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DEPARTMENT STORE SALES AND STOCKS

Sales made by department stores during March, 1955 were estimated at \$81,171,000, a rise of 1.8% above the same month of last year, when sales were \$79,742,000. Cumulative sales for the first quarter of 1955 were \$217,538,000, 4.6% larger than the \$207,908,000 sales of the same period of 1954. These estimates are not adjusted for number of shopping days, price changes or seasonal variations.

Regionally, four of the seven regions had higher sales during March, 1955 than for the same month a year earlier. Alberta had the largest percentage increase 6.3%. Ontario and the Atlantic Provinces had increased sales of 5.4% and 5.2% respectively with Quebec showing the smallest increase 2.9%. Saskatchewan showed the largest decrease in sales as compared with March 1954, 7.0%, while Manitoba and British Columbia had decreases of 4.9% and 3.8%.

Department Store Sales in March 1954 and 1955

Province	Sales		Change 1955/1954 %
	1954 \$ '000	1955 \$ '000	
CANADA	79,742	81,171	+ 1.8
Atlantic Provinces	6,029	6,342	+ 5.2
Quebec	14,707	15,133	+ 2.9
Ontario	25,800	27,194	+ 5.4
Manitoba	7,604	7,231	- 4.9
Saskatchewan	4,131	3,842	- 7.0
Alberta	7,657	8,140	+ 6.3
British Columbia	13,814	13,289	- 3.8

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Merchandising and Services Section.

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More than half of the specified departments, 17 out of 29, registered increased sales during March 1955. The largest increase (23.7%) occurred in the stationery, books and magazine department, while sales of the radio and music department, which includes television sales registered an increase of 23.2%. Some other increases were: women's and misses' sportswear (9.5%) toiletries, cosmetics and drugs (8.2%) and food and kindred products (4.7%).

Inventory holdings at February 28 were higher than a year earlier in all but one of the 29 specified departments. Inventories held in all department stores had an estimated selling value of \$254,942,000, 9.2% greater than at February 28, 1954.

Department Store Sales - January to March 1954-1955

Province	Sales		Change 1955/1954
	1954 \$'000	1955 \$'000	
CANADA	207,908	217,538	+ 4.6
Atlantic Provinces	14,494	15,986	+ 10.3
Quebec	37,549	39,193	+ 4.4
Ontario	69,033	72,385	+ 4.9
Manitoba	19,939	20,375	+ 2.2
Saskatchewan	11,454	10,942	- 4.5
Alberta	21,377	22,387	+ 4.7
British Columbia	34,062	36,270	+ 6.5

Note: The difference between the 1954 total and that previously published is due to a slight revision of the figures. Earlier months are now being revised and will be published at a later date.

Department Store Sales and Stocks

March 1954 and March 1955

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

Department	SALES			STOCKS		
	March	March	Change	Feb.28	Feb. 28	Change
	1954	1955	1955/54	1954	1955	1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	79,742	81,171	+ 1.8	233,467	254,942	+ 9.2
1. Women's and Misses' Dresses.....	2,669	2,743	+ 2.8	4,958	5,820	+ 17.4
2. Women's and Misses' Coats and Suits	3,289	3,331	+ 1.3	5,046	5,479	+ 8.6
3. Women's and Misses' Sportswear.....	1,709	1,872	+ 9.5	5,916	6,794	+ 14.8
4. Furs	740	734	- 0.8	3,829	4,000	+ 4.5
5. Girls' and Infants' Wear	4,073	4,077	+ 0.1	10,584	11,829	+ 11.8
6. Lingerie and Corsets	3,152	3,128	- 0.8	8,559	8,906	+ 4.1
7. Aprons, Housedresses and Uniforms	495	427	- 13.7	918	947	+ 3.2
8. Millinery	1,013	1,000	- 1.3	1,385	1,512	+ 9.2
9. Hosiery and Apparel Accessories	2,869	2,942	+ 2.5	8,164	8,536	+ 4.6
10. Women's, Misses' and Children's Shoes	3,505	3,456	- 1.4	13,865	14,795	+ 6.7
Ladies' Apparel and Accessories.						
Total 1 - 10	23,514	23,710	+ 0.8	63,224	68,618	+ 8.5
11. Men's Clothing	2,794	2,777	- 0.6	8,784	9,108	+ 3.7
12. Men's Furnishings	2,602	2,637	+ 1.3	11,312	12,024	+ 6.3
13. Boys' Clothing and Furnishings	2,012	2,008	- 0.2	6,389	7,043	+ 10.2
14. Men's and Boys' Shoes	1,151	1,159	+ 0.7	5,013	5,065	+ 1.0
15. Food and Kindred Products.....	5,455	5,713	+ 4.7	4,614	4,183	- 9.3
16. Toiletries, Cosmetics and Drugs	1,929	2,088	+ 8.2	5,115	5,572	+ 8.9
17. Photographic Equipment and Supplies ..	234	235	+ 0.4	927	934	+ 0.8
18. Piece Goods	2,340	2,288	- 2.2	8,240	8,907	+ 8.1
19. Linens and Domestic	2,397	2,332	- 2.7	8,758	9,067	+ 3.5
20. Smallwares	1,651	1,664	+ 0.8	5,680	5,905	+ 4.0
21. China and Glassware	809	819	+ 1.2	6,826	8,067	+ 18.2
22. Home Furnishings	5,547	5,707	+ 2.9	21,725	22,707	+ 4.5
23. Furniture	4,818	4,977	+ 3.3	13,741	15,160	+ 10.3
24. Major Appliances	4,409	4,172	- 5.4	9,512	12,170	+ 27.9
25. Radio and Music	2,013	2,480	+ 23.2	6,103	6,495	+ 6.4
26. Hardware and Housewares	5,164	5,171	+ 0.1	15,245	18,314	+ 20.1
27. Jewellery	1,160	1,147	- 1.1	7,181	7,533	+ 4.9
28. Sporting Goods and Luggage	1,845	1,757	- 4.8	10,623	11,976	+ 12.7
29. Stationery, Books and Magazines.....	1,193	1,476	+ 23.7	3,896	4,193	+ 7.6
30. All Other Departments	6,705	6,854	+ 2.2	10,559	11,901	+ 12.7

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1954 and January-to-March 1955

Department	S A L E S		
	Jan. to March 1954	Jan. to March 1955	Change 1955/1954
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	207,908	217,538	+ 4.6
1. Women's and Misses' Dresses.....	6,156	6,466	+ 5.0
2. Women's and Misses' Coats and Suits	6,129	6,182	+ 0.9
3. Women's and Misses' Sportswear.....	4,674	5,087	+ 8.8
4. Furs	3,419	3,803	+ 11.2
5. Girls' and Infants' Wear	8,771	8,942	+ 1.9
6. Lingerie and Corsets	8,540	8,656	+ 1.4
7. Aprons, Housedresses and Uniforms....	1,389	1,089	- 21.6
8. Millinery	1,938	1,943	+ 0.3
9. Hosiery and Apparel Accessories	7,088	7,143	+ 0.8
10. Women's, Misses' and Children's Shoes	7,687	7,562	- 1.6
Ladies' Apparel and Accessories.			
Total 1 - 10	55,791	56,873	+ 1.9
11. Men's Clothing	6,827	6,836	+ 0.1
12. Men's Furnishings	7,059	7,389	+ 4.7
13. Boys' Clothing and Furnishings	4,456	4,454	(c)
14. Men's and Boys' Shoes	3,009	2,912	- 3.2
15. Food and Kindred Products.....	15,219	15,920	+ 4.6
16. Toiletries, Cosmetics and Drugs	5,691	6,050	+ 6.3
17. Photographic Equipment and Supplies..	654	658	+ 0.6
18. Piece Goods	6,634	6,713	+ 1.2
19. Linens and Domestic	8,749	8,596	- 1.7
20. Smallwares	4,930	4,978	+ 1.0
21. China and Glassware	2,329	2,327	- 0.1
22. Home Furnishings	13,771	14,891	+ 8.1
23. Furniture	14,805	15,905	+ 7.4
24. Major Appliances	11,092	11,977	+ 8.0
25. Radio and Music	5,813	7,797	+ 34.1
26. Hardware and Housewares	12,692	13,379	+ 5.4
27. Jewellery	3,303	3,203	- 3.0
28. Sporting Goods and Luggage	4,443	4,425	- 0.4
29. Stationery, Books and Magazines.....	3,563	4,025	+ 13.0
30. All Other Departments	17,078	18,230	+ 6.7

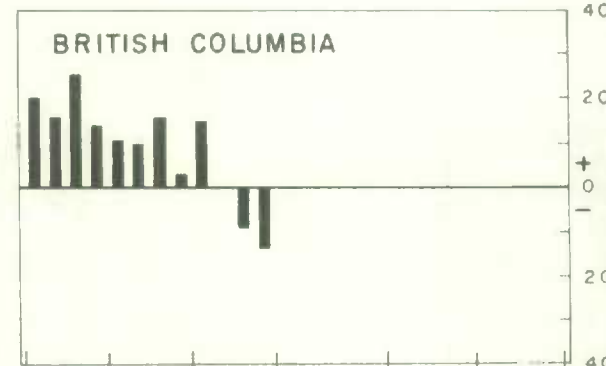
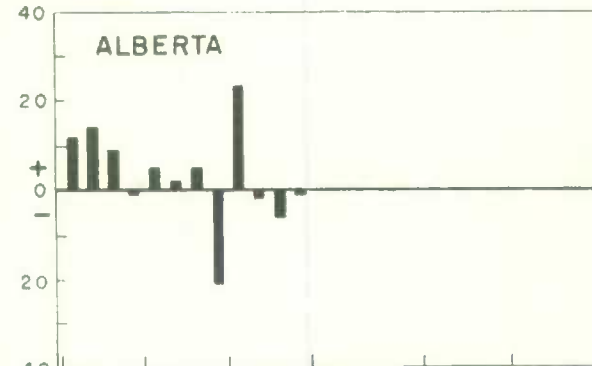
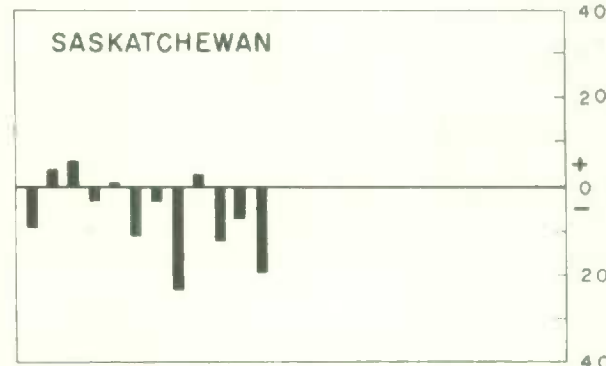
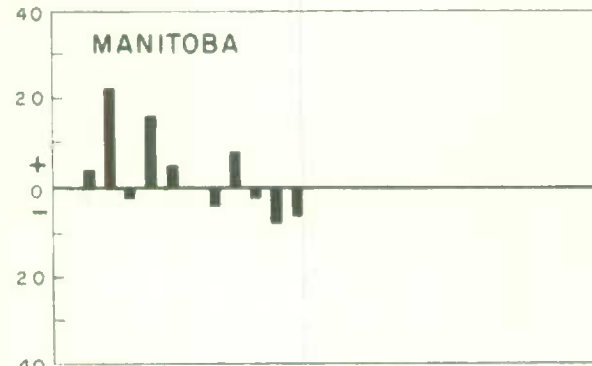
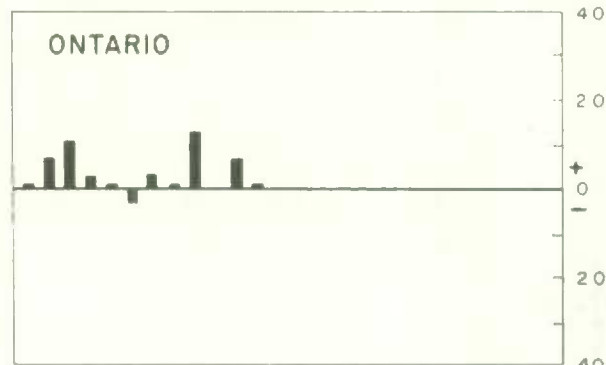
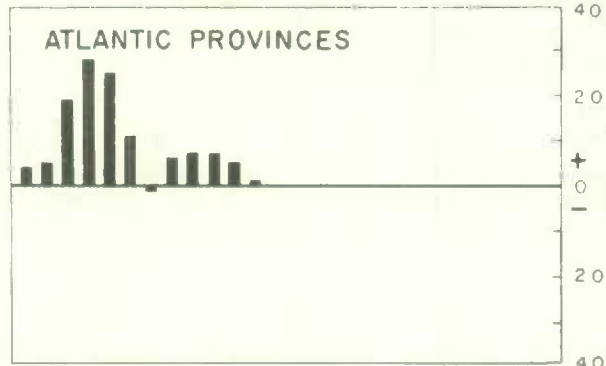
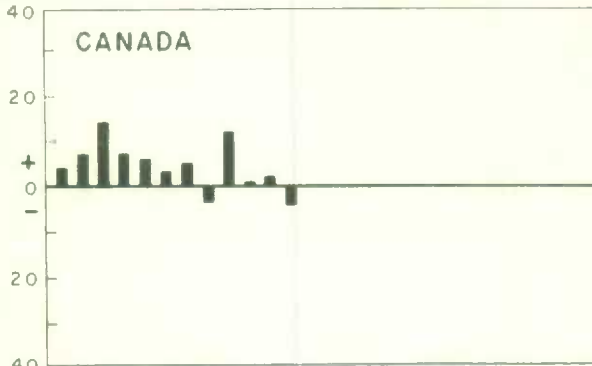
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WEEKLY DEPARTMENT STORE SALES 1955

PERCENTAGE CHANGE FROM SAME WEEK OF PREVIOUS YEAR

PER CENT

PER CENT



WEEKS ENDING
8 JAN. 5 FEB. 5 MAR. 2 APR. 7 MAY 4 JUNE

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