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CHAIN STORE SALES AND STOCKS

AUGUST, 1951

Chain food stores sales, continuing to expand at a rapid rate, showed a very large gain of 28% over August 1950 sales volume. Stock holdings at August 1, 1951 were 31% higher than on the same date a year ago. These gains were outstanding when compared with results of the other five trades presented in this bulletin.

A 20% gain in sales volume was recorded by chain shoe stores while stocks for this trade, continuing to expand, were 18% higher than stock levels at August 1, 1950.

Chain variety store sales increase of 14%, was accompanied by a marked gain of 33% in stocks on August 1, 1951, compared with stocks holdings a year earlier.

Sales of women's clothing chains were 13% higher than in August 1950 while stock holdings showed a substantial increase of 26% over inventory values of a year ago. The charts on page 2 show the monthly changes in dollar value, retail sales and inventories, for women's clothing and shoe stores, from January 1948 to August 1951, inclusive, also stock/sales ratios for the same period.

A moderate sales gain of 8% was recorded for chain drug stores with a 12% increase in stocks.

Chain hardware store sales were 3% lower than sales for August 1950. A 5% increase in hardware stocks was the smallest reported by the six trades covered in this summary.

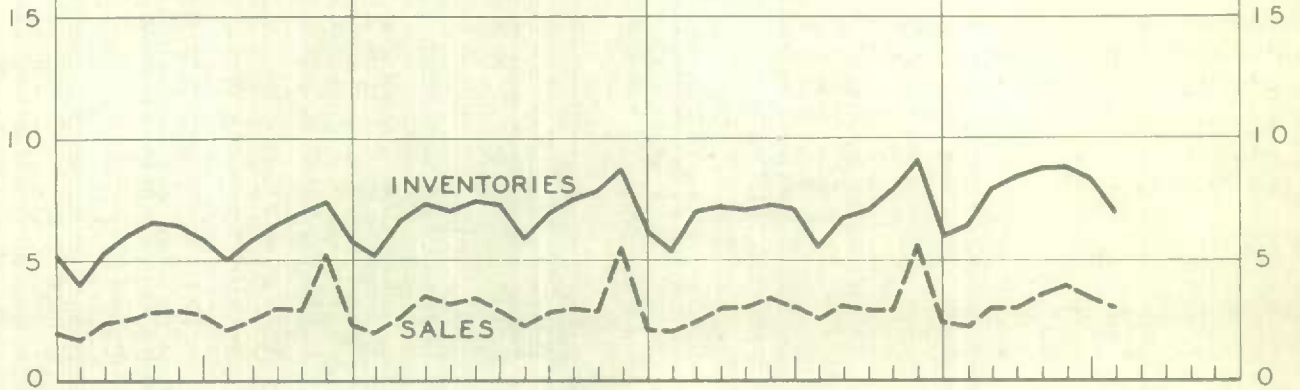
Stock values are expressed in terms of selling price.

SALES AND INVENTORIES

MILLION DOLLARS
20

MILLION DOLLARS
20

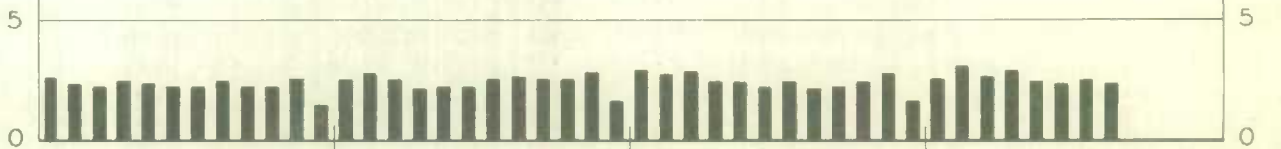
CHAIN WOMEN'S CLOTHING STORES



RATIO
10

RATIO
10

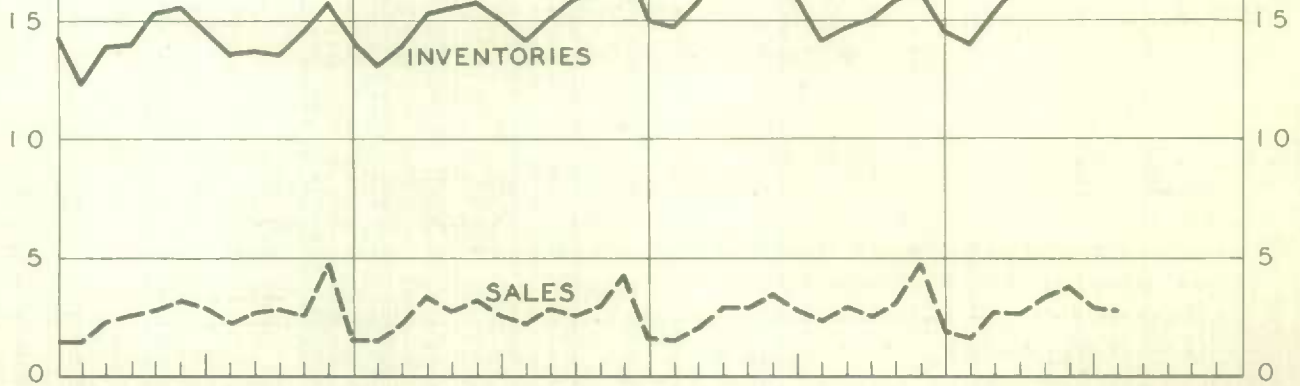
STOCKS/SALES



MILLION DOLLARS
20

MILLION DOLLARS
20

CHAIN SHOE STORES



RATIO
10

RATIO
10

STOCKS/SALES



1948

1949

1950

1951

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

Trade	Sales		Stocks		% Change August 1951/1950	
	August 1950	August 1951	August 1950	August 1951	Sales	Stocks
	\$00C's	\$00C's	\$000's	\$00C's	%	%
Food Stores	41,227	52,688	32,787	42,870	+ 27.8	+ 30.8
Women's Clothing Stores .	2,627	2,976	5,465	6,880	+ 13.3	+ 25.9
Shoe Stores	2,333	2,809	14,125	16,719	+ 20.4	+ 18.4
Hardware Stores	1,027	999	4,219	4,422	- 2.7	+ 4.8
Drug Stores	2,162	2,324	7,331	8,201	+ 7.5	+ 11.9
Variety Stores	10,962	12,475	33,927	44,952	+ 13.8	+ 32.5

Table 2 - Sales/Stocks Relationships, August 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	August 1950	August 1951	August 1951
	Food Stores	0.8	0.8
Women's Clothing Stores .	2.1	2.3	5.6
Shoe Stores	6.1	6.0	2.1
Hardware Stores	4.1	4.4	3.0
Drug Stores	3.4	3.5	3.5
Variety Stores	3.1	3.6	3.5

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	
	August 1950	August 1951
Food Stores	776	782
Women's Clothing Stores .	266	278
Shoe Stores	464	474
Hardware Stores	37	36
Drug Stores	249	243
Variety Stores	503	522

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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