

63 002

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

DOMINION BUREAU
OF STATISTICS

NOV 20 1956

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

DOES NOT CIRCULATE
NE PAS PRÊTER

Vol. XXI No. 10 October, 1956.

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Canadian department stores transacted business to the extent of an estimated \$115,721,000 in October 1956, an increase of 7.8% over the same month of 1955. The estimate of sales for the first ten months of the year, at \$932,267,000, was 9.1% above sales a year ago. Stocks of merchandise on hand at September 30 were 6.8% above the dollar level of the same date last year; they amounted to an estimated \$285,170,000. These and other estimates in this bulletin are not adjusted for seasonal variations, price changes or the number of shopping days.

The largest percentage increase in sales occurred in Saskatchewan (+ 16.4%) with Alberta and British Columbia next in rate of change with gains of 12.6% and 11.5% respectively. Quebec, Ontario and Manitoba sales were below the average increase rate of 7.8%.

October sales were greater in all except one department compared with the same month last year. Stocks on hand were lower in nine of the departments. More detail of sales and stocks by departments is shown on page 2 of this report.

Department Store Sales In October 1955 and 1956

	S a l e s		Change 1956/1955
	1955	1956	
	\$'000	\$'000	%
CANADA	107,331	115,721	+ 7.8
Atlantic Provinces	8,313	9,135	+ 9.9
Quebec	19,445	20,029	+ 3.0
Ontario	36,659	38,712	+ 5.6
Manitoba	9,348	10,030	+ 7.3
Saskatchewan	5,534	6,442	+ 16.4
Alberta	10,669	12,013	+ 12.6
British Columbia	17,363	19,360	+ 11.5

Prepared in Industry and Merchandising Division
Merchandising and Services Section.

6505-504-106



1010737492

Department Store Sales and Stocks

October 1955 and October 1956

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

Department	Sales			Stocks		
	October 1955	October 1956	Change 1956/55	Sept. 30 1955	Sept. 30 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments	107,331	115,721	+ 7.8	267,132	285,170	+ 6.8
1. Women's and Misses' Dresses	2,717	2,999	+ 10.4	5,183	5,396	+ 4.1
2. Women's and Misses' Coats and Suits	4,209	4,390	+ 4.3	5,967	5,392	- 9.6
3. Women's and Misses' Sportswear ..	3,904	3,435	+ 14.7	6,985	7,353	+ 5.3
4. Furs	1,765	1,845	+ 4.5	7,165	6,613	- 7.7
5. Girls' and Infants' Wear	6,985	7,818	+ 11.9	13,009	14,521	+ 11.6
6. Lingerie and Corsets	3,460	3,886	+ 12.3	9,544	10,138	+ 6.2
7. Aprons, Housedresses and Uniforms	396	340	- 14.1	948	858	- 9.5
8. Millinery	1,171	1,345	+ 14.9	1,164	1,056	- 9.3
9. Hosiery and Apparel Accessories .	3,615	3,867	+ 7.0	10,370	10,167	- 2.0
10. Women's, Misses' and Children's Shoes	4,164	4,499	+ 8.0	14,010	14,280	+ 1.9
Ladies' Apparel and Accessories						
Total 1 - 10	31,476	34,424	+ 9.4	74,345	75,774	+ 1.9
11. Men's Clothing	3,631	3,967	+ 9.3	9,555	9,384	- 1.8
12. Men's Furnishings	5,015	5,717	+ 14.0	14,475	15,545	+ 7.4
13. Boys' Clothing and Furnishings .	3,402	3,732	+ 9.7	8,383	8,409	+ 0.3
14. Men's and Boys' Shoes	1,537	1,699	+ 10.5	5,294	5,553	+ 4.9
15. Food and Kindred Products	6,065	6,105	+ 0.7	4,586	4,173	- 9.0
16. Toiletries, Cosmetics and Drugs	2,134	2,336	+ 9.5	5,676	6,473	+ 14.0
17. Photographic Equipment and Supplies	288	326	+ 13.2	1,066	1,183	+ 11.0
18. Piece Goods	2,368	2,622	+ 10.7	8,999	8,802	- 2.2
19. Linens and Domestic Goods	3,059	3,202	+ 4.7	8,398	8,613	+ 2.6
20. Smallwares	1,866	1,884	+ 1.0	5,425	5,247	- 3.3
21. China and Glassware	1,018	1,253	+ 23.1	8,328	8,854	+ 6.3
22. Home Furnishings	7,124	7,472	+ 4.9	23,407	25,028	+ 6.9
23. Furniture	6,563	6,944	+ 5.8	12,922	14,675	+ 13.6
24. Major Appliances	6,028	6,515	+ 8.1	12,162	14,928	+ 22.7
25. Radio and Music	3,508	3,582	+ 2.1	6,303	6,963	+ 10.5
26. Hardware and Housewares	6,762	7,325	+ 8.3	17,344	20,282	+ 16.9
27. Jewellery	1,633	1,732	+ 6.1	7,536	7,813	+ 3.7
28. Sporting Goods and Luggage	3,156	3,325	+ 5.4	15,326	17,729	+ 15.7
29. Stationery, Books and Magazines .	1,738	1,830	+ 5.3	4,800	5,376	+ 12.0
30. All Other Departments	8,960	9,729	+ 8.6	12,802	14,366	+ 12.2