APPENDIX TABLE 2-A.—CONSUMER GOODS INDUSTRIES RATES OF RETURN AND INTRA-INDUSTRY VARIANCE IN RATE OF RETURN, 1950-65[1]

Industry	Average rate of return 1950-65[1]	Intra-industry variance in rate of return[2]
Drugs	17.5	74.2
Cosmetics	18.7	67.3
Automobile	18.0	58.1
Radio-TV manufacturers	15.0	57.6
Confectionery	14.7	41.8
Beverages, soft drinks	15.2	34.3
Watches	7.1	29.7
Beverages, brewers	9.8	25.4
Shoes	8.7	20.5
Home furnishings	8.0	15.5
Food products	9.2	15.5
Beverage, distillers	7.2	13.3
Textile apparel manufacturers	9.8	12.5
Tobacco	10.8	9.3
Tire and rubber	9.7	5.1

[1] Rate of return is defined as net income plus fixed charges divided by total capitalization.
[2] The variance is the simple average of intra-industry variances for each year of the period, 1950-65.

Source: Gordon R. Conrad and Irving H. Plotkin, "Risk and Return in American Industry," Arthur D. Little, Inc.; appendix table F-1, p. 78.

APPENDIX TABLE 2-B.—PRODUCER GOODS AND MINING INDUSTRIES RATES OF RETURN AND INTRA-INDUSTRY VARIANCE IN RATE OF RETURN, 1950-65

Industry	Average rate of return, 1950-65[1]	Intraindustry variance in rate of return[2]
Gold mining	8.8	78.8
Aerospace	12.2	59.9
Building materials, heat	8.8	35.0
Lead and zinc	15.3	33.3
Miscellaneous metalwork	8.5	32.9
Auto parts, accessories	12.9	28.3
Oil, crude, producers	12.0	28.2
Electrical products	11.0	27.5
Machinery	10.1	27.4
Metals, miscellaneous	11.3	26.8
Electronic products	12.9	22.8
Chemicals	12.1	21.3
Machinery, metal fabrication	9.0	19.6
Copper	9.5	19.5
Container, paper	10.4	16.1
Office and business equipment	12.5	14.2
Autotrucks	9.2	13.3
Building materials, roof	11.1	9.2
Vending machines	12.2	8.8
Building materials, cement	11.7	8.7
Blast furnaces	8.6	8.7
Textile products	7.5	8.5
Paper	9.4	8.2
Abrasive products	10.1	8.1
Oil	10.6	7.5
Forest products	9.7	7.3
Paint	9.5	6.0
Coal, bituminous	8.3	5.3
Steel	8.5	5.0
Railroad equipment	7.4	4.5
Containers, metal and glass	8.1	3.7
Aluminum	7.8	1.6

[1] Rate of return is defined as net income plus fixed charges divided by total capitalization.
[2] The variance is the simple average of intra-industry variances for each year of the period, 1950-65.

Source: Gordon R. Conrad and Irving H. Plotkin, "Risk and Return in American Industry," Arthur D. Little, Inc.; appendix table F-1, p. 78.