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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

Trade	Sales		Stocks		% Change	
	Oct. 1952	Oct. 1953	Oct. 1, 1952	Oct. 1, 1953	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores.....	62,074	73,233	43,403	47,433	+ 18.0	+ 9.3
Women's Clothing Stores.....	3,883	4,170	9,497	10,833	+ 7.4	+ 14.1
Shoe Stores.....	3,428	3,526	18,791	21,232	+ 2.9	+ 13.0
Hardware Stores.....	1,294	1,335	4,349	5,985	+ 3.2	+ 37.6
Drug Stores.....	2,992	3,112	8,056	8,933	+ 4.0	+ 10.9
Variety Stores.....	15,944	16,495	48,045	53,358	+ 3.5	+ 11.1

TABLE 2. Sales/Stocks Relationships

Trade	Stock/Sales Ratio		Stock Turnover Rate
	October, 1952	October, 1953	October, 1953
Food Stores.....	0.7	0.6	16.0
Women's Clothing Stores.....	2.4	2.6	4.3
Shoe Stores.....	5.5	6.0	2.0
Hardware Stores.....	3.4	4.5	2.3
Drug Stores.....	2.7	2.9	3.9
Variety Stores.....	3.0	3.2	3.5

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	
	October, 1952	October, 1953
Food Stores.....	785	773
Women's Clothing Stores.....	309	330
Shoe Stores.....	495	508
Hardware.....	36	37
Drug Stores.....	242	243
Variety Stores.....	531	544

Prepared in Merchandising and Services Section

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