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CHAIN STORE SALES AND STOCKS

MAY, 1952

All 6 trades covered in this chain store bulletin reported larger sales in May 1952 than in May 1951. The largest increases were recorded by chain food stores (23.0%), shoe stores (13.6%) and women's clothing stores (12.6%). It should be noted, however, that the number of units in the sample of reporting firms in these trades increased by 20 or more in all 3 cases.

Chain hardware, drug and variety store sales in May 1952 were 4.4%, 10.0% and 6.0% higher than in May 1951.

Inventories on hand in both chain food and women's clothing stores were 4.0% above 1951 levels. Chain shoe stores, drug stores and variety stores all showed lower inventory holdings.

Except for chain hardware stores all trades showed lower stock/sales ratios this year than last. The May 1952 stock/sales ratio for chain food stores was the lowest in several years.

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

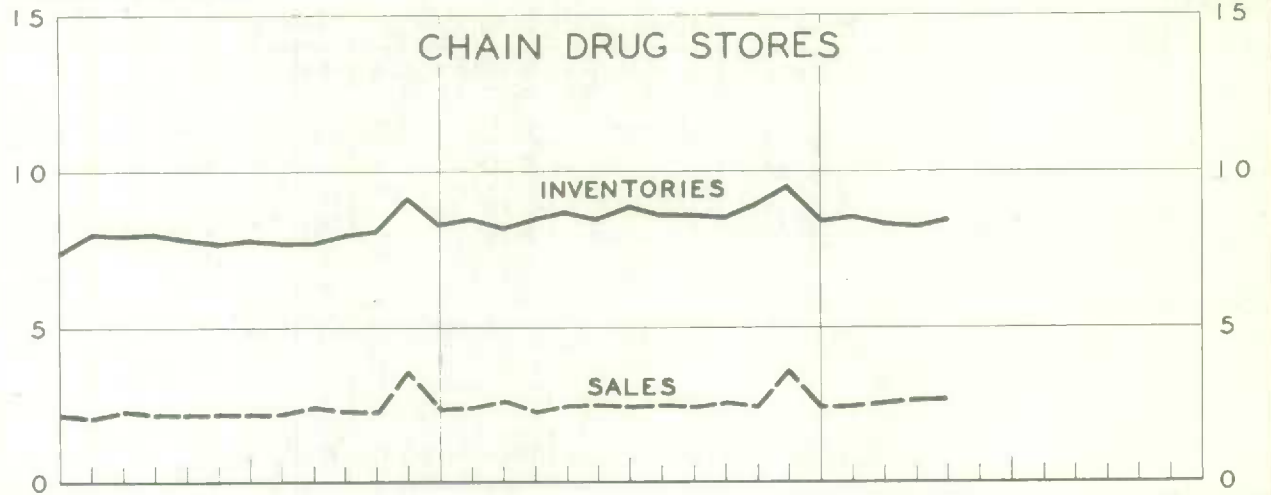
The stock values in this report are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Services Section

MILLION DOLLARS

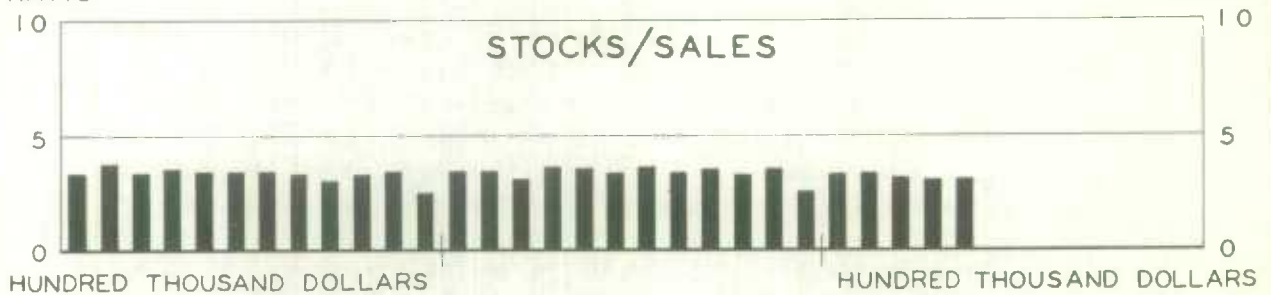
SALES AND INVENTORIES

MILLION DOLLARS



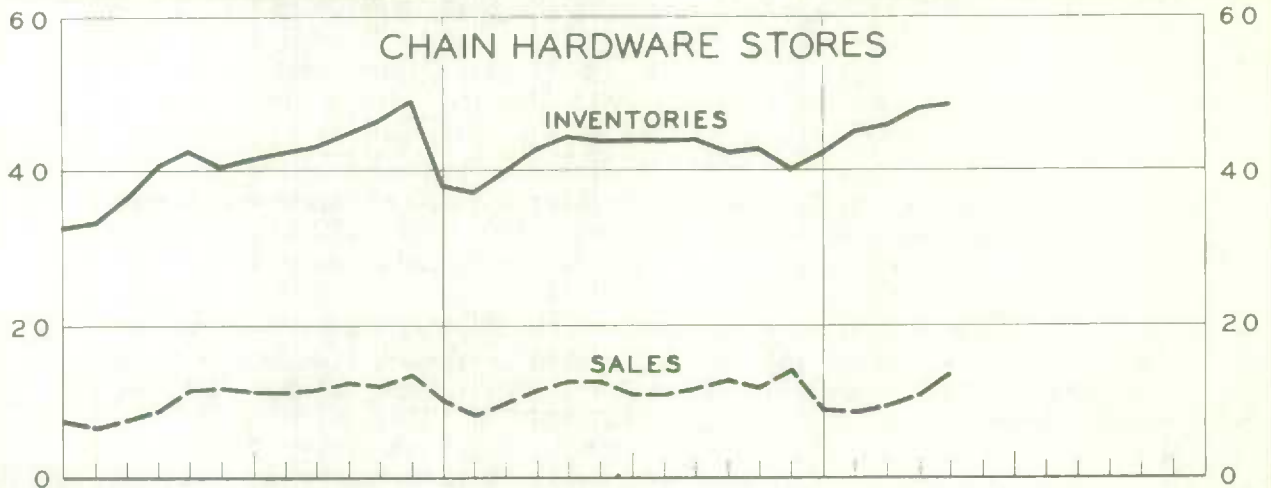
RATIO

RATIO



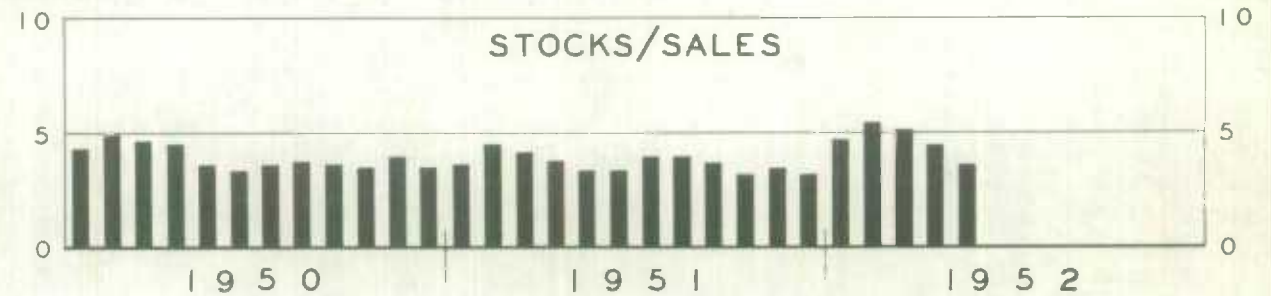
HUNDRED THOUSAND DOLLARS

HUNDRED THOUSAND DOLLARS



RATIO

RATIO



1950

1951

1952

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

Trade	Sales		Stocks		% Change 1952/1951	
	May/51	May/52	April/51	April/52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	52,682	64,799	40,487	42,091	+ 23.0	+ 4.0
Women's Clothing Stores	3,664	4,126	9,082	9,447	+ 12.6	+ 4.0
Shoe Stores	3,019	3,429	17,565	17,404	+ 13.6	- 0.9
Hardware Stores	1,309	1,367	4,447	4,871	+ 4.4	+ 9.5
Drug Stores	2,434	2,678	8,075	8,354	+ 10.0	- 3.7
Variety Stores	13,595	14,411	46,050	41,778	+ 6.0	- 9.3

TABLE 2. Sales/Stocks Relationships, MAY, 1952

Trade	Stock/Sales Ratio		Stock Turnover Rate
	May, 1951	May, 1952	May, 1952
Food Stores	0.8	0.6	15.9
Women's Clothing Stores	2.5	2.3	4.5
Shoe Stores	5.8	5.1	2.2
Hardware Stores	3.4	3.6	2.8
Drug Stores	3.6	3.1	3.8
Variety Stores	3.4	2.9	4.1

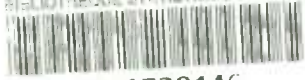
Stocks/Sales Ratios – are obtained by dividing stocks at selling value as at the beginning of the month by sales made during the month.

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.

TABLE 3. Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	May, 1951	May, 1952
Food Stores	768	789
Women's Clothing Stores	275	298
Shoe Stores	471	491
Hardware Stores	36	37
Drug Stores	243	244
Variety Stores	519	529

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