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CANADA
STATISTIQUE
CHAIN STORE SALES AND STOCKS

Sales during September and Stocks (at cost) September 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
	Sept. 1963	Sept. 1964		Sept. 1 1963	Sept. 1 1964	
	\$'000	\$'000	%	\$'000	\$'000	%
Grocery and combination	138,937	150,111	+ 8.0	90,380	93,814	+ 3.8
Variety	25,636	31,222	+21.8	62,175	70,755	+13.8
Men's clothing	2,364	2,698	+14.1	7,720	9,333	+20.9
Family clothing	6,408	8,070	+25.9	13,345	15,854	+18.8
Women's clothing	6,748	7,474	+10.8	16,988	18,755	+10.4
Shoe	6,526	7,125	+ 9.2	22,429	24,762	+10.4
Hardware	5,445	6,504	+19.4	19,006	23,017	+21.1
Lumber and building material	13,171	12,233	- 7.1	26,912	31,406	+16.7
Furniture, radio and appliance	10,197	10,570	+ 3.7	16,634	17,350	+ 4.3
Drug	5,284	5,761	+ 9.0	12,635	13,532	+ 7.1
Jewellery	4,625	4,106	-11.2	15,910	15,799	- 0.7
All other	83,271	97,247	+16.8	167,492	178,844	+ 6.8
Totals	308,612	343,121	+11.2	471,626	513,221	+ 8.8

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	
	Sept. 1963	Sept. 1964		Sept. 1963	Sept. 1964
Grocery and combination	1,416	1,458	Lumber and building material	626	612
Variety	731	745	Furniture, radio and appliance ...	428	430
Men's clothing	90	87	Drug	260	259
Family clothing ...	135	145	Jewellery	120	118
Women's clothing ..	532	539	All other	2,557	2,758
Shoe	908	904	Totals	7,936	8,183
Hardware	133	128			

November, 1964

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Merchandising and Services Division

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