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CHAIN STORE SALES AND STOCKS

Sales during April and Stocks (at cost) April 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 %
	April 1963 \$'000	April 1964 \$'000		April 1, 1963 \$'000	April 1, 1964 \$'000	
Grocery and combination	137,298	149,989	+ 9.2	95,132	99,508	+ 4.6
Variety	26,991	26,328	- 2.5	65,243	66,352	+ 1.7
Men's clothing	2,338	2,163	- 7.5	8,021	8,406	+ 4.8
Family clothing	6,344	5,946	- 6.3	12,355	14,048	+13.7
Women's clothing	7,342	6,925	- 5.7	17,205	20,113	+16.9
Shoe	7,336	6,385	-13.0	24,525	25,923	+ 5.7
Hardware	5,537	5,628	+ 1.6	16,850	17,760	+ 5.4
Lumber and building material	7,328	8,750	+19.4	28,249	35,876	+27.0
Furniture, radio and appliance	8,304	8,516	+ 2.6	17,955	17,650	- 1.7
Drug	4,747	5,020	+ 5.8	12,321	12,592	+ 2.2
Jewellery	3,178	3,163	- 0.5	14,906	16,695	+12.0
All other	83,539	85,852	+ 2.8	132,230	128,508	- 2.8
Totals	300,282	314,665	+ 4.8	444,992	463,431	+ 4.1

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	
	Apr. 1963	Apr. 1964		Apr. 1963	Apr. 1964
Grocery and combination	1,412	1,444	Lumber and building material	605	588
Variety	863	876	Furniture, radio and appliance ...	452	454
Men's clothing	58	60	Drug	263	266
Family clothing ...	137	142	Jewellery	132	137
Women's clothing ..	524	525	All other	2,331	2,437
Shoe	910	908	Totals	7,820	7,969
Hardware	133	132			

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Merchandising and Services Division

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