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Vol. XIX No. 1 January 1954

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Canadian department store sales during January are estimated at \$62,897,000, a drop of 4.5% from their January, 1953 level. The slackening was felt in all regions, but was most pronounced in the Atlantic Provinces, where sales fell by 8.2%. More moderate declines were recorded in Quebec (2.8%), Ontario (2.5%), Manitoba (7.0%), Saskatchewan (6.3%), Alberta (3.4%) and British Columbia (7.0%). Selling value of all merchandise inventory held by these stores at December 31, 1953 was \$205,285,000 an increase of 10.3% over the same date of 1952.

Department Store Sales in January 1953 and 1954

| Province | Sales | | Change, 1954/1953 |
|--------------------------|--------|--------|----------------------|
| | 1953 | 1954 | |
| | \$'000 | \$'000 | |
| CANADA | 65,832 | 62,897 | - 4.5 |
| Atlantic Provinces | 4,582 | 4,207 | - 8.2 |
| Quebec | 11,342 | 11,025 | - 2.8 |
| Ontario..... | 21,534 | 20,995 | - 2.5 |
| Manitoba | 6,662 | 6,196 | - 7.0 |
| Saskatchewan | 3,913 | 3,666 | - 6.3 |
| Alberta..... | 7,083 | 6,842 | - 3.4 |
| British Columbia | 10,716 | 9,966 | - 7.0 |

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

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Increased volume was reported by only seven of 30 sales departments, and in only two of the seven did the gain exceed 5%. The sales of the radio and music department were higher by 20.6%, and those of the girls' and infants' wear department by 6.3%.

Declines of over 10% were reported for four departments, women's and misses' dresses (14.5%), major appliances (13.4%), home furnishings (11.3%), and china and glassware (11.1%). Eleven departments suffered a sales drop of between 5% and 10%, and the sales of a further seven receded by less than 5%.

Inventory holdings in all but four departments were up from a year earlier, the most outstanding increase, 55.4%, being shown in the stocks of the radio and music department.

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

Department Store Sales and Stocks
January 1953 and January 1954

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

| Department | SALES | | | STOCKS | | |
|---|--------|--------|---------|---------|---------|---------|
| | Jan. | Jan. | Change | Dec. 31 | Dec. 31 | Change |
| | 1953 | 1954 | 1954/53 | 1952 | 1953 | 1953/52 |
| | \$'000 | \$'000 | % | \$'000 | \$'000 | % |
| TOTAL, ALL DEPARTMENTS | 65,832 | 62,897 | - 4.5 | 186,118 | 205,285 | + 10.3 |
| 1. Women's and Misses' Dresses..... | 1,760 | 1,504 | - 14.5 | 3,301 | 3,131 | - 5.1 |
| 2. Women's and Misses' Coats and Suits | 1,373 | 1,313 | - 4.4 | 2,772 | 2,783 | + 0.4 |
| 3. Women's and Misses' Sportswear..... | 1,479 | 1,517 | + 2.6 | 3,959 | 4,516 | + 14.1 |
| 4. Furs | 1,867 | 1,717 | - 8.0 | 4,136 | 4,391 | + 6.2 |
| 5. Girls' and Infants' Wear | 2,098 | 2,230 | + 6.3 | 6,929 | 8,302 | + 19.8 |
| 6. Lingerie and Corsets | 2,684 | 2,578 | - 3.9 | 6,929 | 7,201 | + 3.9 |
| 7. Aprons, Housedresses and Uniforms.... | 481 | 446 | - 7.3 | 789 | 807 | + 2.3 |
| 8. Millinery | 422 | 395 | - 6.4 | 670 | 689 | + 2.8 |
| 9. Hosiery and Apparel Accessories | 2,153 | 1,955 | - 9.2 | 6,232 | 6,878 | + 10.4 |
| 10. Women's, Misses' and Children's Shoes | 2,014 | 1,892 | - 6.1 | 10,393 | 11,179 | + 7.6 |
| Ladies' Apparel and Accessories. | | | | | | |
| Total 1 - 10 | 16,331 | 15,547 | - 4.8 | 46,110 | 49,877 | + 8.2 |
| 11. Men's Clothing | 2,173 | 2,260 | + 4.0 | 6,622 | 7,859 | + 18.7 |
| 12. Men's Furnishings | 2,474 | 2,259 | - 8.7 | 8,334 | 9,995 | + 19.9 |
| 13. Boys' Clothing and Furnishings | 1,334 | 1,303 | - 2.3 | 5,069 | 5,477 | + 8.0 |
| 14. Men's and Boys' Shoes | 894 | 938 | + 4.9 | 4,060 | 4,209 | + 3.7 |
| 15. Food and Kindred Products..... | 5,177 | 4,881 | - 5.7 | 3,401 | 3,588 | + 5.5 |
| 16. Toiletries, Cosmetics and Drugs | 1,962 | 1,880 | - 4.2 | 4,891 | 5,029 | + 2.8 |
| 17. Photographic Equipment and Supplies.. | 205 | 202 | - 1.5 | 789 | 818 | + 3.7 |
| 18. Piece Goods | 2,472 | 2,294 | - 7.2 | 8,089 | 8,495 | + 5.0 |
| 19. Linens and Domestic | 4,148 | 3,733 | - 10.0 | 8,222 | 8,273 | + 0.6 |
| 20. Smallwares | 1,804 | 1,675 | - 7.2 | 5,673 | 5,562 | - 2.0 |
| 21. China and Glassware | 817 | 726 | - 11.1 | 7,077 | 7,024 | - 0.7 |
| 22. Home Furnishings | 4,084 | 3,621 | - 11.3 | 17,499 | 19,132 | + 9.3 |
| 23. Furniture | 4,995 | 4,808 | - 3.7 | 12,315 | 13,409 | + 8.9 |
| 24. Major Appliances | 3,198 | 2,769 | - 13.4 | 7,933 | 8,718 | + 9.9 |
| 25. Radio and Music | 1,609 | 1,940 | + 20.6 | 4,026 | 6,257 | + 55.4 |
| 26. Hardware and Housewares | 3,464 | 3,519 | + 1.6 | 11,732 | 13,794 | + 17.6 |
| 27. Jewellery | 1,087 | 989 | - 9.0 | 6,796 | 6,636 | - 2.4 |
| 28. Sporting Goods and Luggage | 1,253 | 1,299 | + 3.7 | 6,626 | 8,742 | + 31.9 |
| 29. Stationery, Books and Magazines..... | 1,172 | 1,141 | - 2.6 | 3,380 | 3,481 | + 3.0 |
| 30. All Other Departments | 5,179 | 5,113 | - 1.3 | 7,474 | 8,910 | + 19.2 |

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