

All provinces recorded increased sales volumes in 1949, the Prairie Provinces showing gains considerably greater than those reported in other regions.

### 18.—Estimated Retail Trade, by Provinces and Kinds of Business, 1941 and 1947-49

Province and Kind of Business	1941	1947 <sup>r</sup>	1948 <sup>r</sup>	1949
Province	\$'000,000	\$'000,000	\$'000,000	\$'000,000
Atlantic Provinces <sup>1</sup> .....	283	553	593	614
Quebec.....	819	1,636	1,809	1,891
Ontario.....	1,407	2,687	3,021	3,234
Manitoba.....	211	429	496	556
Saskatchewan.....	187	399	460	520
Alberta.....	221	489	592	673
British Columbia.....	309	779	871	940
<b>Totals</b> .....	<b>3,437</b>	<b>6,972</b>	<b>7,842</b>	<b>8,428</b>
Kind of Business				
Grocery and combination stores.....	567	1,086	1,253	1,337
Meat stores.....	80	163	170	176
Country general stores.....	213	442	477	479
Department stores.....	378	707	804	856
Variety stores.....	85	136	156	164
Motor-vehicle dealers.....	360	746	835	1,030
Garages and filling stations.....	205	380	440	483
Men's clothing stores.....	80	154	165	172
Family clothing stores.....	74	147	158	157
Women's clothing stores.....	71	141	174	181
Shoe stores.....	44	85	91	95
Hardware stores.....	73	168	184	194
Lumber and building materials dealers.....	80	208	252	278
Furniture stores.....	64	141	148	149
Appliance and radio stores.....	46	99	110	131
Restaurants.....	127	271	296	321
Coal and wood dealers.....	99	157	180	179
Drug stores.....	101	171	187	200
Jewellery stores.....	38	69	71	74
Tobacco stores.....	43	77	81	85
Other.....	609	1,424	1,610	1,687

<sup>1</sup> Excludes Newfoundland.

**Operating Results of Retail Stores.**—*Retail Chain Stores.*—The characteristic features of chain-store operations were first available for 1947 from a survey undertaken in 1948. The 1949 study continues this series which, together with wholesale operating results studies for the same year and independent store studies begun some years earlier (last taken for 1948), have created a balanced body of information on distribution costs. The main profit-and-loss items of the selected trades are given in Table 19.

### 19.—Operating Results of Retail Chain Stores, for Selected Kinds of Business, 1948

NOTE.—All figures except stock turnover are percentages of net sales.

Kind of Business	Cost of Goods Sold	Gross Profit	Total Operating Expenses	Salaries and Wages	Occupancy Expense	Supplies Used	Net Operating Profit <sup>1</sup>	Stock Turnover Rate <sup>2</sup>
	p. c.	p. c.	p. c.	p. c.	p. c.	p. c.	p. c.	No.
Grocery.....	84.04	15.96	12.94	8.66	1.24	0.66	3.02	9.2
Combination (grocery and meat).....	84.40	15.60	13.13	7.99	1.12	1.31	2.47	17.4
Meat.....	82.36	17.64	17.00	10.85	1.47	1.06	0.64	44.0
Men's clothing.....	70.87	29.13	25.57	13.60	3.51	1.05	3.56	3.3
Women's clothing.....	70.60	29.40	25.32	12.14	4.81	1.40	4.08	6.1
Family clothing.....	69.77	30.23	27.58	14.98	2.77	0.81	2.65	3.9
Shoes.....	69.22	30.78	25.85	14.71	4.68	0.88	4.93	2.4
Variety.....	62.48	37.52	26.23	16.66	4.06	1.00	11.29	5.0
Drug.....	66.73	33.27	30.28	17.33	4.62	0.74	2.99	3.8
Furniture.....	64.89	35.11	31.08	12.11	4.79	2.30	4.03	2.7

<sup>1</sup> Before other income or deduction of income tax, by the average of beginning and year-end inventories.

<sup>2</sup> Times per year—cost of goods sold divided