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CHAIN STORE SALES AND STOCKS JANUARY, 1951

Sales for all six trades covered in this bulletin were higher in January 1951 compared with the same month of 1950. An outstanding increase of 28% for chain food stores was the largest recorded. Chain hardware stores also had a large increase in sales of 26%. Increases for the other four trades, though smaller, were, nevertheless, substantial and ranged from 15% for variety chains to 6% for chain drug stores.

Four of the six trades reported increased holdings of stocks on January 1, 1951 compared with the same date a year ago. Stocks of hardware stores were 48% above the level of inventory holdings a year earlier. Grocery, variety and drug stores reported inventories up 18%, 10% and 5% respectively. Declines in the remaining two trades amounted to 4% in the case of chain shoe stores and 3% for women's clothing stores. Stocks are reported at selling value.

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



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Table 1 - Sales and Stocks, for Six Trades, January 1951

Trade	January 1950		January 1951		% Change, January 1951/1950	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
	\$000's	\$000's	\$000's	\$000's	%	%
Grocery Stores	34,978	32,360	44,877	38,296	+ 28.3	+ 18.3
Women's Clothing Stores.	2,116	6,177	2,363	6,001	+ 11.7	- 2.8
Shoe Stores	1,553	15,044	1,688	14,518	+ 8.7	- 3.5
Hardware Stores	698	3,268	877	4,825	+ 25.6	+ 47.6
Drug Stores	2,210	7,447	2,338	7,835	+ 5.8	+ 5.2
Variety Stores	7,333	29,684	8,448	32,527	+ 15.2	+ 9.6

Table 2 - Sales/Stocks Relationships, January 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	January 1950	January 1951	January 1951
Grocery Stores	0.9	0.9	13.5
Women's Clothing Stores .	2.9	2.5	6.1
Shoe Stores	9.7	8.6	2.2
Hardware Stores	4.7	5.5	2.5
Drug Stores	3.4	3.4	3.6
Variety Stores	4.0	3.9	4.6

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	
	January 1950	January 1951
Grocery Stores	775	768
Women's Clothing Stores ..	268	273
Shoe Stores	467	468
Hardware Stores	37	37
Drug Stores	249	250
Variety Stores	491	508