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**CHAIN STORE SALES AND STOCKS**

SALES DURING DECEMBER AND STOCKS (at cost) DECEMBER 1, 1954 and 1955

Trade	SALES		Change 1955/54 %	STOCKS (at cost)		Change 1955/54 %
	December 1954 \$'000	December 1955 \$'000		December 1 1954 \$'000	December 1 1955 \$'000	
<b>TOTAL, ALL TRADES .....</b>	270,369	289,966	+ 7.2	297,396	312,522	+ 5.1
Grocery & Combination .....	85,355	97,593	+ 14.3	48,007	52,663	+ 9.7
Variety .....	34,596	37,470	+ 8.3	40,091	42,616	+ 6.3
Men's Clothing .....	3,863	3,887	+ 0.6	7,386	6,611	- 10.5
Family Clothing .....	4,283	4,496	+ 5.0	9,428	9,956	+ 5.6
Women's Clothing .....	8,559	9,290	+ 8.5	10,810	11,858	+ 9.7
Shoe .....	6,390	6,616	+ 3.5	15,906	15,938	+ 0.2
Hardware .....	2,293	2,622	+ 14.3	4,444	5,022	+ 13.0
Lumber & Bldg. Material .....	5,538	5,475	- 1.1	23,293	21,337	- 8.4
Furniture, Radio & Appliance .....	9,977	11,083	+ 11.1	18,413	20,272	+ 10.1
Drug .....	4,105	4,257	+ 3.7	7,495	7,862	+ 4.9
Jewellery .....	9,394	9,869	+ 5.1	11,196	10,367	- 7.4

NOTE: The figures in this report have been revised to the 1954 annual full-coverage survey.

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Prepared in Industry and Merchandising Division  
Merchandising and Services Section.

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Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1954 and 1955

(thousands of dollars)

Month	Total, All Trades		Grocery & Combination		Variety	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1954</u> - January	146,688	231,800	68,322	39,881	9,961	26,275
February	142,641	225,343	63,271	38,471	10,606	25,837
March	155,625	232,922	68,156	39,274	12,178	27,281
April	171,997	246,278	70,471	39,132	16,015	30,525
May	179,429	250,804	74,052	39,793	15,824	32,787
June	179,012	251,935	71,198	39,510	16,110	34,040
July	188,610	252,740	77,458	42,106	15,973	33,931
August	168,897	248,196	66,698	43,239	13,911	33,086
September	174,670	253,267	69,408	43,805	15,000	34,313
October	188,092	261,706	77,472	44,466	16,589	37,747
November	180,605	276,572	71,562	46,354	17,486	39,055
December	270,369	297,396	85,355	48,007	34,596	40,091
<u>1955</u> - January	150,738	248,863	71,954	47,204	10,704	27,254
February	147,574	237,891	69,069	43,126	10,835	27,775
March	163,418	244,445	77,249	43,751	12,558	31,210
April	190,290	258,213	83,183	45,276	17,697	35,470
May	183,861	257,326	76,831	44,608	16,068	35,246
June	193,813	262,621	80,401	45,989	16,811	34,857
July	192,686	261,615	80,353	47,664	15,907	33,931
August	184,837	256,309	74,006	46,525	14,946	32,557
September	196,817	260,708	80,270	46,609	17,131	34,004
October	203,233	266,661	84,508	47,268	17,919	35,860
November	195,297	291,231	79,802	50,295	19,144	40,383
December	289,966	312,522	97,593	52,663	37,470	42,616

Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1954 and 1955

(thousands of dollars)

Men's Clothing		Family Clothing		Women's Clothing	
Sales	Stocks	Sales	Stocks	Sales	Stocks
1,517	6,173	2,350	7,922	3,492	7,007
1,501	5,233	1,788	6,517	3,219	7,552
2,025	6,050	2,193	6,584	3,425	7,782
2,409	6,381	2,786	7,678	4,632	9,196
2,139	6,141	2,555	8,018	4,862	8,670
2,178	6,336	2,597	8,134	5,068	7,826
1,770	5,992	2,188	8,060	5,046	7,389
1,267	5,797	2,422	8,226	3,512	6,316
1,754	5,706	2,702	8,599	3,997	7,478
2,377	6,400	3,088	9,204	4,624	8,300
2,551	7,380	3,117	9,378	4,408	9,499
3,863	7,386	4,283	9,428	8,559	10,810
1,615	6,485	2,342	8,292	3,740	7,404
1,533	6,170	1,777	7,195	3,035	6,925
1,915	6,395	2,208	7,453	3,400	7,673
2,335	6,847	2,855	8,999	5,025	9,186
2,048	6,755	2,482	9,029	5,069	9,303
2,175	6,367	2,552	9,265	5,568	9,509
1,765	5,830	2,177	9,011	5,258	8,985
1,452	5,438	2,420	9,114	3,863	7,004
1,848	5,752	2,918	9,441	4,690	8,570
2,449	6,061	3,133	9,545	4,948	9,810
2,707	6,568	3,255	10,241	4,610	10,905
3,887	6,611	4,496	9,956	9,290	11,858

Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1954 and 1955

(thousands of dollars)

Month	Shoe		Hardware		Lumber and Building Material	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1954</u> - January	2,559	13,699	1,094	3,403	4,297	20,974
February	2,348	13,649	950	4,879	4,352	21,307
March	2,685	14,193	1,141	4,986	3,868	23,293
April	4,172	15,725	1,361	5,175	4,514	25,505
May	4,115	15,655	1,683	5,193	7,625	25,708
June	4,539	15,836	1,620	5,081	8,044	25,483
July	3,970	15,209	1,519	4,904	9,306	25,596
August	3,067	14,471	1,420	5,064	10,558	23,812
September	3,791	15,140	1,472	4,719	9,085	24,602
October	3,739	15,571	1,533	4,788	8,647	23,903
November	4,011	15,961	1,559	4,586	8,433	23,542
December	6,390	15,906	2,293	4,444	5,538	23,293
<u>1955</u> - January	2,341	13,928	985	4,302	4,011	22,571
February	2,150	13,185	1,054	4,430	3,841	24,162
March	2,643	14,774	1,055	4,667	3,003	23,410
April	4,563	15,740	1,473	4,974	4,145	24,307
May	4,158	15,561	1,787	5,135	8,143	25,014
June	4,620	15,963	1,840	5,248	8,444	27,700
July	3,844	15,240	1,583	5,233	8,991	26,005
August	3,261	14,630	1,545	5,205	10,628	26,337
September	4,280	15,291	1,709	5,404	10,128	23,323
October	3,979	16,023	1,784	5,842	10,342	21,919
November	4,366	16,424	1,789	5,948	8,256	21,187
December	6,616	15,938	2,622	5,022	5,475	21,337

Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1954 and 1955

(thousands of dollars)

Furniture, Appliance and Radio		Drug		Jewellery	
Sales	Stocks	Sales	Stocks	Sales	Stocks
6,812	20,214	2,898	6,538	1,987	7,658
6,718	16,757	2,864	6,585	1,942	6,962
8,187	16,281	2,878	6,420	2,498	8,138
8,058	16,298	3,059	6,496	2,394	8,775
8,446	15,757	2,955	6,599	2,707	9,352
8,154	16,757	2,881	6,489	3,025	9,674
7,348	16,855	2,914	6,654	2,428	9,813
7,086	17,888	2,742	6,413	2,468	9,943
8,574	17,101	2,815	6,592	3,312	9,943
9,023	16,544	3,052	6,868	3,222	9,936
8,746	18,265	2,746	7,047	3,578	10,589
9,977	18,413	4,105	7,495	9,394	11,196
7,123	16,396	2,803	6,888	2,094	7,684
6,676	15,818	2,628	6,658	1,944	7,790
7,315	15,939	2,944	6,979	2,498	7,666
7,859	16,298	3,077	6,996	2,384	7,986
8,301	15,961	2,842	6,896	2,823	8,248
8,630	16,522	2,914	7,021	3,193	8,533
7,418	16,956	2,866	7,054	2,589	8,567
8,854	17,316	2,863	6,740	2,966	8,671
9,703	17,272	2,923	6,797	3,263	8,730
10,444	17,556	3,212	6,854	3,298	8,942
9,495	21,553	2,882	7,392	4,034	9,678
11,083	20,272	4,257	7,862	9,869	10,367

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