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CHAIN STORE SALES AND STOCKS

Sales during December and Stocks (at cost) December 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
	December 1963	December 1964		Dec. 1, 1963	Dec. 1, 1964	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and combination	157,699	176,702	+12.0	100,952	108,927	+ 7.9
Variety	58,602	69,356	+18.4	76,430	86,060	+12.6
Men's clothing	4,952	5,281	+ 6.6	11,366	17,311	+52.3
Family clothing	11,216	12,728	+13.5	14,148	16,766	+18.5
Women's clothing	14,305	15,021	+ 5.0	25,913	27,701	+ 6.9
Shoe	12,022	11,528	- 4.1	26,172	25,597	- 2.2
Hardware	7,346	9,185	+25.0	16,434	18,439	+12.2
Lumber and building material	7,093	8,983	+26.6	27,900	32,196	+15.4
Furniture, radio and appliance	13,194	13,783	+ 4.5	20,948	22,267	+ 6.3
Drug	7,011	7,845	+11.9	13,856	14,715	+ 6.2
Jewellery	13,376	13,752	+ 2.8	19,032	20,860	+ 9.6
All other	152,298	174,951	+14.9	197,959	211,116	+ 6.6
Totals	459,114	519,115	+13.1	551,110	601,955	+ 9.2

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. 1963	Dec. 1964		Dec. 1963	Dec. 1964
Grocery and combination	1,423	1,471	Lumber and building material	601	585
Variety	749	765	Furniture, radio and appliance ...	459	461
Men's clothing	89	91	Drug	249	260
Family clothing ...	145	153	Jewellery	103	100
Women's clothing ..	550	545	All other	2,663	2,867
Shoe	763	740	Totals	7,914	8,156
Hardware	120	118			

February, 1965.

Merchandising and Services Division

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