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CHAIN STORE SALES AND STOCKS  
AUGUST, 1950

All six trades covered in this bulletin reported increased sales in August 1950 compared with the same month a year ago. Food and hardware chains had large gains of 22% and 21% respectively. Sales in women's clothing chains showed a 15% increase. Variety chain store sales were up 7% while shoe store showed a sales increase of 4% over August 1949. A slight increase of 1% was recorded in drug store chain sales.

Four of the six trades reported increased holdings in stocks on August 1, 1950 compared with the same date a year ago. Hardware stocks were up 41%. Grocery, variety and drug chains reported inventories up 15%, 12% and 7% respectively. Shoe store stocks were unchanged from August 1, 1949. Inventories in women's clothing store chains were 9% lower than inventory values a year ago. These stock values are expressed in terms of selling price.

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, August 1950

## Six Trades

(In Thousands of Dollars)

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Trade	1949		1950		% Change	
	Sales	Stocks	Sales	Stocks	August 1950/1949	
	\$	\$	\$	\$	Sales %	Stocks %
Grocery Stores .....	33,906	28,432	41,330	32,822	+21.9	+15.3
Women's Clothing Stores .	2,300	5,902	2,650	5,427	+15.2	- 8.8
Shoe Stores .....	2,226	14,142	2,318	14,125	+ 4.1	- 0.1
Hardware Stores .....	837	2,814	1,016	3,965	+21.4	+40.9
Drug Stores .....	2,181	6,868	2,201	7,344	+ 0.9	+ 6.9
Variety Stores .....	10,246	30,538	10,939	34,066	+ 6.8	+11.6

Table 2. - Sales/Stocks Relationships, August 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	August 1949	August 1950	
Grocery Stores .....	0.8	0.8	14.7
Women's Clothing Stores	2.6	2.0	6.5
Shoe Stores .....	6.4	6.1	2.5
Hardware Stores .....	3.4	3.9	2.8
Drug Stores .....	3.1	3.3	3.8
Variety Stores .....	3.0	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	
	August 1949	August 1950
Grocery Stores .....	779	776
Women's Clothing Stores .	256	266
Shoe Stores .....	460	464
Hardware Stores .....	37	37
Drug Stores .....	247	249
Variety Stores .....	489	503