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DEPARTMENT STORE SALES AND STOCKS

January to December 1956 department store sales are estimated to be \$1,242,004,000 an increase of 8.0% from sales of \$1,150,455,000 in the same period a year earlier. December 1956 sales of \$169,574,000 were up 4.0% from the previous December sales of \$163,069,000. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

During 1956 sales in Alberta department stores increased by 12.0% from sales of the same twelve-month period a year ago. British Columbia showed the second largest percentage increase, 10.8% while Saskatchewan had a gain of 9.4%. Ontario and the Atlantic Provinces showed increased sales of 7.8% and 7.4% respectively, followed by Quebec 5.2%, and Manitoba, 4.4%. For the month of December 1956 Alberta also showed the largest percentage gain in sales 10.5%, followed by British Columbia 8.0%, Saskatchewan 6.2%, Manitoba 5.6%, Ontario 2.9%, the Atlantic Provinces 1.7% and Quebec a decrease of 1.3%.

Department Store Sales in December 1955 and 1956.

Province	Sales		Change 1956/1955
	1955	1956	
	\$'000	\$'000	%
CANADA	163,069	169,574	+ 4.0
Atlantic Provinces	13,689	13,922	+ 1.7
Quebec	29,939	29,550	- 1.3
Ontario	55,511	57,121	+ 2.9
Manitoba	13,466	14,220	+ 5.6
Saskatchewan	7,607	8,078	+ 6.2
Alberta	15,919	17,590	+ 10.5
British Columbia	26,938	29,093	+ 8.0

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Twenty-four of the twenty-nine specified departments showed increased sales during December 1956 as well as the 'all other department' category, while four registered a decrease in sales and one 'home furnishings' remained unchanged from the same month a year earlier.

Of the departments showing increases in sales during the month photographic equipment and supplies up 13.1%, men's furnishings 10.1%, and toiletries, cosmetics and drugs up 9.4% showed the largest gains. The departments of aprons, housedresses and uniforms, furs, smallwares and food and kindred products with decreases of 17.2%, 9.6%, 5.0% and 3.0% respectively were the four departments where sales fell below December 1955.

Stocks on hand in department stores at the end of November 1956 had an estimated selling value of \$318,651,000 up 10.1% from the stocks of \$289,366,000 on hand at the same date a year earlier. As with sales all but four departments showed stocks on hand with greater value than those of a year ago.

Department Store Sales - January-to-December, 1955-1956

Province	Sales		Change 1956/1955
	1955 \$'000	1956 \$'000	
CANADA	1,150,455	1,242,004	+ 8.0
Atlantic Provinces	93,370	100,268	+ 7.4
Quebec	209,597	220,470	+ 5.2
Ontario	383,775	413,527	+ 7.8
Manitoba	102,988	107,502	+ 4.4
Saskatchewan	57,563	63,002	+ 9.4
Alberta	113,942	127,566	+ 12.0
British Columbia	189,220	209,669	+ 10.8

Department Store Sales and Stocks

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

Department	Sales			Stocks		
	Dec. 1955	Dec. 1956	Change 1956/55	Nov. 30 1955	Nov. 30 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments	163,069	169,574	+ 4.0	289,366	318,651	+ 10.1
1. Women's and Misses' Dresses	3,650	3,683	+ 0.9	5,718	6,268	+ 9.6
2. Women's and Misses' Coats and Suits	2,002	2,069	+ 3.3	4,707	4,407	- 6.4
3. Women's and Misses' Sportswear	5,203	5,389	+ 3.6	7,827	9,314	+ 19.0
4. Furs	2,539	2,296	- 9.6	6,024	6,241	+ 3.6
5. Girls' and Infants' Wear ..	8,152	8,474	+ 3.9	13,540	15,203	+ 12.3
6. Lingerie and Corsets	7,019	7,320	+ 4.3	10,828	11,590	+ 7.0
7. Aprons, Housedresses and Uniforms	781	647	- 17.2	1,168	983	- 15.2
8. Millinery	1,082	1,115	+ 3.0	1,180	1,186	+ 0.5
9. Hosiery and Apparel Accessories	8,150	8,288	+ 1.7	11,160	12,090	+ 8.3
10. Women's, Misses' and Children's Shoes	5,295	5,411	+ 2.2	14,541	14,920	+ 2.6
Ladies' Apparel and Accessories Total 1 - 10	43,873	44,692	+ 1.9	76,693	82,202	+ 7.2
11. Men's Clothing	4,355	4,462	+ 2.5	9,668	9,692	+ 0.2
12. Men's Furnishings	12,907	14,210	+ 10.1	15,774	18,113	+ 14.8
13. Boys' Clothing and Furnishings	4,274	4,509	+ 5.5	7,970	8,196	+ 2.8
14. Men's and Boys' Shoes	2,830	2,922	+ 3.3	5,722	6,101	+ 6.6
15. Food and Kindred Products ..	9,313	9,030	- 3.0	6,158	5,053	- 17.9
16. Toiletries, Cosmetics and Drugs	4,877	5,335	+ 9.4	7,236	8,460	+ 16.9
17. Photographic Equipment and Supplies	925	1,046	+ 13.1	1,182	1,400	+ 18.4
18. Piece Goods	2,030	2,100	+ 3.4	8,779	8,707	- 0.2
19. Linens and Domestic Goods	3,869	3,998	+ 3.3	9,257	9,831	+ 6.2
20. Smallwares	2,589	2,460	- 5.0	5,820	5,839	+ 0.3
21. China and Glassware	2,856	3,038	+ 6.4	9,071	9,823	+ 8.3
22. Home Furnishings	6,279	6,282	(c)	22,725	25,189	+ 10.8
23. Furniture	5,674	5,782	+ 1.9	15,188	17,689	+ 16.5
24. Major Appliances	4,551	4,808	+ 5.6	13,777	16,060	+ 16.6
25. Radio and Music	4,991	5,102	+ 2.2	7,526	8,851	+ 17.6
26. Hardware and Housewares ...	9,070	9,651	+ 6.4	20,087	23,305	+ 16.0
27. Jewellery	5,448	5,537	+ 1.6	8,894	9,559	+ 7.5
28. Sporting Goods and Luggage	15,178	16,176	+ 6.7	18,528	22,553	+ 21.7
29. Stationery, Books and Magazines	5,372	5,733	+ 6.7	6,254	7,409	+ 18.5
30. All Other Departments	11,828	12,701	+ 7.4	13,057	14,619	+ 12.0

(c) Unchanged.



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Department Store Sales by Selected Departments

January to December 1955 and January to December 1956.

Department	S a l e s		
	January to Dec. 1955	January to Dec. 1956	Change 1956/1955
	\$'000	\$'000	%
Total, All Departments	1,150,455	1,242,004	+ 8.0
1. Women's and Misses' Dresses ..	34,824	35,643	+ 2.4
2. Women's and Misses' Coats and Suits	28,865	30,508	+ 5.7
3. Women's and Misses' Sportswear	32,731	35,927	+ 9.8
4. Furs	15,222	14,976	- 1.6
5. Girls' and Infants' Wear	57,327	62,645	+ 9.3
6. Lingerie and Corsets	43,613	46,520	+ 6.9
7. Aprons, Housedresses and Uniforms	5,854	5,714	- 2.4
8. Millinery	10,330	11,514	+ 11.5
9. Hosiery and Apparel Accessories	41,495	43,703	+ 5.3
10. Women's, Misses' and Children's Shoes	44,668	47,082	+ 5.4
Ladies Apparel and Accessories Total 1-10	314,929	334,332	+ 6.2
11. Men's Clothing	34,571	36,979	+ 7.0
12. Men's Furnishings	53,654	58,929	+ 9.8
13. Boys' Clothing and Furnishings	28,978	31,182	+ 7.6
14. Men's and Boys' Shoes	17,718	18,676	+ 5.4
15. Food and Kindred Products	69,285	73,323	+ 5.8
16. Toiletries, Cosmetics and Drugs	28,035	30,584	+ 9.1
17. Photographic Equipment and Supplies	4,237	4,790	+ 13.1
18. Piece Goods	25,233	27,870	+ 10.5
19. Linens and Domestic Goods	34,607	37,179	+ 7.4
20. Smallwares	19,988	19,791	- 1.0
21. China and Glassware	14,112	15,419	+ 9.3
22. Home Furnishings	70,048	77,347	+ 10.4
23. Furniture	71,635	79,668	+ 11.2
24. Major Appliances	60,903	68,340	+ 12.2
25. Radio and Music	35,036	34,035	- 2.9
26. Hardware and Housewares	77,834	86,731	+ 11.4
27. Jewellery	21,920	22,504	+ 2.7
28. Sporting Goods and Luggage	51,017	55,679	+ 9.1
29. Stationery, Books and Magazines	21,840	24,177	+ 10.7
30. All Other Departments	94,875	104,469	+ 10.1