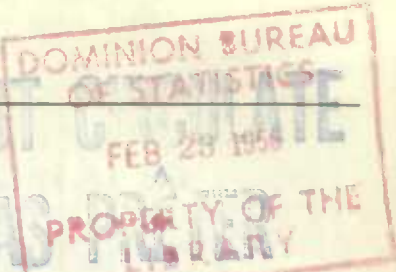


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DEPARTMENT STORE SALES AND STOCKS

The estimated dollar value of sales made by department stores in Canada during 1955 reached a record high of \$1,150,917,000 an increase of 8.4% from sales of 1954 with an estimated dollar value of \$1,061,676,000. Sales for the month of December 1955 were estimated to be \$163,327,000 an increase of 7.4% over sales for the corresponding month of 1954. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days. With the exception of Saskatchewan, all regions of the country had greater sales this December as compared to last. These increases ranged from 12.5%, 11.0%

Department Store Sales in December 1954 and 1955.

Province	Sales		Change, 1955/1954 %
	1954 \$'000	1955 \$'000	
CANADA.....	152,022	163,327	+ 7.4
Atlantic Provinces	12,866	13,689	+ 6.4
Quebec	27,045	30,020	+ 11.0
Ontario.....	52,817	55,616	+ 5.3
Manitoba	12,948	13,466	+ 4.0
Saskatchewan	7,965	7,631	- 4.2
Alberta.....	14,393	15,919	+ 10.6
British Columbia	23,988	26,986	+ 12.5

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and 10.6% in British Columbia, Quebec and Alberta to smaller gains of 6.4%, 5.3% and 4.0% in the Atlantic Provinces, Ontario and Manitoba. Saskatchewan's decrease amounted to 4.2% below sales of December 1954.

Twenty-five of the specified departments as well as the "all other" category registered greater sales in December as compared with last year. Women's and misses' sportswear had the largest percentage increase among the departments with 18.2%, followed closely by the hardware and housewares category with 18.1%. Other notable increases appeared in the photographic equipment and supplies (17.4%), major appliances (16.9%), furniture (12.3%) and piece goods (12.1%) departments.

Stocks on hand at the end of November in department stores had an estimated selling value of \$289,798,000 an increase of 2.9% above stocks on the same date a year earlier. Twenty-three of the departments showed increases and the remaining seven showed slight decreases.

The yearly total has not been included in this report because the majority of department store firms operate on a fiscal period ending January 31. The twelve-month cumulative sales will be included in the January 1956 report to agree with this twelve-month operating period.

Department Store Sales and Stocks

December 1954 and December 1955

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

Department	SALES			STOCKS		
	December	December	Change	Nov. 30	Nov. 30	Change
	1954	1955	1955/54	1954	1955	1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	152,022	163,327	+ 7.4	281,704	289,798	+ 2.9
1. Women's and Misses' Dresses.....	3,436	3,666	+ 6.7	5,234	5,737	+ 9.6
2. Women's and Misses' Coats and Suits	1,874	2,011	+ 7.3	4,194	4,724	+ 12.6
3. Women's and Misses' Sportswear.....	4,422	5,225	+ 18.2	7,688	7,854	+ 2.2
4. Furs	2,584	2,550	- 1.3	5,489	6,047	+ 10.2
5. Girls' and Infants' Wear	7,986	8,187	+ 2.5	13,530	13,591	+ 0.5
6. Lingerie and Corsets	6,480	7,049	+ 8.8	10,339	10,867	+ 5.1
7. Aprons, Housedresses and Uniforms....	706	784	+ 11.0	1,101	1,171	+ 6.4
8. Millinery	1,100	1,087	- 1.2	1,187	1,183	- 0.3
9. Hosiery and Apparel Accessories	8,066	8,164	+ 1.2	10,673	11,139	+ 4.4
10. Women's, Misses' and Children's Shoes	5,550	5,318	- 4.2	14,750	14,595	- 1.1
Ladies' Apparel and Accessories.						
Total 1 - 10	42,204	44,041	+ 4.4	74,185	76,908	+ 3.7
11. Men's Clothing	4,133	4,374	+ 5.8	10,179	9,704	- 4.7
12. Men's Furnishings	12,022	12,963	+ 7.8	15,843	15,833	- 0.1
13. Boys' Clothing and Furnishings	4,153	4,293	+ 3.4	7,933	7,999	+ 0.8
14. Men's and Boys' Shoes	2,865	2,842	- 0.8	5,570	5,744	+ 3.1
15. Food and Kindred Products.....	8,541	9,556	+ 11.9	4,877	6,328	+ 29.8
16. Toiletries, Cosmetics and Drugs	4,405	4,898	+ 11.2	7,044	7,262	+ 3.1
17. Photographic Equipment and Supplies..	791	929	+ 17.4	1,074	1,184	+ 10.2
18. Piece Goods	1,727	1,936	+ 12.1	8,107	8,510	+ 5.0
19. Linens and Domestic	3,785	3,886	+ 2.7	9,604	9,292	- 3.2
20. Smallwares	2,729	2,820	+ 3.3	6,472	6,483	+ 0.2
21. China and Glassware	2,733	2,869	+ 5.0	8,968	9,100	+ 1.5
22. Home Furnishings	5,945	6,278	+ 5.6	22,524	22,709	+ 0.8
23. Furniture	5,039	5,659	+ 12.3	15,112	15,180	+ 0.4
24. Major Appliances	3,833	4,482	+ 16.9	12,937	13,688	+ 5.8
25. Radio and Music	4,459	4,983	+ 11.8	6,628	7,529	+ 13.6
26. Hardware and Housewares	7,572	8,945	+ 18.1	18,470	19,717	+ 6.8
27. Jewellery	5,285	5,471	+ 3.5	9,240	8,928	- 3.4
28. Sporting Goods and Luggage.....	13,499	15,041	+ 11.4	17,842	18,454	+ 3.4
29. Stationery, Books and Magazines.....	4,772	5,193	+ 8.8	6,191	6,130	- 1.0
30. All Other Departments.....	11,530	11,868	+ 2.9	12,904	13,116	+ 1.6

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