

CATALOGUE No.

63-001

MONTHLY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Minister of Trade and Commerce

Vol. 17 No. 10

Price: 10 cents, \$1.00 a year

CHAIN STORE SALES AND STOCKSSales during October and Stocks (at cost) October 1, 1963 and 1964

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		Change 1964/63 %	Stocks (at cost)		Change 1964/63 %
	October 1963 \$'000	October 1964 \$'000		October 1 1963 \$'000	October 1 1964 \$'000	
Grocery and combination	150,860	180,460	+19.6	95,713	101,456	+ 6.0
Variety	27,878	35,360	+26.8	66,777	75,191	+12.6
Men's clothing	2,872	3,740	+30.2	9,076	11,254	+24.0
Family clothing	7,172	9,342	+30.3	14,147	16,142	+14.1
Women's clothing	7,451	8,833	+18.5	19,135	20,073	+ 4.9
Shoe	6,219	7,138	+14.8	25,294	27,014	+ 6.8
Hardware	5,856	6,804	+16.2	19,644	23,847	+21.4
Lumber and building material	14,276	12,553	-12.1	25,930	28,523	+10.0
Furniture, radio and appliance	10,902	11,651	+ 6.9	18,393	19,754	+ 7.4
Drug	5,547	6,085	+ 9.7	12,333	13,455	+ 9.1
Jewellery	3,898	4,158	+ 6.7	16,205	16,399	+ 1.2
All other	89,955	107,210	+19.2	140,868	147,206	+ 4.5
Totals	332,886	393,334	+18.2	463,515	500,314	+ 7.9

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. 1963	Oct. 1964		Oct. 1963	Oct. 1964
Grocery and combination	1,421	1,466	Lumber and building material	626	612
Variety	744	761	Furniture, radio and appliance ...	403	407
Men's clothing	88	92	Drug	249	257
Family clothing ...	126	130	Jewellery	126	123
Women's clothing ..	528	532	All other	2,612	2,796
Shoe	880	868	Totals	7,955	8,193
Hardware	152	149			

December, 1964

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Merchandising and Services Division

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

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