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CHAIN STORE SALES AND STOCKS SEPTEMBER, 1950

Sales in each of the six trades covered in this bulletin were higher in September 1950 than sales volumes recorded in September 1949. The most substantial increases were reported for grocery, women's clothing and hardware store chains, gains being 20%, 17% and 13% respectively. Variety chain store sales were up 7%, shoe stores showed a sales increase of 5% and drug store chain sales were 4% higher than in September a year ago.

Stocks of hardware store chains recorded a 48% gain over stocks at September 1, 1949. Grocery, drug and variety chains reported inventory increases of 15%, 14% and 8% respectively. Women's clothing store stocks were unchanged while shoe store stocks were 3% lower than inventory values recorded a year ago. Stocks are reported at selling value.

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, September 1950

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Six Trades

(In Thousands of Dollars)

Trade	1949		1950		% Change	
	Sales	Stocks	Sales	Stocks	September 1950/1949	
	\$	\$	\$	\$	Sales %	Stocks %
Grocery Stores	37,005	28,922	44,480	33,312	+20.2	+15.2
Women's Clothing Stores	2,822	6,736	3,307	6,739	+17.2	(a)
Shoe Stores	2,767	15,086	2,902	14,575	+ 4.9	- 3.4
Hardware Stores	934	2,703	1,052	3,985	+12.6	+47.5
Drug Stores	2,293	6,502	2,392	7,405	+ 4.3	+13.9
Variety Stores	11,376	32,448	12,161	34,960	+ 6.9	+ 7.7

(a) Unchanged

Table 2--Sales/Stocks Relationships, September 1950

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	September 1949	September 1950	September 1950
	Grocery Stores	0.8	0.7
Women's Clothing Stores	2.5	2.0	5.3
Shoe Stores	5.5	5.0	2.2
Hardware Stores	2.9	3.8	2.8
Drug Stores	2.9	3.1	3.8
Variety Stores	2.8	2.9	4.2

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	
	September 1949	September 1950
Grocery Stores	777	774
Women's Clothing Stores	261	269
Shoe Stores	461	466
Hardware Stores	38	37
Drug Stores	247	249
Variety Stores	488	504