

CHAIN STORE SALES AND STOCKSSALES DURING DECEMBER AND STOCKS (at cost) DECEMBER 1, 1959 and 1960

Trade	Sales		Change 1960/59	Stocks (at cost)		Change 1960/59
	Dec. 1959	Dec. 1960		Dec. 1, 1959	Dec. 1, 1960	
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL TRADES ...	392,933	434,786	+10.7	441,415	455,689	+ 3.2
Grocery & Combination	136,901	159,312	+16.4	75,668	79,981	+ 5.7
Variety	50,628	54,268	+7.2	56,058	60,151	+ 7.3
Men's Clothing	4,533	4,398	- 3.0	10,614	9,913	- 6.6
Family Clothing	6,950	8,669	+24.7	12,164	13,210	+ 8.6
Women's Clothing	12,971	13,836	+ 6.7	21,718	24,932	+14.8
Shoe	8,962	11,339	+26.5	21,613	22,391	+ 3.6
Hardware	5,287	5,380	+ 1.8	11,320	12,249	+ 8.2
Lumber & Building Material ..	5,932	5,354	- 9.7	20,514	18,955	- 7.6
Furniture, Radio & Appliance	13,375	13,584	+ 1.6	24,877	24,081	- 3.2
Drug	6,524	6,769	+ 3.8	12,143	12,701	+ 4.6
Jewellery	11,509	11,456	- 0.5	20,280	19,794	- 2.4
All other	129,361	140,421	+ 8.5	154,446	157,331	+ 1.9

Although the sales of identical firms in the two monthly periods are used to produce the dollar estimates, it should be noted that the number of outlets operated by these firms may change from month to month. Any difference in the number of retail outlets operated can have a varying effect upon the percentage change in sales.

In addition, dollar figures in this report are not adjusted for price changes, seasonal variations or number of shopping days.

NUMBER OF STORES OPERATED BY REPORTING FIRMS

Trade	Number of Stores		Trade	Number of Stores	
	Dec. 1959	Dec. 1960		Dec. 1959	Dec. 1960
TOTAL, ALL TRADES	7,299	7,506	Shoe	778	839
Grocery & Combination ...	1,360	1,391	Hardware	133	136
Variety	625	664	Lumber & Building Material	544	526
Men's Clothing ..	170	172	Furniture, Radio & Appliance	528	504
Family Clothing .	137	154	Drug	304	300
Women's Clothing	594	635	Jewellery	114	113
			All other	2,012	2,072

Prepared in Industry and Merchandising Division

ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa, 1961

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1959 and 1960
(thousands of dollars)

Month	Total, All Trades		Grocery and Combination		Variety	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1959</u>						
January	239,327	344,375	127,764	74,767	14,906	36,554
February	213,105	323,967	109,072	61,577	14,245	36,154
March	240,912	340,147	114,325	64,475	20,127	41,977
April	252,012	345,481	118,868	63,814	19,656	45,210
May	233,352	353,379	132,920	63,003	23,532	48,266
June	263,077	346,903	117,328	61,992	22,549	46,890
July	278,381	353,912	125,249	60,281	22,547	46,314
August	266,911	391,580	118,475	63,406	21,623	45,706
September	268,182	367,659	119,053	61,136	22,499	48,130
October	306,737	372,473	142,252	65,621	25,266	51,728
November	270,323	407,346	118,927	71,129	25,011	55,775
December	392,933	441,415	136,901	75,668	50,628	56,058
Total ⁽¹⁾	<u>3,280,263</u>		<u>1,481,136</u>		<u>282,591</u>	
<u>1960</u>						
January	245,450	362,970	130,263	73,140	15,999	42,216
February	225,986	342,757	116,954	63,362	15,398	41,686
March	249,362	358,013	127,032	66,990	18,549	47,224
April	296,345	371,666	140,981	67,004	26,030	50,817
May	270,793	366,654	125,268	68,737	22,968	53,093
June	286,756	369,336	130,221	69,306	24,079	52,283
July	290,987	368,758	137,276	68,058	23,283	50,946
August	266,951	402,688	118,742	70,951	21,937	48,585
September	296,835	397,200	135,108	68,472	24,171	50,922
October	295,993	381,973	136,011	72,052	24,910	53,798
November	281,532	416,480	125,487	73,689	26,071	57,839
December	434,786	455,689	159,312	79,981	54,268	60,151
Total ⁽¹⁾	<u>3,441,775</u>		<u>1,582,656</u>		<u>297,662</u>	

(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, 1959 and 1960
(thousands of dollars)

Men's Clothing		Family Clothing		Women's Clothing		Shoe	
Sales	Stocks	Sales	Stocks	Sales	Stocks	Sales	Stocks
2,102	6,883	3,434	10,349	5,204	10,955	3,329	17,788
1,794	7,311	2,388	9,633	4,148	13,227	2,919	15,286
2,363	6,404	3,413	10,611	5,321	13,834	4,810	16,678
2,190	7,450	3,875	10,932	6,021	14,288	5,639	18,077
2,602	7,347	4,164	10,269	7,792	15,976	6,925	18,554
2,531	8,277	3,894	10,921	6,949	15,312	6,445	19,041
2,128	7,590	3,491	11,156	6,949	14,088	5,795	19,449
1,642	8,000	3,767	11,591	5,203	13,304	5,162	18,679
1,998	7,380	4,528	11,727	6,382	15,261	6,236	19,599
3,162	8,575	5,465	12,328	7,663	16,597	6,609	20,421
3,105	9,409	5,004	12,157	6,754	17,383	6,817	21,228
4,533	10,614	6,950	12,164	12,971	21,718	8,962	21,613
<u>30,148</u>		<u>50,373</u>		<u>81,357</u>		<u>70,150</u>	
2,183	8,011	3,530	10,310	5,674	13,717	4,088	19,601
1,778	7,530	2,544	9,623	4,408	14,973	3,231	19,046
2,032	6,269	3,326	10,325	5,397	14,554	4,220	19,196
2,587	7,487	5,403	11,468	7,445	15,917	7,719	21,168
2,309	7,267	4,469	10,690	7,430	14,762	6,775	21,115
2,482	8,227	4,551	11,544	7,781	15,711	7,341	20,793
1,901	7,833	4,164	11,748	7,132	15,032	6,108	20,169
1,666	8,016	4,406	12,240	5,723	13,211	5,302	19,389
2,167	7,623	5,442	12,489	7,004	16,054	6,834	20,501
2,781	8,386	6,429	12,932	7,815	17,759	6,376	21,197
2,782	9,127	5,888	13,142	7,175	20,321	6,317	22,650
4,398	9,913	8,669	13,210	13,836	24,932	11,339	22,391
<u>29,067</u>		<u>58,821</u>		<u>86,820</u>		<u>75,650</u>	

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1959 and 1960
(thousands of dollars)

Month	Hardware		Lumber and Building Material		Furniture, Appliance & Radio	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1959</u>						
January	2,880	10,211	5,670	24,629	10,129	21,936
February	2,635	9,818	5,292	19,970	8,658	18,221
March	3,324	10,305	5,432	21,104	9,676	21,672
April	4,212	10,438	6,841	21,676	9,369	21,926
May	4,429	10,731	8,433	23,042	11,215	22,651
June	4,582	11,228	11,543	22,792	10,393	21,465
July	4,378	11,817	11,587	23,660	9,179	20,318
August	4,384	12,081	11,597	23,008	9,571	19,470
September	4,184	12,398	11,370	21,594	11,946	21,292
October	4,477	13,126	10,599	21,822	11,674	20,556
November	4,121	13,152	8,861	20,784	10,990	25,974
December	5,287	11,320	5,932	20,514	13,375	24,877
Total ⁽¹⁾	<u>48,893</u>		<u>103,158</u>		<u>126,175</u>	
<u>1960</u>						
January	2,858	12,861	6,424	24,988	9,999	23,508
February	2,596	11,477	5,291	22,567	8,060	19,278
March	3,369	12,922	4,788	24,249	9,217	22,669
April	4,195	13,142	5,657	24,558	9,636	23,176
May	4,328	12,952	7,918	25,116	10,058	22,923
June	4,493	13,104	9,619	24,182	10,052	22,882
July	4,168	13,660	9,720	23,660	8,648	21,618
August	4,413	13,603	10,475	22,272	8,814	20,482
September	4,297	13,464	9,816	20,968	10,032	21,995
October	4,631	13,691	11,006	20,862	10,640	20,741
November	4,363	13,572	9,416	18,748	10,213	26,389
December	5,380	12,249	5,354	18,955	13,584	24,081
Total ⁽¹⁾	<u>49,089</u>		<u>95,484</u>		<u>118,952</u>	

(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, 1959 and 1960
(thousands of dollars)

Drug		Jewellery		All Other	
Sales	Stocks	Sales	Stocks	Sales	Stocks
4,157	10,811	2,615	10,591	56,637	108,901
3,855	10,614	2,614	14,579	55,485	107,577
4,320	10,230	2,894	15,469	64,907	107,388
4,082	10,230	2,847	16,059	68,418	105,381
4,556	10,764	3,598	17,025	73,186	105,751
4,132	10,343	3,780	17,168	73,951	101,474
4,274	10,672	3,230	16,896	79,574	111,671
4,136	10,578	3,353	17,039	77,998	148,718
4,158	10,533	3,765	17,649	72,063	120,960
5,009	10,526	4,009	17,935	80,552	113,238
4,178	11,469	4,522	20,344	72,033	128,542
6,524	12,143	11,509	20,280	129,361	154,446
<u>53,383</u>		<u>48,736</u>		<u>904,163</u>	
4,254	11,593	2,566	11,260	57,612	111,765
3,912	11,665	2,495	15,745	59,319	105,805
4,134	11,222	2,926	16,010	64,372	106,383
4,607	11,304	3,122	16,910	78,963	108,715
3,958	11,066	3,384	17,945	71,928	100,988
4,162	11,253	3,701	17,992	78,274	102,059
4,232	11,429	2,955	17,808	81,400	106,797
4,152	11,107	3,249	18,044	78,072	144,788
4,218	11,197	4,113	17,878	83,633	135,637
4,748	11,137	3,653	17,559	76,993	111,859
4,263	11,985	4,428	18,880	75,129	130,138
6,769	12,701	11,456	19,794	140,421	157,331
<u>53,409</u>		<u>48,048</u>		<u>946,116</u>	

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010738009