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CHAIN STORE SALES AND STOCKS

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Sales during July 1963 and 1964 (at cost) July 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
	July 1963	July 1964		July 1, 1963	July 1, 1964	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and combination	138,100	162,700	+17.8	85,658	95,509	+11.5
Variety	26,635	31,266	+17.4	61,684	69,704	+13.0
Men's clothing	2,386	2,740	+14.8	7,912	8,766	+10.8
Family clothing	5,437	6,825	+25.5	12,081	14,606	+20.9
Women's clothing	7,628	8,543	+12.0	17,694	19,322	+ 9.2
Shoe	6,069	6,774	+11.6	23,634	25,288	+ 7.0
Hardware	5,711	6,160	+ 7.9	16,481	19,366	+17.5
Lumber and building material	11,515	11,798	+ 2.5	30,618	32,884	+ 7.4
Furniture, radio and appliance	8,854	9,294	+ 5.0	17,135	17,289	+ 0.9
Drug	4,629	5,185	+12.0	12,157	13,446	+10.6
Jewellery	3,148	3,495	+11.0	15,618	15,712	+ 0.6
All other	96,267	107,823	+12.0	133,938	139,239	+ 4.0
Totals	316,379	362,603	+14.6	434,610	471,131	+ 8.4

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	
	July 1963	July 1964		July 1963	July 1964
Grocery and combination	1,408	1,445	Lumber and building material	626	615
Variety	733	743	Furniture, radio and appliance ...	448	450
Men's clothing	75	79	Drug	275	273
Family clothing ...	137	148	Jewellery	131	133
Women's clothing ..	533	538	All other	2,445	2,652
Shoe	891	892	Totals	7,820	8,082
Hardware	118	114			

September, 1964

Merchandising and Services Division

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