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CHAIN STORE SALES AND STOCKS

APRIL 1950



Food store chains reported a substantial sales gain of 7% in April 1950 compared with April 1949. Sales volumes of all five other trades covered in this bulletin declined from April a year ago. However only women's clothing stores (-14%) and shoe stores (-16%) reported sales decreases of any magnitude.

Stocks of five of the six trades covered in this bulletin were higher on April 1, 1950 than on April 1, 1949. The 12% in food stocks was by far the largest reported for many months. Shoe store stocks were up 12%, continuing a trend which has been prevalent over the past seven months. For the second successive month, drug store stocks showed a substantial increase (+10%). Women's clothing stores reported stocks virtually unchanged after 15 successive months of increased inventory holdings, in spite of the fact that the number of outlets increased from 255 in April 1949 to 273 in April 1950.

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.

Prepared in Merchandising and Services Section.

Table 1.-- Sales and Stocks, April 1950

Six Trades
(In Thousands of Dollars)

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Trade	1949		1950		% Change	
	Sales	Stocks	Sales	Stocks	April 1950/1949	
					Sales	Stocks
	\$	\$	\$	\$	%	%
Grocery Stores	38,438	28,277	41,189	31,725	+ 7.2	+ 12.2
Women's Clothing Stores ..	3,479	7,349	2,998	7,366	-13.8	+ 0.2
Shoe Stores	3,445	15,267	2,881	17,133	-16.4	+ 12.2
Hardware Stores	830	2,928	796	3,511	- 4.1	+ 19.9
Drug Stores	2,285	6,776	2,194	7,516	- 4.0	+ 10.9
Variety Stores	12,089	34,237	11,722	36,413	- 3.0	+ 6.4

Table 2.-- Sales/Stocks Relationships, April 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	April 1949	April 1950	April 1950
	Grocery Stores	0.7	0.8
Women's Clothing Stores	2.1	2.5	4.8
Shoe Stores	4.4	5.9	1.8
Hardware Stores	3.5	4.4	3.0
Drug Stores	3.0	3.4	3.7
Variety Stores	2.8	3.1	3.6

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	
	April 1949	April 1950
Grocery Stores	783	771
Women's Clothing Stores ...	255	273
Shoe Stores	464	469
Hardware Stores	38	37
Drug Stores	249	248
Variety Stores	488	495