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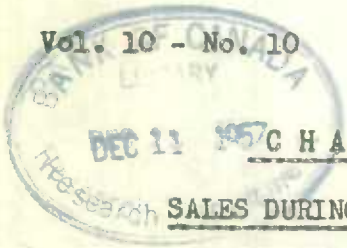
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CHAIN STORE SALES AND STOCKS

SALES DURING OCTOBER AND STOCKS (at cost) OCTOBER 1, 1956 and 1957

Trade	Sales		Change 1957/56	Stocks (at cost)		Change 1957/56
	October 1956	October 1957		Oct. 1 1956	Oct. 1 1957	
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL TRADES.....	227,988	241,668	+ 6.0	308,817	336,857	+ 9.1
Grocery & Combination.....	92,641	103,604	+11.8	54,891	62,575	+14.0
Variety.....	18,712	20,589	+10.0	37,392	45,693	+22.2
Men's Clothing.....	2,550	2,446	- 4.1	7,622	7,911	+ 3.8
Family Clothing.....	3,313	3,482	+ 5.1	10,264	11,095	+ 8.1
Women's Clothing.....	5,444	5,566	+ 2.2	11,317	13,455	+18.9
Shoe.....	4,154	4,522	+ 8.9	16,932	18,337	+ 8.3
Hardware.....	3,509	3,537	+ 0.8	9,468	10,945	+15.6
Lumber & Bldg. Material.....	10,966	9,596	-12.5	28,438	26,874	- 5.5
Furniture, Radio & Appliance.	13,487	12,210	- 9.5	17,762	18,242	+ 2.7
Drug.....	3,642	4,094	+12.4	7,935	8,562	+ 7.9
Jewellery.....	3,549	3,206	- 9.7	11,688	11,384	- 2.6

NOTE: The figures in this report have been revised to the 1956 annual full-coverage survey.

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Prepared in Industry and Merchandising Division
Retail Trade Section

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1956 and 1957

(thousands of dollars)

Month	Total, All Trades		Grocery & Combination		Variety	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1956</u>						
January	167,187	268,953	78,314	51,100	11,702	30,368
February	169,044	273,576	80,358	46,776	11,843	30,532
March	209,410	288,162	95,738	48,166	17,584	35,768
April	190,001	290,165	84,636	49,324	15,400	36,225
May	217,336	297,463	91,924	49,195	17,552	38,023
June	236,791	300,423	99,604	51,600	20,057	38,589
July	214,091	299,253	87,077	51,012	17,295	36,043
August	223,841	325,853	90,092	53,226	17,779	34,552
September	223,396	326,185	92,206	53,813	18,306	35,623
October	227,988	308,817	92,641	54,891	18,712	37,392
November	236,536	340,994	96,194	57,827	21,945	43,054
December	331,433	367,682	107,545	59,340	41,132	44,687
Total (1)	2,647,055		1,096,330		229,307	
<u>1957</u>						
January	187,656	304,575	93,393	60,512	12,531	30,766
February	186,917	297,459	91,692	56,692	13,055	31,936
March	216,212	309,994	105,388	60,641	16,112	36,126
April	221,487	320,578	97,951	59,879	20,634	40,536
May	237,735	325,002	105,567	62,871	18,846	39,354
June	245,000	320,382	107,020	58,875	19,971	40,712
July	237,123	324,180	99,303	60,552	19,750	39,863
August	254,353	357,088	108,602	61,529	19,585	39,734
September	225,652	349,134	+72 96,513	59,463	18,406	41,608
October						
November		366,084	+74			
December		391,919	+66			
Jan						
Feb.		310,412	+4.4			

(1) Any differences between the annual totals and their monthly components are due to the rounding of the figures.

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1956 and 1957

(thousands of dollars)

Men's Clothing		Family Clothing		Women's Clothing	
Sales	Stocks	Sales	Stocks	Sales	Stocks
1,791	6,045	2,484	8,719	3,918	8,196
1,682	6,529	1,599	8,095	3,493	10,103
2,202	6,284	2,623	8,898	4,908	11,440
2,065	6,610	2,624	9,431	4,638	11,535
2,318	6,655	2,866	9,654	5,774	12,301
2,747	7,305	3,275	9,944	6,862	12,147
1,940	6,869	2,559	9,671	5,562	10,963
1,722	6,999	2,957	10,198	4,710	9,406
2,213	6,984	3,350	9,952	5,389	10,662
2,550	7,622	3,313	10,264	5,444	11,317
3,201	8,177	3,724	10,597	5,698	13,756
4,436	8,656	4,973	10,524	10,872	14,999
28,866		36,347		67,269	
1,866	6,894	2,527	9,025	3,948	9,967
1,726	6,914	1,756	8,337	3,656	11,123
2,010	6,573	2,401	9,112	4,488	11,566
2,338	6,927	3,006	9,327	5,386	12,377
2,216	7,167	2,873	9,664	6,024	12,473
2,681	7,933	3,042	9,924	6,380	13,580
1,973	7,171	2,590	10,184	5,693	12,892
1,810	7,636	3,265	10,463	5,326	11,221
1,956	6,698	3,289	10,688	5,059	12,443

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1956 and 1957

(thousands of dollars)

Month	Shoe		Hardware		Lumber and Building Material	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1956</u>						
January	2,506	14,727	1,980	5,171	4,549	23,905
February	2,315	14,305	1,940	6,887	4,651	28,272
March	4,002	15,968	2,553	7,713	3,800	30,453
April	4,064	17,044	2,873	8,372	5,081	32,344
May	4,536	17,517	3,464	8,694	10,302	33,831
June	5,834	18,002	3,574	9,078	9,874	33,332
July	4,308	16,853	3,100	9,039	10,627	33,143
August	4,233	15,873	3,364	9,132	12,516	30,876
September	4,708	16,558	3,042	9,473	11,049	28,494
October	4,154	16,932	3,509	9,468	10,966	28,438
November	5,623	18,489	3,613	9,626	10,714	26,128
December	7,150	18,074	4,006	8,656	5,733	24,990
Total (1)	53,433		37,019		99,862	
<u>1957</u>						
January	2,853	16,338	2,213	9,266	4,342	26,848
February	2,554	15,678	2,015	8,774	4,427	27,904
March	4,065	17,500	2,713	9,502	3,450	29,570
April	5,118	18,135	2,878	9,728	5,028	32,732
May	5,086	18,866	3,640	10,077	9,676	33,662
June	5,677	19,479	3,533	10,395	10,309	30,732
July	4,828	18,454	3,315	10,856	10,441	30,127
August	4,868	17,127	3,526	10,592	10,752	28,746
September	4,715	17,667	3,158	10,628	10,060	27,098
October						
November						
December						

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1956 and 1957

(thousands of dollars)

Furniture, Appliance and Radio		Drug		Jewellery	
Sales	Stocks	Sales	Stocks	Sales	Stocks
9,340	18,417	3,046	7,510	2,371	8,654
8,362	17,875	3,077	8,194	2,457	9,251
9,946	19,503	3,372	7,805	2,801	9,690
9,622	17,572	3,258	7,878	2,692	10,171
11,355	18,612	3,311	8,029	3,680	10,870
10,804	17,833	3,434	8,427	3,597	11,174
10,417	17,442	3,322	8,374	2,919	11,300
10,459	17,031	3,343	8,443	3,403	11,572
12,538	18,234	3,312	8,232	3,516	11,735
13,487	17,762	3,642	7,935	3,549	11,688
11,886	22,219	3,305	8,550	4,521	12,847
14,196	22,178	4,875	8,784	10,795	13,998
132,412		41,299		46,301	
9,510	19,961	3,267	8,000	2,323	10,289
8,218	16,570	3,136	8,448	2,455	10,158
9,351	18,762	3,455	8,164	2,650	10,465
10,371	18,679	3,483	8,335	2,780	10,384
10,533	19,469	3,739	8,575	3,485	11,000
10,807	18,778	3,520	8,705	3,363	11,084
10,287	17,616	3,503	8,776	2,919	11,017
10,662	17,849	3,571	8,772	3,262	11,294
10,844	19,072	3,430	8,504	3,426	11,230

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