,700	105,800	8,739,600	2,265,900	21
81,794,900	5.2	6,547,500	7,545,400	23,055,600	387,100	22
10,851,300	0.7	1,080,600	522,500	2,434,200	15,200	23
67,335,300	4.3	5,052,800	6,499,600	19,760,500	12,600	24
3,608,300	0.2	414,100	523,300	860,900	359,300	25
72,246,100	4.6	9,586,100	25,297,800	17,847,000	5,572,700	26
36,423,000	2.3	3,774,400	15,855,700	8,786,100	4,916,200	27
35,823,100	2.3	5,811,700	9,442,100	9,060,900	656,500	28
22,782,500	1.5	6,065,900	25,500	337,300	440,700	29
524,783,800	33.7	33,874,100	18,956,600	48,807,900	29,767,500	30
28,958,200	1.9	4,478,600	221,900	4,703,800	1,056,300	31
30,787,500	2.0	3,363,800	4,547,800	5,620,800	13,100	32
50,389,500	3.2	11,210,200	8,803,300	7,755,800	528,000	33
16,076,200	1.0	1,545,800	159,200	1,312,400	602,700	34
290,102,300	18.6	7,824,900	18,000	20,357,700	24,557,600	35
2,861,700	0.2	245,200	—	259,000	224,800	36
105,608,400	6.8	5,205,600	5,206,400	8,798,400	2,785,000	37



## Retail Consumer Credit

A study on trends in retail consumer credit is conducted on a quarterly basis by the Dominion Bureau of Statistics. This is summarized annually and dollar estimates for thirteen important credit granting trades and for "all other" trades are published. Total estimated retail sales as provided by the retail trade survey are broken down into the three main types of sales, cash, instalment, and charge account. Estimated dollar values of unpaid accounts are also shown as instalment accounts receivable and charge accounts receivable at the end of the respective periods.

The sales of the stores in the sample used for this study have a high credit content. The trends in credit derived from this reporting panel are applied to the 1941 credit pattern as obtained from the Census of that year and projected on the retail sales estimates for subsequent years. The absolute dollar volume of credit sales as shown here, estimated from a 1941 base, may not accurately portray total credit, but it is felt the trend in credit from year to year is quite reliable for the trades specified.

Consumer credit sales for 1950, as shown in the annual summary report have been revised to agree with the revised retail trade figures. This final 1950 revision took into account the estimated change in retail trade due to changes in number of stores in operation during that year.

Total retail trade in 1950 was estimated at \$9,467,400,000, of which \$6,884,400,000 were cash sales, \$720,100,000 instalment, and \$1,862,900,000 charge accounts sales. It is estimated that outstanding accounts from instalment sales amounted to \$169,500,000 at the end of December 1950 and a total of \$377,100,000 was still unpaid at the end of the year from charge account sales.

The following table shows estimated sales for 1950 and accounts receivable at the end of the year for thirteen major trades and for all trades.

**TABLE 8. Consumer Credit — Sales and Accounts Receivable 1950**  
(in millions of dollars)

Kind of business	Sales				Accounts Receivable at December 31		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Department .....	601.9	112.5	158.0	872.4	53.7	39.9	93.6
Motor Vehicle .....	867.3	323.6	362.8	1553.7	5.2	67.2	72.4
Men's Clothing .....	139.8	6.6	25.2	171.6	2.9	8.1	11.0
Family Clothing .....	123.6	12.7	24.2	160.5	4.4	7.5	11.9
Women's Clothing .....	136.1	2.5	22.5	161.1	0.7	6.5	7.2
Hardware .....	122.7	8.3	67.1	198.1	1.8	17.8	19.6
Furniture .....	68.4	67.0	24.2	159.6	34.3	5.9	40.2
Appliance and Radio .....	57.4	58.7	28.8	144.9	28.4	7.8	36.2
Jewellery .....	46.3	16.7	15.9	78.9	6.7	3.7	10.4
Grocery and Combination (Independent) .....	705.4	—	239.9	945.3	—	28.2	28.2
Country General .....	337.3	—	137.1	474.4	—	31.5	31.5
Coal and Wood .....	93.4	—	100.9	194.3	—	23.2	23.2
Garages and Filling Stations .....	383.7	—	114.3	498.0	—	25.4	25.4
All other Trades .....	3201.1	111.5	542.0	3854.6	31.4	104.4	135.8
<b>TOTAL ALL TRADES .....</b>	<b>6884.4</b>	<b>720.1</b>	<b>1862.9</b>	<b>9467.4</b>	<b>169.5</b>	<b>377.1</b>	<b>546.6</b>



**Operating Results and Financial Structure of  
Selected Retail Trades — 1950**

Once every two years a survey on profit and loss, and balance sheet data covering twenty major retail trades is conducted. The returns are separated into size and occupancy categories by trades and and tabulations are made for unincorporated and incorporated business separately. The average results produced in this series can be used extensively by both the established and the new merchant in comparing their individual results with the average. This yardstick of performance may not constitute an ideal pattern which all retailers should set as a goal, because local circumstances may have an unavoidable effect on operations, but it does represent a guide for comparison. If some item of expense is out of line with this average, the merchant's attention is drawn to it and it is reasonable to suppose that in many cases economies may be effected or operating methods altered to improve the efficiency of operations.

The amount of detail contained in the operating results series cannot be condensed sufficiently to show here summarized figures on all aspects of profit and loss and balance sheet statements for 20 trades. These data are contained in five bulletins covering independent retail stores for 1950 where results are shown by sales-size and occupancy categories. In alternate years, similar surveys are made on ten major trades in both the retail chain field and in the wholesale field of distribution except that balance sheet information is not included.

The general trend from 1948 to 1950 was toward greater gross profits, expressed as percentages of net sales, and reduced net profits. Average gross and net profit and the major expense items of salaries and occupancy are shown in Table 9.

**TABLE 9. Profits and Expenses 1950 for Selected Independent Retail Trades**  
(Items expressed as percentages of net sales)

Trade	Gross Profit	Salaries and Wages	Occupancy	Total Expenses	Net Profit <sup>1</sup>
	%	%	%	%	%
<b>Unincorporated Stores:</b>					
Grocery .....	14.4	3.7	2.8	9.2	5.2
Combination .....	14.9	5.3	2.6	10.8	4.1
Meat .....	16.1	5.1	2.7	11.1	5.0
Fruit and vegetable .....	17.5	4.1	3.8	11.6	5.9
Confectionery .....	18.2	3.9	5.0	10.7	7.5
Men's clothing .....	26.8	6.9	5.1	16.5	10.3
Women's clothing .....	26.8	8.2	5.9	19.1	7.7
Family clothing .....	24.4	7.1	4.5	15.7	8.7
Shoes .....	27.4	7.6	5.4	16.8	10.6
Hardware .....	25.8	7.4	3.9	15.4	10.4
Furniture .....	27.1	6.7	4.9	18.4	8.7
Appliances and radio .....	27.8	8.5	3.6	17.8	10.0
Filling stations .....	18.7	6.8	3.9	12.7	6.0
Garages .....	27.8	11.2	5.3	20.1	7.7
Country general .....	14.5	4.1	2.6	9.0	5.5
Restaurants .....	38.7	19.1	9.2	32.2	6.5
Fuel .....	20.6	4.1	2.1	15.5	5.1
Drug .....	28.9	8.5	4.6	17.0	11.9
Jewellery .....	38.8	11.2	6.9	24.8	14.0
Tobacco .....	17.6	4.3	4.1	10.2	7.4
<b>Incorporated Stores</b>					
Men's clothing .....	29.8	14.0	5.3	25.0	4.8
Women's clothing .....	29.0	14.9	6.4	26.9	2.1
Family clothing .....	29.6	14.9	4.8	26.1	3.5
Shoes .....	32.0	15.6	6.4	27.2	4.8
Hardware .....	27.0	14.2	3.9	23.4	3.6
Fuel .....	20.2	5.9	1.9	17.9	2.3
Drug .....	33.4	18.5	5.8	29.0	4.4
Jewellery .....	41.7	20.2	7.0	35.9	5.8

<sup>1</sup> Includes income tax and for unincorporated stores, proprietors' salaries.



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Balance sheet data are shown for the main asset and liability items. Many ratios of interest to the retail businessman may be obtained from the balance sheet or from relating balance sheet data with profit and loss data. The ratio of current assets to current liabilities indicates the ability of the business to meet its current obligations out of current assets. Liabilities to net worth shows the relationship between total debt and owned capital. Many

other average ratios of vital importance to the retail merchant may be obtained from this series of bulletins and comparisons made with his own business experience.

Average balance sheet results in this series represent businesses with over \$20,000 annual net sales. Some of the more significant ratios appear below.

TABLE 10. Balance Sheet Ratios in Retail Trade as at December 31, 1950

Trade	Current Assets to Current Liabilities		Current Assets to Fixed Assets		Net Quick Assets to New Worth		Sales to fixed Assets used in the business		Liabilities to Net Worth	
	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented
<b>Unincorporated Stores:</b>										
Grocery .....	2.88	2.94	1.01	2.79	.44	.67	7.65	31.75	.36	.45
Combination .....	2.40	2.33	.92	1.84	.40	.53	8.42	25.24	.48	.53
Meat .....	2.04	1.94	.59	1.64	.26	.46	7.37	25.34	.45	.63
Fruit and vegetable .....	4.12	2.48	.50	1.21	.31	.43	5.81	25.84	.22	.39
Confectionery .....	2.34	3.37	.76	2.35	.35	.60	6.36	23.31	.51	.31
Men's clothing .....	2.87	2.67	2.18	7.33	.63	.83	4.34	29.63	.48	.58
Women's clothing .....	2.65	2.19	1.27	5.98	.49	.79	3.71	31.59	.46	.79
Family clothing .....	3.12	2.75	2.46	8.25	.70	.91	5.31	47.35	.50	.65
Shoes .....	3.02	2.81	2.47	11.57	.69	.91	6.01	43.93	.52	.59
Hardware .....	4.79	4.03	2.46	6.94	.72	.90	5.50	23.85	.30	.40
Furniture .....	2.57	2.41	1.99	10.56	.64	.92	4.32	27.53	.58	.74
Appliances and radio .....	1.98	2.55	1.90	7.69	.55	.84	5.63	28.93	.76	.61
Filling station .....	2.36	3.33	.71	2.75	.34	.67	7.21	39.15	.46	.39
Garages .....	2.16	2.07	.87	2.43	.38	.60	4.82	18.86	.56	.73
Country general .....	4.56	3.62	2.93	7.61	.73	.94	9.94	31.47	.28	.48
Restaurants .....	—	1.24	—	.58	—	.99	—	10.36	—	.52
Fuel .....	2.39	1.97	2.20	3.87	.58	.67	10.64	18.31	.52	.75
Drug .....	4.13	3.87	1.36	4.38	.56	.78	4.66	29.80	.34	.37
Jewellery .....	2.31	2.67	1.83	7.79	.61	.86	3.57	19.28	.74	.58
Tobacco .....	3.93	2.22	.73	3.17	.44	.60	3.82	24.50	.46	.69
<b>Incorporated:</b>										
Men's clothing .....	1.80	2.82	1.94	14.75	.47	.84	3.75	33.01	.87	.55
Women's clothing .....	—	2.38	—	7.72	—	.78	—	23.91	—	.65
Family clothing .....	—	2.82	—	10.46	—	.89	—	25.83	—	.57
Shoes .....	—	2.59	—	10.06	—	.88	—	30.27	—	.70
Hardware .....	3.65	3.02	2.62	12.20	.78	.90	7.01	40.79	.56	.54
Fuel .....	2.99	1.75	1.41	4.24	.51	.63	11.01	19.29	.40	.97
Drug .....	4.36	3.73	2.49	7.81	.66	.80	5.41	16.41	.38	.42
Jewellery .....	2.76	2.63	2.66	13.47	.69	.91	4.37	22.82	.60	.72

Note. In some trades there were too few "owned" stores reporting to permit publication of average results.