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CHAIN STORE SALES AND STOCKS
JULY, 1950

Hardware store chains reported a substantial sales increase of 30% in July 1950 compared with July 1949. A 12% sales gain was reported for grocery stores while both women's clothing and shoe stores showed a 3% sales increase over July a year ago. Very slight declines were reported by drug and variety store chains.

Stocks in the chain hardware trade, continuing to expand, closely kept pace with sales increases and showed a gain of 30% on July 1, 1950 compared with the same date a year ago. Inventories were higher for grocery, variety, shoe and drug stores, increases being 18%, 11%, 7% and 6% respectively above the stock levels of a year ago. A steady decline within the last two months has been noted in women's clothing store stocks which, at the beginning of July, were 4% less than inventory values at July 1, 1949.

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, July 1950



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Six Trades
(In Thousands of Dollars)

Trade	1949		1950		% Change	
	Sales	Stocks	Sales	Stocks	July 1950/1949	
	\$	\$	\$	\$	Sales %	Stocks %
Grocery Stores	36,686	26,769	41,079	31,481	+12.0	+17.6
Women's Clothing Stores ..	2,900	7,296	2,991	6,972	+ 3.1	- 4.4
Shoe Stores	2,631	14,975	2,718	15,945	+ 3.3	+ 6.5
Hardware Stores	872	2,808	1,135	3,636	+30.2	+29.5
Drug Stores	2,203	6,967	2,173	7,400	- 1.4	+ 5.5
Variety Stores	11,627	33,728	11,587	35,969	- 0.3	+11.2

Table 2. - Sales/Stocks Relationships, July 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	July 1949	July 1950	July 1950
Grocery Stores	0.7	0.8	15.0
Women's Clothing Stores	2.5	2.3	4.9
Shoe Stores	5.7	5.9	2.0
Hardware Stores	3.2	3.2	3.0
Drug Stores	3.2	3.4	3.7
Variety Stores	2.9	3.1	4.0

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	
	July 1949	July 1950
Grocery Stores	778	775
Women's Clothing Stores ..	258	267
Shoe Stores	460	464
Hardware Stores	38	37
Drug Stores	246	249
Variety Stores	487	501