

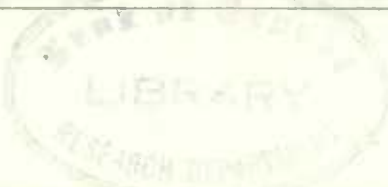


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CHAIN STORE SALES AND STOCKS JANUARY, 1952

Five of the six trades covered in this summary reported increased sales in January 1952 compared with the same month in 1951. Chain food stores recorded the largest of these gains, results for January being 25.2% above January 1951 levels. However it should be noted that the number of retail food outlets rose from 768 in January 1951 to 793 in January 1952. Food stocks on hand at January 1, 1952 were 13.6% above inventory values a year ago.

Chain variety store sales were 6.4% above sales volumes reported for January 1951 while stocks, keeping pace with sales, showed an increase of 6.8% over stock holdings a year earlier.

Sales of chain shoe stores increased 6.3% over January of last year. Inventory levels for this trade on January 1, 1952, were 9% above the value of stocks held on the same date last year.

A 5.7% increase in sales volume, recorded for women's clothing chains, was accompanied by a marked gain of 23.4% in stocks. The number of units operated by the reporting firms increased from 273 in January 1951 to 290 in January 1952.

Chain drug stores reported a moderate sales gain of 3.5% with inventory holdings only 0.7% above the value of stocks held on January 1, 1951.

A noticeable sales decrease of 15.4% was reported for chain hardware stores. Stocks for this trade, were 10.6% above stock levels in January 1951.

The charts on page 2 show the monthly changes in dollar value of sales and inventories for drug and hardware stores for the period from January 1950 to January 1952, along with the stock/sales ratios for the same period.

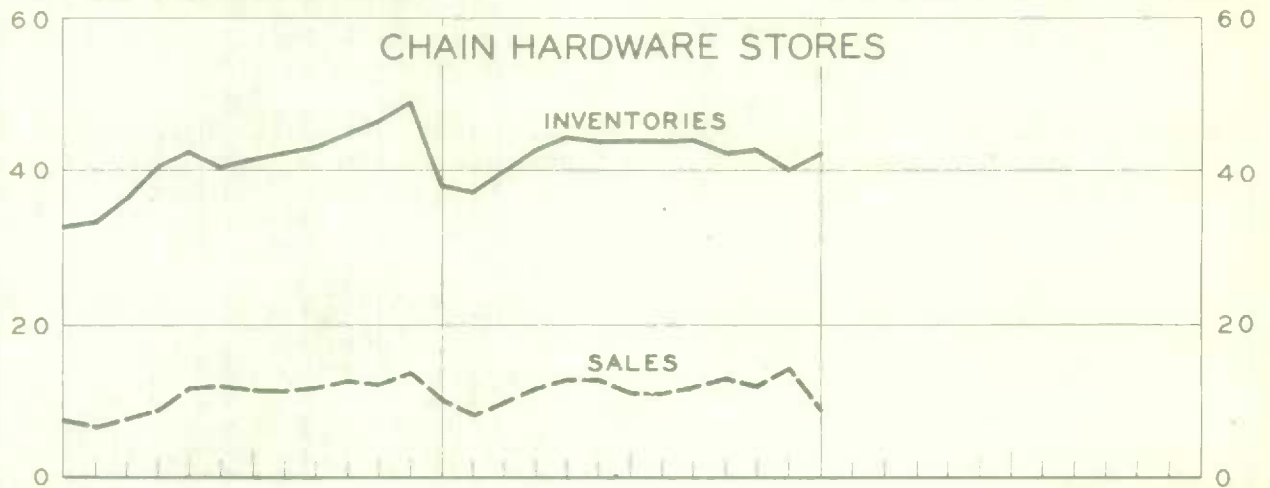
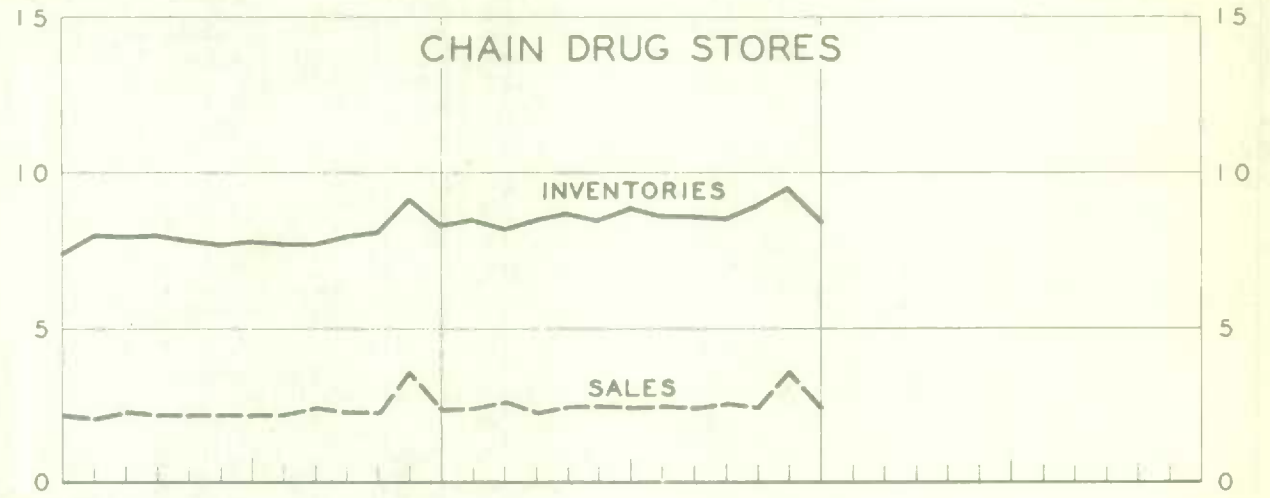
These stock values are expressed in terms of selling price and include both store and warehouse inventories.

(Prepared in Merchandising and Services Section)

SALES AND INVENTORIES

MILLION DOLLARS

MILLION DOLLARS



1950

1951

1952

Table 1- Sales and Stocks, for Six Trades, January 1952

Trade	Sales		Stocks		% Change	
	January 1951	January 1952	Dec. 31 1950	Dec. 31 1951	1952/1951 Sales	1951/1950 Stocks
	\$000	\$000	\$000	\$000	%	%
Food Stores	43,950	55,026	38,838	44,126	+ 25.2	+ 13.6
Women's Clothing Stores..	2,509	2,652	5,920	7,308	+ 5.7	+ 23.4
Shoe Stores	1,829	1,944	15,331	16,710	+ 6.3	+ 9.0
Hardware Stores	1,024	866	3,807	4,211	- 15.4	+ 10.6
Drug Stores	2,363	2,445	8,329	8,386	+ 3.5	+ 0.7
Variety Stores	8,298	8,830	32,899	35,149	+ 6.4	+ 6.8

Table 2- Sales/Stocks Relationships, January 1952

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	January 1951	January 1952	January 1952
Food Stores	0.9	0.8	14.4
Women's Clothing Stores..	2.4	2.8	5.7
Shoe Stores	8.4	8.6	2.2
Hardware Stores	3.7	4.9	3.2
Drug Stores	3.5	3.4	3.7
Variety Stores	4.0	4.0	4.7

Stocks/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	
	January 1951	January 1952
Food Stores	768	793
Women's Clothing Stores ...	273	290
Shoe Stores	468	482
Hardware Stores	37	37
Drug Stores	244	242
Variety Stores	516	524

The number of stores relates to the sample of chain companies used to determine trends. These firms constitute 85%, by volume, of the total chain store sales in each of the six different trades.

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