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RESEARCH DEPARTMENT  
CHAIN STORE  
SALES AND STOCKS  
JANUARY 1950

Price .25

This is the first in a series of monthly bulletins on Chain Store Sales and Stocks, covering six kinds of business. An introductory bulletin containing summary results for 1948 and 1949 was released early in February.

Sales of food store chains increased 7% in January 1950 compared with the same month of 1949. In four of the remaining five trades January 1950 sales volume fell short of that recorded in the same month last year, but the largest decrease was one of 5% for shoe stores. Women's apparel chains reported sales volume unchanged from January of last year.

Women's wear and shoe store chains entered 1950 with stocks valued well above those held a year earlier, increases amounting to 14% and 9% respectively. Food stocks were 4% lower on January 1st this year compared with those held on the same date of 1949. Stocks are reported at selling value.

\* The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-4090.

Prepared in Merchandising and Services Section.



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The accompanying table shows estimated total sales and stocks in thousands of dollars for each trade. The number of stores operated by the sample firms which supplied figures used in preparing these estimates is also summarized in a second table.

Table 1.--Sales and Stocks, January 1950

Six Trades

(In Thousands of Dollars)

Trade	1949		1950		% Change		Stock/Sales Ratio	
	Sales	Stocks	Sales	Stocks	Jan. 1950/1949		Jan. 1949	Jan. 1950
					Sales	Stocks		
	\$	\$	\$	\$	%	%		
Grocery Stores...	31,877	33,708	32,084	32,360	+ 6.5	- 4.0	1.1	1.0
Women's Clothing.	2,262	5,655	2,262	6,454	(a)	+14.1	2.5	2.9
Shoes Stores ....	1,635	14,064	1,552	15,368	- 5.1	+ 9.3	8.6	9.9
Hardware Stores .	844	2,672	824	2,710	- 2.4	+ 1.4	3.2	3.3
Drug Stores ....	2,301	7,346	2,214	7,663	- 3.8	+ 4.3	3.2	3.3
Variety Stores ..	7,596	29,168	7,330	28,898	- 3.5	- 0.9	3.8	3.9

(a) Unchanged.

Stocks/Sales Ratios--are obtained by dividing Stocks at Selling Value as at the beginning of the month by sales made during the month. This gives an approximate measurement of the number of months' stocks held in terms of sales for the current month. It is one of several forms in which stocks-sales relationships can be depicted and has been selected for its simplicity.

Table 2.--Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	January 1949	January 1950
Grocery Stores .....	787	775
Women's Clothing Stores ..	245	268
Shoe Stores .....	461	467
Hardware Stores .....	38	37
Drug Stores .....	245	245
Variety Stores .....	480	491