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CHAIN STORE SALES AND STOCKS

Sales during March and Stocks (at cost) March 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
	March 1963	March 1964		March 1, 1963	March 1, 1964	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and combination	156,795	150,351	- 4.1	92,354	97,895	+ 6.0
Variety	21,737	25,919	+19.2	60,272	60,573	+ 0.5
Men's clothing	2,489	2,684	+ 7.8	5,689	6,269	+10.2
Family clothing	4,812	5,018	+ 4.3	12,610	13,580	+ 7.7
Women's clothing	5,829	6,151	+ 5.5	17,092	19,690	+15.2
Shoe	5,273	5,567	+ 5.6	22,639	23,635	+ 4.4
Hardware	4,241	4,519	+ 6.6	17,309	18,746	+ 8.3
Lumber and building material	6,543	8,803	+34.5	26,966	34,355	+27.4
Furniture, radio and appliance	8,664	8,419	- 2.8	19,664	18,956	- 3.6
Drug	4,678	4,871	+ 4.1	12,812	13,004	+ 1.5
Jewellery	2,810	2,990	+ 6.4	14,318	16,180	+13.0
All other	77,209	85,599	+10.9	137,352	130,977	- 4.6
Totals	301,080	310,891	+ 3.3	439,077	453,860	+ 3.4

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	
	Mar. 1963	Mar. 1964		Mar. 1963	Mar. 1964
Grocery and combination	1,422	1,451	Lumber and building material	630	610
Variety	876	883	Furniture, radio and appliance ...	459	445
Men's clothing	82	86	Drug	280	278
Family clothing ...	147	150	Jewellery	125	134
Women's clothing ..	525	526	All other	1,849	1,963
Shoe	909	914	Totals	7,430	7,565
Hardware	126	125			

May, 1964

Merchandising and Services Division

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