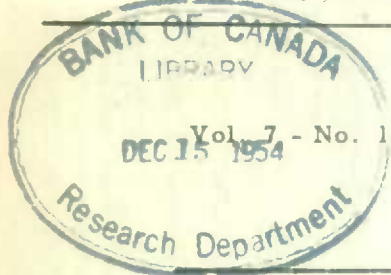


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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

TRADE	SALES		CHANGE 1954/1953	STOCKS		CHANGE 1954/1953
	October 1953	October 1954		October 1, 1953	October 1, 1954	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and Combination Stores	73,233	77,499	+ 5.8	47,433	57,003	+ 20.2
Women's Clothing Stores.....	4,170	4,029	- 3.4	10,833	9,719	- 10.3
Shoe Stores	3,551	3,546	- 0.4	21,437	22,109	+ 3.1
Hardware Stores.....	1,335	1,189	-10.9	5,985	6,480	+ 8.3
Drug Stores	3,112	2,986	- 4.0	8,933	10,396	+ 16.4
Variety Stores	16,495	16,573	+ 0.5	53,358	57,940	+ 8.6

TABLE 2. Sales/Stocks Relationships

TRADE	STOCK/SALES RATIO		STOCK TURNOVER RATE
	October, 1953	October, 1954	October, 1954
Grocery and Combination Stores	0.6	0.7	14.8
Women's Clothing Stores	2.6	2.4	4.8
Shoe Stores	6.0	6.2	1.9
Hardware Stores.....	4.5	5.4	2.1
Drug Stores	2.9	3.5	3.3
Variety Stores	3.2	3.5	3.3

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, 1953	October, 1954
Grocery and Combination Stores.....	773	788
Women's Clothing Stores	330	354
Shoe Stores	508	510
Hardware	37	35
Drug Stores	243	245
Variety Stores	544	562

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