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CHAIN STORE SALES AND STOCKS

1948 and 1949

This bulletin represents an initial presentation by the Bureau of Statistics of monthly sales and stocks of Canadian chain stores. Six of the more prominent trades are covered and this first report traces the movements of both sales and stocks during the last two years. The series will be continued in monthly bulletins to be released beginning with January, 1950.

The level of 1949 sales in the six chain trades covered in this report showed little change, for the most part, from 1948, except in the case of food store chains which had an average sales increase of 11% for the year. Variety, shoe and women's clothing stores recorded noticeably higher volumes in April, 1949 over the same month of 1948, due largely to the Easter trade, but remained close to 1948 volume throughout the remainder of the year. The stock position, as between 1948 and 1949, was fairly similar for three of the trades, but moved to a higher level in the case of variety stores, shoe stores and women's clothing stores. The shoe store inventory increase was confined to the latter part of the year.

Stock-sales ratios showed a tendency generally to increase in five of the six trades. In the case of grocery and combination stores, the stock-sales ratios dropped throughout 1949 as sales were maintained at a higher level without any appreciable change in stocks. The stock-sales ratios give an indication of the differences in the relative position of sales and stocks as between different trades. Lower stock-sales ratios, such as those for food, indicate a higher turnover rate than in other trades such as foot-

wear and hardware where higher stock-sales ratios prevail.

The Bureau must extend thanks to those chain companies which have made it possible to present statistics of this kind for the first time. Acknowledgment must also be expressed to the Canadian Retail Federation which was instrumental in demonstrating the need for such a series, and gave assistance in the preparatory work involved.

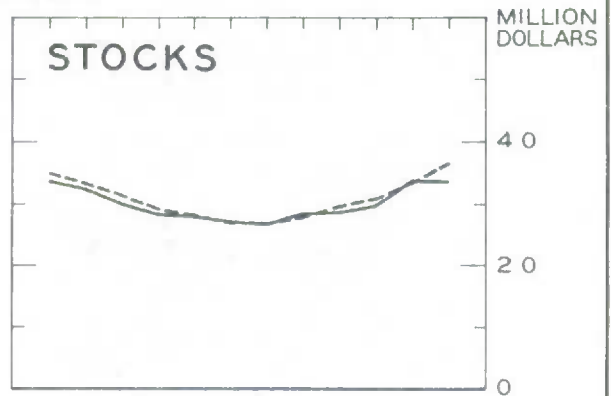
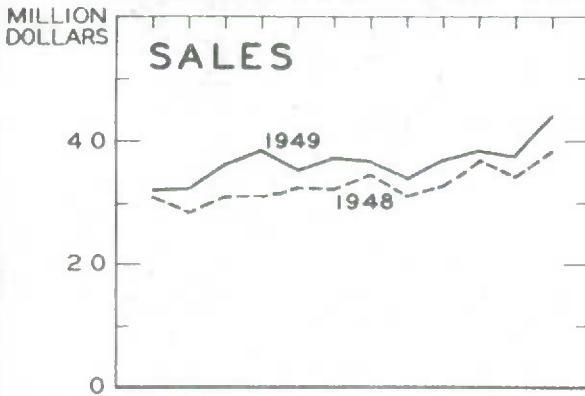
The charts shown on this and the following page reveal the seasonal movements and relative levels of sales and stocks, for each of the six trades, in the last two years.

## CHAIN STORE SALES AND STOCKS

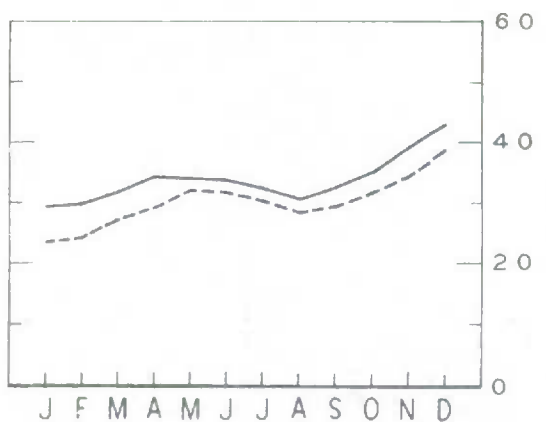
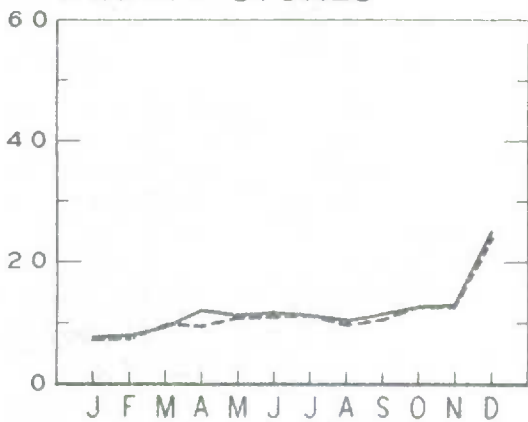
SIX TRADES BY MONTHS

1948 AND 1949

### GROCERY AND COMBINATION STORES



### VARIETY STORES



NOTE: STOCKS AT SELLING PRICE AT THE FIRST OF EACH MONTH.

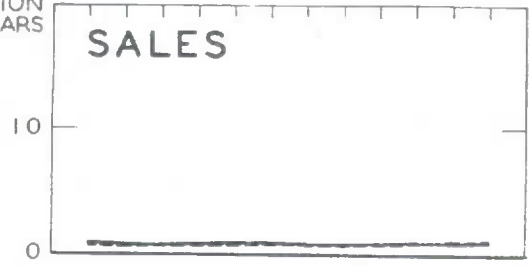
# CHAIN STORE SALES AND STOCKS

SIX TRADES BY MONTHS

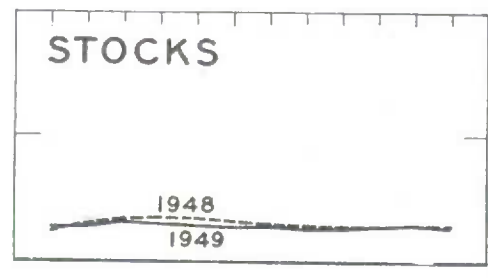
1948 AND 1949

## HARDWARE STORES

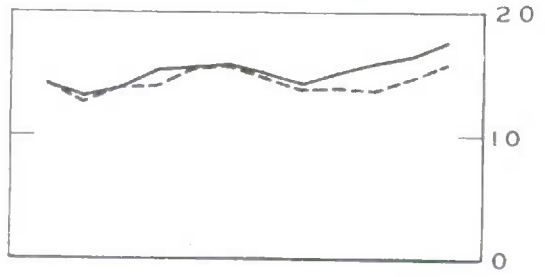
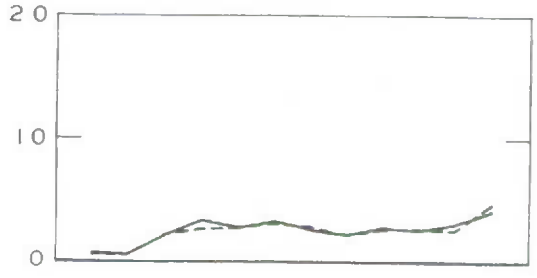
MILLION DOLLARS



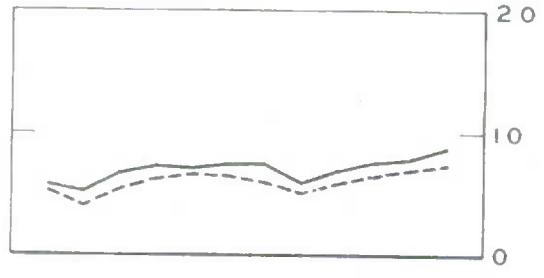
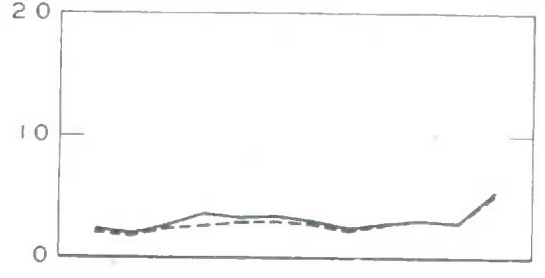
MILLION DOLLARS



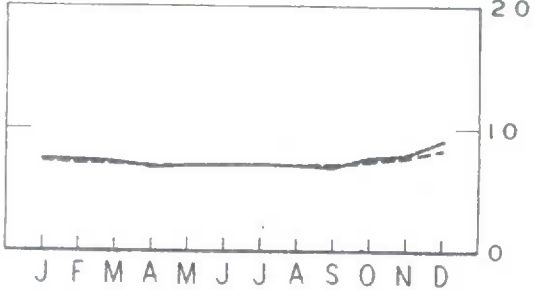
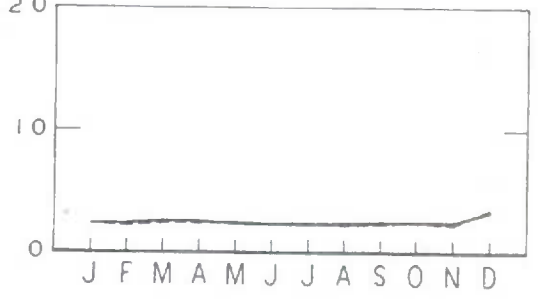
## SHOE STORES



## WOMEN'S CLOTHING STORES



## DRUG STORES



NOTE: STOCKS AT SELLING PRICE AT THE FIRST OF EACH MONTH.

## Chain Store Sales and Stocks by Months

(in thousands of dollars)

Month	1948		1949		% Change, 1949/1948		Stocks/Sales Ratios	
	Sales	Stocks <sup>(x)</sup>	Sales	Stocks <sup>(x)</sup>	Sales	Stocks	1948	1949
Grocery and Combination Stores								
January ...	31,163,600	34,918,733	31,876,900	33,708,332	+ 2.3	- 3.5	1.1	1.0
February ..	28,456,300	33,345,052	32,279,000	32,482,561	+13.4	- 2.6	1.2	1.0
March .....	31,010,500	31,529,580	36,253,000	29,987,191	+16.9	- 4.9	1.0	0.8
April .....	30,986,100	29,056,839	38,438,200	28,277,340	+24.0	- 2.7	0.9	0.7
May .....	32,529,600	28,383,268	35,163,800	28,098,324	+ 8.1	- 1.0	0.9	0.8
June .....	32,340,500	26,967,038	37,025,200	27,216,781	+14.5	+ 0.9	0.8	0.7
July .....	34,643,400	27,133,680	36,686,400	26,769,220	+ 5.9	- 1.3	0.8	0.7
August .....	31,119,000	27,784,007	33,905,700	28,431,960	+ 9.0	+ 2.3	0.9	0.8
September ..	32,561,500	29,563,050	37,005,200	28,921,562	+13.6	- 2.2	0.9	0.8
October ...	36,860,800	30,900,864	38,430,200	29,678,470	+ 4.3	- 4.0	0.8	0.8
November ..	34,418,300	33,690,771	37,712,400	33,780,146	+ 9.6	+ 0.3	1.0	0.9
December ..	38,348,500	36,483,398	44,599,300	33,677,173	+16.3	- 7.7	1.0	0.8

## Women's Clothing Stores

January ...	2,038,400	5,209,823	2,261,500	5,655,255	+10.9	+ 8.5	2.6	2.5
February ..	1,704,400	3,993,226	1,866,800	5,239,896	+ 9.5	+31.2	2.3	2.8
March .....	2,442,900	5,348,407	2,637,900	6,561,802	+ 8.0	+22.7	2.2	2.5
April .....	2,607,100	6,143,894	3,478,700	7,349,189	+33.4	+19.6	2.4	2.1
May .....	2,868,600	6,551,642	3,164,100	7,037,410	+10.3	+ 7.4	2.3	2.2
June .....	2,945,200	6,417,058	3,436,500	7,391,338	+16.7	+15.2	2.2	2.2
July .....	2,695,300	5,919,852	2,900,300	7,295,690	+ 7.6	+23.2	2.2	2.5
August .....	2,091,300	5,007,867	2,299,900	5,902,111	+10.0	+17.9	2.4	2.6
September ..	2,613,500	5,790,810	2,821,600	6,920,399	+ 8.0	+19.5	2.2	2.5
October ...	2,975,600	6,478,867	3,007,100	7,488,526	+ 1.1	+15.6	2.2	2.5
November ..	2,784,000	6,873,636	2,833,800	7,800,417	+ 1.8	+13.5	2.5	2.8
December ..	5,241,200	7,380,384	5,450,800	8,654,425	+ 4.0	+17.3	1.4	1.6

(x) Stocks at beginning of month.

Chain Store Sales and Stocks by Months

(in thousands of dollars)

Month	1948		1949		% Change, 1949/1948		Stocks/Sales Ratios	
	Sales	Stocks <sup>(x)</sup>	Sales	Stocks <sup>(x)</sup>	Sales	Stocks	1948	1949
Shoe Stores								
January ...	1,513,200	14,175,180	1,635,200	14,063,652	+ 8.1	- 0.8	9.4	8.6
February ..	1,474,700	12,556,534	1,527,400	13,111,034	+ 3.6	+ 4.4	8.5	8.6
March .....	2,314,200	13,829,737	2,163,100	13,847,408	- 6.5	+ 0.1	6.0	6.4
April .....	2,636,700	13,859,744	3,444,900	15,267,160	+30.7	+10.2	5.3	4.4
May .....	2,802,800	15,271,766	2,813,500	15,522,719	+ 0.4	+ 1.6	5.4	5.5
June .....	3,169,700	15,471,456	3,308,000	15,721,838	+ 4.4	+ 1.6	4.9	4.8
July .....	2,883,700	14,479,190	2,630,600	14,975,316	- 8.8	+ 3.4	5.0	5.7
August ....	2,217,900	13,596,646	2,226,400	14,142,106	+ 0.4	+ 4.0	6.1	6.4
September .	2,650,000	13,680,007	2,766,600	15,086,086	+ 4.4	+10.3	5.2	5.5
October ...	2,773,100	13,493,800	2,614,900	15,833,252	- 5.7	+17.3	4.9	6.1
November ..	2,585,500	14,628,103	3,071,300	16,306,516	+18.8	+11.5	5.7	5.3
December ..	4,714,600	15,717,255	4,332,700	17,577,050	- 8.1	+11.8	3.3	4.1
Hardware Stores								
January ...	666,800	2,328,779	843,900	2,672,022	+26.6	+14.7	3.5	3.3
February ..	567,900	2,957,925	671,200	2,680,226	+18.2	= 9.4	5.2	4.0
March .....	669,100	3,354,017	645,300	3,074,767	- 3.6	- 9.3	5.0	4.8
April .....	763,900	3,372,264	829,500	2,927,726	+ 8.6	-13.2	4.4	3.5
May .....	835,800	3,300,812	921,400	2,660,207	+10.2	-19.4	3.9	2.9
June .....	878,900	3,084,938	933,600	2,748,536	+ 6.2	-10.9	3.5	2.9
July .....	832,500	2,925,858	872,000	2,808,269	+ 4.7	= 4.0	3.5	3.2
August ....	796,500	2,853,810	837,300	2,813,944	+ 5.1	= 1.4	3.6	3.4
September .	819,000	2,800,494	933,800	2,702,804	+14.0	= 3.5	3.4	2.9
October ...	1,014,400	2,642,913	1,021,500	2,728,564	+ 0.7	+ 3.2	2.6	2.7
November ..	987,800	2,922,486	897,500	2,888,802	= 9.1	= 1.2	3.0	3.2
December ..	1,088,400	2,819,181	1,039,400	2,711,348	- 4.5	= 3.8	2.6	2.6

(x) Stocks at beginning of month.





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Chain Store Sales and Stocks by Months

(in thousands of dollars)

Month	1948		1949		% Change, 1949/1948		Stocks/Sales Ratios	
	Sales	Stocks <sup>(x)</sup>	Sales	Stocks <sup>(x)</sup>	Sales	Stocks	1948	1949
Drug Stores								
January ...	2,277,600	7,185,126	2,301,200	7,345,931	+ 1.0	+ 2.2	3.2	3.2
February ..	2,147,400	7,046,894	2,178,800	7,276,394	+ 1.5	+ 3.3	3.3	3.3
March .....	2,280,400	7,026,293	2,386,000	7,135,570	+ 4.6	+ 1.6	3.1	3.0
April .....	2,185,000	6,918,734	2,285,200	6,776,240	+ 4.6	- 2.1	3.2	3.0
May .....	2,227,500	6,906,785	2,192,800	6,883,022	- 1.6	- 0.3	3.1	3.1
June .....	2,187,300	6,916,388	2,202,500	6,966,526	+ 0.7	+ 0.7	3.2	3.2
July .....	2,281,500	7,045,293	2,214,900	7,012,760	- 2.9	- 0.5	3.1	3.2
August .....	2,121,400	6,931,197	2,181,200	6,868,405	+ 2.8	- 0.9	3.3	3.1
September ..	2,213,200	6,926,371	2,293,100	6,657,022	+ 3.6	- 3.9	3.1	2.9
October ...	2,348,700	7,168,555	2,309,000	7,512,196	- 1.7	+ 4.8	3.1	3.3
November ..	2,242,600	7,410,149	2,292,900	7,691,279	+ 2.2	+ 3.8	3.3	3.4
December ..	3,285,300	8,133,910	3,334,600	8,898,745	+ 1.5	+ 9.4	2.5	2.7
Variety Stores								
January ...	7,132,100	23,500,125	7,595,700	29,168,192	+ 6.5	+24.1	3.3	3.8
February ..	7,273,400	24,249,140	7,826,000	29,516,890	+ 7.6	+21.7	3.3	3.8
March .....	9,747,700	27,129,782	9,280,900	31,710,952	- 4.8	+16.9	2.8	3.4
April .....	9,310,200	28,853,192	12,089,400	34,237,240	+29.9	+18.7	3.1	2.8
May .....	10,817,400	32,082,949	11,250,300	33,983,303	+ 4.0	+ 5.9	3.0	3.0
June .....	10,936,800	31,727,434	11,627,200	33,728,399	+ 6.3	+ 6.3	2.9	2.9
July .....	11,276,000	30,229,315	11,239,500	32,335,243	- 0.3	+ 7.0	2.7	2.9
August .....	9,565,900	28,291,484	10,245,700	30,537,722	+ 7.1	+ 7.9	3.0	3.0
September ..	10,429,400	29,262,088	11,376,200	32,386,658	+ 9.1	+10.7	2.8	2.8
October ...	12,352,500	31,559,364	12,462,400	34,890,805	+ 0.9	+10.6	2.6	2.8
November ..	12,387,700	34,389,360	12,826,300	39,293,947	+ 3.5	+14.3	2.8	3.1
December ..	23,987,000	38,674,399	25,282,300	43,019,410	+ 5.4	+11.2	1.6	1.7

(x) Stocks at beginning of month.