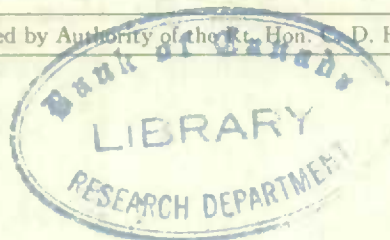




DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
OTTAWA

Published by Authority of the Rt. Hon. J. D. Howe, Minister of Trade and Commerce

Vol. 4 - No. 11  
3



\$1.00 a year.

## CHAIN STORE SALES AND STOCKS NOVEMBER, 1951

A 27% increase in chain food sales in November, 1951 compared with November 1950, was the largest among sales gains reported for the six trades covered in this bulletin. Food stocks on November 1, 1951, were 16% above stock holdings a year earlier.

Chain shoe stores reported a very large gain of 24% compared with sales for November 1950 while inventories on November 1, 1951 were 17% above inventory levels a year ago.

A substantial sales gain of 23% was recorded for chain women's clothing stores. Stocks for this trade, continuing to expand, kept pace with sales increases and at November 1, 1951 showed a gain of 23% over stock levels on the same date last year.

Chain variety store sales were 14% higher than those recorded for November 1950. This sales increase was accompanied by an even greater expansion in inventories, which at the beginning of November were 27% higher than stock holdings on November 1, 1950.

The charts on page 2 show the monthly changes in dollar value of sales and inventories for chain variety stores along with stock/sales ratios for the period from January 1, 1948 to November 1951.

A moderate sales gain of 2% was reported by chain drug stores. Stocks at November 1, 1951 were 10% higher than the value of stocks a year ago.

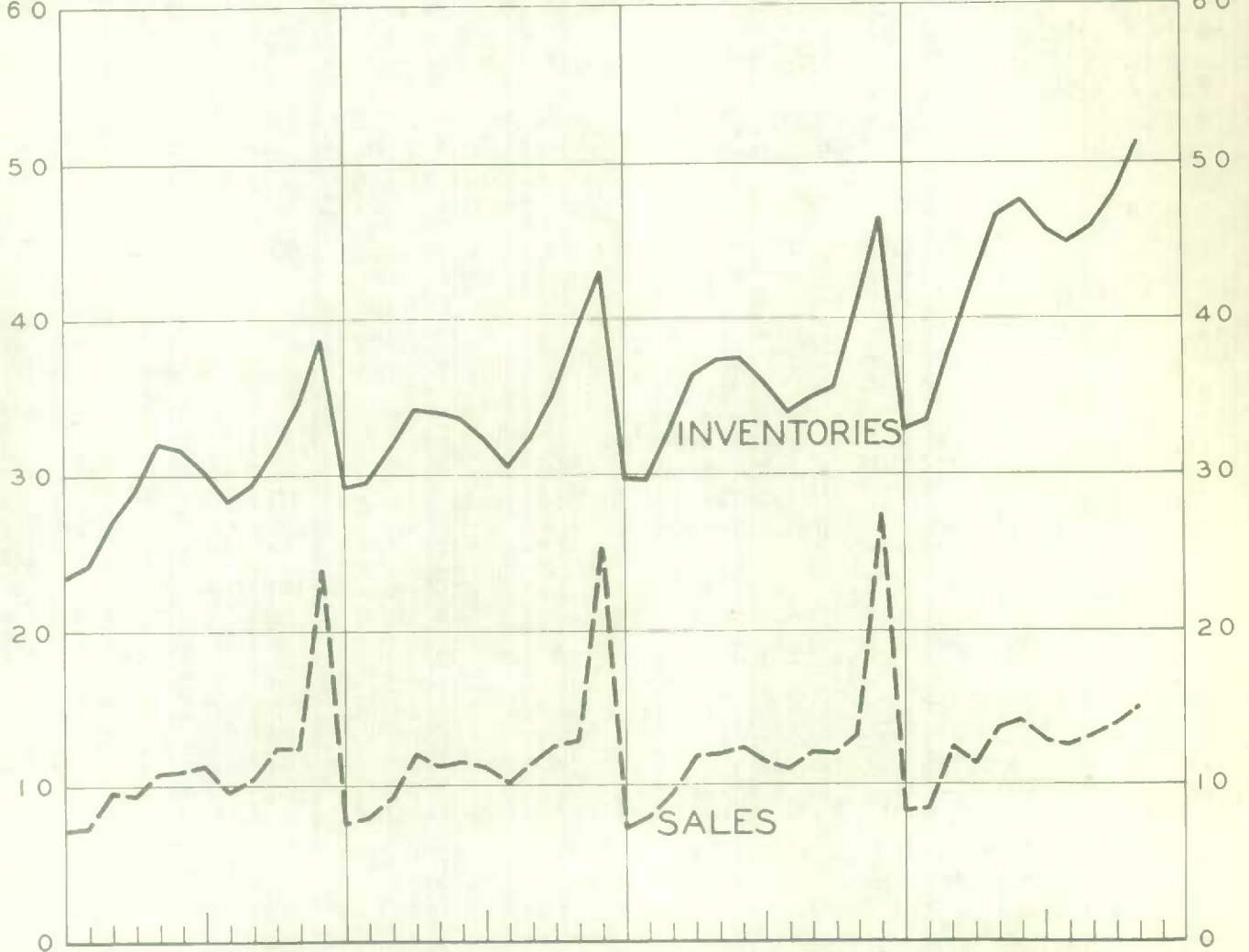
Sales volume for chain hardware stores remained virtually unchanged compared with sales volume in November 1950. Stocks for this trade at November 1, 1951 were 10% lower than stock levels on November 1, 1950.

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

# CHAIN RETAIL VARIETY STORES SALES AND INVENTORIES

MILLION DOLLARS  
60

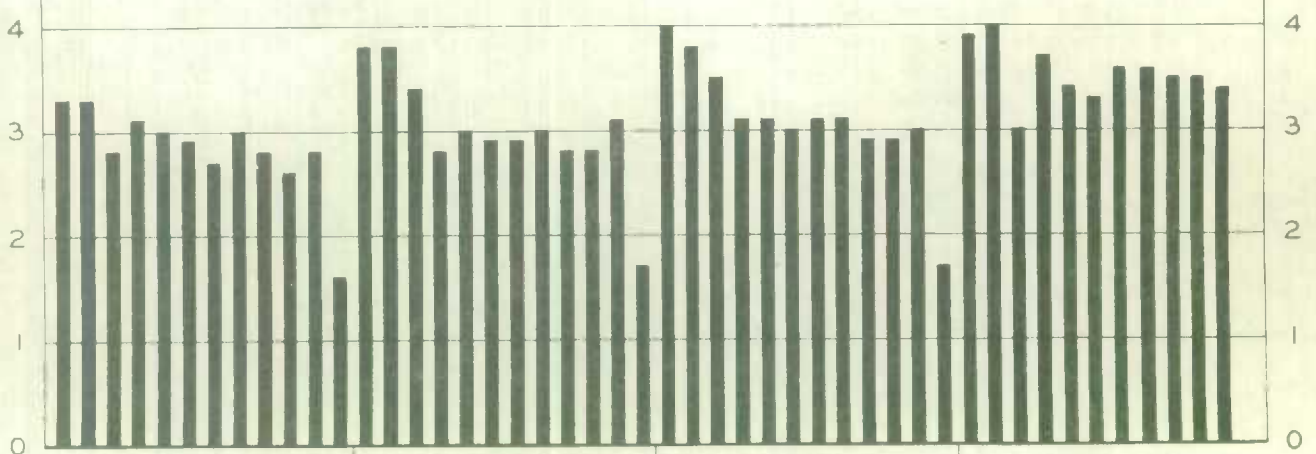
MILLION DOLLARS  
60



RATIO  
5

RATIO  
5

## STOCKS/SALES



1948

1949

1950

1951

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

Trade	Sales		Stocks		% Change 1951/1950	
	November 1950	November 1951	Oct. 31 1950	Oct. 31 1951	Sales	Stocks
	\$000	\$000	\$000	\$000	%	%
Food Stores .....	45,012	57,210	39,309	47,716	+ 27.1	+ 16.3
Women's Clothing Stores .	2,954	3,627	8,084	9,928	+ 22.8	+ 22.8
Shoe Stores .....	3,232	3,998	16,477	19,225	+ 23.7	+ 16.7
Hardware Stores .....	1,213	1,214	4,658	4,198	+ 0.1	- 9.9
Drug Stores .....	2,343	2,381	8,122	8,927	+ 1.6	+ 9.9
Variety Stores .....	13,057	14,858	40,299	51,272	+ 13.8	+ 27.2

Table 2 - Sales/Stocks Relationships, November 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	November 1950	November 1951	November 1951
Food Stores .....	0.9	0.8	13.5
Women's Clothing Stores .	2.7	2.7	4.1
Shoe Stores .....	5.1	4.8	1.9
Hardware Stores .....	3.8	3.5	3.3
Drug Stores .....	3.5	3.7	3.4
Variety Stores .....	3.1	3.5	3.2

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	
	November 1950	November 1951
Food Stores .....	765	785
Women's Clothing Stores .	272	282
Shoe Stores .....	466	478
Hardware Stores .....	37	37
Drug Stores .....	248	243
Variety Stores .....	507	524

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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