

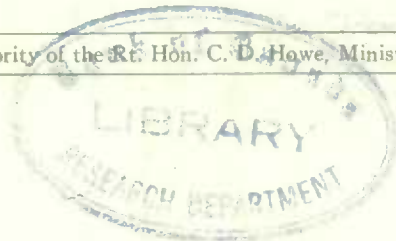
FEB 8 1952



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

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

Vol. 4 - No. 12
1



CHAIN STORE SALES AND STOCKS
DECEMBER, 1951

A new peak in Christmas buying in chain stores was reached in December 1951 when all six trades covered in this summary recorded noticeably higher sales volumes than in December last year. As might be expected, inventory levels for five of the six trades were well above stocks held on December 1, 1950. Month end inventories for hardware stores have been lower than those for corresponding months of the previous year since October 1, 1951.

It is interesting to note the large percentage increase in sales of chain food stores which were 16% higher than in December 1950. Sales for the year for this trade increased 24% over 1950. Chain food stocks were 19% above stock holdings a year ago.

Sales of women's clothing chains increased 14% over December of last year. The value of inventories for this trade was 11% above stock levels on December 1, 1950.

Chain shoe store sales were 13% above sales volume recorded for December 1950 while inventory levels on December 1, 1951 were 16% above stock holdings a year earlier.

The charts on page 2 show the monthly changes in dollar value of sales and inventories for women's clothing and shoe stores for the period from January 1, 1948 to December 1951, along with the stock/sales ratios for the same period.

A 5% gain in sales was recorded for chain variety stores with stocks 18% above December 1950 levels.

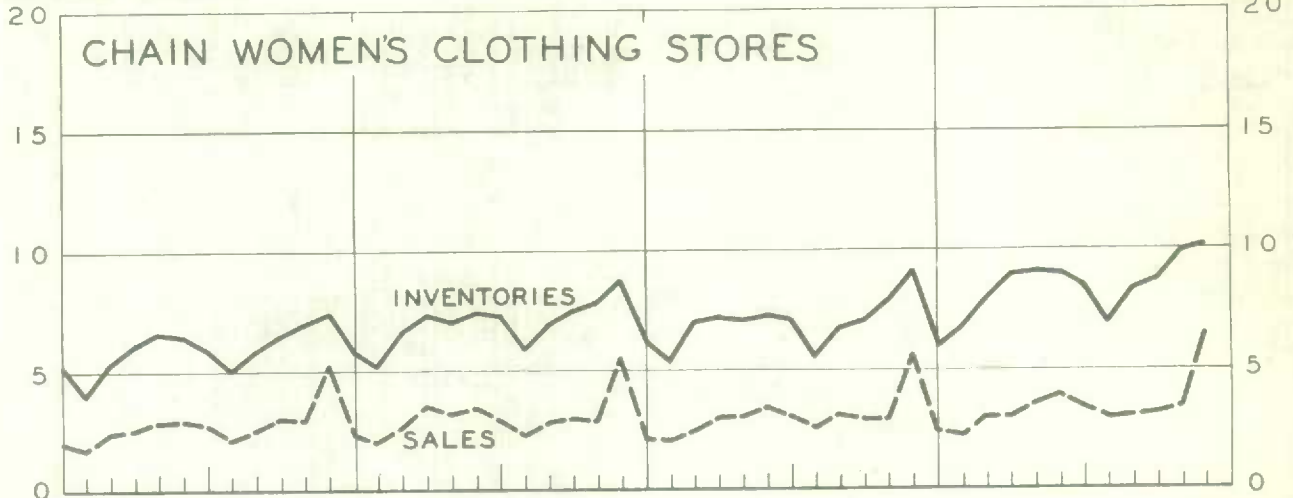
Chain hardware stores recorded a slight sales gain of 2% with inventories 7% below last year's levels.

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

SALES AND INVENTORIES

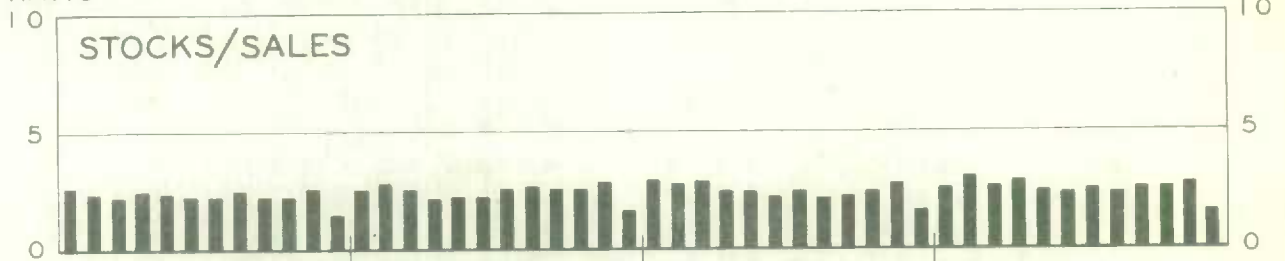
MILLION DOLLARS

MILLION DOLLARS



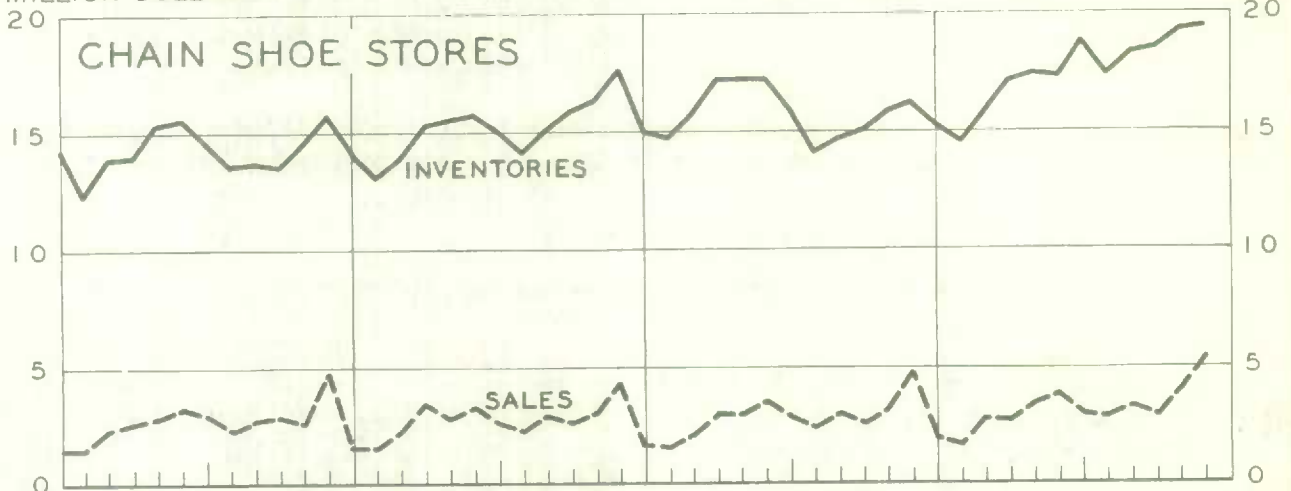
RATIO

RATIO



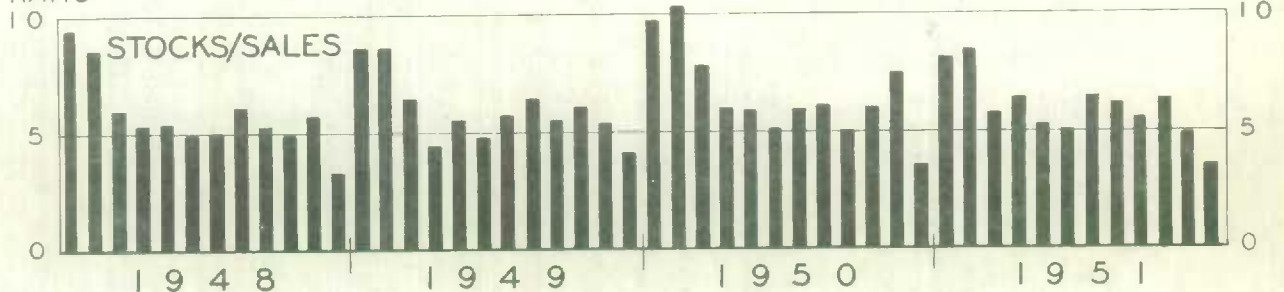
MILLION DOLLARS

MILLION DOLLARS



RATIO

RATIO



1948

1949

1950

1951

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

Trade	Sales		Stocks		% Change 1951/1950	
	December 1950	December 1951	Nov. 30 1950	Nov. 30 1951	Sales	Stocks
	\$000	\$000	\$000	\$000	%	%
Food Stores	52,272	60,844	39,476	47,013	+16.4	+19.1
Women's Clothing Stores.	5,715	6,509	9,124	10,150	+13.9	+11.2
Shoe Stores	4,842	5,448	16,709	19,429	+12.5	+16.3
Hardware Stores	1,372	1,404	4,333	4,601	+ 2.3	- 6.7
Drug Stores	3,455	3,555	9,188	9,538	+ 2.9	+ 3.8
Variety Stores.....	27,531	28,852	45,541	53,877	+ 4.8	+18.3

Table 2 - Sales/Stocks Relationships, December 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	December 1950	December 1951	December 1951
Food Stores.....	0.8	0.8	13.3
Women's Clothing Stores.	1.6	1.6	4.1
Shoe Stores	3.5	3.6	1.9
Hardware Stores	3.6	3.3	3.0
Drug Stores	2.7	2.7	3.2
Variety Stores	1.7	1.9	3.1

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	
	December 1950	December 1951
Food Stores	767	791
Women's Clothing Stores ...	275	289
Shoe Stores	468	482
Hardware Stores	37	37
Drug Stores	248	243
Variety Stores	509	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.

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010738140