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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
	July 1953	July 1954		July, 1 1953	July, 1 1954	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and Combination Stores	63,914	78,606	+ 23.0	45,403	54,337	+ 19.7
Women's Clothing Stores.....	4,103	4,354	+ 6.1	10,012	8,913	- 11.0
Shoe Stores	3,647	3,735	+ 2.4	20,591	21,091	+ 2.4
Hardware Stores.....	1,202	1,238	+ 3.0	5,971	6,613	+ 10.8
Drug Stores.....	2,796	2,816	+ 0.7	9,179	10,836	+ 18.1
Variety Stores	14,864	16,010	+ 7.7	48,050	52,062	+ 8.3

TABLE 2. Sales/Stocks Relationships

TRADE	STOCK/SALES RATIO		STOCK TURNOVER RATE
	July, 1953	July, 1954	July, 1954
Grocery and Combination Stores	0.7	0.7	15.3
Women's Clothing Stores	2.4	2.0	5.3
Shoe Stores	5.6	5.6	2.0
Hardware Stores.....	5.0	5.3	2.1
Drug Stores.....	3.3	3.8	3.2
Variety Stores	3.2	3.3	3.7

Stocks/Sales Ratios - are obtained by dividing stocks at selling value as at the beginning of the month by sales made during the month.

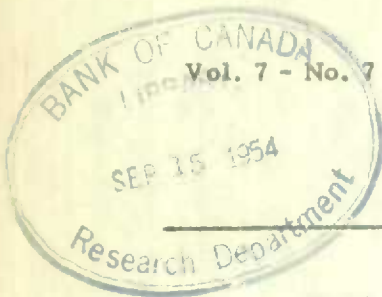
Stock Turnover Rates - are obtained by dividing sales in the 12 months ending with the report month by stocks at selling value at the beginning of the report month.

TABLE 3. Number of Stores Operated by Sample Firms

TRADE	NUMBER OF STORES	
	July, 1953	July, 1954
Grocery and Combination Stores.....	775	784
Women's Clothing Stores	321	348
Shoe Stores	507	518
Hardware	36	35
Drug Stores	238	244
Variety Stores	538	560

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