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CHAIN STORE SALES AND STOCKS

Sales During December and Stocks (At Cost) December 1, 1960 and 1961
(Including Final Monthly 1960 Figures and Revised Monthly 1961 Figures)

The estimates contained in this report are not adjusted for price changes, seasonal variations or number of shopping days; they are subject to revision on an annual basis.

Kind of business	Sales			Stocks (at cost)		Change 1961/60
	Dec. 1960	Dec. 1961	Change 1961/60	Dec. 1 1960	Dec. 1 1961	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and combination	162,206	161,889	- 0.2	89,492	93,072	+ 4.0
Variety	54,436	55,844	+ 2.6	62,661	65,544	+ 4.6
Men's clothing	4,366	4,409	+ 1.0	10,363	11,628	+12.2
Family clothing	9,592	10,429	+ 8.7	15,963	15,149	- 5.1
Women's clothing	13,515	13,341	- 1.3	21,153	22,761	+ 7.6
Shoe	11,316	10,688	- 5.6	24,812	25,035	+ 0.9
Hardware	5,294	5,899	+11.4	12,388	13,478	+ 8.8
Lumber and building material	5,426	5,005	- 7.8	21,424	20,396	- 4.8
Furniture, radio and appliance	12,530	12,883	+ 2.8	21,035	23,686	+12.6
Drug	6,873	6,647	- 3.3	13,339	13,926	+ 4.4
Jewellery	11,473	11,900	+ 3.7	16,381	17,364	+ 6.0
All other	136,678	136,132	- 0.4	174,754	186,737	+ 6.9
Totals	433,705	435,066	+ 0.3	483,765	508,776	+ 5.2

Although data from identical firms for the two monthly periods are used to produce the dollar estimates, the percentage change may be influenced by the difference in number of stores operated.

Number of Stores Operated by Reporting Firms

Kind of business	Number of stores		Kind of business	Number of stores	
	Dec. 1960	Dec. 1961		Dec. 1960	Dec. 1961
Grocery and combination ...	1,410	1,442	Lumber and building material	637	607
Variety	645	693	Furniture, radio & appliance	536	538
Men's clothing .	176	182	Drug	279	274
Family clothing	165	165	Jewellery	102	104
Women's clothing	563	571	All other	2,119	2,258
Shoe	820	864	Totals	7,583	7,832
Hardware	131	134			

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Prepared in the Industry and Merchandising Division.

ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa, 1962

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1960 and 1961
(thousands of dollars)

Month	Total, All Trades		Grocery and Combination		Variety	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1960(2)</u>						
January	246,871	362,970	132,435	73,140	15,892	42,216
February	230,235	364,389	119,612	70,897	15,393	43,426
March	252,700	380,280	129,550	74,956	18,597	49,195
April	294,613	394,470	140,068	74,972	25,890	52,937
May	273,276	388,810	126,823	76,911	23,184	55,309
June	292,425	391,575	132,473	77,548	23,970	54,465
July	295,354	391,517	138,869	76,151	23,312	53,072
August	271,833	430,111	120,636	79,388	22,062	50,613
September	296,103	422,804	137,433	76,615	24,334	53,047
October	297,453	405,634	135,467	80,620	24,941	56,043
November	283,844	441,195	127,225	82,452	26,144	60,252
December	433,705	483,765	162,206	89,492	54,436	62,661
Total(1)	<u>3,468,413</u>		<u>1,602,797</u>		<u>298,157</u>	
<u>1961(3)</u>						
January	238,017	398,767	123,119	92,067	16,374	46,792
February	235,295	374,760	124,981	79,830	15,958	44,337
March	278,653	395,004	139,762	86,349	21,875	50,277
April	286,265	404,834	139,887	86,143	24,616	54,367
May	288,490	402,743	134,494	85,755	25,179	56,692
June	325,132	402,867	154,726	86,001	26,458	54,737
July	287,735	396,183	127,038	80,263	25,059	52,594
August	292,618	438,952	130,559	84,231	25,047	50,815
September	310,980	435,490	146,793	81,442	26,212	53,418
October	290,208	417,990	131,026	83,844	25,524	56,211
November	300,782	462,287	137,384	87,564	27,856	63,205
December	435,066	508,776	161,889	93,072	55,844	65,544
Total(1)	<u>3,569,240</u>		<u>1,651,658</u>		<u>316,000</u>	

- (1) Any differences between the annual totals and their monthly components are due to the rounding of the figures.
- (2) Final 1960 sales - based upon annual census of all chains (see catalogue 63-210 "Retail Chain Stores 1960" which will be published shortly).
- (3) Revised 1961 sales - based upon the final 1960 sales figures.

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1960 and 1961
(thousands of dollars)

Men's Clothing		Family Clothing		Women's Clothing		Shoe	
Sales	Stocks	Sales	Stocks	Sales	Stocks	Sales	Stocks
2,045	8,011	4,446	10,310	5,465	13,717	4,162	19,601
1,729	7,872	2,896	11,628	4,260	12,704	3,334	21,106
1,832	6,554	3,720	12,476	5,249	12,348	4,313	21,272
2,684	7,827	5,659	13,857	7,213	13,505	7,811	23,457
2,268	7,596	4,765	12,918	7,192	12,524	6,842	23,398
2,432	8,600	4,930	13,949	7,565	13,329	7,410	23,041
1,917	8,189	4,617	14,195	6,899	12,753	6,207	22,350
1,602	8,379	5,198	14,791	5,518	11,209	5,385	21,486
2,120	7,969	6,100	15,091	6,883	13,621	6,918	22,717
2,751	8,767	6,994	15,627	7,538	15,068	6,437	23,489
2,783	9,541	6,375	15,880	6,971	17,241	6,379	25,099
4,366	10,363	9,592	15,963	13,515	21,153	11,316	24,812
<u>28,529</u>		<u>65,291</u>		<u>84,269</u>		<u>76,514</u>	
1,887	7,864	4,932	13,618	5,700	12,988	4,095	21,243
1,784	7,557	3,108	13,372	4,494	13,555	3,333	19,460
2,299	6,030	4,744	15,371	5,882	13,175	5,590	21,846
2,194	7,694	5,629	15,076	6,535	14,166	6,438	24,090
2,313	7,505	5,429	13,886	7,453	15,242	6,965	24,146
2,562	8,325	5,790	14,451	8,087	15,156	7,963	24,285
2,183	8,213	4,981	13,628	7,210	14,131	6,197	23,378
1,886	8,002	5,635	14,022	5,862	13,753	5,951	22,624
2,117	7,666	6,361	14,246	6,828	16,127	7,070	23,308
2,669	8,924	6,793	14,580	7,016	16,620	5,968	23,489
2,888	10,094	6,841	14,911	7,089	19,361	7,251	25,677
4,409	11,628	10,429	15,149	13,341	22,761	10,688	25,035
<u>29,191</u>		<u>70,672</u>		<u>85,497</u>		<u>77,510</u>	

Estimated Chain Store Sales during month
and Stocks (at cost) beginning of month
for Canada, 1960 and 1961
(thousands of dollars)

Month	Hardware		Lumber and Building Material		Furniture, Appliance & Radio	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1960(2)</u>						
January	2,882	12,861	5,948	24,988	8,213	23,508
February	2,587	11,608	5,254	25,506	7,568	16,840
March	3,327	13,070	4,732	27,408	8,838	19,802
April	4,241	13,292	5,776	27,758	9,142	20,245
May	4,279	13,099	7,416	28,388	9,593	20,024
June	4,440	13,253	9,659	27,333	9,592	19,988
July	4,126	13,815	9,841	26,743	8,028	18,884
August	4,324	13,758	10,554	25,174	8,588	17,892
September	4,221	13,618	10,071	23,700	10,464	19,213
October	4,570	13,847	10,958	23,580	9,942	18,118
November	4,294	13,727	9,327	21,190	9,727	23,052
December	5,294	12,388	5,426	21,424	12,530	21,035
Total(1)	<u>48,584</u>		<u>94,961</u>		<u>112,228</u>	
<u>1961(3)</u>						
January	2,964	14,243	5,935	23,103	7,595	21,603
February	2,650	13,047	5,331	21,017	7,054	17,548
March	3,569	14,651	5,195	22,803	9,152	20,416
April	4,180	14,209	6,456	22,844	8,372	19,759
May	4,671	14,527	7,976	21,972	10,015	21,726
June	4,989	15,042	9,747	21,538	9,976	21,227
July	4,107	15,556	9,417	21,956	8,764	18,204
August	4,447	15,532	9,840	21,800	9,496	19,646
September	4,600	14,884	9,560	20,998	10,255	18,868
October	4,593	14,442	10,244	21,387	10,202	20,148
November	4,661	14,386	8,887	19,918	10,156	22,891
December	5,899	13,478	5,005	20,396	12,883	23,686
Total(1)	<u>51,329</u>		<u>93,593</u>		<u>113,921</u>	

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Estimated Chain Store Sales during month
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(thousands of dollars)

Drug		Jewellery		All Other	
Sales	Stocks	Sales	Stocks	Sales	Stocks
4,357	11,593	2,670	11,260	58,356	111,765
4,010	12,250	2,561	13,030	61,031	117,522
4,240	11,785	3,005	13,250	65,297	118,164
4,681	11,871	3,252	13,995	78,196	120,754
4,047	11,621	3,500	14,851	73,367	112,171
4,350	11,818	3,840	14,890	81,764	113,361
4,413	12,003	3,070	14,738	84,055	118,624
4,245	11,665	3,360	14,934	80,361	160,822
4,487	11,759	4,216	14,796	78,856	150,658
5,064	11,696	3,766	14,532	79,025	124,247
4,364	12,586	4,568	15,625	75,687	144,550
<u>6,873</u>	<u>13,339</u>	<u>11,473</u>	<u>16,381</u>	<u>136,678</u>	<u>174,754</u>
<u>55,130</u>		<u>49,280</u>		<u>952,674</u>	
4,460	12,284	2,714	12,701	58,242	120,260
4,057	12,544	2,292	13,969	60,253	118,524
4,700	11,997	2,977	13,648	72,908	118,441
4,770	12,037	3,056	14,163	74,132	120,286
4,412	11,947	3,737	14,435	75,846	114,910
4,764	12,232	3,749	14,324	86,321	115,549
4,365	12,459	3,150	14,370	85,264	121,431
4,284	12,248	3,805	14,351	85,806	161,928
4,685	12,382	3,768	14,263	82,731	157,892
4,965	12,234	3,491	14,779	77,717	131,332
4,354	13,266	4,548	16,250	78,867	154,764
<u>6,647</u>	<u>13,926</u>	<u>11,900</u>	<u>17,364</u>	<u>136,132</u>	<u>186,737</u>
<u>56,464</u>		<u>49,187</u>		<u>974,218</u>	

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