

Vol. XIX No. 3 March, 1954

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Total merchandising receipts of Canadian department stores during March are estimated at \$80,249,000, an increase of 2.4% over March 1953. Cumulative sales for the first quarter of 1954 amounted to \$209,170,000, higher by 0.8% than the total for the same period of last year. Selling value of stocks on hand at February 28, was \$233,467,000, a rise of 1.5% from the same date of 1953.

The March sales increase was largely accounted for by British Columbia stores, whose sales rose by 19.4%. This increase was likely associated with the announcement made early in March increasing that province's general sales tax from 3% to 5%, effective April 1. March sales gains were also recorded by department stores in the Atlantic Provinces (1.9%), and Manitoba (3.1%). Declines were indicated in Quebec (0.3%), Ontario (0.6%), Saskatchewan (8.4%), and Alberta (2.7%).

Department Store Sales in March 1953 and 1954

Province	Sales		Change 1954/1953 %
	1953 \$ '000	1954 \$ '000	
CANADA	78,356	80,249	+ 2.4
Atlantic Provinces	5,803	5,913	+ 1.9
Quebec	14,754	14,710	- 0.3
Ontario	25,956	25,801	- 0.6
Manitoba	7,375	7,604	+ 3.1
Saskatchewan	4,510	4,131	- 8.4
Alberta	7,870	7,657	- 2.7
British Columbia	12,088	14,433	+ 19.4

Prepared in Industry and Merchandising Division
Merchandising and Services Section.

6505-504
6-5-54

Nationally, 17 departments recorded sales increases during March, while 12 showed lower sales. The most outstanding increases were those recorded by the radio and music (45.4%) and major appliances (38.1%) departments. Of the ten ladies' apparel and accessories departments, seven recorded declines from the high levels of a year earlier.

Inventory holdings at February 28 were lower than at a year earlier in 17 departments, higher in 11, and unchanged in one. The stocks held by the radio and music department showed the greatest change, rising 27.9% above their value at February 28, 1953.

Department Store Sales - January to March 1953-1954

Province	Sales		Change 1954/1953 %
	1953 \$ '000	1954 \$ '000	
CANADA	207,531	209,170	+ 0.8
Atlantic Provinces	14,828	14,221	- 4.1
Quebec	37,270	37,557	+ 0.8
Ontario	68,628	69,032	+ 0.6
Manitoba	20,158	19,939	- 1.1
Saskatchewan	11,846	11,454	- 3.3
Alberta	21,529	21,377	- 0.7
British Columbia	33,272	35,590	+ 7.0

Note: The 1953 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
 March 1953 and March 1954

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

Department	SALES			STOCKS		
	March 1953	March 1954	Change 1954/53	Feb. 28 1953	Feb. 28 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	78,356	80,249	+ 2.4	229,942	233,467	+ 1.5
1. Women's and Misses' Dresses.....	2,660	2,686	+ 1.0	5,238	4,857	- 7.3
2. Women's and Misses' Coats and Suits	4,102	3,310	- 19.3	5,367	5,046	- 6.0
3. Women's and Misses' Sportswear.....	1,718	1,720	+ 0.1	5,402	5,862	+ 8.5
4. Furs	863	745	- 13.7	3,890	3,829	- 1.6
5. Girls' and Infants' Wear	4,551	4,099	- 9.9	11,067	10,637	- 3.9
6. Lingerie and Corsets	3,006	3,172	+ 5.5	8,635	8,559	- 0.9
7. Aprons, Housedresses and Uniforms....	592	498	- 15.9	1,085	1,020	- 6.0
8. Millinery	1,211	1,019	- 15.9	1,483	1,385	- 6.6
9. Hosiery and Apparel Accessories	3,195	2,887	- 9.6	8,162	8,164	(a)
10. Women's, Misses' and Children's Shoes	3,713	3,527	- 5.0	14,487	13,865	- 4.3
Ladies' Apparel and Accessories.						
Total 1 - 10	25,611	23,663	- 7.6	64,816	63,224	- 2.5
11. Men's Clothing	(b)	(b)	(b)	(b)	(b)	(b)
12. Men's Furnishings	2,674	2,389	- 10.7	11,518	10,343	- 10.2
13. Boys' Clothing and Furnishings	2,359	2,025	- 14.2	6,871	6,389	- 7.0
14. Men's and Boys' Shoes	1,235	1,158	- 6.2	5,310	5,013	- 5.6
15. Food and Kindred Products.....	5,163	5,490	+ 6.3	4,135	4,614	+ 11.6
16. Toiletries, Cosmetics and Drugs	1,866	1,941	+ 4.0	5,123	5,115	- 0.2
17. Photographic Equipment and Supplies..	225	235	+ 4.4	875	927	+ 5.9
18. Piece Goods	2,263	2,355	+ 4.1	8,934	8,240	- 7.8
19. Linens and Domestic	2,422	2,412	- 0.4	9,746	8,758	- 10.1
20. Smallwares	1,604	1,662	+ 3.6	5,660	5,680	+ 0.4
21. China and Glassware	805	814	+ 1.1	7,416	6,826	- 8.0
22. Home Furnishings	5,276	5,582	+ 5.8	21,138	21,619	+ 2.3
23. Furniture	4,497	4,849	+ 7.8	14,676	13,741	- 6.4
24. Major Appliances	3,213	4,437	+ 38.1	8,487	9,512	+ 12.1
25. Radio and Music	1,393	2,026	+ 45.4	4,772	6,103	+ 27.9
26. Hardware and Housewares	4,600	5,197	+ 13.0	13,318	15,280	+ 14.7
27. Jewellery	1,183	1,167	- 1.4	7,422	7,181	- 3.8
28. Sporting Goods and Luggage.....	1,756	1,857	+ 5.8	9,125	10,623	+ 16.4
29. Stationery, Books and Magazines.....	1,112	1,201	+ 8.0	3,596	3,896	+ 8.3
30. All Other Departments	6,141	6,748	+ 9.9	9,178	10,630	+ 15.8

(a) Unchanged
 (b) Not available

177 208
 12 794
 80002

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1953 and January-to-March 1954

Department	SALES		
	Jan.-to-March 1953	Jan.-to-March 1954	Change 1954/1953
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	207,531	209,170	+ 0.8
1. Women's and Misses' Dresses.....	6,355	6,193	- 2.5
2. Women's and Misses' Coats and Suits.....	7,050	6,166	- 12.5
3. Women's and Misses' Sportswear.....	4,713	4,702	- 0.2
4. Furs.....	3,580	3,440	- 3.9
5. Girls' and Infants' Wear.....	9,103	8,824	- 3.1
6. Lingerie and Corsets.....	8,442	8,592	+ 1.8
7. Aprons, Housedresses and Uniforms.....	1,526	1,398	- 8.4
8. Millinery.....	2,180	1,950	- 10.6
9. Hosiery and Apparel Accessories.....	7,665	7,131	- 7.0
10. Women's, Misses' and Children's Shoes.....	7,992	7,734	- 3.2
Ladies' Apparel and Accessories.			
Total 1 - 10.....	58,606	56,130	- 4.2
11. Men's Clothing.....	(b)	(b)	(b)
12. Men's Furnishings.....	7,369	6,663	- 9.6
13. Boys' Clothing and Furnishings.....	4,840	4,483	- 7.4
14. Men's and Boys' Shoes.....	3,031	3,027	- 0.1
15. Food and Kindred Products.....	15,240	15,311	+ 0.5
16. Toiletries, Cosmetics and Drugs.....	5,715	5,726	+ 0.2
17. Photographic Equipment and Supplies.....	638	658	+ 3.1
18. Piece Goods.....	6,720	6,674	- 0.7
19. Linens and Domesticals.....	9,366	8,802	- 6.0
20. Smallwares.....	4,970	4,960	- 0.2
21. China and Glassware.....	2,446	2,343	- 4.2
22. Home Furnishings.....	14,108	13,855	- 1.8
23. Furniture.....	14,509	14,895	+ 2.7
24. Major Appliances.....	9,324	11,159	+ 19.7
25. Radio and Music.....	4,455	5,848	+ 31.3
26. Hardware and Housewares.....	11,865	12,769	+ 7.6
27. Jewellery.....	3,434	3,323	- 3.2
28. Sporting Goods and Luggage.....	4,253	4,470	+ 5.1
29. Stationery, Books and Magazines.....	3,405	3,585	+ 5.3
30. All Other Departments.....	16,296	17,182	+ 5.4

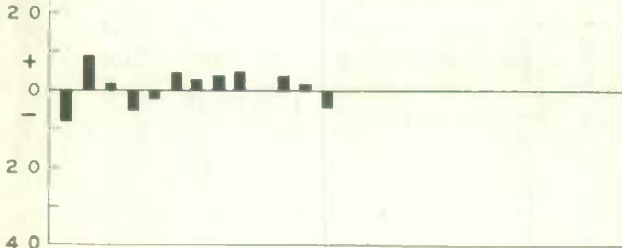
(b) Not available

WEEKLY DEPARTMENT STORE SALES 1954

PERCENTAGE CHANGE FROM SAME WEEK OF PREVIOUS YEAR

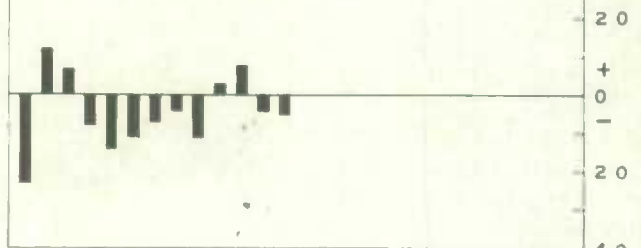
PER CENT
40

CANADA



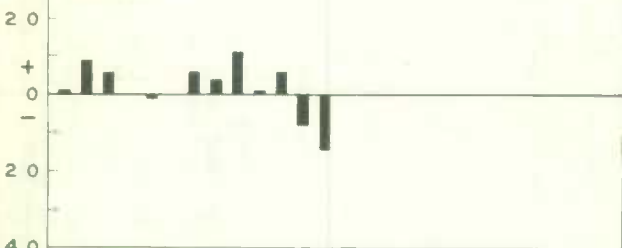
PER CENT
40

ATLANTIC PROVINCES



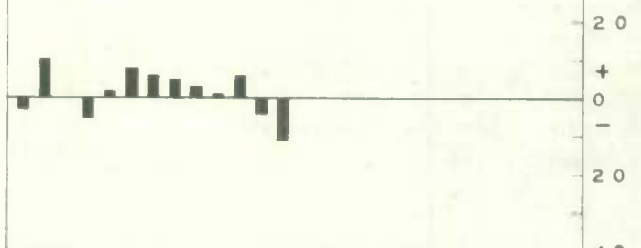
PER CENT
40

QUEBEC



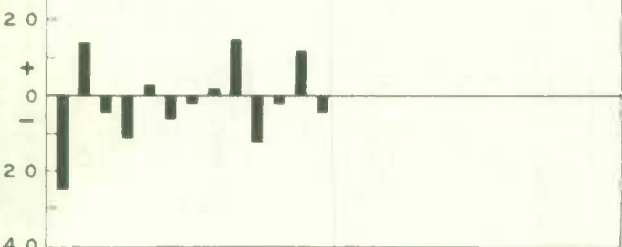
PER CENT
40

ONTARIO



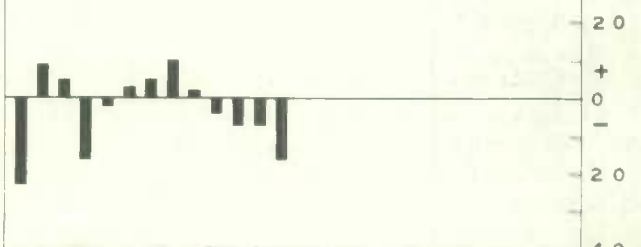
PER CENT
40

MANITOBA



PER CENT
40

SASKATCHEWAN



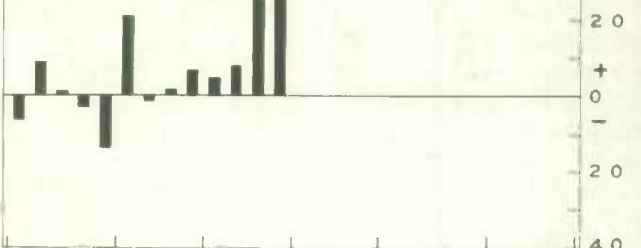
PER CENT
40

ALBERTA



PER CENT
40

BRITISH COLUMBIA



PER CENT
40

2 JAN 6 FEB 6 MAR 3 APR 1 MAY 5 JUNE
WEEKS ENDING

2 JAN 6 FEB 6 MAR 3 APR 1 MAY 5 JUNE
WEEKS ENDING

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010737572