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DOMINION BUREAU OF STATISTICS

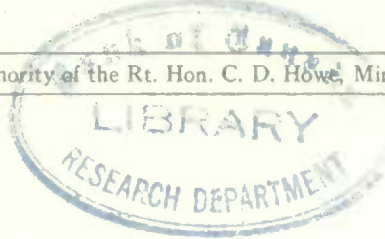
Industry and Merchandising Division

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CHAIN STORE SALES AND STOCKS MARCH, 1952

Sales of chain food stores in March 1952 amounted to \$58,866,000, 7% higher than in March 1951. Food stocks on hand at March 1, 1952 also increased (5.9%) over last year. Of the six trades covered in this bulletin, chain food stores showed the greatest expansion in sales in the first three months of 1952, (17.1%) compared with the same period in 1951.

The increase in sales of 3.0% recorded by chain shoe stores in March 1952 was accompanied by a gain of 2.3% in inventories.

Chain drug and chain variety stores' sales in March 1952 declined 1.1% and 5.3% respectively from March 1951. Chain women's clothing stores reported a slight decrease of 0.1%. All three trades showed higher first quarter sales this year than in 1951. When comparing these sales it should be taken into account that Easter occurred in March in 1951 and in April in 1952.

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

Of the six trades covered in this summary hardware stores reported the largest decrease in sales volume for March 1952 compared with the same month a year ago, (-5.6%). Inventories for this trade were 14.8% above the value of stocks held in March 1951 and the stock/sales ratio of hardware stores accordingly rose from 4.2 in March 1951 to 5.1 in March 1952.

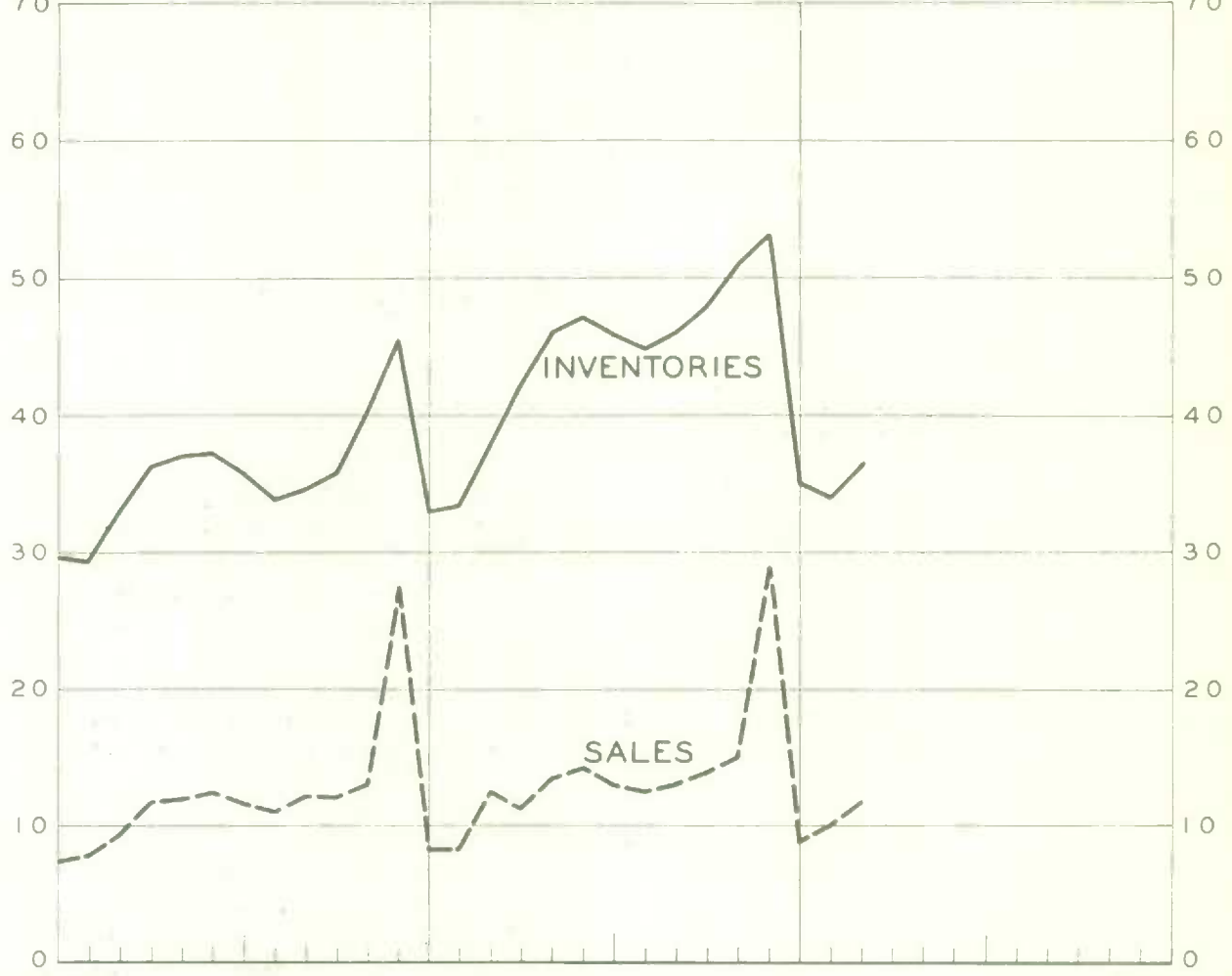
The stock values in this report are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Services Section

CHAIN RETAIL VARIETY STORES SALES AND INVENTORIES

MILLION DOLLARS
70

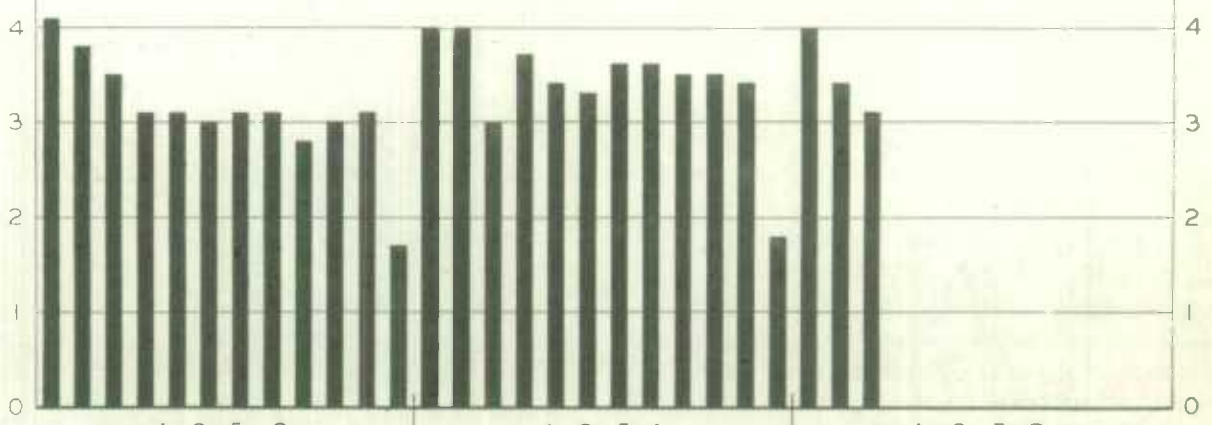
MILLION DOLLARS
70



RATIO
5

RATIO
5

STOCKS/SALES



NOTE - INVENTORIES SHOWN ARE AT BEGINNING OF MONTH

TABLE 1. Sales and Stocks for Six Trades, March, 1952

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Trade	Sales		Stocks		% Change, 1952/1951	
	Mar. /51	Mar./52	Feb./51	Feb./52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	55,015	58,866	39,487	41,828	+ 7.0	+ 5.9
Women's Clothing Stores	3,222	3,218	7,958	8,395	- 0.1	+ 5.5
Shoe Stores	2,764	2,847	15,865	16,222	+ 3.0	+ 2.3
Hardware Stores	958	904	4,002	4,594	- 5.6	+ 14.8
Drug Stores	2,616	2,587	8,160	8,344	- 1.1	+ 2.3
Variety Stores	12,458	11,798	37,856	36,401	- 5.3	- 3.8

TABLE 2. Chain Store Sales for Six Trades, January - March

Trade	Sales		
	Jan. - March/51	Jan. - March/52	% Change
	\$'000	\$'000	%
Food Stores.....	143,735	168,381	+ 17.1
Women's Clothing Stores.....	7,898	8,470	+ 7.2
Shoe Stores	6,286	6,546	+ 4.1
Hardware Stores.....	2,816	2,649	- 5.9
Drug Stores	7,423	7,586	+ 2.2
Variety Stores.....	29,089	30,448	+ 4.7

TABLE 3. Sales/Stocks Relationships, March, 1952

Trade	Stock/Sales Ratio		Stock Turnover Rate
	March, 1951	March, 1952	March, 1952
	Food Stores.....	0.7	0.7
Women's Clothing Stores.....	2.5	2.6	5.0
Shoe Stores	5.7	5.7	2.3
Hardware Stores.....	4.2	5.1	3.0
Drug Stores	3.1	3.2	3.7
Variety Stores.....	3.0	3.1	4.6

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.

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