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CHAIN STORE SALES AND STOCKS
SEPTEMBER, 1951



A 20% increase in chain food sales in September, 1951 compared with September, 1950, was the largest among sales gains reported for the six trades covered in this summary. Food stocks showed an even greater expansion with an increase of 26% on September 1, 1951, compared with stock holdings a year earlier.

Chain shoe store sales were 11% higher than sales volumes recorded a year ago, while stocks at September 1, 1951, showed a substantial gain of 27% compared with inventory holdings the year previously.

Sales for chain variety stores were 6% higher than sales volume recorded for September last year. Inventories for this trade, increasing steadily for the past nine months, were 33% above stock levels at September 1, 1950.

A very slight increase of 1% was recorded for chain drug store sales with stocks 12% above September 1950 levels.

The charts on page 2 depict monthly changes in the dollar value of sales and inventories for drug and hardware stores along with stock/sales ratios for the period from January 1948 to September 1951.

Chain hardware stores reported a moderate sales gain of 3% while stocks, keeping pace with sales, were 2% above inventory levels a year earlier.

Sales volumes for chain women's clothing stores remained virtually unchanged in spite of the fact that the number of outlets increased from 269 in September 1950 to 282 in September 1951. Inventory holdings for women's clothing stores were well above the year-ago level, with an increase of 29%.

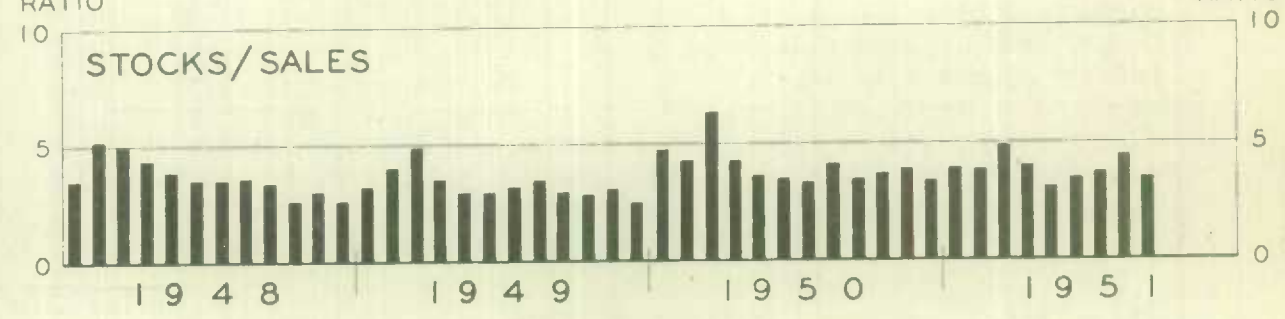
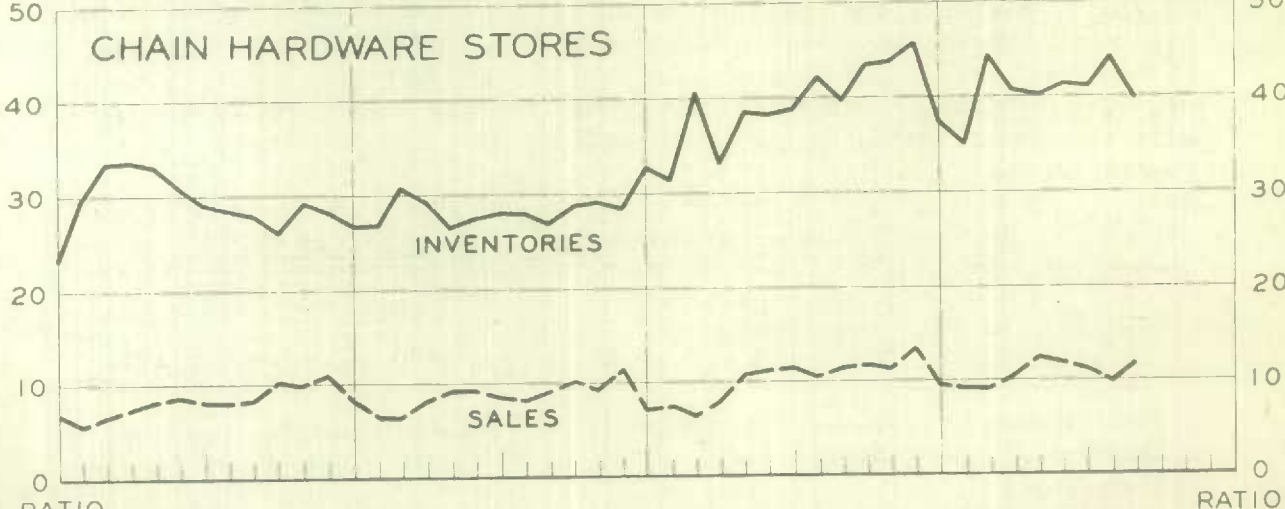
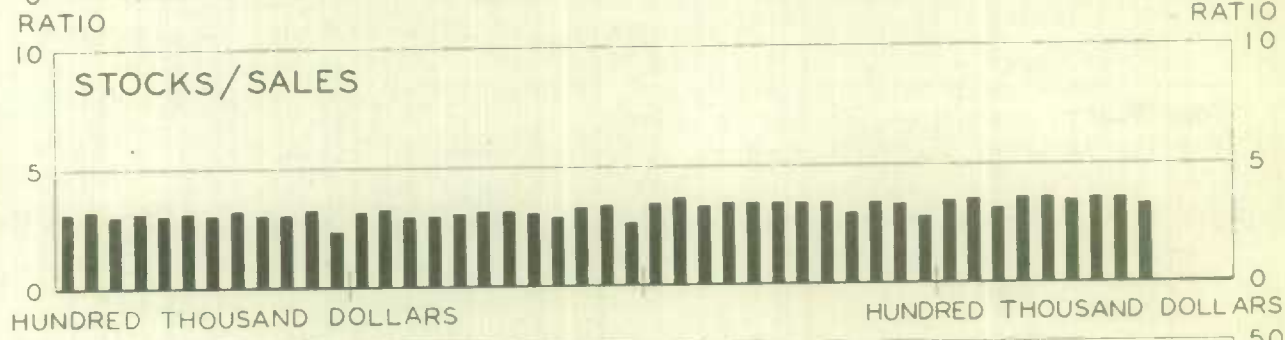
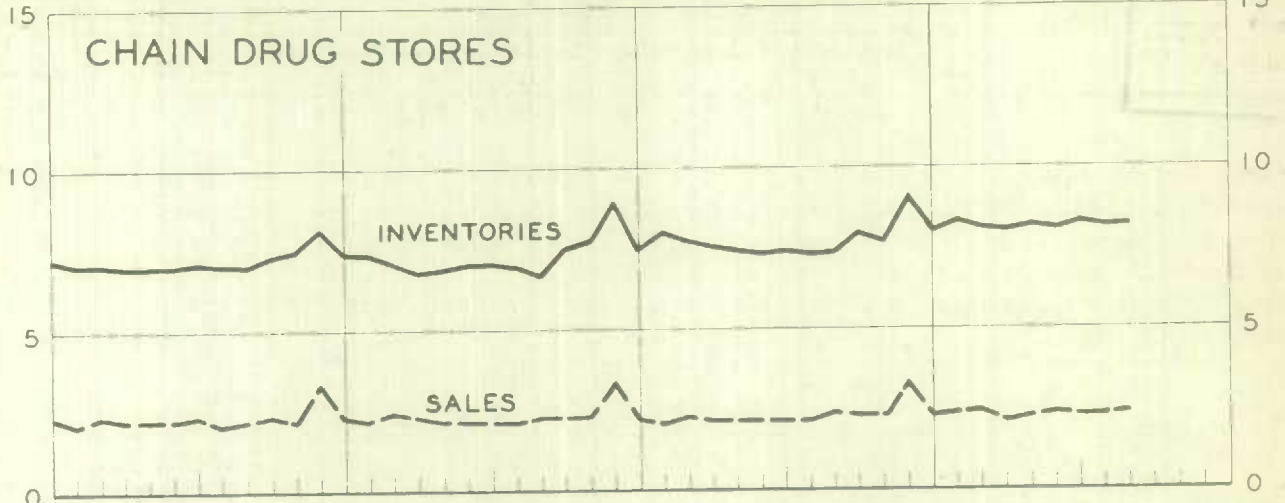
These stock values are expressed in terms of selling price.

SALES AND INVENTORIES

1287 3

MILLION DOLLARS

MILLION DOLLARS



1948 1949 1950 1951

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

Trade	Sales		Stocks		% Change September 1951/1950	
	September 1950	September 1951	September 1950	September 1951	Sales	Stocks
	\$000's	\$000's	\$000's	\$000's	%	%
Food Stores	44,249	53,276	33,311	42,087	+ 20.4	+ 26.3
Women's Clothing Stores	3,080	3,089	6,698	8,646	+ 0.3	+ 29.3
Shoe Stores	2,948	3,278	14,341	18,157	+ 11.2	+ 26.6
Hardware Stores	1,135	1,170	3,985	4,057	+ 3.1	+ 1.8
Drug Stores	2,386	2,414	7,287	8,193	+ 1.2	+ 12.4
Variety Stores	12,206	12,987	34,859	46,260	+ 6.4	+ 32.7

Table 2 - Sales/Stocks Relationships, September 1951

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	September 1950	September 1951	September 1951
Food Stores	0.8	0.8	14.1
Women's Clothing Stores	2.2	2.8	4.5
Shoe Stores	4.9	5.5	1.9
Hardware Stores	3.5	3.5	3.2
Drug Stores	3.1	3.4	3.5
Variety Stores	2.9	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	
	September 1950	September 1951
Food Stores	774	783
Women's Clothing Stores	269	282
Shoe Stores	466	477
Hardware Stores	37	37
Drug Stores	249	244
Variety Stores	504	523

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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