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DEPARTMENT STORE SALES AND STOCKS

Sales of all department stores during September 1955 had an estimated dollar value of \$101,980,000, 14.8% greater than sales of \$88,869,000 made in the same month a year earlier. Cumulative sales for the first nine months of 1955 totalled \$745,215,000, 7.6% greater than sales for the same nine month period in 1954. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

All regions of the country registered substantial gains in sales during September when compared with September last year. Alberta showed the greatest percentage increase 27.0%, while Quebec had the smallest 8.6%.

Department Store Sales in September 1954 and 1955.

Province	Sales		Change, 1955/1954 %
	1954 \$'000	1955 \$'000	
CANADA .....	88,869	101,980	+ 14.8
Atlantic Provinces .....	6,477	7,656	+ 18.2
Quebec .....	17,817	19,349	+ 8.6
Ontario .....	29,697	33,290	+ 12.1
Manitoba .....	8,082	9,327	+ 15.4
Saskatchewan .....	4,181	4,917	+ 17.6
Alberta .....	8,399	10,666	+ 27.0
British Columbia .....	14,216	16,775	+ 18.0

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All 29 of the specified departments, as well as the "all other" classification, had increased sales during the month when compared with last year. The major appliance category which had lower sales during the first months of 1955 and then in April began to show the largest percentage gain continued this trend with an increase of 44.1%. The ten ladies' apparel and accessories departments had an overall increase of 9.2% with the women's and misses' sportswear department registering the largest individual increase, 19.9%. The men's furnishings category had the largest increase (14.9%) of the other clothing groups while boys' clothing and furnishings and men's clothing had increases of 10.6% and 9.9% respectively.

Stocks on hand in department stores at the end of August 1955 had an estimated selling value of \$278,351,000, 4.9% greater than the \$265,282,000 value of stocks on the same date in 1954. Four of the 29 departments had smaller stock holdings this year as compared with the same date the previous year.

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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

September 1954 and September 1955

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

Stocks are at selling value.

Department	SALES			STOCKS		
	Sept. 1954	Sept. 1955	Change 1955/54	Aug. 31 1954	Aug. 31 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	88,869	101,980	+ 14.8	265,282	278,351	+ 4.9
1. Women's and Misses' Dresses.....	2,623	2,888	+ 10.1	4,367	4,955	+ 13.5
2. Women's and Misses' Coats and Suits	3,156	3,313	+ 5.0	5,469	6,329	+ 15.7
3. Women's and Misses' Sportswear.....	2,845	3,412	+ 19.9	7,404	7,458	+ 0.7
4. Furs .....	1,478	1,499	+ 1.4	6,850	7,868	+ 14.9
5. Girls' and Infants' Wear .....	5,758	6,400	+ 11.1	13,573	14,167	+ 4.4
6. Lingerie and Corsets .....	2,912	3,255	+ 11.8	9,228	9,673	+ 4.8
7. Aprons, Housedresses and Uniforms....	351	386	+ 10.0	981	977	- 0.4
8. Millinery .....	1,395	1,418	+ 1.6	1,304	1,255	- 3.8
9. Hosiery and Apparel Accessories .....	3,407	3,663	+ 7.5	9,402	9,835	+ 4.6
10. Women's, Misses' and Children's Shoes	4,116	4,394	+ 6.8	14,696	14,982	+ 1.9
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	28,041	30,628	+ 9.2	73,274	77,499	+ 5.8
11. Men's Clothing .....	2,852	3,134	+ 9.9	9,688	9,804	+ 1.2
12. Men's Furnishings .....	3,533	4,060	+ 14.9	13,893	14,454	+ 4.0
13. Boys' Clothing and Furnishings .....	2,743	3,033	+ 10.6	7,927	8,774	+ 10.7
14. Men's and Boys' Shoes .....	1,377	1,562	+ 13.4	5,455	5,551	+ 1.8
15. Food and Kindred Products.....	4,896	5,651	+ 15.4	4,217	5,196	+ 23.2
16. Toiletries, Cosmetics and Drugs .....	1,828	2,102	+ 15.0	5,638	6,083	+ 7.9
17. Photographic Equipment and Supplies..	261	319	+ 22.2	968	1,064	+ 9.9
18. Piece Goods .....	1,930	2,348	+ 21.7	9,233	9,340	+ 1.2
19. Linens and Domestic Goods .....	2,994	3,211	+ 7.2	9,139	8,916	- 2.4
20. Smallwares .....	1,694	1,778	+ 5.0	5,988	6,417	+ 7.2
21. China and Glassware .....	1,108	1,215	+ 9.7	8,473	8,822	+ 4.1
22. Home Furnishings .....	5,139	6,070	+ 18.1	24,907	24,835	- 0.3
23. Furniture .....	5,410	6,459	+ 19.4	13,893	14,083	+ 1.4
24. Major Appliances .....	4,269	6,152	+ 44.1	11,714	12,548	+ 7.1
25. Radio and Music .....	3,013	3,959	+ 31.4	5,567	6,311	+ 13.4
26. Hardware and Housewares .....	5,292	6,182	+ 16.8	17,106	18,645	+ 9.0
27. Jewellery .....	1,444	1,541	+ 6.7	7,757	7,882	+ 1.6
28. Sporting Goods and Luggage .....	2,410	2,823	+ 17.1	13,898	14,275	+ 2.7
29. Stationery, Books and Magazines.....	1,738	1,976	+ 13.7	4,892	5,053	+ 3.3
30. All Other Departments.....	6,897	7,777	+ 12.8	11,655	12,799	+ 9.8

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