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CHAIN STORE SALES AND STOCKS

TABLE 1 - SALES DURING FEBRUARY AND STOCKS (at cost) FEBRUARY 1, 1954 and 1955

Trade	SALES		% Change 1955/54	STOCKS		% Change 1955/54
	Feb. 1954	Feb. 1955		Feb.1 1954	Feb.1 1955	
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL TRADES.....	143,218	147,734	+ 3.2	219,068	235,690	+ 7.6
Grocery & Combination.....	63,882	69,553	+ 8.9	35,654	39,841	+ 11.7
Variety.....	10,678	10,908	+ 2.2	25,855	27,484	+ 6.3
Men's Clothing.....	1,500	1,533	+ 2.2	6,333	7,333	+ 15.8
Family Clothing.....	1,993	1,992	- 0.1	6,900	7,447	+ 7.9
Women's Clothing.....	2,893	2,737	- 5.4	5,774	5,297	- 8.3
Shoe.....	2,205	2,021	- 8.3	13,480	12,850	- 4.7
Hardware.....	726	813	+ 12.0	3,437	3,101	- 9.8
Lumber & Bldg. Materials...	4,129	3,706	- 10.2	20,177	22,882	+ 13.4
Furniture, Radio & Appliance.	6,432	6,294	- 2.1	20,577	20,032	- 2.6
Drug.....	2,772	2,555	- 7.8	6,799	6,858	+ 0.9
Jewellery.....	1,688	1,687	- 0.1	6,876	8,354	+ 21.5

Inventories on hand at February 1, 1954 and 1955, are shown here, for the first time, at cost price. Previous reports in this series contained inventories at selling price. Any difference between these estimates and those published previously at selling price will be due to mark-up and a different method of estimation. In certain instances, estimates have been corrected because of improper inventory reporting of some firms.

Stock holdings were formerly estimated by applying the current stock/sales ratio of a sample of firms to total estimated chain store sales for six major trades. A new sample of firms now covers all trades, results for eleven of which are considered of significant importance to publish sales and stock estimates. Stocks are now estimated by linking current-month stocks of the sample firms to end-of-year stocks and applying this index to the year-end total cost-price stocks as obtained from the annual full-coverage survey of retail chain stores.

Estimated stocks at cost price for 1954, by months, are shown on the reverse side.

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Prepared in Industry and Merchandising Division  
Merchandising and Services Section.

TABLE 2 - Chain Store Sales during month and Stocks (at cost) beginning of month for  
Canada, 1954 and January, 1955

(in thousands)

Month	Total, All Trades		Grocery & Combination		Variety	
	Sales	Stocks	Sales	Stocks	Sales	Stocks
<u>1954</u> -January	151,586	231,800	69,360	39,881	9,938	26,275
February	143,216	219,068	63,882	35,654	10,678	25,855
March	157,447	224,061	67,819	36,571	12,154	27,300
April	176,579	234,605	70,608	36,452	16,019	30,558
May	186,395	241,043	74,931	37,050	15,615	32,818
June	181,274	247,995	71,043	37,090	16,076	33,002
July	188,088	247,137	78,866	37,050	16,005	32,870
August	161,150	246,314	65,570	40,559	13,861	32,056
September	174,554	251,431	68,791	40,599	15,082	33,501
October	192,839	257,397	77,540	41,158	16,568	36,575
November	178,332	274,461	71,207	42,912	17,056	38,992
December	242,026	302,682	86,331	44,268	34,819	40,122
<u>1955</u> -January	155,728	249,922	73,167	47,379	10,679	23,070
					Lumber and Building Materials	
		Shoe		Hardware		
<u>1954</u> -January	2,353	13,699	829	3,403	4,155	20,974
February	2,205	13,480	726	3,437	4,129	20,177
March	2,500	13,986	903	3,516	3,960	22,043
April	4,064	15,507	1,000	3,628	4,770	24,141
May	3,736	15,466	1,211	3,642	7,320	23,155
June	4,274	15,685	1,228	3,563	7,877	24,141
July	3,788	14,904	1,170	3,437	9,379	24,245
August	2,859	14,699	1,099	3,550	10,327	22,547
September	3,509	14,973	1,129	3,308	8,962	23,302
October	3,597	15,288	1,130	3,354	8,714	22,630
November	3,664	15,548	1,199	3,213	8,798	22,295
December	6,202	15,329	1,582	3,114	6,398	22,064
<u>1955</u> -January	2,155	13,370	817	3,012	3,879	20,827

NOTE: The revised sales estimates are based on final 1953 figures.

TABLE 2 - Chain Store Sales during month and Stocks (at cost) beginning of month for Canada, 1954 and January, 1955

(in thousands)

Men's Clothing		Family Clothing		Women's Clothing	
Sales	Stocks	Sales	Stocks	Sales	Stocks
1,572	6,173	2,616	7,922	3,240	7,007
1,500	6,333	1,993	6,900	2,893	5,774
2,032	7,451	2,196	6,805	3,151	5,949
2,408	7,938	3,058	7,938	4,321	7,028
2,051	7,599	3,065	8,279	4,478	6,628
2,017	7,877	2,969	8,390	4,628	5,984
1,553	6,654	2,373	8,310	4,626	5,647
974	7,216	2,653	8,548	3,182	4,793
1,550	7,105	2,858	9,047	3,645	5,718
2,436	8,043	3,364	9,744	4,288	6,348
2,327	9,401	3,344	9,863	4,100	7,140
3,632	9,370	4,798	9,800	7,766	8,128
1,677	7,537	2,626	8,580	3,468	6,159
Furniture Appliance & Radio		Drug		Jewellery	
5,778	20,214	2,789	6,538	1,949	7,658
6,432	20,577	2,772	6,799	1,688	6,876
8,390	20,072	2,770	6,629	2,407	8,033
7,768	20,092	2,956	6,708	2,148	8,668
8,542	19,425	2,828	6,825	2,702	9,235
9,141	20,193	2,731	6,714	2,988	9,549
6,857	20,395	2,811	6,897	2,322	9,687
6,473	22,154	2,633	6,610	2,442	9,817
8,432	21,143	2,637	6,806	3,154	9,825
8,484	20,476	2,981	7,100	3,945	9,809
8,518	20,658	2,633	7,290	3,685	10,460
10,635	20,719	4,043	7,760	9,413	11,057
6,031	18,495	2,718	7,087	2,050	7,535

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