

63 002

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA



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

DOES NOT CIRCULATE
NE PAS PRÊTER

Vol. XX No. 4 April, 1955

Price: \$1.00 a year, 10¢ per copy

DEPARTMENT STORE SALES AND STOCKS

Department store sales during April 1955, had an estimated value of \$89,802,000, up 4.3% from sales in April 1954 when they were estimated to be \$86,105,000. Because the large majority of department stores are operated on fiscal periods ending January 31, and their operators interested in quarterly totals from that date, we are therefore, presenting results for the first quarter of 1955 (February 1 to April 30). Cumulative sales for these months were \$238,366,000, 3.0% greater than sales in the same period of 1954.

Five of the seven regions had greater sales during April this year as compared with the same month last year. The Atlantic Provinces and Saskatchewan were the two regions where sales fell below those of 1954, with decreases of 1.6% and 3.5% respectively. British Columbia registered the largest increase 9.5% with other increases ranging from 5.9% in Quebec to 0.6% in Alberta.

Department Store Sales in April 1954 and 1955

Province	Sales		Change 1955/1954 %
	1954 \$ '000	1955 \$ '000	
CANADA	86,105	89,802	+ 4.3
Atlantic Provinces	6,960	6,849	- 1.6
Quebec	16,247	17,206	+ 5.9
Ontario.....	29,051	30,648	+ 5.5
Manitoba	7,905	8,055	+ 1.9
Saskatchewan	4,749	4,583	- 3.5
Alberta	8,366	8,416	+ 0.6
British Columbia	12,827	14,045	+ 9.5

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

6505-504-45

Nineteen of the 29 specified departments, as well as the 'all other' category, had increased sales during April 1955. Major appliances registered the largest increase 40.4% with the radio and music department the next largest 21.1%. The clothing departments had generally greater sales with the women's and misses' sportswear department having the largest increase of 10.2% over sales of 1954.

Inventories on hand in department stores on March 31, 1955 had an estimated value of \$265,709,000, 6.6% greater than inventories a year earlier when they were valued at \$249,315,000. Departmentally, only 2 of the 30 departments had smaller inventories at the end of March this year as compared with the same date in 1954.

Department Store Sales - February-to-April, 1954-1955

Province	Sales		Change 1955/1954 %
	1954 \$'000	1955 \$'000	
CANADA	231,464	238,366	+ 3.0
Atlantic Provinces	17,165	17,835	+ 3.9
Quebec	42,774	44,561	+ 4.2
Ontario.....	77,089	80,191	+ 4.0
Manitoba	21,648	21,763	+ 0.5
Saskatchewan	12,536	11,737	- 6.4
Alberta.....	22,901	23,324	+ 1.8
British Columbia	37,351	38,955	+ 4.3

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

April 1954 and April 1955

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	April	April	Change	March 31	March 31	Change
	1954	1955	1955/54	1954	1955	1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	86,105	89,802	+ 4.3	249,315	265,709	+ 6.6
1. Women's and Misses' Dresses.....	3,087	3,295	+ 6.7	5,454	5,934	+ 8.8
2. Women's and Misses' Coats and Suits	4,068	4,178	+ 2.7	5,480	5,536	+ 1.0
3. Women's and Misses' Sportswear.....	1,978	2,180	+ 10.2	6,613	7,050	+ 6.6
4. Furs	480	473	- 1.5	4,095	4,511	+ 10.2
5. Girls' and Infants' Wear	5,017	5,048	+ 0.6	11,144	11,920	+ 7.0
6. Lingerie and Corsets	3,141	3,275	+ 4.3	9,469	9,537	+ 0.7
7. Aprons, Housedresses and Uniforms....	461	482	+ 4.6	1,089	1,100	+ 1.0
8. Millinery	1,404	1,350	- 3.8	1,511	1,613	+ 6.8
9. Hosiery and Apparel Accessories	3,589	3,492	- 2.7	8,943	9,260	+ 3.5
10. Women's, Misses' and Children's Shoes	4,240	4,399	+ 3.8	14,783	15,367	+ 4.0
Ladies' Apparel and Accessories.						
Total 1 - 10	27,465	28,172	+ 2.6	68,581	71,828	+ 4.7
11. Men's Clothing	3,212	3,170	- 1.3	9,681	9,738	+ 0.6
12. Men's Furnishings	3,046	3,152	+ 3.5	12,394	12,925	+ 4.3
13. Boys' Clothing and Furnishings	2,701	2,719	+ 0.7	6,996	7,279	+ 4.0
14. Men's and Boys' Shoes	1,418	1,447	+ 2.0	5,291	5,387	+ 1.8
15. Food and Kindred Products.....	5,840	5,704	- 2.3	4,595	4,347	- 5.4
16. Toiletries, Cosmetics and Drugs	1,917	1,954	+ 1.9	5,357	5,716	+ 6.7
17. Photographic Equipment and Supplies..	243	248	+ 2.1	894	970	+ 8.5
18. Piece Goods	2,052	1,962	- 4.4	8,253	9,087	+ 10.1
19. Linens and Domestic Goods	2,346	2,140	- 8.8	9,512	9,348	- 1.7
20. Smallwares	1,604	1,557	- 2.9	5,939	6,002	+ 1.1
21. China and Glassware	877	836	- 4.7	7,223	8,131	+ 12.6
22. Home Furnishings	5,736	5,877	+ 2.5	22,767	23,318	+ 2.4
23. Furniture	4,800	5,023	+ 4.6	14,882	15,932	+ 7.1
24. Major Appliances	3,335	4,684	+ 40.4	9,412	11,990	+ 27.4
25. Radio and Music	1,401	1,697	+ 21.1	6,037	7,049	+ 16.8
26. Hardware and Housewares	5,856	6,385	+ 9.0	16,294	19,248	+ 18.1
27. Jewellery	1,267	1,232	- 2.8	7,267	7,589	+ 4.4
28. Sporting Goods and Luggage	2,534	2,866	+ 13.1	11,415	12,998	+ 13.9
29. Stationery, Books and Magazines.....	1,148	1,173	+ 2.2	4,135	4,428	+ 7.1
30. All Other Departments.....	7,307	7,804	+ 6.8	12,390	12,399	+ 0.1

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

February-to-April 1954 and February-to-April 1955

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA

1010737585

Department

Department	SALES		
	Feb. to April 1954	Feb. to April 1955	Change 1955/1954
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	231,464	238,366	+ 3.0
1. Women's and Misses' Dresses	7,758	8,015	+ 3.3
2. Women's and Misses' Coats and Suits ...	8,903	8,930	+ 0.3
3. Women's and Misses' Sportswear	5,149	5,615	+ 9.1
4. Furs	2,193	2,264	+ 3.2
5. Girls' and Infants' Wear	11,574	11,536	- 0.3
6. Lingerie and Corsets	9,122	9,172	+ 0.5
7. Aprons, Housedresses and Uniforms	1,406	1,228	- 12.7
8. Millinery	2,952	2,845	- 3.6
9. Hosiery and Apparel Accessories	8,734	8,669	- 0.7
10. Women's, Misses' and Children's Shoes	10,050	9,968	- 0.8
Ladies' Apparel and Accessories			
Total 1 - 10	67,841	68,242	+ 0.6
11. Men's Clothing	7,883	7,859	- 0.3
12. Men's Furnishings	7,777	8,103	+ 4.2
13. Boys' Clothing and Furnishings	5,862	5,840	- 0.4
14. Men's and Boys' Shoes	3,495	3,517	+ 0.6
15. Food and Kindred Products	16,191	16,530	+ 2.1
16. Toiletries, Cosmetics and Drugs	5,735	6,034	+ 5.2
17. Photographic Equipment and Supplies ...	697	709	+ 1.7
18. Piece Goods	6,404	6,231	- 2.7
19. Linens and Domestic Goods	7,380	7,067	- 4.2
20. Smallwares	4,863	4,845	- 0.4
21. China and Glassware	2,484	2,409	- 3.0
22. Home Furnishings	15,898	16,669	+ 4.8
23. Furniture	14,831	15,315	+ 3.3
24. Major Appliances	11,674	12,687	+ 8.7
25. Radio and Music	5,279	6,862	+ 30.0
26. Hardware and Housewares	15,041	15,886	+ 5.6
27. Jewellery	3,585	3,451	- 3.7
28. Sporting Goods and Luggage	5,681	5,968	+ 5.1
29. Stationery, Books and Magazines	3,573	3,928	+ 9.9
30. All Other Departments	19,290	20,214	+ 4.8