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DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA



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

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Vol. XXI No. 8 August, 1956

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Sales by Canadian department stores during August 1956 were estimated to be \$91,397,000 an increase of 12.4% from sales of \$81,282,000 reported in the same month last year. Cumulative sales for the first eight months of 1956 were \$710,200,000, up 10.1% from the \$644,760,000 recorded for the same period of 1955. Stocks on hand at selling value on July 31 were \$275,785,000 an increase of 8.8% from those of \$253,588,000 on the same date a year earlier. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

Regionally, Alberta with an increase in sales of 17.5% and Saskatchewan with 17.2% were the provinces with the largest percentage gains in sales during August 1956. August sales in Manitoba increased 13.7% while in British Columbia they were 13.1% greater. Ontario and Quebec with increased value of 11.8% and 9.9% respectively during August along with the Atlantic Provinces with a gain of 8.4% were below the average gain for Canada of 12.4%.

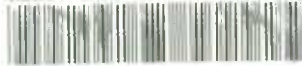
Sales increased in twenty-six of the twenty-nine specified departments as well as in the "all other" category during August 1956 as compared with the same month a year earlier. Details of sales and stocks by departments are shown on page 2 of this report.

Department Store Sales In August 1955 and 1956

	S a l e s		Change
	1955	1956	1956/1955
	\$'000	\$'000	%
CANADA	81,282	91,397	+ 12.4
Atlantic Provinces	6,778	7,348	+ 8.4
Quebec	14,451	15,882	+ 9.9
Ontario	25,449	28,451	+ 11.8
Manitoba	6,957	7,911	+ 13.7
Saskatchewan	4,048	4,745	+ 17.2
Alberta	8,416	9,889	+ 17.5
British Columbia	15,183	17,171	+ 13.1

Prepared in Industry and Merchandising Division
Merchandising and Services Section.

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Department Store Sales and Stocks

August 1955 and August 1956

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

Department	Sales			Stocks		
	August 1955	August 1956	Change 1956/55	July 31 1955	July 31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments	81,282	91,397	+ 12.4	253,588	275,785	+ 8.8
1. Women's and Misses' Dresses ...	2,246	2,493	+ 11.0	3,898	4,380	+ 12.4
2. Women's and Misses' Coats and Suits	1,396	1,650	+ 18.2	4,106	4,390	+ 6.9
3. Women's and Misses' Sports- wear	2,380	2,915	+ 22.5	6,405	7,247	+ 13.1
4. Furs	1,392	1,574	+ 13.1	6,355	5,983	- 5.1
5. Girls' and Infants' Wear	3,746	4,501	+ 20.2	11,958	14,583	+ 22.0
6. Lingerie and Corsets	2,752	2,983	+ 8.4	8,924	9,598	+ 7.6
7. Aprons, Housedresses and Uniforms	378	329	- 13.0	989	1,071	+ 8.3
8. Millinery	574	793	+ 38.2	886	862	- 2.7
9. Hosiery and Apparel Accessories	2,179	2,538	+ 16.5	8,514	9,200	+ 8.1
10. Women's, Misses' and Children's Shoes	2,918	3,327	+ 14.0	13,328	13,871	+ 4.1
Ladies' Apparel and Accessories Total 1 - 10	19,961	23,103	+ 15.7	65,363	71,185	+ 8.9
11. Men's Clothing	1,565	1,813	+ 15.8	8,647	8,814	+ 1.9
12. Men's Furnishings	2,563	2,941	+ 14.7	12,375	13,518	+ 9.2
13. Boys' Clothing and Furnishings	1,800	2,284	+ 21.0	7,476	7,910	+ 5.8
14. Men's and Boys' Shoes	1,128	1,307	+ 15.9	4,827	5,315	+ 10.1
15. Food and Kindred Products	4,964	5,563	+ 12.1	4,662	4,510	- 3.3
16. Toiletries, Cosmetics and Drugs	1,885	2,101	+ 11.5	5,725	6,235	+ 8.9
17. Photographic Equipment and Supplies	369	400	+ 8.4	1,013	1,098	+ 8.4
18. Piece Goods	1,703	1,871	+ 9.9	8,650	8,588	- 0.7
19. Linens and Domesticals	2,808	3,220	+ 14.7	8,347	9,295	+ 11.4
20. Smallwares	1,254	1,321	+ 5.3	5,374	5,213	- 3.0
21. China and Glassware	1,213	1,327	+ 9.4	8,392	9,246	+ 10.2
22. Home Furnishings	5,430	6,086	+ 12.1	23,772	25,238	+ 6.2
23. Furniture	6,991	7,934	+ 13.5	14,863	15,634	+ 5.2
24. Major Appliances	5,785	6,305	+ 9.0	12,562	15,049	+ 19.8
25. Radio and Music	2,984	2,816	- 5.6	6,367	7,226	+ 13.5
26. Hardware and Housewares	6,206	7,053	+ 13.6	18,946	21,246	+ 12.1
27. Jewellery	1,744	1,465	- 16.0	7,427	7,523	+ 1.3
28. Sporting Goods and Luggage ...	2,778	3,060	+ 10.2	12,660	14,625	+ 15.5
29. Stationery, Books and Magazines	1,490	1,848	+ 24.0	4,627	5,299	+ 14.5
30. All Other Departments	6,573	7,579	+ 15.3	11,513	13,018	+ 13.1