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# DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



Vol. 9 - No. 10

October, 1956

Price: \$1.00 per year, 10¢ per copy

## CHAIN STORE SALES AND STOCKS

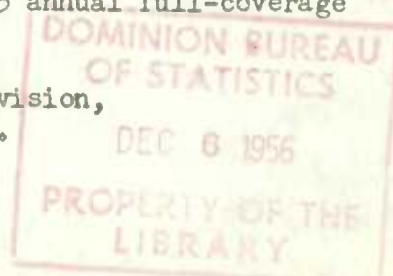
### SALES DURING OCTOBER AND STOCKS (at cost) OCTOBER 1, 1955 and 1956

| Trade                         | Sales                     |                           | Change<br>1956/55<br>% | Stocks<br>(at cost)      |                          | Change<br>1956/55<br>% |
|-------------------------------|---------------------------|---------------------------|------------------------|--------------------------|--------------------------|------------------------|
|                               | October<br>1955<br>\$'000 | October<br>1956<br>\$'000 |                        | Oct. 1<br>1955<br>\$'000 | Oct. 1<br>1956<br>\$'000 |                        |
| TOTAL, ALL TRADES.....        | 208,342                   | 219,334                   | + 5.3                  | 274,208                  | 297,074                  | + 8.3                  |
| Grocery & Combination.....    | 84,609                    | 90,555                    | + 7.0                  | 45,933                   | 55,671                   | + 21.2                 |
| Variety.....                  | 18,060                    | 18,608                    | + 3.0                  | 35,391                   | 37,868                   | + 7.0                  |
| Men's Clothing.....           | 2,650                     | 2,438                     | - 8.0                  | 6,413                    | 6,516                    | + 1.6                  |
| Family Clothing.....          | 3,264                     | 3,142                     | - 3.7                  | 9,327                    | 9,896                    | + 6.1                  |
| Women's Clothing.....         | 5,145                     | 5,354                     | + 4.1                  | 10,806                   | 10,860                   | + 0.5                  |
| Shoe.....                     | 4,061                     | 4,067                     | + 0.1                  | 16,741                   | 16,926                   | + 1.1                  |
| Hardware.....                 | 1,867                     | 2,073                     | + 11.0                 | 5,324                    | 7,049                    | + 32.4                 |
| Lumber & Bldg. Material....   | 11,125                    | 11,351                    | + 2.0                  | 24,156                   | 27,321                   | + 13.1                 |
| Furniture, Radio & Appliance. | 11,723                    | 12,091                    | + 3.1                  | 16,826                   | 15,110                   | - 10.2                 |
| Drug.....                     | 3,257                     | 3,440                     | + 5.6                  | 7,063                    | 7,494                    | + 6.1                  |
| Jewellery.....                | 3,482                     | 3,480                     | - 0.1                  | 10,011                   | 10,942                   | + 9.3                  |

NOTE: The figures in this report have been revised to the 1955 annual full-coverage survey.

6505-503-106

Prepared in Industry and Merchandising Division,  
Merchandising and Services Section.



Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1955 and 1956

(thousands of dollars)

| Month        | Total, All Trades |         | Grocery & Combination |        | Variety        |        |
|--------------|-------------------|---------|-----------------------|--------|----------------|--------|
|              | Sales             | Stocks  | Sales                 | Stocks | Sales          | Stocks |
| <u>1955</u>  |                   |         |                       |        |                |        |
| January      | 153,690           | 248,863 | 71,438                | 47,204 | 10,720         | 27,254 |
| February     | 151,587           | 245,166 | 70,574                | 41,908 | 10,881         | 27,412 |
| March        | 167,688           | 251,574 | 78,402                | 42,516 | 12,599         | 30,802 |
| April        | 194,308           | 265,472 | 84,165                | 43,997 | 17,729         | 35,006 |
| May          | 187,392           | 264,755 | 77,943                | 43,348 | 16,069         | 34,785 |
| June         | 199,401           | 270,337 | 81,018                | 44,691 | 16,822         | 34,402 |
| July         | 198,368           | 269,195 | 80,647                | 46,318 | 16,033         | 33,488 |
| August       | 190,098           | 263,827 | 74,819                | 45,211 | 15,048         | 32,132 |
| September    | 200,563           | 268,258 | 80,560                | 45,293 | 17,087         | 33,560 |
| October      | 208,342           | 274,208 | 84,609                | 45,933 | 18,060         | 35,391 |
| November     | 200,229           | 299,401 | 80,192                | 48,874 | 19,142         | 39,855 |
| December     | 302,289           | 322,608 | 98,466                | 51,176 | 37,641         | 42,060 |
| <b>Total</b> | <b>2,353,955</b>  |         | <b>962,833</b>        |        | <b>207,831</b> |        |
| <u>1956</u>  |                   |         |                       |        |                |        |
| January      | 163,715           | 268,953 | 77,500                | 51,100 | 11,690         | 30,368 |
| February     | 164,572           | 262,670 | 78,438                | 47,440 | 11,723         | 30,920 |
| March        | 202,870           | 277,240 | 93,819                | 48,850 | 17,374         | 36,223 |
| April        | 183,877           | 279,645 | 83,177                | 50,025 | 15,418         | 36,686 |
| May          | 209,907           | 286,690 | 90,409                | 49,894 | 17,469         | 38,507 |
| June         | 231,459           | 289,590 | 98,168                | 52,333 | 20,023         | 39,080 |
| July         | 203,974           | 287,910 | 84,424                | 51,737 | 17,289         | 36,502 |
| August       | 217,216           | 311,827 | 88,105                | 53,982 | 17,636         | 34,991 |
| September    | 216,294           | 312,234 | 90,983                | 54,578 | 18,367         | 36,077 |
| October      |                   |         |                       |        |                |        |
| November     |                   |         |                       |        |                |        |
| December     |                   |         |                       |        |                |        |

Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1955 and 1956

(thousands of dollars)

| Men's Clothing |        | Family Clothing |        | Women's Clothing |        |
|----------------|--------|-----------------|--------|------------------|--------|
| Sales          | Stocks | Sales           | Stocks | Sales            | Stocks |
| 1,542          | 6,485  | 2,374           | 8,292  | 3,917            | 7,404  |
| 1,550          | 6,528  | 1,714           | 7,032  | 3,201            | 7,628  |
| 2,051          | 6,767  | 1,967           | 7,283  | 3,549            | 8,451  |
| 2,580          | 7,245  | 2,929           | 8,794  | 5,272            | 10,119 |
| 2,191          | 7,148  | 2,572           | 8,823  | 5,323            | 10,247 |
| 2,280          | 6,737  | 2,767           | 9,054  | 5,974            | 10,473 |
| 1,882          | 6,169  | 2,405           | 8,806  | 5,555            | 9,897  |
| 1,449          | 5,754  | 2,583           | 8,907  | 4,061            | 7,715  |
| 1,879          | 6,086  | 2,959           | 9,227  | 4,922            | 9,439  |
| 2,650          | 6,413  | 3,264           | 9,327  | 5,145            | 10,806 |
| 2,867          | 6,950  | 3,275           | 10,008 | 4,949            | 12,012 |
| 4,115          | 6,995  | 4,609           | 9,729  | 10,030           | 13,061 |
| <b>27,036</b>  |        | <b>33,418</b>   |        | <b>61,898</b>    |        |
| 1,657          | 6,045  | 2,331           | 8,719  | 3,890            | 8,196  |
| 1,460          | 5,582  | 1,516           | 7,805  | 3,458            | 9,695  |
| 2,036          | 5,373  | 2,442           | 8,580  | 4,850            | 10,978 |
| 2,009          | 5,651  | 2,669           | 9,093  | 4,547            | 11,070 |
| 2,193          | 5,690  | 2,817           | 9,309  | 5,644            | 11,804 |
| 2,726          | 6,245  | 3,200           | 9,589  | 6,697            | 11,657 |
| 1,980          | 5,873  | 2,484           | 9,325  | 5,475            | 10,520 |
| 1,581          | 5,984  | 2,780           | 9,833  | 5,996            | 9,026  |
| 1,980          | 5,971  | 3,212           | 9,596  | 5,336            | 10,232 |



Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1955 and 1956

(thousands of dollars)

| Month       | Shoe   |        | Hardware |        | Lumber and Building Material |        |
|-------------|--------|--------|----------|--------|------------------------------|--------|
|             | Sales  | Stocks | Sales    | Stocks | Sales                        | Stocks |
| <u>1955</u> |        |        |          |        |                              |        |
| January     | 2,421  | 13,928 | 1,074    | 4,302  | 4,093                        | 22,571 |
| February    | 2,205  | 13,776 | 1,096    | 4,037  | 3,991                        | 26,628 |
| March       | 2,859  | 15,437 | 1,185    | 4,253  | 3,316                        | 25,799 |
| April       | 4,843  | 16,446 | 1,549    | 4,533  | 4,384                        | 26,788 |
| May         | 4,206  | 16,259 | 1,821    | 4,680  | 8,726                        | 27,568 |
| June        | 4,780  | 16,678 | 1,913    | 4,783  | 9,139                        | 30,527 |
| July        | 3,942  | 15,923 | 1,639    | 4,769  | 9,519                        | 28,659 |
| August      | 3,351  | 15,286 | 1,593    | 4,744  | 11,555                       | 29,025 |
| September   | 4,177  | 15,977 | 1,778    | 4,925  | 11,126                       | 25,704 |
| October     | 4,061  | 16,741 | 1,867    | 5,324  | 11,125                       | 24,156 |
| November    | 4,507  | 17,161 | 1,819    | 5,421  | 8,829                        | 23,350 |
| December    | 6,704  | 16,652 | 2,572    | 4,577  | 5,833                        | 23,515 |
| Total       | 48,056 |        | 19,906   |        | 91,636                       |        |
| <u>1956</u> |        |        |          |        |                              |        |
| January     | 2,469  | 14,727 | 1,239    | 5,171  | 4,488                        | 23,905 |
| February    | 2,259  | 14,300 | 1,360    | 5,127  | 4,763                        | 27,161 |
| March       | 3,874  | 15,962 | 1,520    | 5,742  | 3,590                        | 29,256 |
| April       | 4,092  | 17,038 | 1,723    | 6,232  | 5,216                        | 31,074 |
| May         | 4,496  | 17,511 | 2,065    | 6,473  | 10,915                       | 32,502 |
| June        | 5,745  | 17,996 | 2,138    | 6,759  | 10,287                       | 32,023 |
| July        | 4,258  | 16,847 | 1,927    | 6,729  | 11,151                       | 31,841 |
| August      | 4,149  | 15,867 | 1,904    | 6,798  | 13,159                       | 29,663 |
| September   | 4,650  | 16,552 | 1,882    | 7,052  | 11,640                       | 27,374 |
| October     |        |        |          |        |                              |        |
| November    |        |        |          |        |                              |        |
| December    |        |        |          |        |                              |        |

Estimated Chain Store Sales during month  
and Stocks (at cost) beginning of month  
for Canada, 1955 and 1956

(thousands of dollars)

| Furniture,<br>Appliance<br>and Radio |        | Drug          |        | Jewellery     |        |
|--------------------------------------|--------|---------------|--------|---------------|--------|
| Sales                                | Stocks | Sales         | Stocks | Sales         | Stocks |
| 7,571                                | 16,396 | 2,833         | 6,888  | 2,105         | 7,684  |
| 7,353                                | 15,161 | 2,661         | 6,861  | 2,028         | 8,722  |
| 8,267                                | 15,276 | 2,964         | 7,191  | 2,621         | 8,582  |
| 9,077                                | 15,620 | 3,094         | 7,209  | 2,492         | 8,940  |
| 9,276                                | 15,298 | 2,895         | 7,106  | 2,961         | 9,234  |
| 9,531                                | 15,835 | 2,944         | 7,235  | 3,511         | 9,553  |
| 9,222                                | 16,251 | 2,918         | 7,268  | 2,688         | 9,591  |
| 9,725                                | 16,596 | 2,904         | 6,946  | 3,139         | 9,707  |
| 11,392                               | 16,554 | 2,976         | 7,004  | 3,447         | 9,774  |
| 11,723                               | 16,826 | 3,257         | 7,063  | 3,482         | 10,011 |
| 10,659                               | 20,657 | 2,886         | 7,617  | 4,273         | 10,835 |
| 12,569                               | 19,429 | 4,329         | 8,101  | 10,271        | 11,607 |
| <b>116,365</b>                       |        | <b>36,661</b> |        | <b>43,018</b> |        |
| 8,004                                | 18,417 | 2,890         | 7,510  | 2,262         | 8,654  |
| 8,421                                | 15,206 | 2,902         | 7,739  | 2,196         | 8,661  |
| 9,213                                | 16,590 | 3,174         | 7,371  | 2,742         | 9,071  |
| 8,886                                | 14,948 | 3,075         | 7,440  | 2,627         | 9,521  |
| 10,091                               | 15,833 | 3,142         | 7,582  | 3,604         | 10,176 |
| 10,145                               | 15,170 | 3,242         | 7,958  | 3,516         | 10,460 |
| 9,885                                | 14,837 | 3,154         | 7,908  | 2,843         | 10,578 |
| 9,886                                | 14,488 | 3,177         | 7,973  | 3,349         | 10,833 |
| 10,812                               | 15,511 | 3,132         | 7,774  | 3,422         | 10,986 |

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