

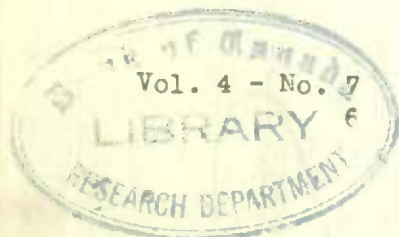
SEP 21 1951

63-001



DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
OTTAWA

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



## CHAIN STORE SALES AND STOCKS JULY, 1951

Increases in sales and inventories of chain food stores continued to outrank those for the five other chain store trades covered in this summary. July results showed sales 20% higher than in July last year, and stocks up 29%.

Sales of women's clothing chains increased 14% over July 1950. Inventory values, which began to incline more sharply some six months ago, reached a point on July 1st 19% higher than the value of stocks a year previously.

An 11% gain in sales volume was recorded by chain variety stores with a marked increase of 29% in variety store stocks. The number of units operated by the reporting firms increased from 501 in July 1950 to 521 in July 1951.

Chain shoe store sales increased 9% while chain drug store sales were 4% higher than in July 1950. Stocks for each of these trades were 13% higher than those held a year ago.

Hardware store sales were 6% lower than sales for July 1950. Stocks at July 1, 1951 were 6% higher than inventory values a year earlier.

---

Prepared in Merchandising and Services Section

# CHAIN RETAIL VARIETY STORES SALES AND INVENTORIES

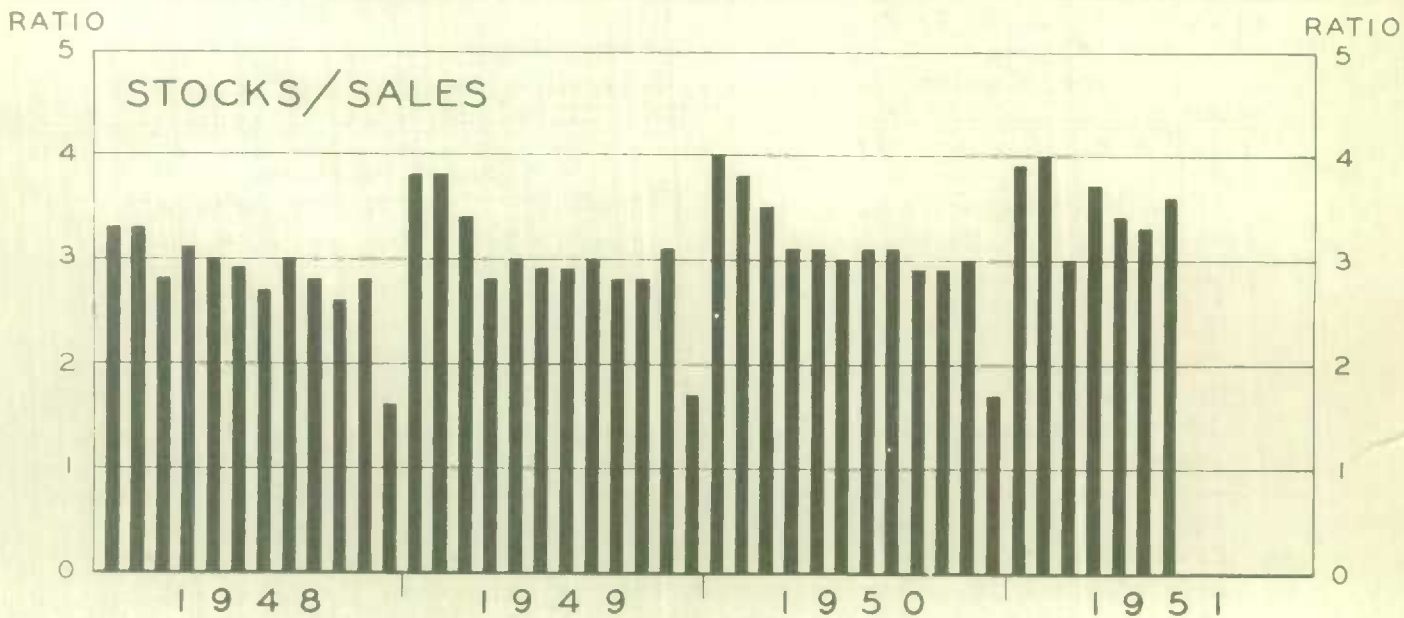
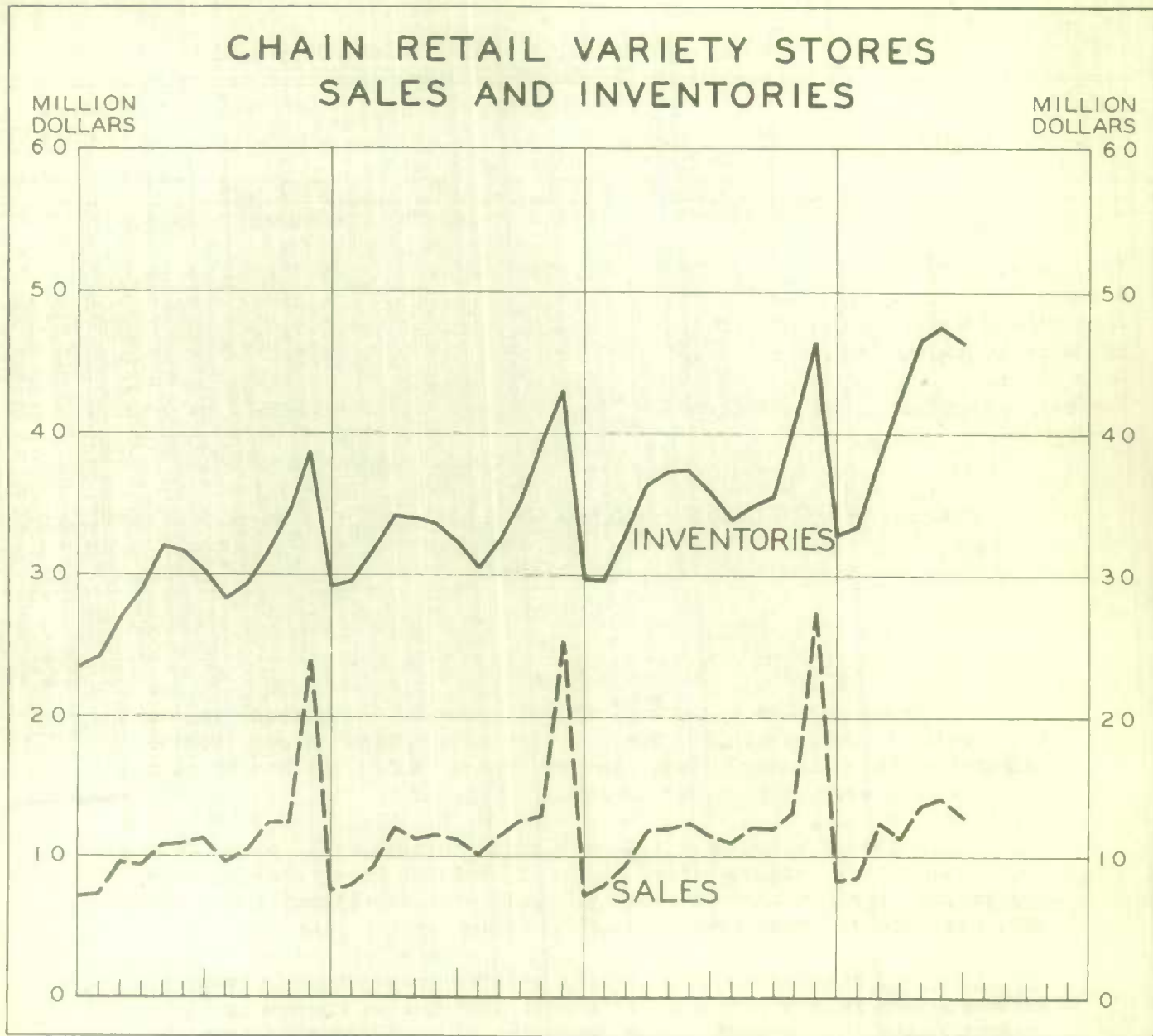


Table 1 - Sales and Stocks, for Six Trades, July 1951

Trade	Sales		Stocks		% Change July 1951/1950	
	July 1950	July 1951	July 1950	July 1951	Sales	Stocks
	\$000's	\$000's	\$000's	\$000's	%	%
Food Stores .....	41,035	49,077	31,662	40,706	+ 19.6	+ 28.6
Women's Clothing Stores .	2,959	3,370	6,975	8,298	+ 13.9	+ 19.0
Shoe Stores .....	2,698	2,930	15,945	17,947	+ 8.6	+ 12.6
Hardware Stores .....	1,135	1,073	3,877	4,101	- 5.5	+ 5.8
Drug Stores .....	2,173	2,266	7,389	8,328	+ 4.3	+ 12.7
Variety Stores .....	11,587	12,839	35,944	46,268	+ 10.8	+ 28.7

Table 2 - Sales/Stocks Relationships, July 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	July 1950	July 1951	July 1951
Food Stores .....	0.8	0.8	14.1
Women's Clothing Stores .	2.4	2.5	4.6
Shoe Stores .....	5.9	6.1	1.9
Hardware Stores .....	3.4	3.8	3.3
Drug Stores .....	3.4	3.7	3.5
Variety Stores .....	3.1	3.6	3.4

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	
	July 1950	June 1951
Food Stores .....	775	780
Women's Clothing Stores .	267	279
Shoe Stores .....	464	473
Hardware Stores .....	37	36
Drug Stores .....	249	243
Variety Stores .....	501	521

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



1010738135