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DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
OTTAWA

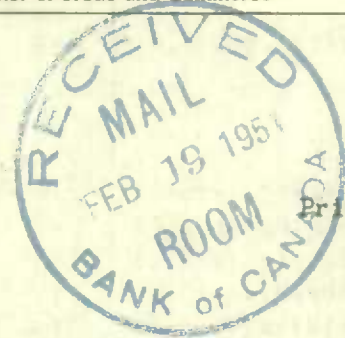
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## CHAIN STORE SALES AND STOCKS DECEMBER, 1950

Chain food stores reported an increase of 16% in sales volume in December 1950 compared with December 1949. Chain hardware store sales were up 15%. Women's clothing, shoe and variety chain stores all reported substantial gains in sales, ranging from 7% to 9%. Drug store sales were unchanged.

Stocks of five of the six trades covered in this bulletin were higher on December 1, 1950 than on December 1, 1949. The 52% increase in hardware stocks was by far the largest reported. Food store stocks were up 18% while inventory holdings of women's clothing stores increased 12%. Increases in drug and variety store stocks were more moderate, amounting to 6% and 8% respectively. Shoe store inventories declined 4%. These stock values are expressed in terms of selling price.

Note: The number of stores shown in the last table of this report relates 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.

Prepared in Merchandising and Services Section

Table 1 - Sales and Stocks, for Six Trades, December, 1950

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(In Thousands of Dollars)

Trade	December 1949		December 1950		% Change,	
	Sales	Stocks	Sales	Stocks	December 1950/1949	
					Sales	Stocks
	\$	\$	\$	\$	%	%
Grocery Stores.....	44,819	33,990	52,080	40,252	+16.2	+18.4
Women's Clothing Stores..	5,394	8,555	5,848	9,535	+ 8.4	+11.5
Shoe Stores.....	4,241	16,990	4,602	16,242	+ 8.5	- 4.4
Hardware Stores.....	1,133	2,871	1,297	4,365	+14.5	+52.0
Drug Stores.....	3,275	8,579	3,275	9,052	(a)	+ 5.5
Variety Stores.....	25,678	42,890	27,578	46,481	+ 7.4	+ 8.4

Table 2 - Sales/Stocks Relationships, December 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	December 1949	December 1950	December 1950
	Grocery Stores.....	0.8	0.8
Women's Clothing Stores..	1.6	1.6	3.8
Shoe Stores.....	4.0	3.5	2.0
Hardware Stores.....	2.5	3.4	2.7
Drug Stores.....	2.6	2.8	3.1
Variety Stores.....	1.7	1.7	3.2

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	
	December 1949	December 1950
Grocery Stores.....	774	767
Women's Clothing Stores..	271	275
Shoe Stores.....	462	468
Hardware Stores.....	38	37
Drug Stores.....	249	248
Variety Stores.....	492	509