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CHAIN STORE SALES AND STOCKS  
FEBRUARY, 1951

All six chain store trades covered in this bulletin reported substantial sales increases in February 1951 compared with the same month in 1950. Chain food and hardware stores reported the largest sales gains, 25% and 21% respectively. Sales increases for the other four trades ranged from 10% to 15%.

Five trades showed stocks higher on February 1, 1951 than on February 1, 1950, shoe chains reporting inventories lower. The two trades showing the highest sales increases in February 1951 also reported the greatest expansion in inventories over a year ago. Stocks of hardware chains were 45% above those held a year earlier, while stocks of food chains were 30% higher. Inventory holdings of women's clothing stores were well above the year-ago level with an increase of 24%. Stocks in chain variety and drug stores were up 15% and 5% respectively. The decline in shoe store stocks amounted to 6%. These stock values are expressed in terms of selling price.

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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.

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

Trade	February 1950		February 1951		% Change, February 1951/1950	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
	\$000's	\$000's	\$000's	\$000's	%	%
Food Stores .....	36,501	29,451	45,626	38,269	+ 25.0	+ 29.9
Women's Clothing Stores	1,361	5,382	2,159	6,652	+ 10.1	+ 23.6
Shoe Stores .....	1,433	14,715	1,649	13,833	+ 15.1	- 6.0
Hardware Stores .....	742	3,140	896	4,560	+ 20.8	+ 45.2
Drug Stores .....	2,127	7,867	2,408	8,234	+ 13.2	+ 4.7
Variety Stores .....	7,838	29,605	8,598	33,925	+ 9.7	+ 14.6

Table 2 - Sales/Stocks Relationships, February 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	February 1950	February 1951	February 1951
Food Stores .....	0.8	0.8	13.7
Women's Clothing Stores .	2.7	3.1	5.5
Shoe Stores .....	10.3	8.4	2.4
Hardware Stores .....	4.2	5.1	2.7
Drug Stores .....	3.7	3.4	3.4
Variety Stores .....	3.8	3.9	4.4

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	
	February 1950	February 1951
Food Stores .....	772	766
Women's Clothing Stores .	269	278
Shoe Stores .....	466	468
Hardware Stores .....	37	37
Drug Stores .....	249	250
Variety Stores .....	493	509