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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
	Nov. 1953	Nov. 1954		Nov. 1, 1953	Nov. 1, 1954	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and Combination Stores	63,276	71,436	+ 12.9	50,604	60,604	+ 19.8
Women's Clothing Stores.....	3,753	3,865	+ 3.0	12,055	11,095	- 8.0
Shoe Stores	3,606	3,616	+ 0.3	22,875	21,329	- 6.8
Hardware Stores.....	1,307	1,270	- 2.8	6,157	6,167	+ 0.2
Drug Stores.....	2,714	2,638	- 2.8	9,779	11,080	+ 13.3
Variety Stores	16,369	17,064	+ 4.2	57,833	60,674	+ 4.9

TABLE 2. Sales/Stocks Relationships

TRADE	STOCK/SALES RATIO		STOCK TURNOVER RATE
	November, 1953	November, 1954	November, 1954
Grocery and Combination Stores	0.8	0.8	14.1
Women's Clothing Stores	3.2	2.9	4.2
Shoe Stores	6.3	5.9	2.0
Hardware Stores.....	4.7	4.9	2.2
Drug Stores.....	3.6	4.2	3.1
Variety Stores	3.5	3.6	3.2

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	
	November, 1953	November, 1954
Grocery and Combination Stores	777	792
Women's Clothing Stores	337	356
Shoe Stores	508	510
Hardware	36	35
Drug Stores	244	245
Variety Stores	544	562

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