

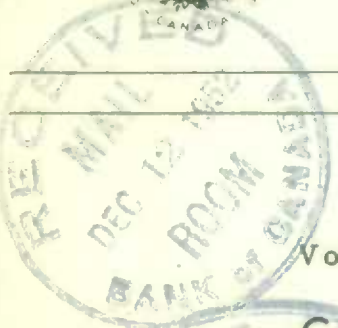
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# CHAIN STORE SALES AND STOCKS

## OCTOBER, 1952

All 6 trades covered in this chain store bulletin showed marked increases in sales when comparing October 1952 with October 1951 and, in fact, have been reporting higher monthly sales this year than last since May 1952.

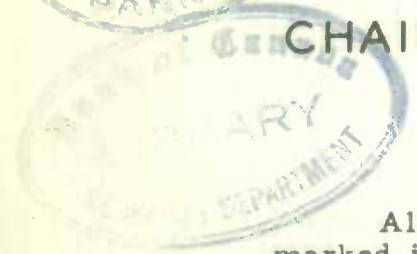
The largest sales gain was recorded by chain women's clothing stores (22.5%) with an attendant increase in inventories of 11.5%. However it should be noted that the number of stores operated by the reporting panel of women's clothing chains rose from 284 in October 1951 to 309 in October 1952.

Chain food stores showed a sales gain of 18.2%; inventories on hand as at September 30 were 1.9% above last year. Chain drug and variety stores reported sales increases of 10.0% and 16.0% respectively. The value of inventories held by the former as at September 30 fell 2.3% from the previous year but those held by variety stores remained unchanged.

It is interesting to note that all trades except hardware stores showed lower stock/sales ratios in October 1952 than in October 1951. Stock values in this report are expressed in terms of selling price and include store and warehouse inventories.

The chart on page 2 depicts monthly changes in dollar value of sales and inventories for chain food stores from January 1950 to October 1952 along with the stock/sales ratios for the same period.

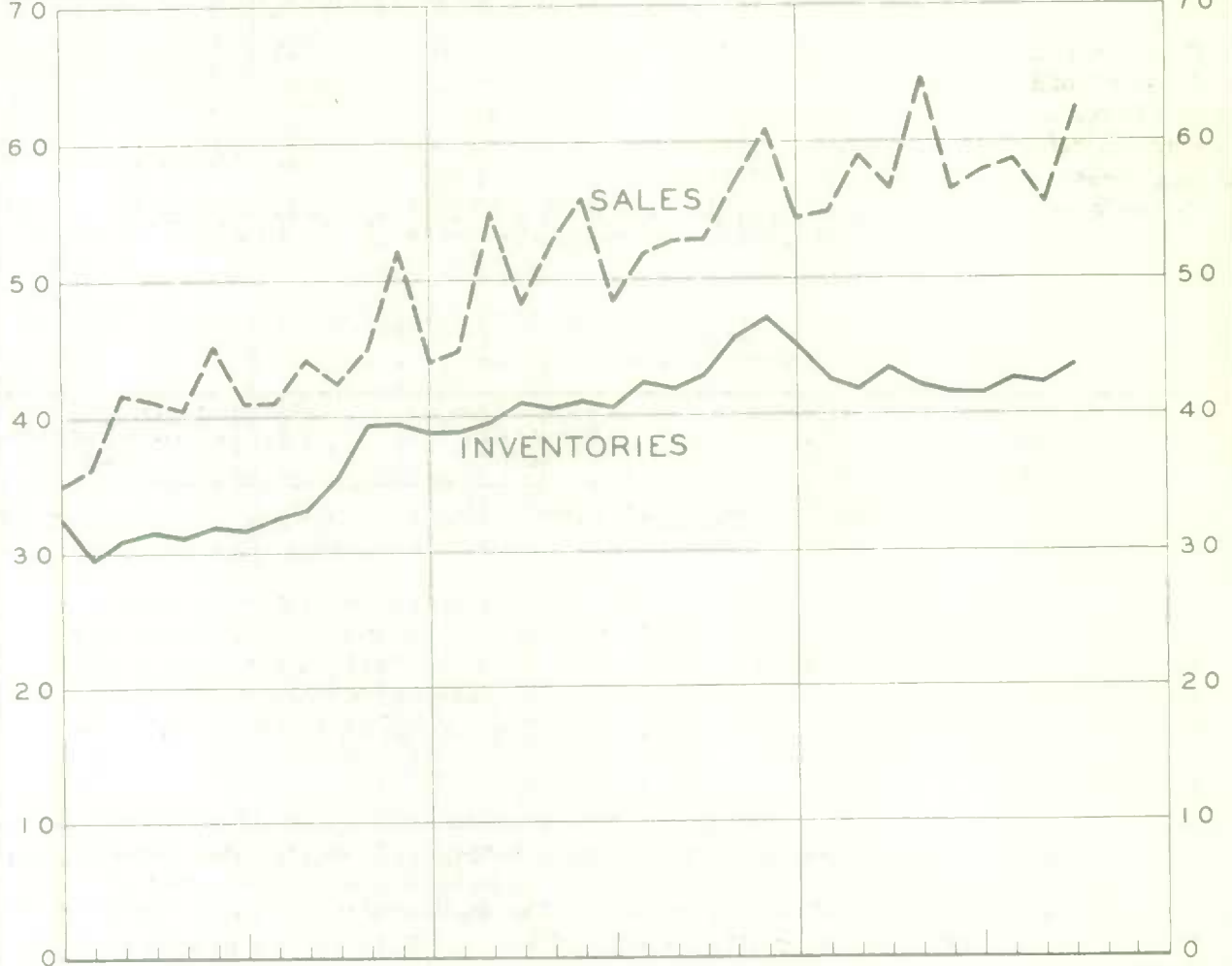
Prepared in Merchandising and Services Section



# CHAIN RETAIL FOOD STORES SALES AND INVENTORIES

MILLION DOLLARS  
70

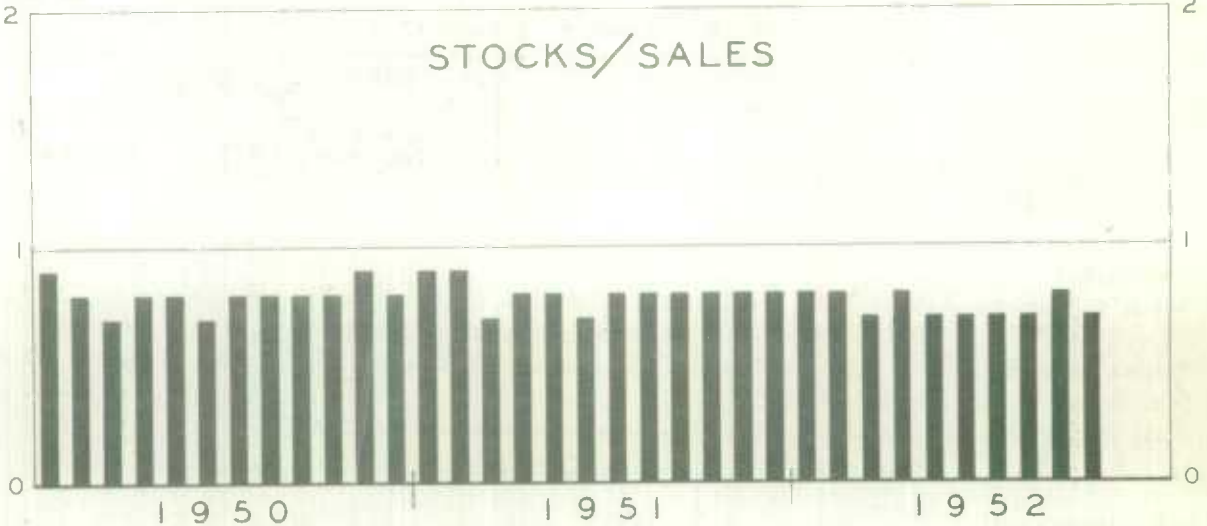
MILLION DOLLARS  
70



RATIO  
2

RATIO  
2

## STOCKS/SALES



NOTE - INVENTORIES SHOWN ARE AT BEGINNING OF MONTH.

TABLE 1. Sales and Stocks, for Six Trades,

Trade	Sales		Stocks		% Change 1952/1951	
	Oct./51	Oct./52	Sept./51	Sept./52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores .....	52,863	62,484	42,926	43,739	+ 18.2	+ 1.9
Women's Clothing Stores .....	3,277	4,015	8,836	9,855	+ 22.5	+ 11.5
Shoe Stores .....	2,890	3,343	18,780	18,857	+ 15.7	+ 0.4
Hardware Stores .....	1,297	1,481	4,222	5,065	+ 14.2	+ 20.0
Drug Stores .....	2,649	2,914	8,470	8,271	+ 10.0	- 2.3
Variety Stores .....	13,858	16,075	47,997	48,013	+ 16.0	(a)

TABLE 2. Sales/Stocks Relationships,

Trade	Stock/Sales Ratio		Stock Turnover Rate
	October, 1951	October, 1952	October, 1952
Food Stores .....	0.8	0.7	16.0
Women's Clothing Stores .....	2.7	2.5	4.5
Shoe Stores .....	6.5	5.6	2.1
Hardware Stores .....	3.3	3.4	2.9
Drug Stores .....	3.2	2.8	3.9
Variety Stores .....	3.5	3.0	3.6

**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	
	October, 1951	October, 1952
Food Stores .....	784	785
Women's Clothing Stores .....	284	309
Shoe Stores .....	476	495
Hardware Stores .....	37	36
Drug Stores .....	243	242
Variety Stores .....	522	531

(a) Unchanged

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