

2.—Operating Results of Selected Wholesale Trades 1953

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

Kind of Business	Gross Profit	Selling Expense	Ware-house and Delivery Expense	Administrative and General Expense	Net Operating Profit	Net Non-trading Income	Net Profit before Income Tax Deduction	Stock Turnover Rate ¹
	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.	
Grocery.....	7-66	1-40	2-53	3-27	0-46	0-49	0-95	10-44
Fruits and vegetables.....	11-79	2-12	4-87	4-06	0-74	0-12	0-86	34-70
Tobacco and confectionery.....	7-63	2-16	1-69	2-63	1-10	0-19	1-29	17-16
Dry goods.....	16-01	4-93	2-59	6-85	1-64	0-41	2-05	4-64
Piece goods.....	16-10	4-75	2-18	7-97	1-20	0-38	1-58	3-92
Footwear.....	13-51	3-94	2-10	6-40	1-07	1-09	2-16	5-08
Automotive parts and accessories.....	24-91	7-43	4-34	9-85	3-29	1-08	4-37	4-26
Hardware.....	19-45	4-24	3-24	7-17	4-80	-0-06	4-74	4-02
Plumbing and heating supplies.....	16-99	3-20	2-56	6-81	4-42	0-29	4-71	7-04
Drug.....	12-36	2-38	2-61	5-45	1-92	0-89	2-81	6-68
Household appliances and electrical supplies.....	19-67	5-97	2-36	7-59	3-75	0-27	4-02	5-17

¹ Times per year—cost of goods sold divided by the average of beginning and year-end inventories.

Subsection 2.—Retail Trade

The trend of retail trade is one of the best general indicators of the economic condition of the country. It is through retail stores that most goods are ultimately sold and such sales reflect the financial strength of the consumer except in times of short supply.

The 1951 Census established a new base of retail sales from which estimates for subsequent years are projected and to which the 1941-51 estimated sales are revised. The values of retail sales shown by province for the years 1930-54 in Table 3 and by trade for 1951-54 in Table 4 are not adjusted for price changes.

3.—Retail Trade by Province 1930-54

Year	Atlantic Provinces ¹	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ²	Canada ³
	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000	\$'000,000
1930.....	197	646	1,091	188	188	175	251	2,736
1931.....	172	558	945	153	133	134	210	2,805
1932.....	140	462	783	131	112	115	165	1,908
1933.....	129	419	735	121	103	109	157	1,773
1934.....	147	454	833	131	115	125	179	1,984
1935.....	157	473	875	139	124	137	200	2,105
1936.....	170	518	941	150	133	147	225	2,289
1937.....	199	605	1,068	165	136	165	255	2,593
1938.....	188	598	1,026	164	136	177	240	2,530
1939.....	196	602	1,039	166	164	180	242	2,578
1940.....	235	683	1,191	182	174	198	273	2,935
1941.....	279	820	1,388	193	189	228	318	3,415
1942.....	301	876	1,447	206	201	243	346	3,619
1943.....	319	913	1,488	220	219	266	362	3,786
1944.....	351	976	1,574	243	249	296	404	4,093
1945.....	387	1,081	1,774	269	279	329	455	4,573
1946.....	491	1,342	2,265	338	341	416	593	5,787
1947.....	564	1,621	2,721	407	410	504	737	6,963
1948.....	607	1,792	3,067	466	473	611	818	7,835
1949.....	734	1,872	3,294	523	538	697	874	8,532
1950.....	822	2,183	3,715	567	571	777	982	9,617
1951.....	899	2,443	4,130	610	659	854	1,100	10,693
1952.....	982	2,635	4,352	651	704	939	1,177	11,532
1953.....	1,016	2,756	4,616	677	845	987	1,228	12,126
1954.....	1,026	2,761	4,594	661	755	932	1,230	11,959

¹ Newfoundland included from 1949.² Includes the Yukon and Northwest Territories.³ Totals are not the exact addition of the components because of the rounding of the figures.