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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

Trade	Sales		Stocks		% Change 1954/1953	
	Feb. 1953	Feb. 1954	Feb. 1 1953	Feb. 1 1954	Sales	Stocks
	\$'000	\$'000	\$'000	\$'000	%	%
Grocery and Combination Stores	57,521	63,981	41,890	50,465	+ 11.2	+ 20.5
Women's Clothing Stores	2,660	2,723	7,552	8,564	+ 2.4	+ 13.4
Shoe Stores	2,516	2,642	17,644	18,947	+ 5.0	+ 7.4
Hardware Stores	769	723	4,385	6,293	- 6.0	+ 43.5
Drug Stores	2,722	2,777	9,368	9,627	+ 2.0	+ 2.8
Variety Stores	10,427	10,682	39,008	38,583	+ 2.4	- 1.1

TABLE 2. Sales/Stocks Relationships

Trade	Stock/Sales Ratio		Stock Turnover Rate
	February, 1953	February, 1954	February, 1954
Grocery and Combination Stores	0.7	0.8	15.5
Women's Clothing Stores	2.8	3.1	5.4
Shoe Stores	7.0	7.2	2.3
Hardware Stores	5.7	8.7	2.2
Drug Stores	3.4	3.5	3.6
Variety Stores	3.7	3.6	4.9

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	
	February, 1953	February, 1954
Grocery and Combination Stores	784	773
Women's Clothing Stores	315	338
Shoe Stores	493	499
Hardware	36	36
Drug Stores	232	245
Variety Stores	534	548

Note: "Grocery and Combination" is simply a more explicit description of the former "Food Stores".

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