

63 009



## DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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

PROPERTY OF THE  
LIBRARY

NE PAS PRÊTER

Vol. XIX No. 6 June, 1954

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Department store sales in Canada totalled \$84,886,000 in June 1954, 6.2% above June 1953, but 0.3% less than May 1954. Cumulative sales for the first half of the year equalled \$465,774,000, an increase of 2.7% when compared with the same period in 1953.

It has been estimated that 23 out of 30 departmental break-downs had higher sales in June 1954 than in June 1953. The most outstanding increase occurred in the radio and music department (86.8%) where nearly all department stores reported significant increases partly due, no doubt, to sales of television sets. Total sales of ladies' apparel and accessories rose 6.7%. The only department within this grouping to show lower sales this year than last was aprons, housedresses and uniforms (-25.5%).

Department Store Sales in June 1953 and 1954

Province	Sales		Change 1954/1953 %
	1953 \$ '000	1954 \$ '000	
CANADA .....	79,927	84,886	+ 6.2
Atlantic Provinces .....	6,332	7,105	+ 12.2
Quebec .....	14,580	15,688	+ 7.6
Ontario .....	26,773	28,433	+ 6.2
Manitoba .....	7,490	7,610	+ 1.6
Saskatchewan .....	4,579	4,428	- 3.3
Alberta .....	7,716	7,546	- 2.2
British Columbia .....	12,457	14,076	+ 13.0

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

6505-504

5-8-54

Inventory holdings of department stores on May 31 were valued at \$251,481,000, or 4.6% more than a year ago. Total stocks held by the ladies' apparel and accessories group were 5.5% higher than on May 31, 1953. Food and kindred products showed an increase of 26.2% and three departments dealing specifically in consumer durables, viz. major appliances, radio and music, and hardware and housewares, reported increases of 10.5%, 9.7%, and 23.3% respectively.

Department Store Sales - January to June 1953-1954

Province	Sales		Change 1954/1953
	1953	1954	
	\$ '000	\$ '000	%
CANADA .....	453,747	465,774	+ 2.7
Atlantic Provinces ....	34,777	35,487	+ 2.0
Quebec .....	81,941	85,039	+ 3.8
Ontario .....	150,258	154,116	+ 2.6
Manitoba .....	43,597	42,870	- 1.7
Saskatchewan .....	26,579	25,218	- 5.1
Alberta .....	45,475	45,536	+ 0.1
British Columbia .....	71,120	77,508	+ 9.0

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

June 1953 and June 1954

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

Department	SALES			STOCKS		
	June 1953	June 1954	Change 1954/53	May 31 1953	May 31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	79,927	84,886	+ 6.2	240,494	251,481	+ 4.6
1. Women's and Misses' Dresses.....	3,615	4,059	+12.3	4,602	5,389	+17.1
2. Women's and Misses' Coats and Suits	1,192	1,292	+ 8.4	3,702	3,657	- 1.2
3. Women's and Misses' Sportswear.....	2,456	2,676	+ 9.0	6,387	7,124	+11.5
4. Furs .....	89	92	+ 3.4	4,408	4,210	- 4.5
5. Girls' and Infants' Wear .....	3,218	3,535	+ 9.9	10,421	10,404	- 0.2
6. Lingerie and Corsets .....	3,377	3,596	+ 6.5	8,598	9,633	+12.0
7. Aprons, Housedresses and Uniforms....	773	576	-25.5	1,263	1,221	- 3.3
8. Millinery .....	588	602	+ 2.4	1,065	1,105	+ 3.8
9. Hosiery and Apparel Accessories .....	2,772	2,875	+ 3.7	8,123	8,562	+ 5.4
10. Women's, Misses' and Children's Shoes	3,666	3,900	+ 6.4	13,879	14,597	+ 5.2
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	21,746	23,203	+ 6.7	62,448	65,902	+ 5.5
11. Men's Clothing .....	2,490	2,771	+11.3	8,488	9,535	+12.3
12. Men's Furnishings .....	4,031	3,992	- 1.0	13,260	12,963	- 2.2
13. Boys' Clothing and Furnishings .....	1,664	1,768	+ 6.3	7,008	6,775	- 3.3
14. Men's and Boys' Shoes .....	1,349	1,386	+ 2.7	5,255	5,298	+ 0.8
15. Food and Kindred Products.....	4,781	5,173	+ 8.2	3,510	4,429	+26.2
16. Toiletries, Cosmetics and Drugs .....	1,903	2,006	+ 5.4	5,273	5,595	+ 6.1
17. Photographic Equipment and Supplies..	307	309	+ 0.7	926	877	- 5.3
18. Piece Goods .....	1,794	1,878	+ 4.7	8,903	8,652	- 2.8
19. Linens and Domestic .....	2,628	2,609	- 0.7	9,710	9,781	+ 0.7
20. Smallwares .....	1,590	1,585	- 0.3	6,178	6,015	- 2.6
21. China and Glassware .....	1,133	1,064	- 6.1	8,334	8,131	- 2.4
22. Home Furnishings .....	5,189	5,554	+ 7.0	21,973	23,477	+ 6.8
23. Furniture .....	5,911	5,729	- 3.1	16,539	15,579	- 5.8
24. Major Appliances .....	3,676	3,852	+ 4.8	9,381	10,365	+10.5
25. Radio and Music .....	947	1,769	+86.8	5,802	6,364	+ 9.7
26. Hardware and Housewares .....	6,019	6,569	+ 9.1	14,176	17,480	+23.3
27. Jewellery .....	1,460	1,440	- 1.4	7,901	7,517	- 4.9
28. Sporting Goods and Luggage .....	3,424	3,728	+ 8.9	11,421	11,826	+ 3.5
29. Stationery, Books and Magazines.....	925	1,005	+ 8.6	4,043	4,265	+ 5.5
30. All Other Departments .....	6,960	7,496	+ 7.7	9,965	10,655	+ 6.9



DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-June 1953 and January-to-June 1954

Department	SALES		
	January-to-June 1953	January-to-June 1954	Change 1954/1953
	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	453,747	465,774	+ 2.7
1. Women's and Misses' Dresses.....	16,993	17,149	+ 0.9
2. Women's and Misses' Coats and Suits	14,434	14,060	- 2.6
3. Women's and Misses' Sportswear.....	11,422	11,717	+ 2.6
4. Furs .....	4,274	4,231	- 1.0
5. Girls' and Infants' Wear .....	20,779	21,355	+ 2.8
6. Lingerie and Corsets .....	18,314	18,890	+ 3.1
7. Aprons, Housedresses and Uniforms....	3,441	2,963	-13.9
8. Millinery .....	4,816	4,804	- 0.2
9. Hosiery and Apparel Accessories .....	17,110	16,740	- 2.2
10. Women's, Misses' and Children's Shoes	20,010	20,234	+ 1.1
<b>Ladies' Apparel and Accessories.</b>			
<b>Total 1 - 10 .....</b>	131,593	132,143	+ 0.4
11. Men's Clothing .....	14,813	15,583	+ 5.2
12. Men's Furnishings .....	17,895	17,324	- 3.2
13. Boys' Clothing and Furnishings .....	10,954	10,913	- 0.4
14. Men's and Boys' Shoes .....	7,235	7,235	(a)
15. Food and Kindred Products.....	30,043	31,550	+ 5.0
16. Toiletries, Cosmetics and Drugs .....	11,323	11,556	+ 2.1
17. Photographic Equipment and Supplies..	1,435	1,470	+ 2.4
18. Piece Goods .....	12,556	12,578	+ 0.2
19. Linens and Domestic Goods .....	16,907	16,267	- 3.8
20. Smallwares .....	9,790	9,708	- 0.8
21. China and Glassware .....	5,518	5,264	- 4.6
22. Home Furnishings .....	31,068	31,102	+ 0.1
23. Furniture .....	31,037	31,073	+ 0.1
24. Major Appliances .....	19,993	22,259	+11.3
25. Radio and Music .....	7,845	10,455	+33.3
26. Hardware and Housewares .....	30,156	32,101	+ 6.4
27. Jewellery .....	7,462	7,347	- 1.5
28. Sporting Goods and Luggage .....	13,321	14,006	+ 5.1
29. Stationery, Books and Magazines.....	6,281	6,723	+ 7.0
30. All Other Departments .....	36,522	39,117	+ 7.1

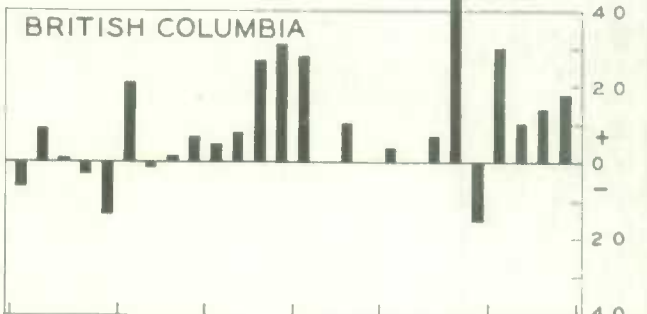
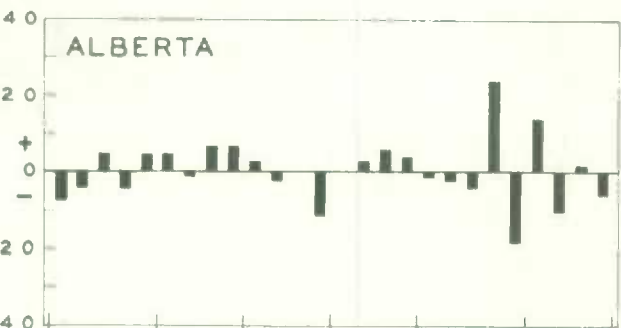
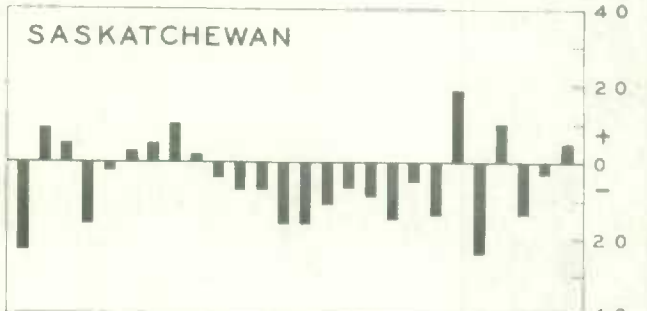
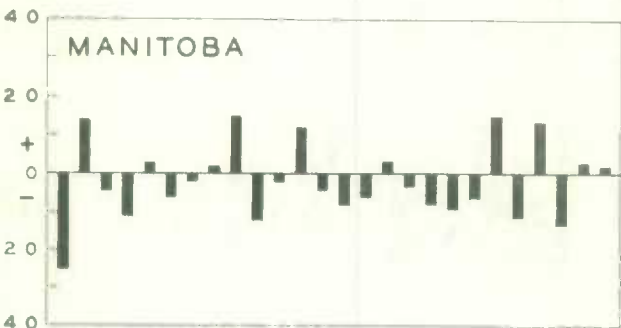
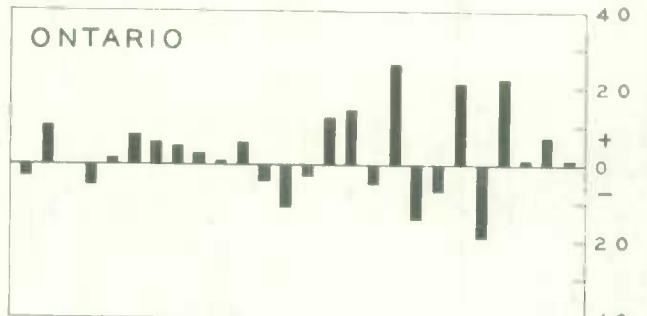
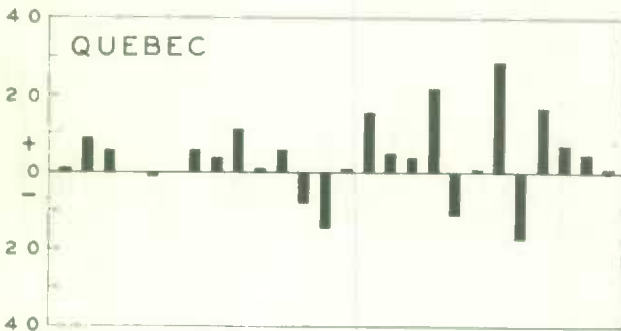
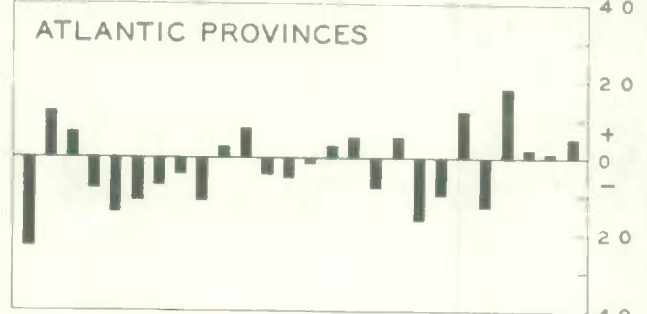
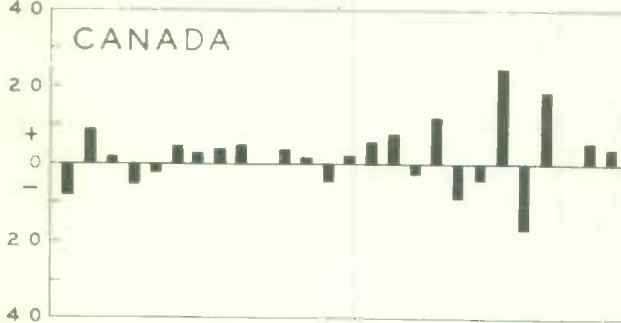
(a) Unchanged

# WEEKLY DEPARTMENT STORE SALES 1954

PERCENTAGE CHANGE FROM SAME WEEK OF PREVIOUS YEAR

PER CENT

PER CENT



WEEKS ENDING

WEEKS ENDING

STATISTICS CANADA LIBRARY  
BIBLIOTHEQUE STATISTIQUE CANADA



1010737575