

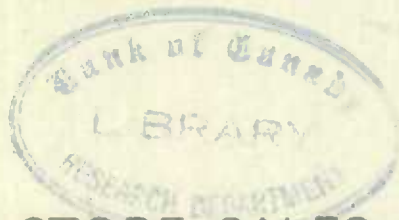


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CHAIN STORE SALES AND STOCKS OCTOBER, 1951

Chain food stores reported an outstanding sales gain of 26% in October 1951, by far the largest of the increases reported by the six chain store trades covered in this summary. Stocks for this trade, continuing to expand, were 22% above the level of inventory holdings on October 1, 1950.

The charts on page 2 show the monthly changes in the dollar value of sales and inventories for chain food stores along with stock/sales ratios for the period from January 1948 to October 1951.

A 15% increase in sales volume was recorded for chain variety stores while stocks showed a very large gain of 34% compared with inventory levels a year earlier.

The chain shoe store sales increase of 12% was accompanied by an even greater expansion in inventories, which at the beginning of October 1951 were 20% higher than stock holdings on October 1, 1950.

Chain hardware store sales were 10% higher than in October 1950. Stocks at October 1, 1951 were 7% lower than inventory values of a year ago.

An 8% sales increase was recorded for chain women's clothing stores while stocks at the beginning of October reached a point 14% higher than the value of stocks a year ago.

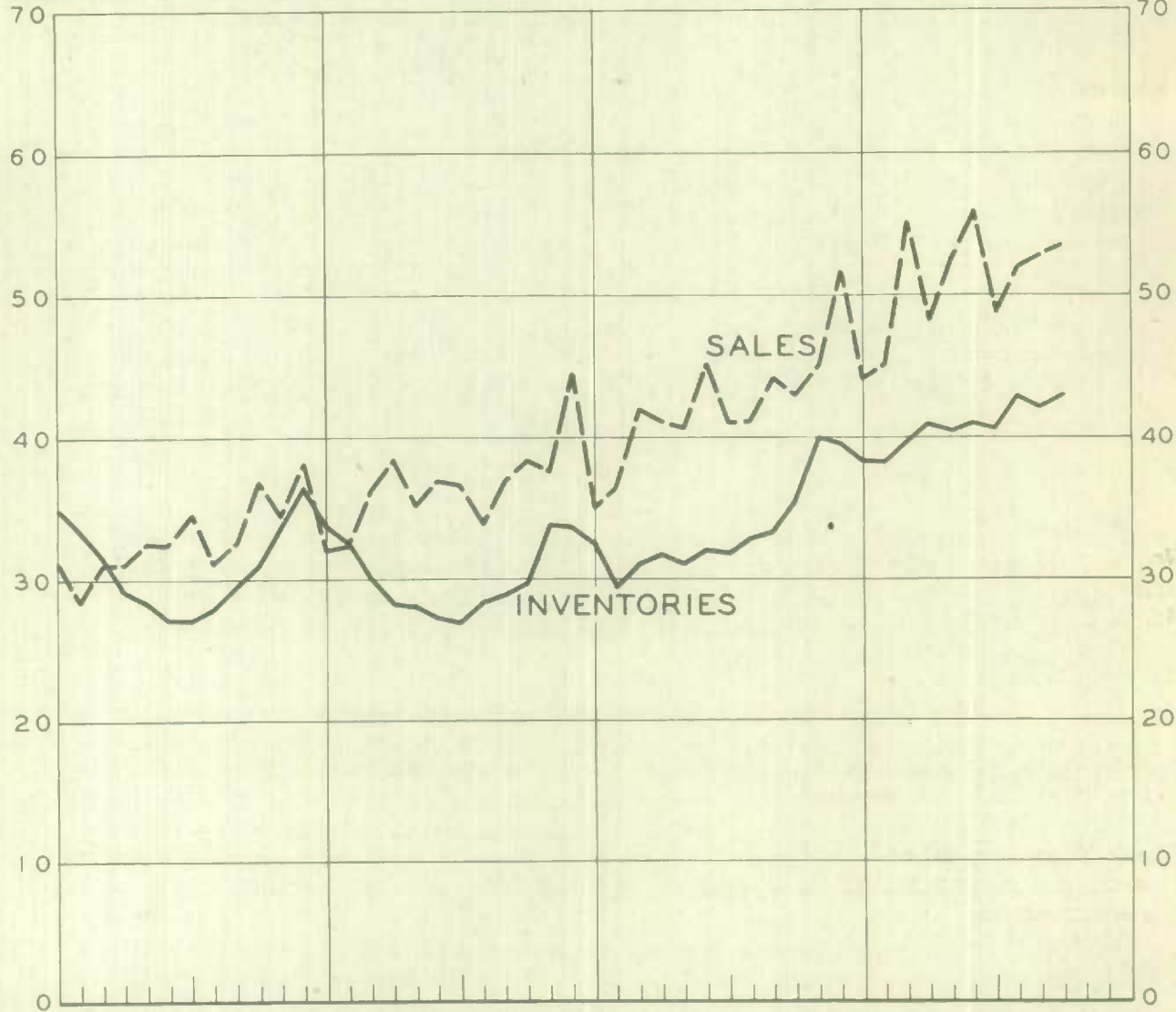
A moderate sales gain of 8%, accomplished with 6 fewer stores, was recorded by chain drug stores. Stocks for this trade, keeping pace with sales, were also 8% above the year-ago level.

These stocks values are expressed in terms of selling price and include both store and warehouse inventories.

CHAIN RETAIL FOOD STORES SALES AND INVENTORIES

MILLION
DOLLARS

MILLION
DOLLARS



RATIO
2

RATIO
2

STOCKS/SALES

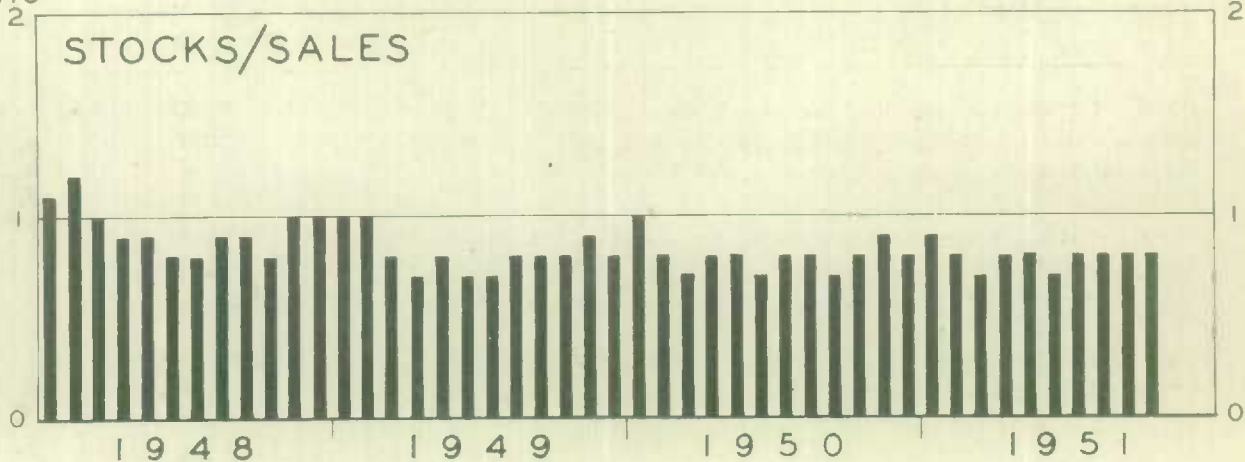


Table 1 - Sales and Stocks, for Six Trades, October 1951.

Trade	Sales		Stocks		% Change 1951/1950	
	October 1950	October 1951	Sept. 30. 1950	Sept. 30. 1951	Sales %	Stocks %
	\$000	\$000	\$000	\$000		
Food Stores	42,359	53,415	35,394	43,012	+ 26.1	+ 21.5
Women's Clothing Stores	2,993	3,256	7,343	8,354	+ 8.8	+ 13.8
Shoe Stores	2,610	2,924	15,306	18,328	+ 12.0	+ 19.7
Hardware Stores	1,262	1,389	4,486	4,169	+ 10.1	- 7.1
Drug Stores	2,435	2,637	7,881	8,472	+ 8.3	+ 7.5
Variety Stores	12,087	13,864	35,655	47,854	+ 14.7	+ 34.2

Table 2 - Sales/Stocks Relationships, October 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	October 1950	October 1951	October 1951
Food Stores	0.8	0.8	14.1
Women's Clothing Stores .	2.5	2.6	4.7
Shoe Stores	5.9	6.3	1.9
Hardware Stores	3.6	3.0	3.2
Drug Stores	3.2	3.2	3.5
Variety Stores	2.9	3.5	3.4

Stocks/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	
	October 1950	October 1951
Food Stores	768	784
Women's Clothing Stores .	270	284
Shoe Stores	467	476
Hardware Stores	37	37
Drug Stores	249	243
Variety Stores	504	522

The number of stores relates to the sample of chain companies used to determine trends. They constitute 85%, by volume, of the total chain store sales in each of the six different trades.

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