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# CHAIN STORE SALES AND STOCKS

## OCTOBER, 1950

Hardware store chains reported a substantial sales gain of 15% in October 1950 compared with October 1949. An increase of 11% was recorded by grocery store chains while women's clothing store chains showed a slight gain of 1%. Drug store chain sales remained virtually unchanged from October a year ago. Slight decreases in sales were reported by shoe store chains (-5%) and variety store chains (-2%).

Stocks of four of the six chain trades covered in this bulletin were higher on October 1 1950 than on the same date a year ago. Hardware and grocery store stocks were up 51% and 19% respectively. These increased inventory holdings continued a trend which has prevailed over the past six months. Drug store stock holdings were 3% higher than those reported on October 1 1949, while variety store chain inventories showed a moderate increase of 1%. Declines in women's clothing and shoe store stocks amounted to 5% in each case. These stock values are expressed in terms of selling price.

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Note: The number of stores shown in the last table of this report relate to the sample of chain companies used to determine trends. They constitute at least 85%, by volume, of the total chain store sales in each of the six different trades covered by this bulletin.

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Prepared in Merchandising and Services Section

Table 1--Sales and Stocks, October, 1950

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## Six Trades

(In Thousands of Dollars)

Trade	1949		1950		% Change	
	Sales	Stocks	Sales	Stocks	October 1950/1949	
	\$	\$	\$	\$	Sales %	Stocks %
Grocery Stores.....	38,430	29,678	42,811	35,399	+11.4	+19.3
Women's Clothing Stores....	3,007	7,489	3,040	7,085	+ 1.1	- 5.3
Shoe Stores.....	2,615	15,833	2,495	15,015	- 4.6	- 5.2
Hardware Stores.....	1,022	2,729	1,173	4,348	+14.8	+51.1
Drug Stores.....	2,309	7,512	2,300	7,777	- 0.4	+ 3.4
Variety Stores.....	12,462	34,891	12,263	35,404	- 1.6	+ 0.9

Table 2--Sales/Stocks Relationships, October 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	October 1949	October 1950	October 1950
	Grocery Stores.....	0.8	0.8
Women's Clothing Stores....	2.5	2.3	5.0
Shoe Stores.....	6.1	6.0	2.1
Hardware Stores.....	2.7	3.7	2.4
Drug Stores.....	3.3	3.4	3.6
Variety Stores.....	2.8	2.9	4.1

Stock/Sales Ratios--are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

Stock Turnover Rates--are obtained by dividing Sales in the 12 months ending with the report month by Stocks at Selling Value at the beginning of the report month.

Table 3--Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	October 1949	October 1950
Grocery Stores.....	773	768
Women's Clothing Stores....	267	270
Shoe Stores.....	461	467
Hardware Stores.....	38	37
Drug Stores.....	248	249
Variety Stores.....	490	504