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CATALOGUE No.

DOMINION BUREAU OF STATISTICS

63-001

OTTAWA - CANADA

MONTHLY

Published by Authority of the Minister of Trade and Commerce

Vol. 16 No. 10

Price: \$1.00 a year

FOR REVIEW

CHAIN STORE SALES AND STOCKS

Sales during October and Stocks (at cost) October 1, 1962 and 1963

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

Kind of business	Sales		Change 1963/62 %	Stocks (at cost)		Change 1963/62 %
	October 1962 \$'000	October 1963 \$'000		Oct. 1, 1962 \$'000	Oct. 1, 1963 \$'000	
Grocery and combination	137,380	150,860	+ 9.8	88,571	95,713	+ 8.0
Variety	26,635	27,878	+ 4.7	65,148	66,777	+ 2.5
Men's clothing	2,989	2,872	- 3.9	9,076	9,076	(1)
Family clothing	7,161	7,172	+ 0.2	15,411	14,147	- 8.2
Women's clothing	7,198	7,451	+ 3.5	18,797	19,135	+ 1.8
Shoe	7,328	6,219	-15.1	25,627	25,294	- 1.3
Hardware	5,254	5,856	+11.5	17,186	19,644	+14.3
Lumber and building material	12,703	14,276	+12.4	21,430	25,930	+21.0
Furniture, radio and appliance	10,834	10,902	+ 0.6	19,100	18,393	- 3.7
Drug	5,212	5,547	+ 5.8	12,662	12,333	- 2.6
Jewellery	3,533	3,898	+10.3	16,862	16,205	- 3.9
All other	83,228	89,955	+ 8.1	141,142	140,868	- 0.2
Totals	309,485	332,886	+ 7.6	451,065	463,515	+ 2.8

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	
	Oct. 1962	Oct. 1963		Oct. 1962	Oct. 1963
Grocery and combination	1,417	1,436	Lumber and building material	632	626
Variety	726	735	Furniture, radio & appliance	457	442
Men's clothing	161	157	Drug	275	277
Family clothing	159	157	Jewellery	109	116
Women's clothing	509	514	All other	2,239	2,353
Shoe	909	914	Totals	7,725	7,866
Hardware	132	139			

(1) Unchanged.

December, 1963 Prepared in the Merchandising and Services Division

ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa, 1963

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