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CHAIN STORE SALES AND STOCKS

JULY, 1952

All 6 trades covered in this chain store bulletin reported larger sales in July 1952 than in July 1951. The largest increase (20.1%) was experienced by chain food stores whose sales rose from \$48,451,000 in July 1951 to \$58,190,000 in July 1952.

Chain drug and chain variety stores recorded increases in sales of 8.2% and 6.2% respectively. Their inventories on hand at July 1, 1952 were 4.0% and 6.7% lower than the previous year.

The charts on page 2 depict the monthly changes in dollar value of sales and inventories for variety stores for the period from January 1950 to July 1952 along with the stock/sales ratios for the same period. Revised estimates of sales in the first halves of 1951 and 1952 and inventories held on May 30, are published on page 4.

Sales of chain women's clothing stores and chain shoe stores increased 9.8% and 11.6% over July 1951. However the change in their inventories showed divergent trends; stocks held by chain women's clothing stores increased 6.5% whereas those held by chain shoe stores were lower by 10.0%. It should be noted that the number of stores operated by the reporting panel of chain women's clothing stores rose from 279 in July 1951 to 301 in July 1952 and those operated by chain shoe firms increased from 473 to 494.

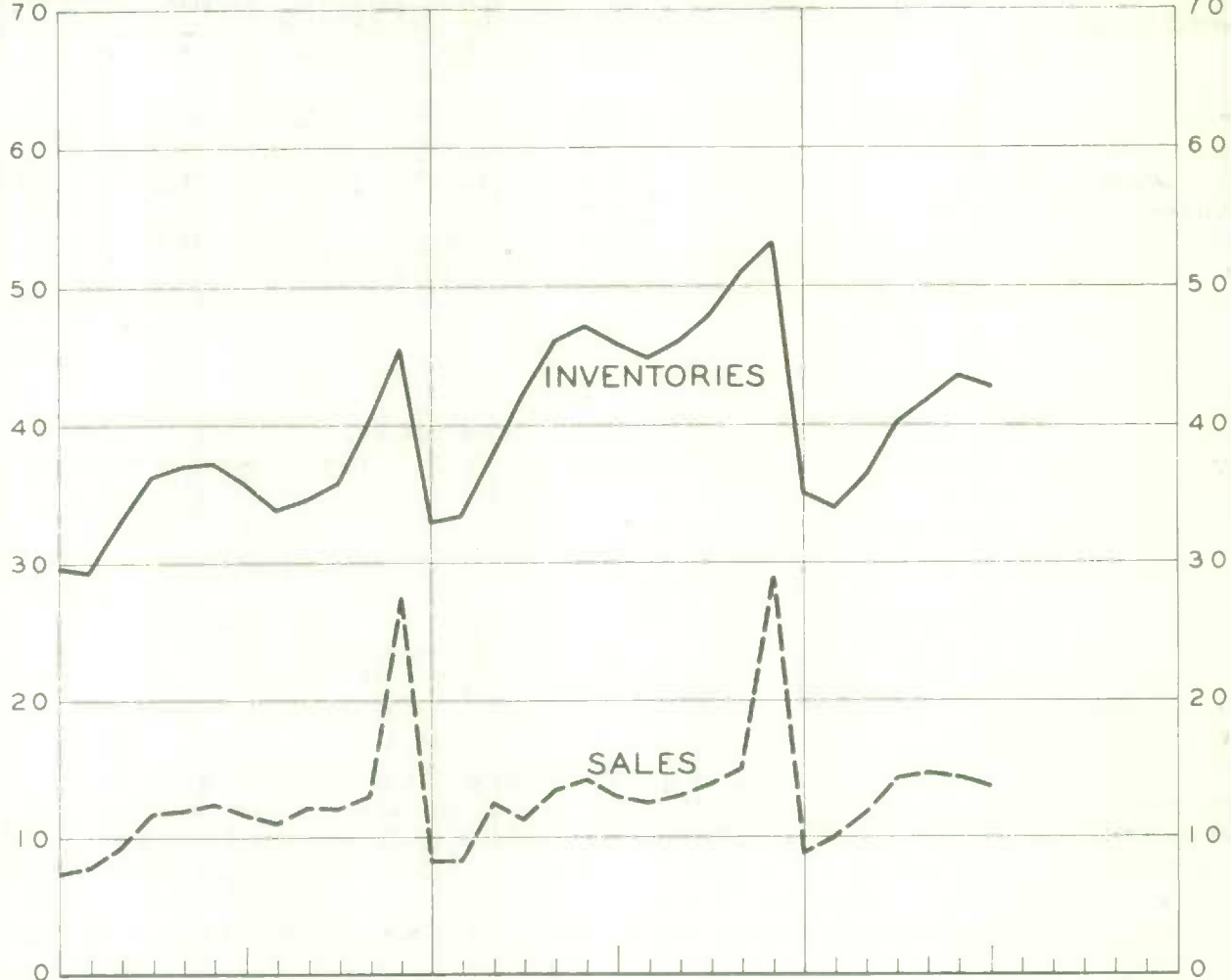
The stock values in this report are expressed in terms of selling price and include both store and warehouse inventories.

Prepared in Merchandising and Service Section

CHAIN RETAIL VARIETY STORES SALES AND INVENTORIES

MILLION DOLLARS
70

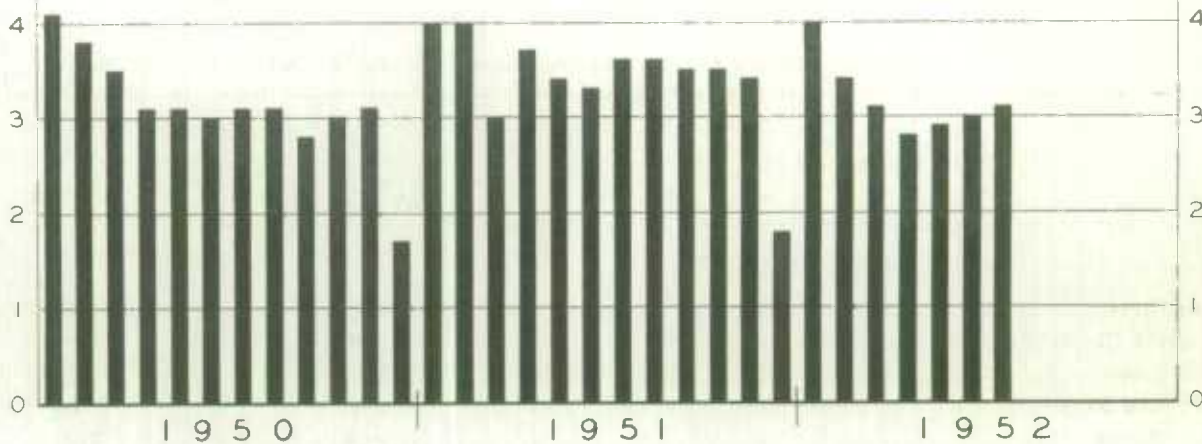
MILLION DOLLARS
70



RATIO
5

RATIO
5

STOCKS / SALES



NOTE - INVENTORIES SHOWN ARE AT BEGINNING OF MONTH.

TABLE 1. Sales and Stocks, for Six Trades,

Trade	Sales		Stocks		% Change 1952/1951	
	July/51	July/52	June/51	June/52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	48,451	58,190	40,565	41,523	+ 20.1	+ 2.4
Women's Clothing Stores	3,405	3,739	8,779	9,354	+ 9.8	+ 6.5
Shoe Stores	2,945	3,287	18,767	16,893	+ 11.6	- 10.0
Hardware Stores	1,103	1,228	4,394	4,974	+ 11.3	+ 13.2
Drug Stores	2,391	2,587	8,770	8,419	+ 8.2	- 4.0
Variety Stores	12,930	13,732	45,826	42,777	+ 6.2	- 6.7

TABLE 2. Sales/Stocks Relationships,

Trade	Stock/Sales Ratio		Stock Turnover Rate
	July, 1951	July, 1952	July, 1952
Food Stores	0.8	0.7	16.4
Women's Clothing Stores	2.6	2.5	4.6
Shoe Stores	6.4	5.1	2.3
Hardware Stores	4.0	4.1	2.8
Drug Stores	3.7	3.3	3.8
Variety Stores	3.5	3.1	4.0

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	
	July, 1951	July, 1952
Food Stores	782	791
Women's Clothing Stores	279	301
Shoe Stores	473	494
Hardware Stores	36	37
Drug Stores	243	244
Variety Stores	521	534



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TABLE 1. Sales and Stocks for Six Trades,

Trade	Sales		Stocks		% Change, 1952/1951	
	June/51	June/52	May/51	May/52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	55,798	56,571	41,092	41,524	+ 1.4	+ 1.1
Women's Clothing Stores	3,883	4,022	9,277	9,536	+ 3.6	+ 2.8
Shoe Stores	3,805	3,845	17,252	16,649	+ 1.1	- 3.5
Hardware Stores	1,278	1,384	4,370	5,025	+ 8.3	+ 15.0
Drug Stores	2,482	2,577	8,515	8,525	+ 3.8	+ 0.1
Variety Stores	14,258	14,316	47,052	43,609	+ 0.4	- 7.3

TABLE 2. Chain Store Sales for Six Trades,

Trade	Sales		
	Jan.- June 1951	Jan.- June 1952	% Change 1952/1951
	\$'000	\$'000	%
Food Stores.....	300,529	346,337	+ 15.2
Women's Clothing Stores.....	18,515	20,398	+ 10.2
Shoe Stores	15,799	17,027	+ 7.8
Hardware Stores.....	6,546	6,546	(a)
Drug Stores	14,623	15,608	+ 6.7
Variety Stores.....	68,282	73,593	+ 7.8

TABLE 3. Sales/Stocks Relationships,

Trade	Stock/Sales Ratio		Stock Turnover Rate
	June 1951	June 1952	June 1952
Food Stores.....	0.7	0.7	16.1
Women's Clothing Stores.....	2.4	2.4	4.5
Shoe Stores	4.5	4.3	2.3
Hardware Stores.....	3.4	3.6	2.7
Drug Stores	3.4	3.3	3.7
Variety Stores.....	3.3	3.0	3.9

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.

(a) Unchanged