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CHAIN STORE SALES AND STOCKS

APRIL, 1952

Five of the six trades covered in this summary reported large sales gains in April 1952 compared with April 1951. These increases however, should be seen in light of the fact that the number of stores in the reporting sample was larger this year than last in all trades but drug stores and that Easter occurred in March in 1951 but in April in 1952.

Chain shoe stores reported the largest sales increase (29.1%), while stocks at April 1, 1952, rose 5.7% compared with inventory holdings the previous year. Variety and women's clothing stores experienced gains in sales of 26.9% and 24.1% respectively. The chain hardware group reported a sales decline of 5.2% and was also the only trade to have a higher stock/sales ratio this April than last.

The charts on page 2 show the monthly changes in dollar value of sales and inventories for chain women's clothing stores and chain shoe stores for the period from January 1950 to April 1952, along with the stock/sales ratios for the same period. It is interesting to note that women's clothing stores have been reporting sales increases over the same month of the preceding year since July 1950, (the one break in this trend occurred in March 1952) and that shoe stores have reported increases since May 1951.

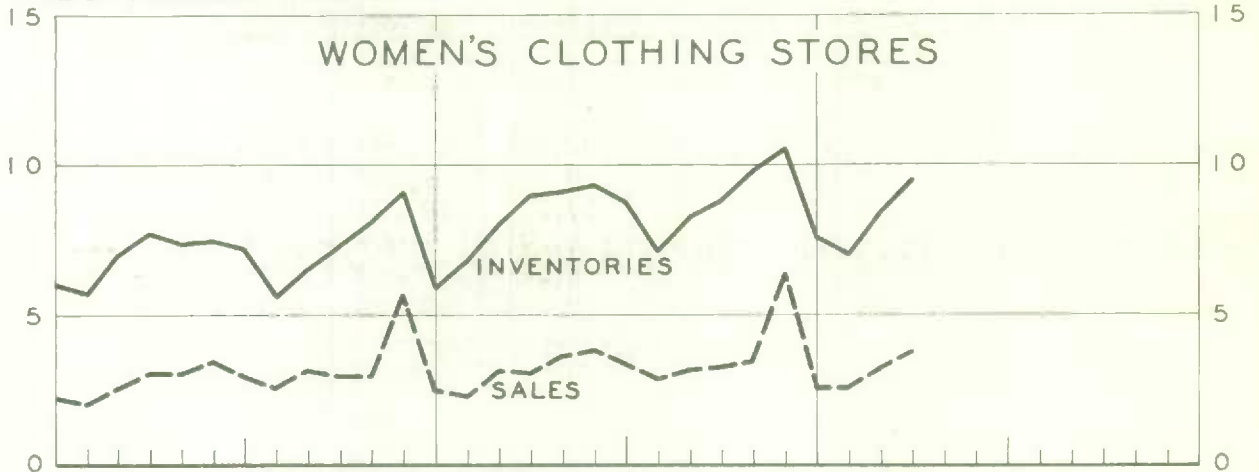
Inventory values in this report are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Services Section

SALES AND INVENTORIES

MILLION DOLLARS

MILLION DOLLARS



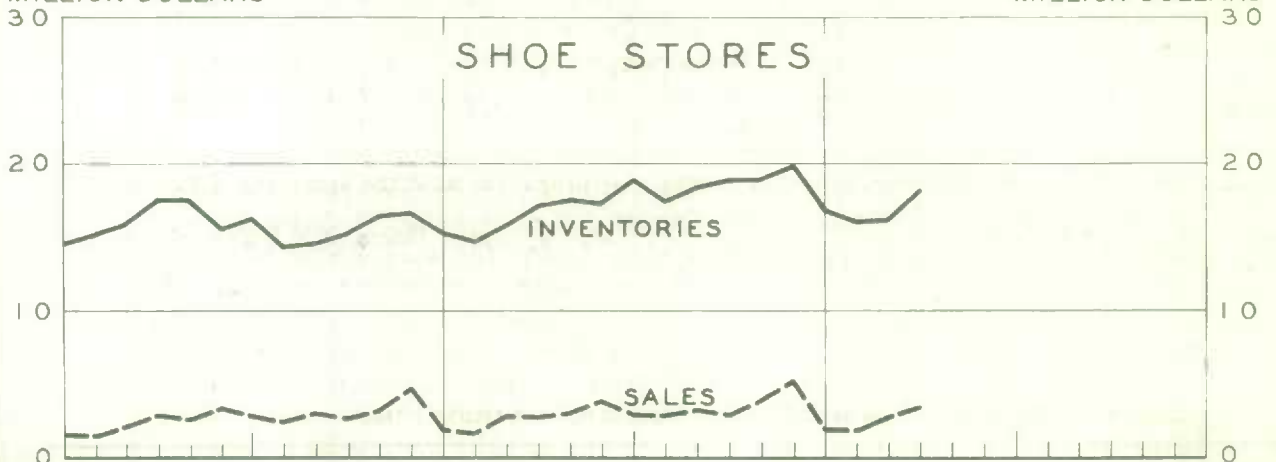
RATIO

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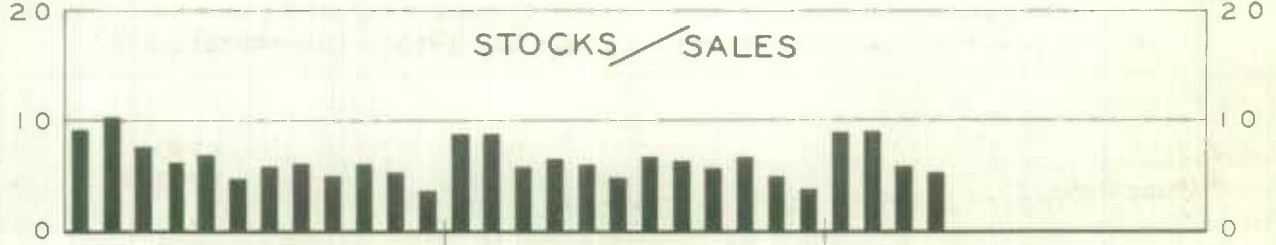
MILLION DOLLARS

MILLION DOLLARS



RATIO

RATIO



1950

1951

1952

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

Trade	Sales		Stocks		% Change 1952/1951	
	April/51	April/52	March/51	March/52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	48,314	56,382	40,821	43,599	+ 16.7	+ 6.8
Women's Clothing Stores	3,070	3,810	8,962	9,462	+ 24.1	+ 5.6
Shoe Stores	2,690	3,472	17,227	18,209	+ 29.1	+ 5.7
Hardware Stores	1,142	1,083	4,295	4,807	- 5.2	+ 11.9
Drug Stores	2,284	2,656	8,421	8,238	+ 16.3	- 2.2
Variety Stores	11,340	14,390	42,269	40,270	+ 26.9	- 4.7

TABLE 2. Sales/Stocks Relationships, April, 1952

Trade	Stock/Sales Ratio		Stock Turnover Rate
	April, 1951	April, 1952	April, 1952
Food Stores	0.8	0.8	15.1
Women's Clothing Stores	2.9	2.5	4.5
Shoe Stores	6.4	5.2	2.1
Hardware Stores	3.8	4.4	2.8
Drug Stores	3.7	3.1	3.8
Variety Stores	3.7	2.8	4.2

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	
	April, 1951	April, 1952
Food Stores	767	790
Women's Clothing Stores	276	298
Shoe Stores	471	494
Hardware Stores	36	37
Drug Stores	244	244
Variety Stores	519	528

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