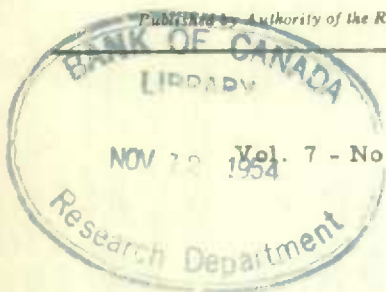


DOMINION BUREAU OF STATISTICS
OTTAWA - CANADA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



Vol. 7 - No. 9 September, 1954

Price: \$1.00 per year, 10¢ per copy

CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

| TRADE | SALES | | CHANGE 1954/1953 | STOCKS | | CHANGE 1954/1953 |
|--------------------------------|-------------------|-------------------|---------------------|------------------|------------------|---------------------|
| | September 1953 | September 1954 | | Sept. 1, 1953 | Sept. 1, 1954 | |
| | \$'000 | \$'000 | % | \$'000 | \$'000 | % |
| Grocery and Combination Stores | 62,659 | 68,927 | + 10.0 | 45,549 | 55,473 | + 21.8 |
| Women's Clothing Stores..... | 3,436 | 3,426 | - 0.3 | 10,127 | 8,849 | - 12.6 |
| Shoe Stores | 3,467 | 3,458 | - 0.3 | 20,905 | 21,378 | + 2.3 |
| Hardware Stores | 1,132 | 1,179 | + 4.2 | 5,987 | 6,603 | + 10.3 |
| Drug Stores | 2,700 | 2,640 | - 2.2 | 9,250 | 10,362 | + 12.0 |
| Variety Stores..... | 14,547 | 15,035 | + 3.7 | 49,391 | 51,941 | + 5.2 |

TABLE 2. Chain Store Sales for Six Trades

| TRADE | SALES | | |
|--------------------------------|-------------------|-------------------|-----------|
| | Jan. - Sept. 1953 | Jan. - Sept. 1954 | 1954/1953 |
| | \$'000 | \$'000 | % |
| Grocery and Combination Stores | 561,244 | 629,838 | + 12.2 |
| Women's Clothing Stores..... | 31,354 | 32,136 | + 2.5 |
| Shoe Stores | 29,666 | 28,873 | - 2.7 |
| Hardware Stores | 9,660 | 9,592 | - 0.7 |
| Drug Stores | 24,880 | 24,965 | + 0.3 |
| Variety Stores..... | 122,094 | 125,453 | + 2.8 |

TABLE 3. Sales/Stocks Relationships

| TRADE | STOCK/SALES RATIO | | STOCK TURNOVER RATE |
|------------------------------|--------------------------------|-----------------|------------------------|
| | September, 1953 | September, 1954 | September, 1954 |
| | Grocery and Combination Stores | 0.7 | 0.8 |
| Women's Clothing Stores..... | 2.9 | 2.6 | 5.3 |
| Shoe Stores | 6.0 | 6.2 | 2.0 |
| Hardware Stores | 3.3 | 5.6 | 2.1 |
| Drug Stores | 3.4 | 3.9 | 3.4 |
| Variety Stores..... | 3.4 | 3.4 | 3.7 |

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.

Prepared in Industry and Merchandising Division
Merchandising and Services Section

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4-11-54

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