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### DEPARTMENT STORE SALES AND STOCKS

Canadian department stores sales during March 1956 had an estimated dollar value of \$93,503,000. This was 14.4% greater than sales of \$81,722,000 during the same month last year. Cumulative sales for the first quarter of 1956 were estimated to be \$242,704,000, greater by 11.1% than the corresponding period in 1955. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

Regionally, all provinces registered sales increases during March. Alberta with a percentage gain of 22.0% was the largest with Saskatchewan

#### Department Store Sales in March 1955 and 1956

Province	Sales		Change, 1956/1955
	1955	1956	
	\$'000	\$'000	%
CANADA .....	81,722	93,503	+ 14.4
Atlantic Provinces .....	6,925	7,472	+ 7.9
Quebec .....	15,133	17,131	+ 13.2
Ontario.....	27,141	30,913	+ 13.9
Manitoba .....	7,208	8,052	+ 11.7
Saskatchewan .....	3,900	4,645	+ 19.1
Alberta .....	8,137	9,927	+ 22.0
British Columbia .....	13,278	15,363	+ 15.7

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and British Columbia having 19.1% and 15.7% each. Ontario and Quebec had sales 13.9% and 13.2% respectively above those of last year while Manitoba and the Atlantic Provinces, with substantial increases of 11.7% and 7.9%, were the lowest among all the provinces.

Twenty-six of the twenty-nine specified departments as well as the "all other" category showed increased sales during March. The increases in the clothing groups were among the largest of all categories due largely to the earlier Easter trade. Some of the larger gains in these departments were millinery 35.5%, girls' and infants' wear 27.2%, boys' clothing and furnishings 22.5% and men's furnishings 21.1%. Some of the other departments where sales were substantially up during March were photographic equipment and supplies 30.5%, food and kindred products 21.8% and sporting goods and luggage 20.7%.

Stocks held in department stores at the end of February, 1956 had an estimated selling value of \$276,248,000 an increase of 7.9% above stocks of \$256,095,000 on the same date a year earlier.

Department Store Sales and Stocks

March 1955 and March 1956

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

Department	SALES			STOCKS		
	March 1955	March 1956	Change 1956/55	Feb. 28 1955	Feb. 29 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>81,722</b>	<b>93,503</b>	<b>+ 14.4</b>	<b>256,095</b>	<b>276,248</b>	<b>+ 7.9</b>
1. Women's and Misses' Dresses.....	2,754	2,956	+ 7.3	5,820	6,227	+ 7.0
2. Women's and Misses' Coats and Suits	3,344	3,853	+ 15.2	5,479	5,945	+ 8.5
3. Women's and Misses' Sportswear.....	1,879	2,144	+ 14.1	6,795	7,325	+ 7.8
4. Furs .....	737	825	+ 11.9	4,000	4,815	+ 20.4
5. Girls' and Infants' Wear .....	4,094	5,208	+ 27.2	11,891	13,734	+ 15.5
6. Lingerie and Corsets .....	3,141	3,414	+ 8.7	8,903	9,822	+ 10.3
7. Aprons, Housedresses and Uniforms....	428	509	+ 18.9	944	1,029	+ 9.0
8. Millinery .....	1,004	1,360	+ 35.5	1,512	1,562	+ 3.3
9. Hosiery and Apparel Accessories .....	2,954	3,555	+ 20.3	8,536	9,213	+ 7.9
10. Women's, Misses' and Children's Shoes	3,470	3,972	+ 14.5	14,795	15,861	+ 7.2
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	<b>23,805</b>	<b>27,796</b>	<b>+ 16.8</b>	<b>68,675</b>	<b>75,533</b>	<b>+ 10.0</b>
11. Men's Clothing .....	2,788	3,278	+ 17.6	9,108	9,551	+ 4.9
12. Men's Furnishings .....	2,648	3,207	+ 21.1	12,075	12,613	+ 4.5
13. Boys' Clothing and Furnishings .....	2,016	2,470	+ 22.5	7,043	7,724	+ 9.7
14. Men's and Boys' Shoes .....	1,164	1,367	+ 17.4	5,123	5,603	+ 9.4
15. Food and Kindred Products.....	5,737	6,987	+ 21.8	4,288	(b)	(b)
16. Toiletries, Cosmetics and Drugs .....	2,096	2,322	+ 10.8	5,569	5,909	+ 6.1
17. Photographic Equipment and Supplies..	236	308	+ 30.5	933	1,121	+ 20.2
18. Piece Goods .....	2,297	2,585	+ 12.5	8,945	9,031	+ 1.0
19. Linens and Domestic .....	2,341	2,323	- 0.8	9,067	9,097	+ 0.3
20. Smallwares .....	1,671	1,550	- 7.2	5,902	5,254	- 11.0
21. China and Glassware .....	823	918	+ 11.5	8,067	7,757	- 3.8
22. Home Furnishings .....	5,748	6,337	+ 10.2	22,769	23,895	+ 4.9
23. Furniture .....	5,030	5,615	+ 11.6	15,309	16,034	+ 4.7
24. Major Appliances .....	4,234	4,909	+ 15.9	12,310	14,380	+ 16.8
25. Radio and Music .....	2,505	2,384	- 4.8	6,572	7,432	+ 13.1
26. Hardware and Housewares .....	5,268	6,107	+ 15.9	18,568	21,528	+ 15.9
27. Jewellery .....	1,151	1,371	+ 19.1	7,526	7,309	- 2.9
28. Sporting Goods and Luggage.....	1,800	2,173	+ 20.7	12,100	13,112	+ 8.4
29. Stationery, Books and Magazines.....	1,482	1,731	+ 16.8	4,232	4,420	+ 4.4
30. All Other Departments .....	6,882	7,765	+ 12.8	11,914	12,856	+ 7.9

(b) Not available

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