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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

Trade	Sales		Stocks		% Change 1953/1952	
	July, 1952	July, 1953	June 30, 1952	June 30, 1953	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Food Stores.....	57,691	63,914	41,463	45,403	+ 10.8	+ 9.5
Women's Clothing Stores.....	3,612	4,103	8,957	10,012	+ 13.6	+ 11.8
Shoe Stores.....	3,266	3,612	17,720	20,160	+ 10.6	+ 13.8
Hardware Stores.....	1,009	1,202	4,272	5,971	+ 19.1	+ 39.8
Drug Stores.....	2,687	2,796	8,624	9,179	+ 4.1	+ 6.4
Variety Stores.....	13,760	14,864	42,856	48,050	+ 8.0	+ 12.1

TABLE 2. Sales/Stocks Relationships

Trade	Stock/Sales Ratio		Stock Turnover Rate
	July, 1952	July, 1953	July, 1953
Food Stores.....	0.7	0.7	16.2
Women's Clothing Stores.....	2.5	2.4	4.6
Shoe Stores.....	5.4	5.6	2.1
Hardware Stores.....	4.2	5.0	2.3
Drug Stores.....	3.2	3.3	3.7
Variety Stores.....	3.1	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.

TABLE 3. Number of Stores Operated by Sample Firms

Trade	Number of Stores	
	July, 1952	July, 1953
Food Stores.....	791	775
Women's Clothing Stores.....	301	321
Shoe Stores.....	494	507
Hardware.....	37	36
Drug Stores.....	244	238
Variety Stores.....	534	538

Note: The above data have been revised to conform with the findings of the 1951 Census of Distribution and include, for the first time, estimates for Newfoundland, Yukon and the North West Territories. Similarly revised estimates for the months January 1951 to June 1953 will appear in the July issue of "Retail Trade".

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