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CHAIN STORE SALES AND STOCKS  
FEBRUARY, 1952

Sales for five of the six trades covered in this summary were higher in February 1952 compared with the same month of 1951. A new seasonal sales peak for chain women's clothing stores was reached, when sales reported for February were 21.3% higher than sales volumes in the same month of 1951. A very moderate gain of 3.3% in stocks was recorded on February 1, 1952 over stock holdings a year ago.

Chain food store sales continuing to expand, showed a marked increase of 21.1% over February 1951 sales. Food stocks on hand at February 1, 1952 were 10.1% above February levels.

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

Sales for chain variety stores were 17.8% higher than those recorded for February last year with inventory values only 1.6% above stock holdings on February 1, 1951.

The 6% increase in sales volume, recorded for chain shoe stores, was accompanied by an even greater gain in inventories which on February 1, 1952 were 9.6% above stock holdings on the same date last year. The number of units operated by the reporting firms increased from 470 in February 1951 to 488 in February 1952.

Chain drug stores reported a slight sales gain of 2.1% while stocks keeping pace with sales, were 1.4% above inventory levels a year earlier.

Sales of chain hardware stores were 4.9% lower than sales recorded for February 1951. Inventories for this trade continued the upward trend begun in the previous month; thus, the value of stocks held on February 1, 1952 were 20.9% above inventory levels on February 1, 1951.

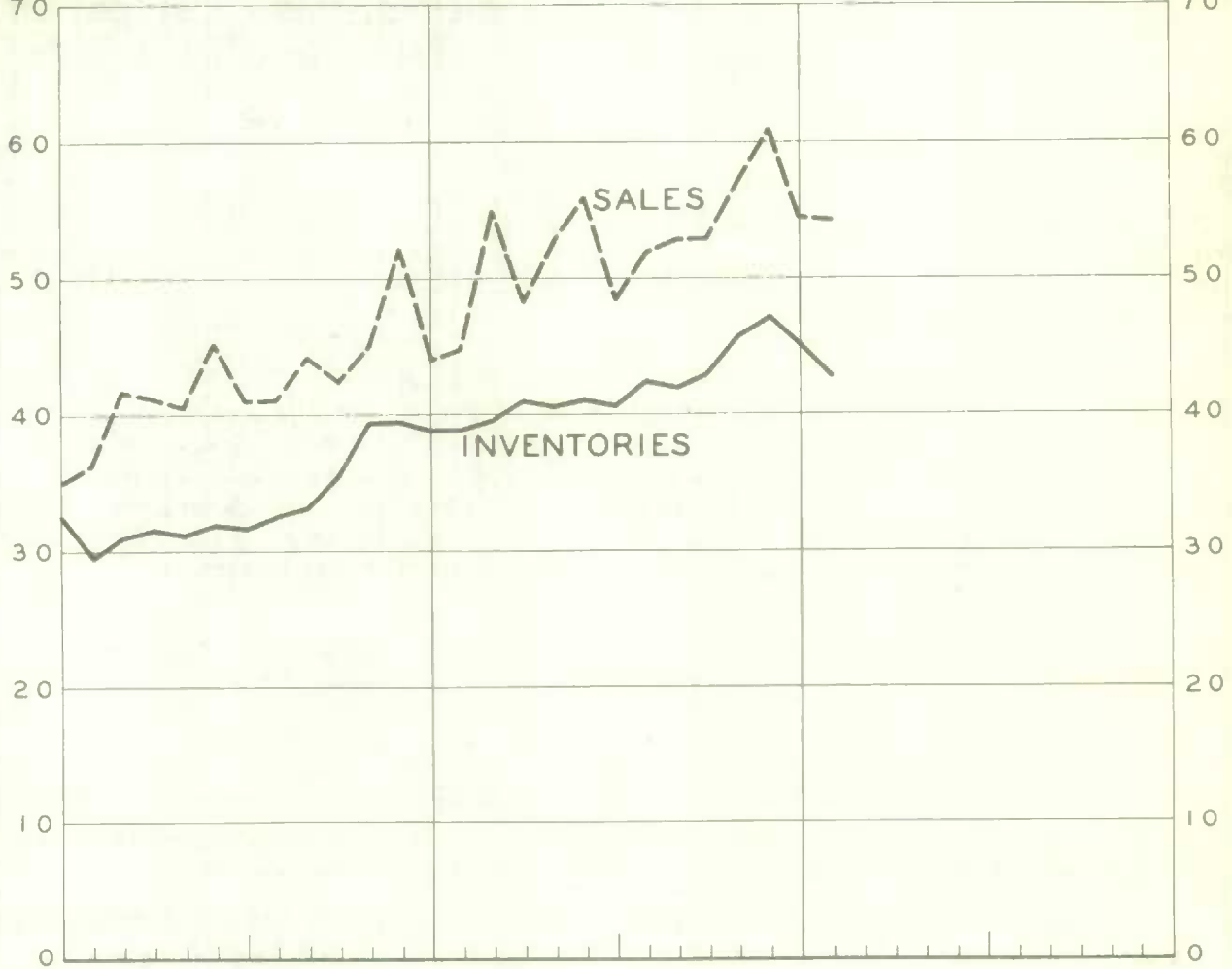
These stock values are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Services Section

# CHAIN RETAIL FOOD STORES SALES AND INVENTORIES

MILLION  
DOLLARS  
70

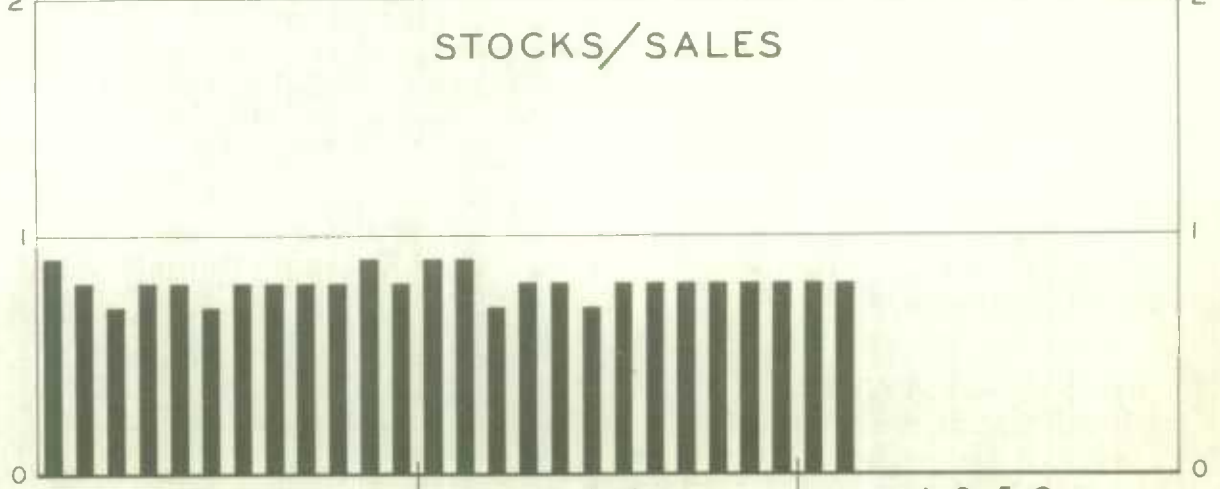
MILLION  
DOLLARS  
70



RATIO  
2

RATIO  
2

## STOCKS/SALES



NOTE - INVENTORIES SHOWN ARE AT BEGINNING OF MONTH.

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

Trade	Sales		Stocks		% Change 1952/1951	
	February 1951	February 1952	Jan. 31 1951	Jan. 31 1952	Sales	Stocks
	\$000	\$000	\$000	\$000	%	%
Food Stores .....	44,770	54,217	38,764	42,661	+21.1	+10.1
Women's Clothing Stores.	2,168	2,630	6,773	6,994	+21.3	+ 3.3
Shoe Stores .....	1,692	1,794	14,628	16,029	+ 6.0	+ 9.6
Hardware Stores .....	834	793	3,729	4,509	- 4.9	+20.9
Drug Stores .....	2,445	2,496	8,427	8,546	+ 2.1	+ 1.4
Variety Stores .....	8,333	9,816	33,393	33,940	+17.8	+ 1.6

Table 2 - Sales/Stocks Relationships, February 1952

Trade	Stocks/Sales Ratio		Stock Turnover Rate
	February 1951	February 1952	February 1952
Food Stores .....	0.9	0.8	15.1
Women's Clothing Stores.	3.1	2.7	6.0
Shoe Stores .....	8.6	8.9	2.3
Hardware Stores .....	4.5	5.7	3.0
Drug Stores .....	3.4	3.4	3.6
Variety Stores .....	4.0	3.5	4.9

Stock/Sales Ratios - are obtained by dividing stocks at selling value as at the beginning of the month by sales made during the month.

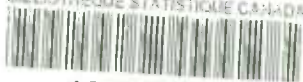
Stock Turnover Rates - are obtained by dividing sales in the 12 months ending with the report month by stocks at selling value at the beginning of the report month.

Table 3 - Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	February 1951	February 1952
Food Stores .....	766	792
Women's Clothing Stores ...	278	290
Shoe Stores .....	470	488
Hardware Stores .....	37	37
Drug Stores .....	244	242
Variety Stores .....	519	524

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

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