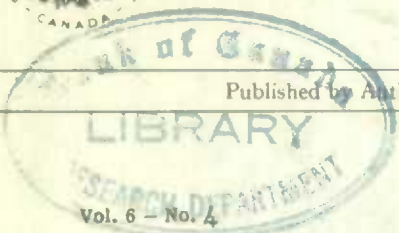


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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

Trade	Sales		Stocks		% Change 1953/1952	
	April/52	April/53	March/52	March/53	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores.....	54,505	59,770	42,080	42,585	+ 9.7	+ 1.2
Women's Clothing Stores.....	3,786	3,741	9,098	11,105	- 1.2	+ 22.1
Shoe Stores.....	3,655	3,712	18,524	21,583	+ 1.6	+ 16.5
Hardware Stores.....	957	1,027	4,061	5,147	+ 7.3	+ 26.7
Drug Stores.....	2,735	2,871	8,363	9,311	+ 5.0	+ 11.3
Variety Stores.....	14,295	14,575	40,159	48,748	+ 2.0	+ 21.4

TABLE 2. Sales/Stocks Relationships

Trade	Stock/Sales Ratio		Stock Turnover Rate
	April, 1952	April, 1953	April, 1953
	Food Stores.....	0.8	0.7
Women's Clothing Stores.....	2.4	3.0	4.2
Shoe Stores.....	5.1	5.8	1.9
Hardware Stores.....	4.2	5.0	2.6
Drug Stores.....	3.1	3.2	3.7
Variety Stores.....	2.8	3.3	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.

TABLE 3. Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	April, 1952	April, 1953
Food Stores.....	790	780
Women's Clothing Stores.....	298	319
Shoe Stores.....	494	492
Hardware.....	37	36
Drug Stores.....	244	233
Variety Stores.....	528	536

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