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DEPARTMENT STORE SALES AND STOCKS

Estimated sales of all Canadian department stores during February 1956 were valued at \$75,154,000 an increase of 10.9% above sales of the same month of the previous year. Cumulative sales for the first two months of 1956, with a value of \$149,201,000, were 9.1% greater than the corresponding period a year earlier. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

With the exception of Manitoba, all provinces registered increases in sales during the month. The Atlantic Provinces with a gain of 15.1% had

Department Store Sales in February 1955 and 1956

Province	Sales		Change, 1956/1955 %
	1955 \$'000	1956 \$'000	
CANADA .....	67,770	75,154	+ 10.9
Atlantic Provinces .....	5,005	5,761	+ 15.1
Quebec .....	12,222	13,676	+ 11.9
Ontario .....	22,371	25,593	+ 14.4
Manitoba .....	6,477	6,205	- 4.2
Saskatchewan .....	3,312	3,663	+ 10.6
Alberta .....	6,762	7,519	+ 11.2
British Columbia .....	11,621	12,737	+ 9.6

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the largest percentage increase with Ontario following closely with 14.4%. Quebec and Alberta with greater sales by 11.9% and 11.2% respectively ranked ahead of Saskatchewan and British Columbia with gains of 10.6% and 9.6%. Manitoba, the only province whose sales fell below last February, had a decrease of 4.2%.

Twenty-six of the twenty-nine specified departments, as well as the 'all other' category, had percentage increases in sales during February. The durable goods departments showed some of the largest percentage gains although nearly all departments had substantial increases. Some of the departments showing increases were hardware and housewares 19.1% , furniture 15.7% and home furnishings 15.2%. The radio and music department, which includes television, dropped 8.4% below sales of last year. The clothing departments registered substantial increases in sales during February with boys' clothing and furnishings 16.5%, girls' and infants' wear 15.6% and aprons, housedresses and uniforms 13.5% being some of the largest.

Stocks on hand in department stores at the end of January had an estimated selling value of \$248,703,000 an increase of 4.9% from stocks at the end of January in 1955.

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**Department Store Sales and Stocks**  
February 1955 and February 1956

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

Department	SALES			STOCKS		
	Feb. 1955	Feb. 1956	Change 1956/55	Jan. 31 1955	Jan. 31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>67,770</b>	<b>75,154</b>	<b>+ 10.9</b>	<b>237,155</b>	<b>248,703</b>	<b>+ 4.9</b>
1. Women's and Misses' Dresses.....	1,977	2,034	+ 2.9	4,641	5,087	+ 9.6
2. Women's and Misses' Coats and Suits	1,421	1,453	+ 2.3	3,806	4,368	+ 14.8
3. Women's and Misses' Sportswear.....	1,563	1,728	+ 10.6	5,731	6,117	+ 6.7
4. Furs .....	1,057	818	- 22.6	3,941	4,771	+ 21.1
5. Girls' and Infants' Wear .....	2,420	2,797	+ 15.6	10,480	11,801	+ 12.6
6. Lingerie and Corsets .....	2,768	3,050	+ 10.2	8,066	8,501	+ 5.4
7. Aprons, Housedresses and Uniforms....	318	361	+ 13.5	801	866	+ 8.1
8. Millinery .....	495	519	+ 4.8	1,076	1,035	- 3.8
9. Hosiery and Apparel Accessories .....	2,235	2,369	+ 6.0	7,545	8,338	+ 10.5
10. Women's, Misses' and Children's Shoes	2,113	2,336	+ 10.6	12,827	13,003	+ 1.4
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	<b>16,367</b>	<b>17,465</b>	<b>+ 6.7</b>	<b>58,914</b>	<b>63,887</b>	<b>+ 8.4</b>
11. Men's Clothing .....	1,912	2,011	+ 5.2	8,395	8,263	- 1.6
12. Men's Furnishings .....	2,321	2,574	+ 10.9	11,049	11,215	+ 1.5
13. Boys' Clothing and Furnishings .....	1,113	1,297	+ 16.5	6,207	6,669	+ 7.4
14. Men's and Boys' Shoes .....	918	992	+ 8.1	4,624	5,137	+ 11.1
15. Food and Kindred Products.....	5,221	5,573	+ 6.7	4,218	4,880	+ 15.7
16. Toiletries, Cosmetics and Drugs .....	1,991	2,185	+ 9.7	5,400	5,713	+ 5.8
17. Photographic Equipment and Supplies..	226	249	+ 10.2	937	1,086	+ 15.9
18. Piece Goods .....	1,987	2,632	+ 32.5	8,393	8,310	- 1.0
19. Linens and Domestic .....	2,595	2,923	+ 12.6	8,452	8,468	+ 0.2
20. Smallwares .....	1,623	1,461	- 10.0	5,629	4,919	- 12.6
21. China and Glassware .....	754	816	+ 8.2	7,915	7,417	- 6.3
22. Home Furnishings .....	5,102	5,876	+ 15.2	22,170	22,516	+ 1.6
23. Furniture .....	5,355	6,197	+ 15.7	14,898	15,016	+ 0.8
24. Major Appliances .....	3,883	4,667	+ 20.2	11,997	13,135	+ 9.5
25. Radio and Music .....	2,703	2,475	- 8.4	6,570	6,731	+ 2.5
26. Hardware and Housewares .....	4,394	5,233	+ 19.1	17,847	21,154	+ 18.5
27. Jewellery .....	1,071	1,238	+ 15.6	7,285	6,869	- 5.7
28. Sporting Goods and Luggage.....	1,379	1,531	+ 11.0	10,888	11,691	+ 7.4
29. Stationery, Books and Magazines.....	1,288	1,467	+ 13.9	4,240	4,096	- 3.4
30. All Other Departments .....	5,567	6,292	+ 13.0	11,127	11,531	+ 3.6

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