

69 00



CANADA

DOMINION BUREAU
OF STATISTICS
DOES NOT CIRCULATE
OCT 26 1954
NE PAS PRÉTÉR
PROPERTY OF THE
LIBRARY

RETAIL TRADE

AUGUST, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

6505-501
18-10-54

Price: \$2.00 per year

Vol. XXVI—No. 8

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

10⁴ 300

R E T A I L T R A D E

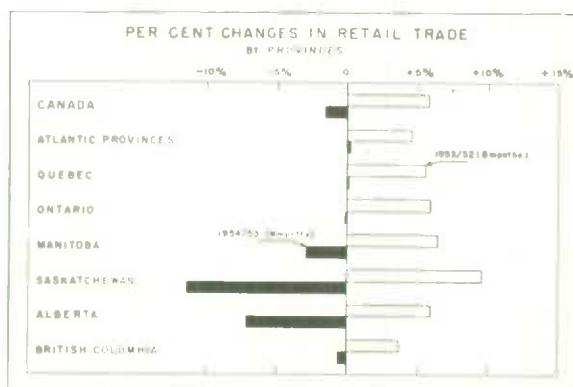
August 1954 sales of Canadian retail stores were estimated at \$977,678,000, 3.6% lower than sales in August 1953 and 6.4% below the previous month. This is the first time since 1949 that August sales were lower than July. It should be noted that the statistics shown in this report are not adjusted for seasonal variations, price changes, or number of trading days.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u>	<u>1954</u>	<u>% Change 1954/1953</u>
	\$'000	\$'000	
First Half	5,775,608	5,690,158	- 1.5
July	1,045,304	1,044,401	- 0.1
August	<u>1,014,115</u>	<u>977,678</u>	- 3.6
Total	7,835,027	7,712,237	- 1.6

Compared with sales of August 1953 only 4 out of 20 kind-of business groups reported increases - department stores (+5.3%), furniture stores (+1.4%), fuel dealers (+4.5%), tobacco stores (+1.3%). For most trades, cumulative sales for the first 8 months of 1954 were generally

behind those for the comparable period of last year. Two of the heaviest declines were sales of motor vehicle dealers and clothing stores. August and cumulative sales of motor vehicle dealers were 6.4% and 8.6% below the comparable 1953 periods respectively. Cumulative sales of firms selling



2.

apparel, such as men's, family, and women's clothing stores, and shoe stores were 4.2% lower than in 1953. Of interest is the trend shown by chain stores in this group - sales by the latter were only slightly below 1953 (-0.1%) whereas independent store sales fell by 5.1%. On the other hand, department stores have just managed to hold the line in their sales of clothing - cumulative sales of men's, women's and children's wear were 0.4% above 1953.

A notable exception to the general levelling out of Canadian retail sales is the important food trade. Sales of grocery and combination stores, meat stores, and the food departments of department stores were considerably higher this year than the January to August period of 1953. August sales of grocery and combination stores, \$179,208,000, or about 18% of total retail trade, showed a very slight decrease (0.1%) from last year; but their cumulative sales were 5.2% above 1953. Chain stores in this trade reported a gain of 12.5% when compared with the first 8 months of 1953, whereas independents showed a gain of 1.1%. Department store sales of food and kindred products for this same period were up 5.5%.

All regions but Quebec reported lower sales in August 1954 than in August 1953. Saskatchewan and Alberta continued to report large decreases and their cumulative sales for 1954 were 11.4% and 7.1% below 1953. The sharp drop in sales of motor vehicle dealers in these two provinces, many of whom sell farm implements, was a major contributing factor to this decrease in sales activity.

Percentage Changes in Selected Retail Trades
January to August 1954 over January to August 1953

Chains and Independents

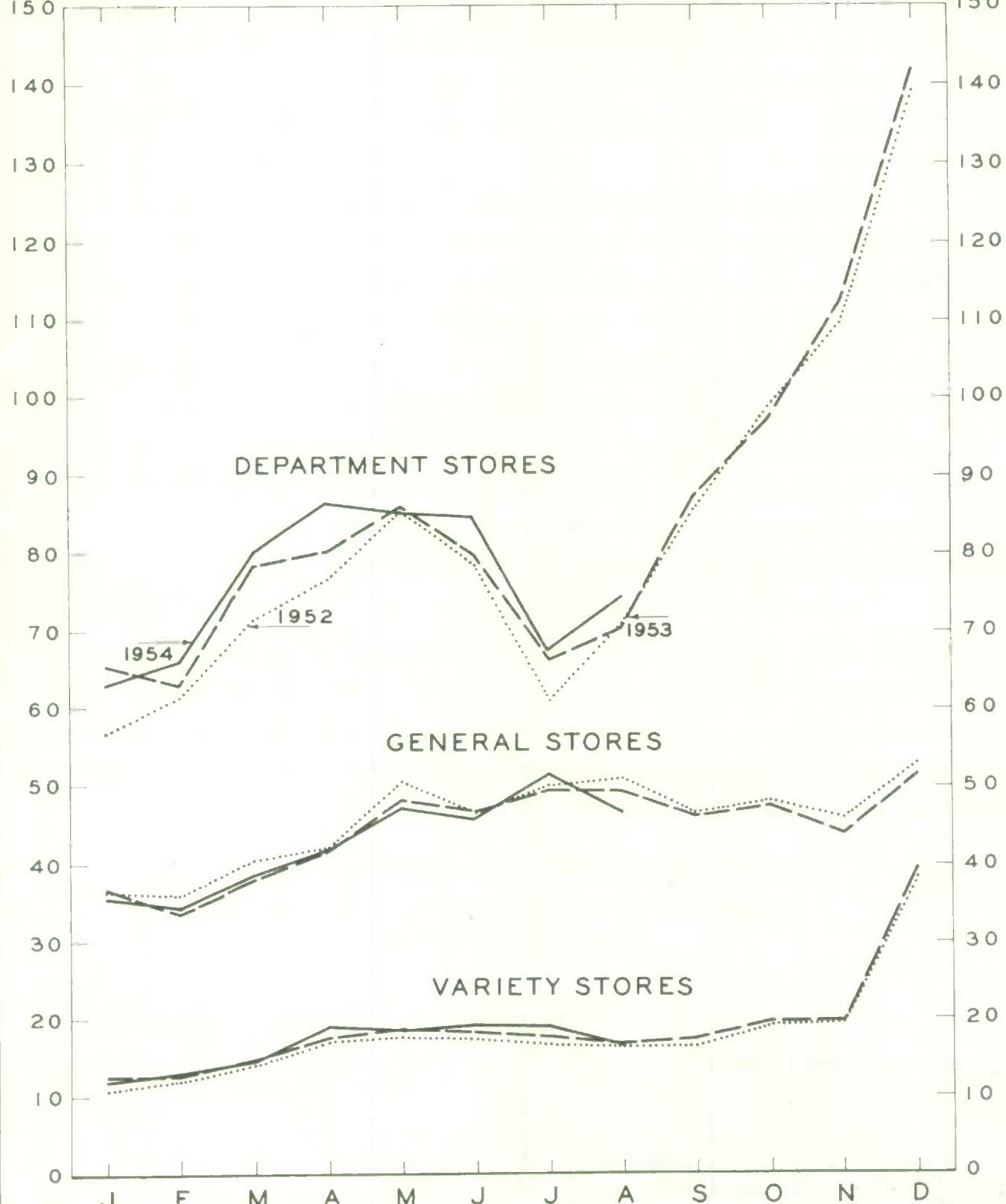
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.2	+ 12.5	+ 1.1
Family Clothing	- 3.2	- 1.0	- 3.6
Women's Clothing	- 2.4	+ 2.8	- 3.8
Shoe	- 4.6	- 3.0	- 5.6
Lumber and Building Material	- 5.5	- 6.3	- 5.2
Furniture	- 3.8	- 7.9	- 2.4
Restaurant	- 2.6	- 3.6	- 2.5
Drug	+ 0.3	+ 0.7	+ 0.2
Jewellery	- 2.3	- 0.8	- 3.0

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS

MILLION
DOLLARS



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

August, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores	
		Canada				
1	TOTAL, ALL TRADES.....	977,678	162,506	815,172	82,802	
2	Grocery and Combination.....	179,208	65,416	113,793	16,900	
3	Meat	13,131	542	12,589	(b)	
4	General	46,777	3,290	43,487	8,768	
5	Department	74,216	-	74,216	5,858	
6	Variety.....	16,517	13,866	2,652	1,724	
7	Motor Vehicle	170,162	1,818	168,344	14,209	
8	Garage & Filling Station.....	50,882	380	50,502	4,294	
9	Men's Clothing	11,536	992	10,543	775	
10	Family Clothing.....	13,067	2,369	10,698	2,173	
11	Women's Clothing	13,908	2,994	10,914	(b)	
12	Shoe.....	8,013	2,818	5,195	521	
13	Hardware	19,663	1,165	18,498	1,231	
14	Lumber & Building Material	41,977	11,393	30,584	1,804	
15	Furniture	14,960	2,707	12,253	744	
16	Appliance & Radio.....	(b)	(b)	(b)	(b)	
17	Restaurant	41,360	2,621	38,738	2,405	
18	Fuel	15,354	370	14,984	743	
19	Drug	22,015	2,637	19,378	1,521	
20	Jewellery.....	8,612	2,399	6,212	579	
21	Tobacco	7,333	1,288	6,045	(b)	
22	All Others.....	191,619	39,808	151,811	16,094	
		Manitoba				
23	TOTAL, ALL TRADES.....	53,714	7,160	46,554	64,389	
24	Grocery & Combination.....	8,182	2,794	5,388	8,181	
25	Meat	528	-	528	732	
26	General	4,088	294	3,794	5,976	
27	Department.....	6,496	-	6,496	4,016	
28	Variety	385	367	18	635	
29	Motor Vehicle	9,707	(a)	(a)	13,075	
30	Garage & Filling Station.....	(b)	(a)	(a)	(b)	
31	Men's Clothing.....	641	29	612	491	
32	Family Clothing	(b)	(a)	(a)	490	
33	Women's Clothing	(b)	(b)	(b)	495	
34	Shoe	(b)	(b)	(b)	(b)	
35	Hardware	1,047	(a)	(a)	2,135	
36	Lumber & Building Material	4,475	1,201	3,274	6,403	
37	Furniture	(b)	(b)	(b)	(b)	
38	Appliance & Radio.....	(b)	(b)	(b)	(b)	
39	Restaurant	1,899	147	1,752	2,803	
40	Fuel	(b)	(b)	(b)	414	
41	Drug	1,492	(a)	(a)	1,364	
42	Jewellery.....	(b)	(a)	(a)	(b)	
43	Tobacco	(b)	(a)	(a)	(b)	
44	All Others.....	8,709	1,673	7,037	11,380	

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

August, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
11,896	70,906	232,601	32,231	200,370	365,015	72,407	292,608	1
2,515	14,385	49,947	13,591	36,355	70,227	35,650	34,577	2
(b)	(b)	3,598	-	3,598	4,679	418	4,261	3
539	8,229	8,114	677	7,436	9,743	685	9,059	4
-	5,858	13,153	-	13,153	22,463	-	22,463	5
1,532	192	4,651	3,677	974	7,206	6,326	879	6
(a)	(a)	38,348	(a)	(a)	59,712	555	59,157	7
(a)	(a)	7,978	(a)	(a)	20,437	(a)	(a)	8
(a)	(a)	2,785	144	2,641	4,637	648	3,989	9
339	1,834	4,381	1,090	3,291	3,589	654	2,935	10
(b)	(b)	(b)	(b)	(b)	6,162	1,307	4,855	11
(a)	(a)	2,209	776	1,433	3,480	1,543	1,937	12
(a)	(a)	4,423	716	3,707	6,757	232	6,524	13
-	1,804	6,758	(a)	(a)	13,764	1,859	11,905	14
(a)	(a)	4,948	1,199	3,748	7,028	1,197	5,831	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	9,507	691	8,816	15,903	994	14,909	17
-	743	3,711	-	3,711	9,404	370	9,034	18
134	1,388	4,170	292	3,878	9,547	1,318	8,229	19
134	444	1,671	443	1,228	4,103	964	3,138	20
(a)	(a)	1,674	393	1,281	(b)	(a)	(a)	21
5,245	10,850	55,039	5,941	49,098	72,538	15,910	56,629	22
Saskatchewan		Alberta			British Columbia			
10,424	53,965	74,500	12,344	62,156	104,660	16,047	88,613	23
2,092	6,089	10,112	3,650	6,462	15,660	5,123	10,537	24
(a)	(a)	1,214	(a)	(a)	1,821	(a)	(a)	25
(a)	(a)	4,556	(a)	(a)	5,533	(a)	(a)	26
-	4,016	7,488	-	7,488	14,742	-	14,742	27
525	111	922	720	202	996	719	276	28
(a)	(a)	14,960	(a)	(a)	20,150	(a)	(a)	29
(b)	(b)	5,830	-	5,830	5,162	(a)	(a)	30
(a)	(a)	1,049	86	963	1,157	(a)	(a)	31
(a)	(a)	892	(a)	(a)	1,021	(a)	(a)	32
124	371	1,312	179	1,133	1,873	403	1,470	33
(a)	(a)	405	98	307	937	178	759	34
-	2,135	2,030	(a)	(a)	2,041	(a)	(a)	35
4,503	1,901	5,561	3,049	2,512	3,212	(a)	(a)	36
(b)	(b)	815	-	815	975	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	3,154	88	3,065	5,690	625	5,064	39
-	414	(b)	(b)	(b)	619	-	619	40
(a)	(a)	1,573	237	1,336	2,347	532	1,815	41
(a)	(a)	(b)	(b)	(b)	1,122	387	735	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,348	9,032	11,107	3,177	7,930	16,751	5,515	11,236	44

Percentage Changes in Retail Trade - By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August 1954 Over August 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 3.6	- 1.9	+ 0.7	- 1.3	- 2.1	- 23.1	- 12.7	- 0.4
Grocery & Combination.....	- 0.1	- 3.5	+ 0.1	+ 0.4	- 3.1	+ 3.9	+ 1.5	- 0.4
Meat.....	- 5.1	(b)	- 3.8	- 7.1	- 1.7	- 6.9	- 9.9	+ 3.1
General	- 4.9	- 5.9	+ 2.3	- 0.3	- 9.0	- 12.1	- 12.8	- 2.1
Department	+ 5.3	+ 0.7	+ 9.3	+ 2.9	+ 1.6	- 1.7	+ 0.7	+ 14.4
Variety	- 0.6	- 1.0	- 4.6	+ 1.7	- 1.0	+ 2.6	+ 4.4	- 3.0
Motor Vehicle	- 6.4	(c)	+ 9.1	- 2.7	- 4.4	- 39.5	- 15.3	- 7.0
Garage & Filling Station	- 4.6	+ 6.2	- 5.1	- 3.3	(b)	(b)	- 12.5	+ 4.5
Men's Clothing.....	- 5.3	- 9.9	- 0.1	- 10.6	+ 12.1	- 1.2	- 2.3	- 3.8
Family Clothing	- 4.0	+ 0.4	- 6.2	- 3.0	(b)	- 11.2	- 1.1	+ 0.7
Women's Clothing.....	- 0.7	(b)	(b)	+ 1.8	(b)	- 14.9	+ 7.7	- 1.7
Shoe.....	- 8.4	- 8.1	- 14.5	- 7.1	(b)	(b)	- 6.2	- 0.4
Hardware	- 11.5	- 3.2	- 3.6	- 6.5	- 12.2	- 35.4	- 26.2	+ 8.6
Lumber & Building Material....	- 2.1	+ 3.7	- 5.0	- 2.4	+ 1.3	- 1.9	- 7.2	+ 7.4
Furniture	+ 1.4	+ 10.4	+ 2.5	+ 4.1	(b)	(b)	- 7.4	- 13.4
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 5.0	+ 1.7	- 2.0	- 5.0	+ 3.4	- 7.3	- 19.8	- 3.8
Fuel	+ 4.5	- 15.8	(c)	+ 9.1	(b)	+ 2.7	(b)	- 14.6
Drug.....	- 3.1	+ 0.5	- 2.8	- 4.1	- 3.9	- 7.3	- 1.2	+ 0.1
Jewellery	- 5.0	- 4.8	- 9.8	- 2.3	(b)	(b)	(b)	- 1.5
Tobacco.....	+ 1.3	(b)	- 4.6	(b)	(b)	(b)	(b)	(b)
All Others.....	- 6.9	- 2.9	+ 0.5	- 1.6	- 2.7	- 37.8	- 29.2	- 5.7

(b) Not available (c) Unchanged

Estimated Retail Trade - By Provinces and Kinds of Business

January to August 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	7,712,237	653,983	1,804,637	2,976,723	420,907	470,737	587,035	798,246
Grocery & Combination	1,463,720	140,027	415,842	571,295	65,527	60,852	80,584	129,595
Meat	112,255	(b)	30,579	43,623	3,859	5,241	9,247	14,609
General	341,759	70,257	59,815	63,808	29,071	42,713	38,246	37,848
Department	607,502	46,398	108,603	197,032	56,092	32,965	60,190	106,222
Variety	131,386	12,931	38,013	58,384	3,180	4,690	6,975	7,216
Motor Vehicle	1,505,711	120,527	318,035	568,807	89,103	116,910	127,542	164,787
Garage & Filling Station	365,344	28,236	67,530	158,196	15,574	21,641	38,418	35,753
Men's Clothing	112,022	7,486	30,031	48,683	3,636	4,517	8,782	8,891
Family Clothing	117,637	16,956	43,906	34,279	4,391	4,699	6,689	6,719
Women's Clothing	126,101	6,390	33,977	52,110	3,535	4,883	9,906	15,300
Shoe	70,062	5,200	20,623	30,043	2,201	(b)	3,450	6,729
Hardware	149,602	8,603	31,844	55,861	7,549	14,945	15,490	15,311
Lumber & Building Material	248,813	9,134	42,291	89,509	26,501	28,052	30,802	22,526
Furniture	113,106	6,242	40,686	48,895	(b)	(b)	6,153	7,367
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	284,452	15,309	66,157	111,924	15,064	19,414	22,600	33,987
Fuel	138,214	9,134	40,896	70,304	4,511	4,508	(b)	8,622
Drug	176,609	11,824	35,731	75,903	11,131	10,632	13,010	18,378
Jewellery	63,174	3,830	14,307	27,457	(b)	(b)	(b)	(b)
Tobacco	60,170	(b)	14,831	37,521	(b)	(b)	(b)	(b)
All Others	1,361,488	121,238	325,461	549,276	64,530	79,389	93,325	128,271

(b) Not available.

Percentage Changes in Retail Trade - By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to August 1954 Over January to August 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.6	+ 0.2	+ 0.1	- 0.1	- 2.9	- 11.4	- 7.1	- 0.6
Grocery & Combination.....	+ 5.2	+ 2.4	+ 4.0	+ 7.3	+ 2.8	+ 10.6	+ 5.0	+ 2.1
Meat.....	+ 2.6	(b)	+ 4.4	+ 1.8	+ 5.1	+ 1.0	+ 1.1	+ 2.2
General	- 0.5	- 0.9	+ 1.0	+ 0.3	- 2.3	- 3.9	- 1.6	+ 2.8
Department	+ 2.9	+ 1.8	+ 3.8	+ 1.8	- 1.5	- 3.9	+ 0.5	+ 11.0
Variety	+ 2.6	+ 1.8	+ 2.1	+ 4.0	- 0.3	+ 2.6	+ 1.2	- 2.4
Motor Vehicle	- 8.6	- 2.3	- 2.5	- 7.1	- 6.5	- 23.9	- 15.8	- 10.8
Garage & Filling Station	+ 1.0	+ 5.6	- 2.2	+ 2.2	- 0.1	- 1.0	- 2.2	+ 3.9
Men's Clothing.....	- 6.7	- 5.8	- 8.2	- 6.2	- 1.7	- 9.6	- 5.3	- 6.6
Family Clothing	- 3.2	- 2.4	- 2.1	- 2.0	- 9.2	- 12.3	- 7.7	- 3.2
Women's Clothing	- 2.4	+ 1.3	+ 1.3	- 3.2	- 5.5	- 6.9	- 5.1	- 4.6
Shoe.....	- 4.6	- 0.9	- 8.0	- 3.2	- 4.1	(b)	- 3.1	- 3.5
Hardware	- 4.2	- 3.7	- 4.4	- 0.7	- 6.2	- 14.5	- 11.7	+ 4.4
Lumber & Building Material....	- 5.5	- 9.0	- 8.8	- 3.5	- 0.7	- 7.2	- 13.1	+ 3.6
Furniture	- 3.8	- 1.1	- 2.8	- 3.9	(b)	(b)	- 10.7	- 1.2
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 2.6	+ 0.1	- 1.9	- 0.1	- 5.1	- 0.5	- 14.7	- 4.1
Fuel	+ 5.9	- 5.1	+ 9.0	+ 5.1	+ 2.8	+ 23.0	(b)	+ 5.2
Drug.....	+ 0.3	+ 1.2	- 1.2	+ 0.6	- 1.2	+ 2.2	+ 1.0	+ 0.6
Jewellery	- 2.3	+ 1.6	- 1.5	- 3.8	(b)	(b)	(b)	- 0.9
Tobacco.....	+ 0.2	(b)	- 0.2	+ 1.0	(b)	(b)	(b)	(b)
All Others.....	- 1.7	+ 1.2	+ 1.4	+ 0.8	- 6.3	- 20.0	- 9.4	- 0.6

(b) Not available.

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

August 1954 Over July 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 6.4	- 6.5	- 2.7	- 9.1	- 5.7	- 4.1	- 7.1	- 5.7
Grocery & Combination.....	- 13.1	- 12.6	- 16.3	- 11.7	- 9.0	- 15.1	- 9.5	- 12.8
Meat.....	- 14.0	(b)	- 11.6	- 19.7	- 11.0	- 1.7	- 2.7	- 11.4
General	- 9.3	- 11.3	- 4.5	- 6.5	- 2.6	- 11.6	- 15.6	- 13.4
Department	+ 9.9	+ 15.9	+ 26.3	+ 9.8	- 3.4	+ 7.7	+ 4.5	+ 5.5
Variety	- 13.2	- 12.4	- 11.9	- 15.9	- 16.3	- 3.9	- 12.7	- 5.1
Motor Vehicle	- 15.3	- 9.1	- 11.4	- 22.6	- 10.1	- 6.4	- 12.9	- 12.4
Garage & Filling Station	- 7.9	- 13.6	- 18.6	- 10.6	(b)	(b)	+ 6.2	- 7.6
Men's Clothing.....	- 11.6	- 15.9	- 16.2	- 15.2	+ 4.6	+ 5.8	+ 1.5	- 5.6
Family Clothing	- 18.5	- 10.3	- 28.4	- 18.0	(b)	- 27.9	+ 3.5	+ 5.6
Women's Clothing	- 19.8	(b)	(b)	- 12.6	(b)	- 21.2	- 21.0	- 17.5
Shoe.....	- 12.5	- 22.8	- 11.7	- 12.5	(b)	(b)	- 13.6	- 2.0
Hardware	- 11.2	(b)	- 10.6	- 14.5	- 14.2	+ 5.1	- 12.0	- 15.9
Lumber & Building Material....	+ 0.3	+ 26.2	- 7.8	- 9.5	- 8.3	+ 31.5	+ 10.5	+ 3.8
Furniture	- 1.7	- 21.0	- 15.5	+ 13.1	(b)	(b)	+ 10.7	- 2.1
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 0.5	+ 6.7	+ 8.1	- 7.7	- 15.1	+ 6.5	- 15.8	+ 22.2
Fuel	+ 27.7	+ 2.3	+ 9.8	+ 47.6	(b)	- 32.2	(b)	- 4.8
Drug.....	+ 0.5	- 1.8	- 1.1	+ 2.7	+ 3.6	- 0.1	- 8.2	+ 0.3
Jewellery	+ 2.8	+ 7.2	- 21.1	+ 21.7	(b)	(b)	(b)	+ 0.6
Tobacco.....	- 9.8	(b)	- 32.1	(b)	(b)	(b)	(b)	(b)
All Others.....	+ 5.0	- 1.2	+ 39.7	- 4.8	- 4.1	- 6.6	- 7.8	- 3.0

(b) Not available



Department Store Sales and Stocks

August 1953 and August 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	August 1953	August 1954	Change 1954/53	July 31 1953	July 31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	70,483	74,216	+ 5.3	233,980	251,771	+ 7.6
1. Women's and Misses' Dresses.....	2,146	2,072	- 3.4	3,202	3,698	+ 15.5
2. Women's and Misses' Coats and Suits	1,604	1,576	- 1.7	4,100	3,713	- 9.4
3. Women's and Misses' Sportswear.....	1,985	2,163	+ 9.0	5,725	6,921	+ 20.9
4. Furs	1,389	1,370	- 1.4	5,691	5,606	- 1.5
5. Girls' and Infants' Wear	3,263	3,596	+ 10.2	11,404	11,890	+ 4.3
6. Lingerie and Corsets	2,366	2,499	+ 5.6	7,779	8,755	+ 12.5
7. Aprons, Housedresses and Uniforms	456	324	- 28.9	1,134	1,029	- 9.3
8. Millinery	628	643	+ 2.4	959	930	- 3.0
9. Hosiery and Apparel Accessories	2,192	2,213	+ 1.0	7,697	8,242	+ 7.1
10. Women's, Misses' and Children's Shoes	2,807	2,774	- 1.2	12,635	13,575	+ 7.4
Ladies' Apparel and Accessories.						
Total 1 - 10	18,836	19,230	+ 2.1	60,326	64,359	+ 6.7
11. Men's Clothing	1,528	1,549	+ 1.4	7,720	8,838	+ 14.5
12. Men's Furnishings	2,317	2,354	+ 1.6	12,405	12,387	- 0.1
13. Boys' Clothing and Furnishings	1,640	1,807	+ 10.2	6,759	7,074	+ 4.7
14. Men's and Boys' Shoes	1,098	1,103	+ 0.5	4,650	4,947	+ 6.4
15. Food and Kindred Products.....	4,545	4,852	+ 6.8	3,682	4,264	+ 15.8
16. Toiletries, Cosmetics and Drugs	1,687	1,689	+ 0.1	5,202	5,636	+ 8.3
17. Photographic Equipment and Supplies..	313	296	- 5.4	934	955	+ 2.2
18. Piece Goods	1,508	1,536	+ 1.9	8,683	8,537	- 1.7
19. Linens and Domestics	2,815	2,666	- 5.3	8,633	9,170	+ 6.2
20. Smallwares	1,359	1,358	- 0.1	6,018	5,945	- 1.2
21. China and Glassware	1,213	1,179	- 2.8	8,440	8,456	+ 0.2
22. Home Furnishings	4,810	5,023	+ 4.4	22,133	24,278	+ 9.7
23. Furniture	6,294	6,380	+ 1.4	15,536	15,682	+ 0.9
24. Major Appliances	3,908	4,227	+ 8.2	9,257	12,262	+ 32.5
25. Radio and Music	1,578	2,499	+ 58.4	5,987	6,063	+ 1.3
26. Hardware and Housewares	4,933	5,343	+ 8.3	14,792	17,606	+ 19.0
27. Jewellery	1,311	1,292	- 1.4	7,505	7,593	+ 1.2
28. Sporting Goods and Luggage	2,295	2,495	+ 8.7	11,722	12,151	+ 3.7
29. Stationery, Books and Magazines.....	1,182	1,377	+ 16.5	4,244	4,649	+ 9.5
30. All Other Departments	5,313	5,961	+ 12.2	9,352	10,919	+ 16.8

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.