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CHAIN STORE SALES AND STOCKS APRIL, 1951

Hardware store chains reported a substantial sales gain of 32% in April 1951 compared with April 1950. An 18% increase was reported for chain food stores, this increase being achieved with 4 stores fewer than in April last year. Women's clothing store chains' sales remained virtually unchanged from April a year ago. Sales decreases for the remaining three trades amounted to 2% for drug store chains, 3% for variety store chains and 9% for chain shoe stores. It must be taken into account that Easter occurred in April in 1950 and March in 1951.

Stocks of five of the six trades in this bulletin were higher on April 1, 1951 than on April 1, 1950. Hardware and food store stocks were up 47% and 29% respectively. A 17% increase in stocks was recorded by both women's clothing and variety store chains. Drug store stocks were 6% higher than those reported on April 1, 1950. Shoe store inventory holdings were 4% lower than inventory values of a year ago. These stocks values are expressed in terms of selling price.

Prepared in Merchandising and Services Section

Table 1 - Sales and stocks, for Six Trades, April 1951.

Trade	April 1950		April 1951		% Change April 1951/1950	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
	\$000's	\$000's	\$000's	\$000's	%	%
Food Stores	41,226	31,725	48,688	40,962	+ 18.1	+ 29.1
Women's Clothing Stores	2,996	7,228	2,999	8,457	+ 0.1	+ 17.0
Shoe Stores	2,875	17,158	2,630	16,428	- 8.5	- 4.3
Hardware Stores	793	3,313	1,045	4,860	+ 31.8	+ 46.7
Drug Stores	2,194	7,513	2,159	7,994	- 1.6	+ 6.4
Variety Stores	11,786	36,422	11,434	42,506	- 3.0	+ 16.7

Table 2 - Sales/Stocks Relationships, April 1951.

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	April 1950	April 1951	April 1951
Food Stores ...	0.8	0.8	13.3
Women's Clothing Stores.	2.4	2.8	4.4
Shoe Stores	6.0	6.2	2.0
Hardware Stores	4.2	4.7	2.7
Drug Stores	3.4	3.7	3.5
Variety Stores	3.1	3.7	3.6

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	
	April 1950	April 1951
Food Stores	771	767
Women's Clothing Stores .	273	276
Shoe Stores	469	471
Hardware Stores	37	36
Drug Stores	248	244
Variety Stores	497	519

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.