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CHAIN STORE SALES AND STOCKS

SEPTEMBER, 1952

All 6 trades covered in this report showed higher sales in September 1952 when compared with September 1951. Nine months cumulative gains reflected the monthly pattern with chain food stores reporting the largest increase (14.2%).

Retail sales by chain women's clothing stores and chain shoe stores equalled \$3,473,000 and \$3,431,000 in September 1952; the value of inventories held by these 2 trades at the beginning of September amounted to \$8,304,000 and \$17,585,000, respectively.

A 10.2% increase in sales volume, recorded by chain hardware stores was accompanied by a similar gain of 10.4% in stocks. However the stock/sales ratio for this trade remained the same as last year.

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

Both chain drug and variety stores reported moderate sales gains in September and moderate inventory losses as of August 31, when compared with the previous year. The stock/sales ratio for chain drug stores fell from 3.5 in September 1951 to 3.1 in September 1952; the same ratio for variety stores declined from 3.5 to 3.2.

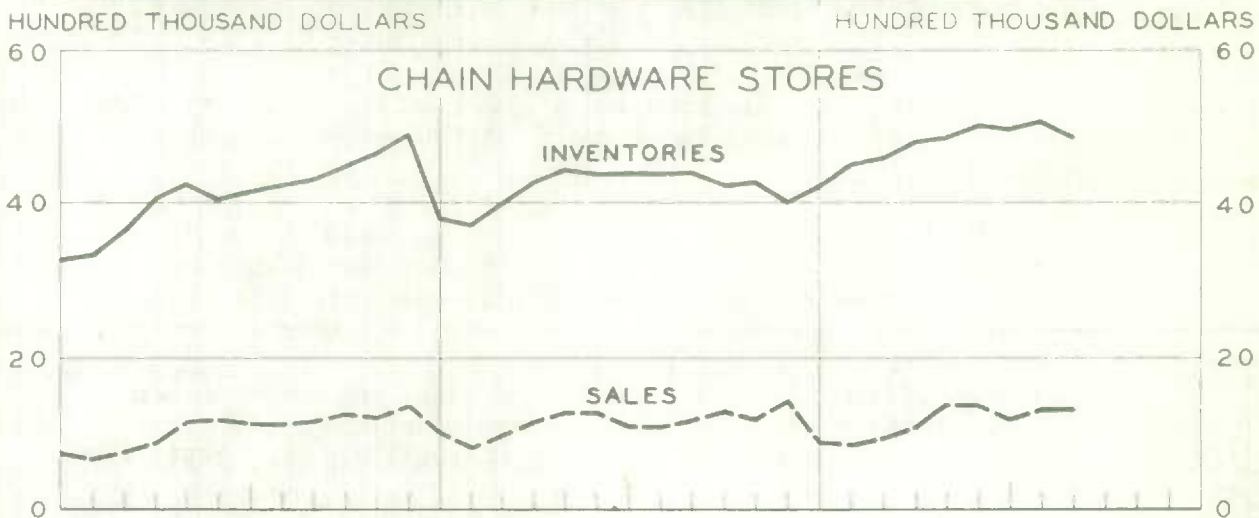
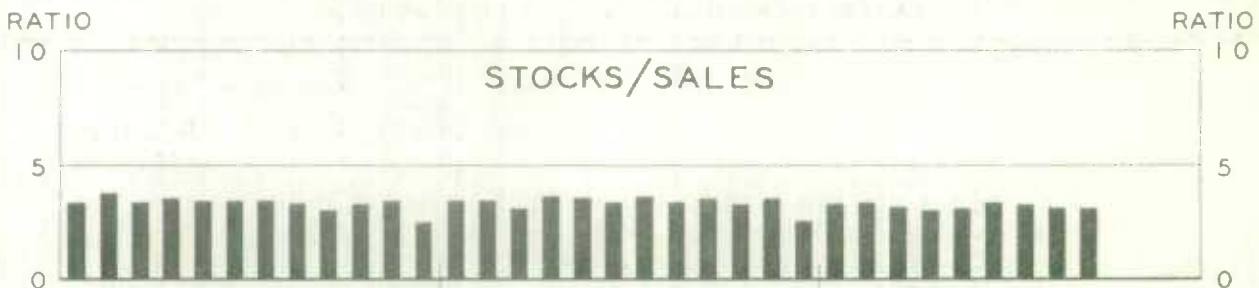
These stock values are expressed in terms of selling price and include store and warehouse inventories.

Prepared in Merchandising and Services Section

SALES AND INVENTORIES

MILLION DOLLARS

MILLION DOLLARS



1950

1951

1952

TABLE 1. Sales and Stocks for Six Trades,

Trade	Sales		Stocks		% Change, 1952/1951	
	Sept ./51	Sept ./52	Aug ./51	Aug ./52	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores	52,799	55,281	41,995	42,169	+ 4.7	+ 0.4
Women's Clothing Stores	3,187	3,473	8,293	8,304	+ 9.0	+ 0.1
Shoe Stores	3,287	3,431	18,377	17,585	+ 4.4	- 4.3
Hardware Stores	1,185	1,306	4,397	4,856	+ 10.2	+ 10.4
Drug Stores	2,446	2,580	8,588	8,117	+ 5.5	- 5.5
Variety Stores	13,107	13,670	45,948	44,004	+ 4.3	- 4.2

TABLE 2. Chain Store Sales for Six Trades,

Trade	Sales		
	Jan. - Sept. 1951	Jan. - Sept. 1952	% Change 1952/1951
	\$'000	\$'000	%
Food Stores	453,689	518,277	+ 14.2
Women's Clothing Stores	28,008	30,805	+ 10.0
Shoe Stores	24,793	26,760	+ 7.9
Hardware Stores	9,919	10,334	+ 4.2
Drug Stores	21,918	23,463	+ 7.0
Variety Stores	106,814	114,869	+ 7.5

TABLE 3. Sales/Stocks Relationships,

Trade	Stock/Sales Ratio		Stock Turnover Rate
	Sept. 1951	Sept. 1952	Sept. 1952
	Food Stores	0.8	0.8
Women's Clothing Stores	2.6	2.4	5.3
Shoe Stores	5.6	5.1	2.2
Hardware Stores	3.7	3.7	3.0
Drug Stores	3.5	3.1	3.9
Variety Stores	3.5	3.2	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.

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