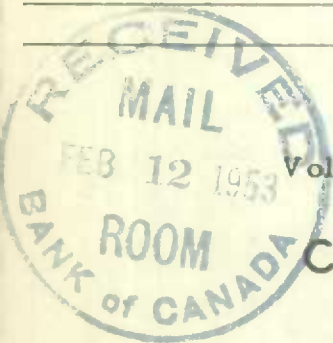


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CHAIN STORE SALES AND STOCKS

DECEMBER, 1952

All 6 trades covered in this chain store bulletin reported higher dollar sales in 1952 than in 1951. The largest gain was recorded by chain food stores (13.2%); chain women's clothing stores and chain variety stores reported annual increases of 12.0% and 8.9%.

Sales of chain shoe stores in December 1952 amounted to \$6,182,000, 17.1% above December 1951. Since the value of stocks held by chain shoe stores on December 1, 1952 rose only 4.6% over last year, the stock/sales ratio for this trade fell from 3.7 in 1951 to 3.3 in 1952.

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

Chain drug and chain variety store sales in December 1952 increased 5.9% and 11.4% when compared with December 1951. Inventories held by these two trades on December 1, 1952 were estimated to be \$9,500,000 and \$57,124,000 respectively.

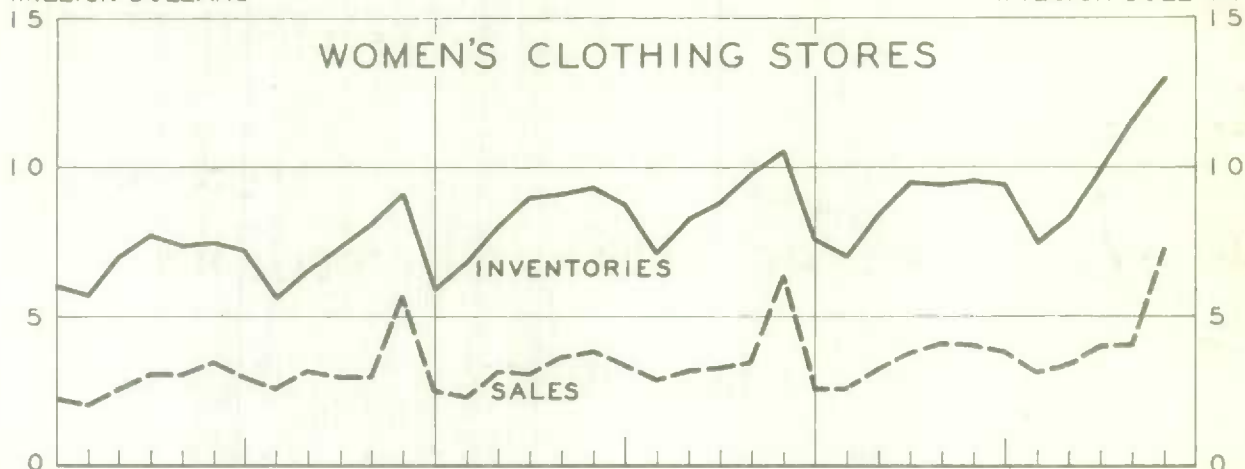
Stock values in this report are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Services Section

SALES AND INVENTORIES

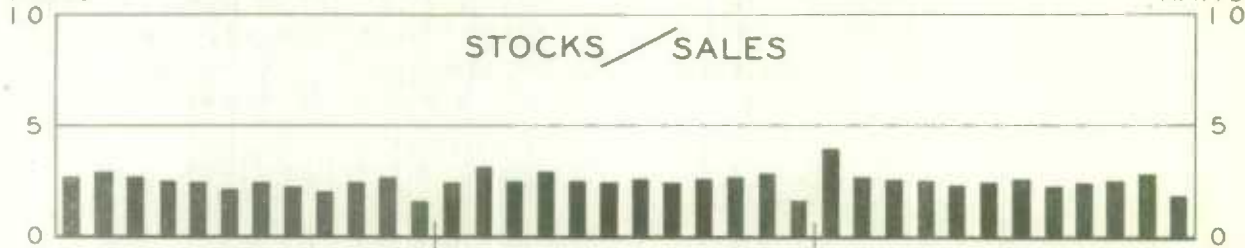
MILLION DOLLARS

MILLION DOLLARS



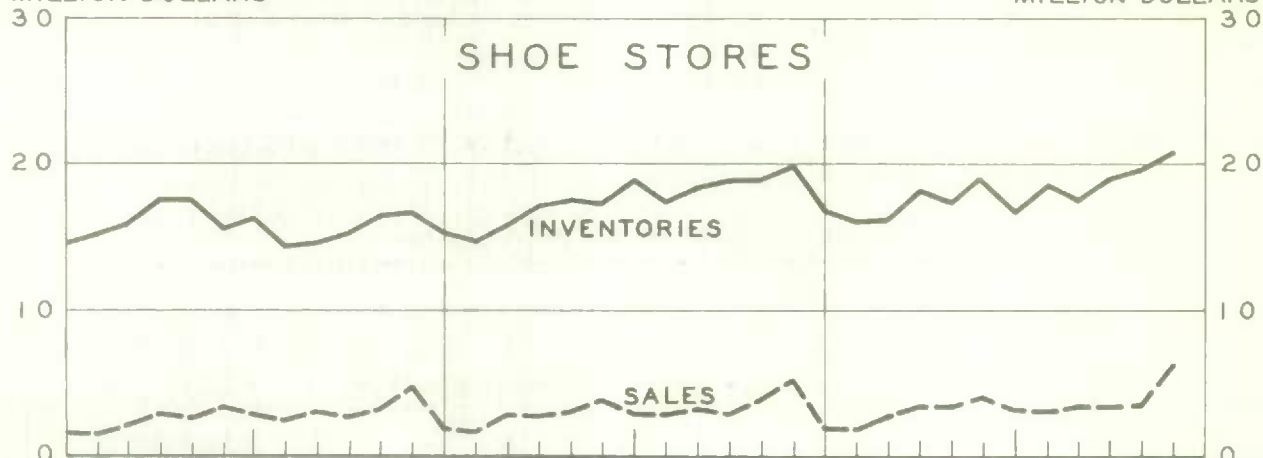
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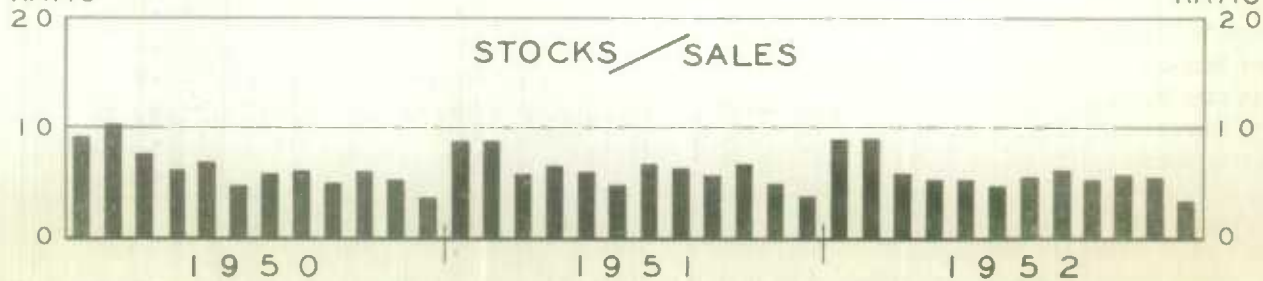
MILLION DOLLARS

MILLION DOLLARS



RATIO

RATIO



1950

1951

1952

TABLE 1. Sales and Stocks for Six Trades,

Trade	Sales		Stocks		% Change, 1952/1951	
	Dec./51	Dec./52	Nov./51	Nov./52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	66,780	70,520	47,127	47,914	+ 5.6	+ 1.7
Women's Clothing Stores	6,360	7,251	10,451	13,033	+ 14.0	+ 24.7
Shoe Stores	5,280	6,182	19,773	20,686	+ 17.1	+ 4.6
Hardware Stores	1,436	1,593	4,000	(b)	+ 10.9	(b)
Drug Stores	3,598	3,810	9,491	9,500	+ 5.9	+ 0.1
Variety Stores	29,049	32,361	53,151	57,124	+ 11.4	+ 7.5

TABLE 2. Chain Store Sales for Six Trades,

Trade	Sales		
	Jan.-Dec. 1951	Jan.-Dec. 1952	% Change 1952/1951
	\$'000	\$'000	%
Food Stores	630,456	713,467	+ 13.2
Women's Clothing Stores	41,188	46,132	+ 12.0
Shoe Stores	36,910	39,796	+ 7.8
Hardware Stores	13,834	14,637	+ 5.8
Drug Stores	30,638	32,865	+ 7.3
Variety Stores	164,830	179,456	+ 8.9

Note: Cumulative sales do not coincide with monthly figures published because previous months have been revised.

TABLE 3. Sales/Stocks Relationships,

Trade	Stock/Sales Ratio		Stock Turnover Rate
	December 1951	December 1952	December 1952
Food Stores	0.7	0.7	14.9
Women's Clothing Stores	1.6	1.8	3.5
Shoe Stores	3.7	3.3	1.9
Hardware Stores	2.8	(b)	(b)
Drug Stores	2.6	2.5	3.5
Variety Stores	1.8	1.8	3.1

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.

(b) Not available.

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