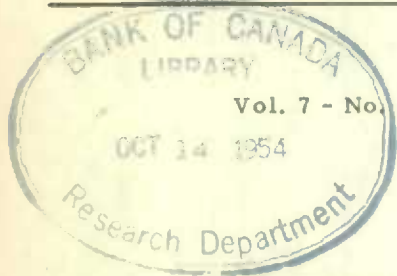


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CHAIN STORE SALES AND STOCKS

TABLE 1. Sales and Stocks for Six Trades

TRADE	SALES		CHANGE 1954/1953	STOCKS		CHANGE 1954/1953
	August 1953	August 1954		August 1, 1953	August 1, 1954	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and Combination Stores	61,469	65,416	+ 6.4	45,315	56,832	+ 25.4
Women's Clothing Stores.....	3,003	2,994	- 0.3	8,574	7,654	- 10.7
Shoe Stores	3,048	2,818	- 7.5	19,609	20,780	+ 6.0
Hardware Stores.....	1,185	1,165	- 1.7	6,084	6,540	+ 7.5
Drug Stores.....	2,725	2,637	- 3.2	9,146	10,115	+ 10.6
Variety Stores	13,937	13,866	- 0.5	46,927	51,487	+ 9.7

TABLE 2. Sales/Stocks Relationships

TRADE	STOCK/SALES RATIO		STOCK TURNOVER RATE
	August, 1953	August, 1954	August, 1954
Grocery and Combination Stores	0.7	0.9	14.7
Women's Clothing Stores	2.9	2.6	6.2
Shoe Stores	6.4	7.4	2.0
Hardware Stores.....	5.1	5.6	2.1
Drug Stores.....	3.4	3.8	3.5
Variety Stores	3.4	3.7	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	
	August, 1953	August, 1954
Grocery and Combination Stores	772	780
Women's Clothing Stores	323	346
Shoe Stores	505	519
Hardware	36	35
Drug Stores	239	245
Variety Stores	539	560

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