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CHAIN STORE SALES AND STOCKS

Sales during November and Stocks (at cost) November 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
	November 1963	November 1964		Nov. 1 1963	Nov. 1 1964	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and combination	164,670	152,410	- 7.4	96,704	100,282	+ 3.7
Variety	32,940	36,224	+10.0	75,551	90,511	+19.8
Men's clothing	3,106	2,912	- 6.2	10,612	11,195	+ 5.5
Family clothing	7,937	8,377	+ 5.5	14,966	16,912	+13.0
Women's clothing	8,010	7,914	- 1.2	23,318	23,201	- 0.5
Shoe	8,028	8,516	+ 6.1	26,996	28,022	+ 3.8
Hardware	6,297	6,590	+ 4.7	18,931	21,658	+14.4
Lumber and building material	10,877	11,782	+ 8.3	23,661	27,944	+18.1
Furniture, radio and appliance	10,569	11,666	+10.4	20,963	21,780	+ 3.9
Drug	4,925	5,290	+ 7.4	13,924	15,024	+ 7.9
Jewellery	5,076	5,496	+ 8.3	17,753	18,268	+ 2.9
All other	95,471	93,956	- 1.6	165,980	172,102	+ 3.7
Totals	357,906	351,133	- 1.9	509,359	546,899	+ 7.4

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	
	Nov. 1963	Nov. 1964		Nov. 1963	Nov. 1964
Grocery and combination	1,363	1,411	Lumber and building material	627	612
Variety	736	755	Furniture, radio and appliance ...	429	433
Men's clothing	63	67	Drug	248	258
Family clothing ...	143	148	Jewellery	126	124
Women's clothing ..	534	531	All other	2,555	2,770
Shoe	897	883	Totals	7,862	8,126
Hardware	141	134			

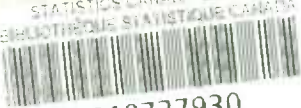
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