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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

Trade	Sales		Stocks		% Change, 1953/1952	
	Dec. 1952	Dec. 1953	Dec. 1, 1952	Dec. 1, 1953	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores.....	63,454	73,201	47,598	54,037	+ 15.4	+ 13.5
Women's Clothing Stores	6,917	7,106	12,424	12,540	+ 2.7	+ 0.9
Shoe Stores	6,170	5,954	20,754	22,401	- 3.5	+ 7.9
Hardware Stores	1,462	1,650	4,636	6,733	+ 12.9	+ 45.2
Drug Stores	3,961	4,145	9,680	10,156	+ 4.6	+ 4.9
Variety Stores	32,392	33,579	57,167	62,580	+ 3.7	+ 9.5

TABLE 2. Chain Store Sales for Six Trades

Trade	Sales		
	Jan. - Dec. 1952	Jan. - Dec. 1953	1953/1952
	\$'000	\$'000	%
Food Stores.....	703,257	770,953	+ 9.6
Women's Clothing Stores	44,411	46,383	+ 4.4
Shoe Stores	41,550	42,876	+ 3.2
Hardware Stores	12,672	13,953	+ 10.1
Drug Stores	33,504	34,851	+ 4.0
Variety Stores.....	179,618	188,537	+ 5.0

TABLE 3. Sales/Stocks Relationships

Trade	Stock/Sales Ratio		Stock Turnover Rate
	Dec. 1952	Dec. 1953	Dec. 1953
	Food Stores.....	0.8	0.7
Women's Clothing Stores	1.8	1.8	3.7
Shoe Stores	3.4	3.8	1.9
Hardware Stores	3.2	4.1	2.1
Drug Stores	2.4	2.5	3.4
Variety Stores.....	1.8	1.9	3.0

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.

Prepared in Merchandising and Services Section

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