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Industry and Merchandising Division

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CHAIN STORE SALES AND STOCKS

NOVEMBER, 1952

Five of the six trades covered in this chain store bulletin reported higher sales in November 1952 than in November 1951. The exception was chain shoe stores whose sales decreased 7.7% when compared with last year; the value of their inventories on hand as of October 31, 1952 rose by 4.7% when compared with October 31, 1951 thereby raising the stock/sales ratio from 4.8 for November 1951 to 5.4 for November 1952.

The largest sales gains were recorded by chain women's clothing stores (13.4%) and chain hardware stores (12.6%). The value of the inventories held by these 2 trades on October 31 equalled \$11,556,000 and \$5,042,000, 17.9% and 18.4% above 1951.

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

Although the value of inventories held by chain food stores on October 31 was 0.1% below those held on the same date last year, their sales for November 1952 rose 8.7% over November 1951.

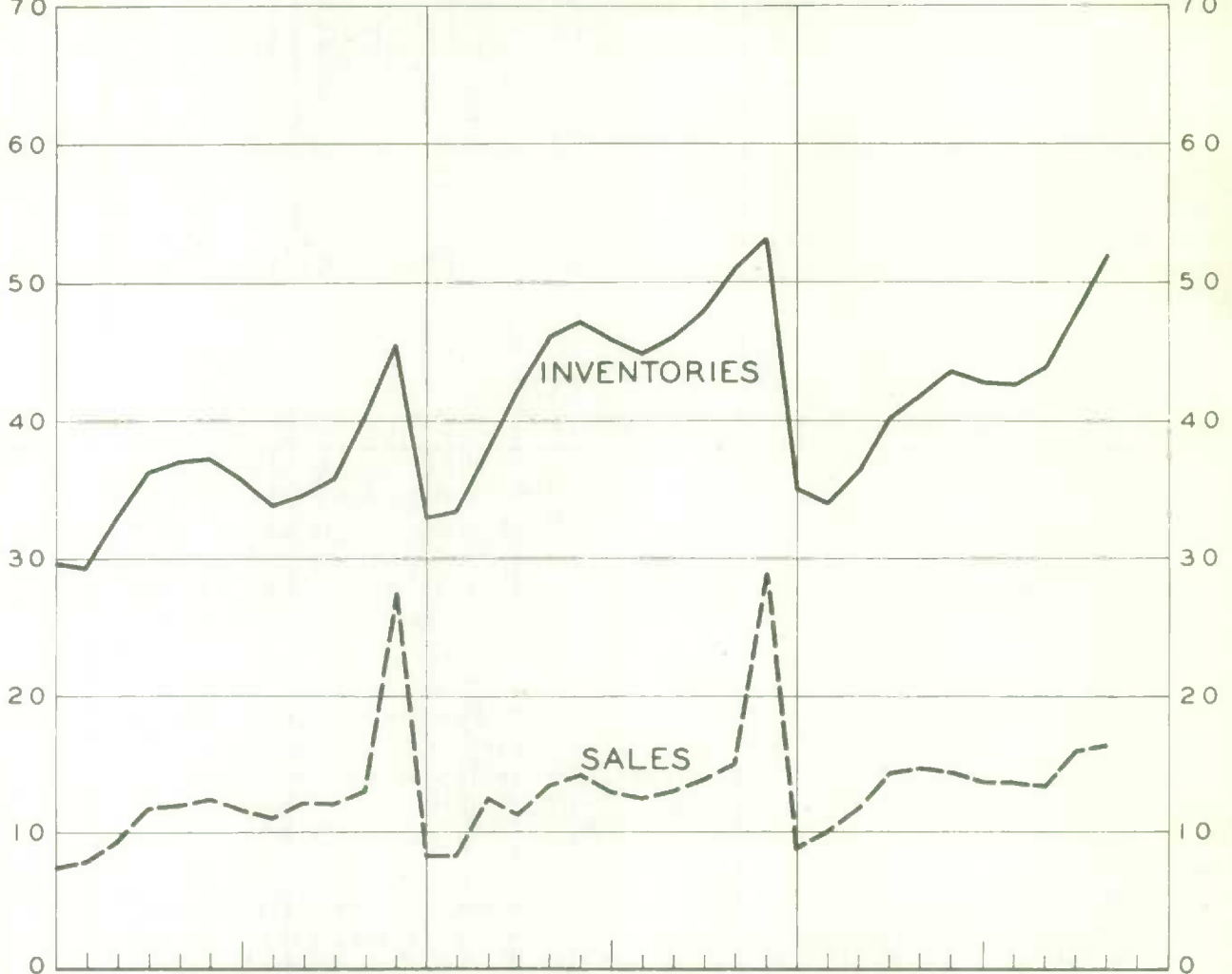
Inventory data in this report are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Services Section

CHAIN RETAIL VARIETY STORES SALES AND INVENTORIES

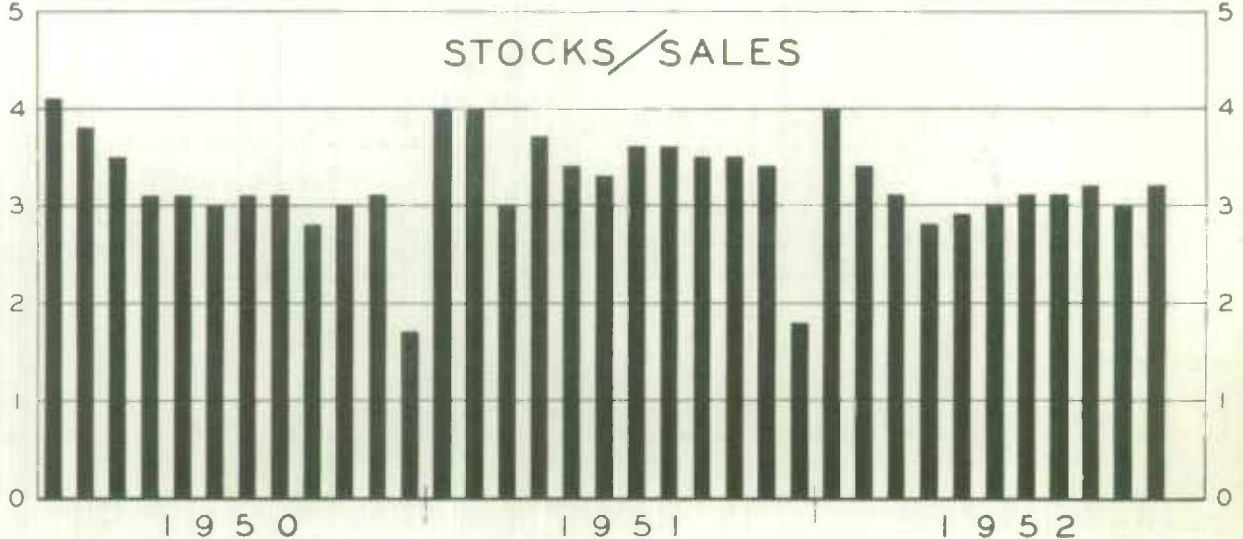
MILLION DOLLARS
70

MILLION DOLLARS
70



RATIO
5

RATIO
5



NOTE - INVENTORIES SHOWN ARE AT BEGINNING OF MONTH.

TABLE 1. Sales and Stocks, for Six Trades,

Trade	Sales		Stocks		% Change 1952/1951	
	Nov./51	Nov./52	Oct./51	Oct./52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	57,124	62,094	45,726	45,659	+ 8.7	- 0.1
Women's Clothing Stores	3,543	4,017	9,799	11,556	+ 13.4	+ 17.9
Shoe Stores.....	3,947	3,643	18,782	19,664	- 7.7	+ 4.7
Hardware Stores	1,182	1,331	4,260	5,042	+ 12.6	+ 18.4
Drug Stores.....	2,474	2,627	8,921	8,650	+ 6.2	- 3.0
Variety Stores.....	15,108	16,242	51,039	52,016	+ 7.5	+ 1.9

TABLE 2. Sales/Stocks Relationships,

Trade	Stock/Sales Ratio		Stock Turnover Rate
	November, 1951	November, 1952	November, 1952
	Food Stores	0.8	0.7
Women's Clothing Stores	2.8	2.9	3.9
Shoe Stores	4.8	5.4	2.0
Hardware Stores	3.6	3.8	2.9
Drug Stores	3.6	3.3	3.7
Variety Stores	3.4	3.2	3.4

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	
	November, 1951	November, 1952
Food Stores	785	786
Women's Clothing Stores	282	312
Shoe Stores	478	496
Hardware Stores	37	36
Drug Stores	243	241
Variety Stores	524	535

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