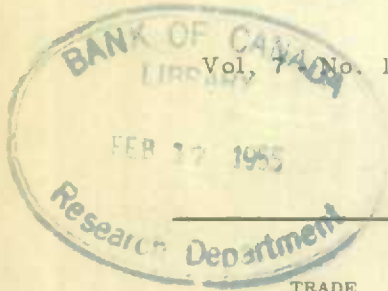


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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

TRADE	SALES		CHANGE 1954/1953	STOCKS		CHANGE 1954/1953
	Dec. 1953	Dec. 1954		Dec. 1, 1953	Dec. 1, 1954	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and Combination Stores	73,413	86,331	+ 17.6	54,037	64,006	+ 18.4
Women's Clothing Stores.....	7,527	7,766	+ 3.2	12,540	12,148	- 3.1
Shoe Stores	6,101	6,203	+ 1.7	22,619	21,776	- 3.7
Hardware Stores	1,710	1,577	- 7.8	6,733	6,289	- 6.6
Drug Stores	4,138	4,043	- 2.3	10,156	11,614	+ 14.4
Variety Stores.....	33,558	34,819	+ 3.8	62,580	64,605	+ 3.2

TABLE 2. Chain Store Sales for Six Trades

TRADE	SALES		
	Jan. - Dec. 1953	Jan. - Dec. 1954	1954/1953
	\$'000	\$'000	%
Grocery and Combination Stores	773,220	865,947	+ 12.0
Women's Clothing Stores.....	49,257	50,318	+ 2.2
Shoe Stores	43,470	42,748	- 1.7
Hardware Stores	13,702	13,195	- 3.7
Drug Stores	34,805	34,584	- 0.6
Variety Stores.....	188,475	193,871	+ 2.9

TABLE 3. Sales/Stocks Relationships

TRADE	STOCK/SALES RATIO		STOCK TURNOVER RATE
	December, 1953	December, 1954	December, 1954
Grocery and Combination Stores	0.7	0.7	13.5
Women's Clothing Stores.....	1.7	1.6	4.1
Shoe Stores	3.7	3.5	2.0
Hardware Stores	3.9	4.0	2.1
Drug Stores	2.5	2.9	3.0
Variety Stores.....	1.9	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.

NOTE: The revised sales estimates in this bulletin are based on final 1953 figures.

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