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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



DOMINION BUREAU

NOV 9 1956

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Vol. XXI No. 9 September, 1956

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

September sales of Canadian department stores amounted to \$106,346,000 in 1956 representing a gain of 4.0% over the same month of 1955. This nominal increase reduced the former cumulative gain for the first eight months of 10.1% to one of 9.3% for the first nine months. Sales for the three quarters of the year totalled \$816,546,000 compared with \$747,035,000 for the same period of 1955. All provinces shared in the gain for the year to date, with Alberta and British Columbia registering the greatest advances in sales. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

Department Store Sales in September 1955 and 1956.

Province	Sales		Change
	1955	1956	1956/1955
	\$'000	\$'000	%
CANADA	102,275	106,346	+ 4.0
Atlantic Provinces	7,637	7,614	- 0.3
Quebec	19,372	20,264	+ 4.6
Ontario	33,391	35,261	+ 5.6
Manitoba	9,335	8,700	- 6.8
Saskatchewan	4,913	4,888	- 0.5
Alberta	10,654	10,643	- 0.1
British Columbia	16,973	18,976	+ 11.8

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

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Sales for September were lower than a year ago in all regions except Quebec, Ontario and British Columbia which recorded gains of 4.6%, 5.6% and 11.8% respectively. The decline was only slight in the other regions except Manitoba where sales were 6.8% below last year's level.

Four departments transacted less business in September 1956 than during September 1955, with the largest decline in radio and music which includes television sales. The clothing departments, with one exception, showed general improvement. Photographic equipment and supplies showed sales 16.7% above last year. Cumulative increases, for the first nine months of the year, revealed greatest increases in the furniture and major appliance departments. For the year to date, clothing category averaged slightly lesser percentage gains than all departments combined.

Stocks on hand in department stores at the end of August had an estimated selling value of \$292,275,000, an amount 5.1% in excess of the holdings at August 31, 1955. Ten of the departments showed smaller stocks, while several lines of durable goods were stocked above the dollar volume of a year ago - major appliances up 20.4%, radio and music 14.9%, hardware 12.4% and sporting goods and luggage 15.2%.

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

Province	Sales		Change 1956/1955
	1955 \$ '000	1956 \$ '000	
Canada	747,035	816,546	+ 9.3
Atlantic Provinces	60,454	65,664	+ 8.6
Quebec	136,387	146,899	+ 7.7
Ontario	244,741	269,001	+ 9.9
Manitoba	68,458	70,577	+ 3.1
Saskatchewan	37,687	41,209	+ 9.3
Alberta	74,538	84,083	+ 12.8
British Columbia	124,770	139,113	+ 11.5

Department Store Sales and Stocks

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

Department	Sales			Stocks		
	Sept. 1955	Sept. 1956	Change 1956/55	Aug. 31 1955	Aug. 31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments	102,275	106,346	+ 4.0	278,050	292,275	+ 5.1
1. Women's and Misses' Dresses	2,896	2,898	+ 0.1	4,938	5,187	+ 5.0
2. Women's and Misses' Coats and Suits	3,316	3,746	+ 13.0	6,306	6,140	- 2.6
3. Women's and Misses' Sportswear	3,409	3,782	+ 10.9	7,433	7,801	+ 5.0
4. Furs	1,517	1,588	+ 4.7	7,840	6,583	- 14.8
5. Girls' and Infants' Wear ...	6,397	6,814	+ 6.5	14,118	15,850	+ 12.3
6. Lingerie and Corsets	3,259	3,417	+ 4.8	9,642	10,151	+ 5.3
7. Aprons, Housedresses and Uniforms	366	345	- 10.6	974	930	- 4.5
8. Millinery	1,423	1,646	+ 15.7	1,250	1,141	- 8.7
9. Hosiery and Apparel Accessories	3,687	3,832	+ 3.9	9,864	10,086	+ 2.3
10. Women's, Misses' and Children's Shoes	4,381	4,399	+ 0.4	14,931	14,921	- 0.1
Ladies' Apparel and Accessories Total 1 - 10	30,671	32,467	+ 5.9	77,296	78,900	+ 2.1
11. Men's Clothing	3,123	3,408	+ 9.1	9,773	9,425	- 3.6
12. Men's Furnishings	4,053	4,404	+ 8.7	14,409	14,951	+ 3.8
13. Boys' Clothing & Furnishings	3,023	3,230	+ 6.8	8,746	8,620	- 1.4
14. Men's and Boys' Shoes	1,557	1,603	+ 3.0	5,532	5,622	+ 1.6
15. Food and Kindred Products ..	5,632	5,505	- 2.3	5,175	4,642	- 10.3
16. Toiletries, Cosmetics and Drugs	2,101	2,155	+ 2.6	6,064	6,427	+ 6.0
17. Photographic Equipment and Supplies	318	371	+ 16.7	1,061	1,122	+ 5.7
18. Piece Goods	2,415	2,511	+ 4.0	9,598	9,445	- 1.6
19. Linens and Domestic Textiles	3,209	3,305	+ 3.0	8,883	9,074	+ 2.1
20. Smallwares	1,628	1,618	- 0.6	5,780	5,471	- 5.3
21. China and Glassware	1,215	1,240	+ 2.1	8,793	9,494	+ 8.0
22. Home Furnishings	6,084	6,557	+ 7.8	24,840	26,048	+ 4.9
23. Furniture	6,456	6,738	+ 4.4	14,032	15,155	+ 7.6
24. Major Appliances	6,244	6,609	+ 5.8	12,629	15,209	+ 20.4
25. Radio and Music	3,972	3,307	- 16.7	6,530	7,276	+ 14.9
26. Hardware and Housewares ...	6,414	6,554	+ 2.2	18,992	21,348	+ 12.4
27. Jewellery	1,539	1,629	+ 5.8	7,855	7,891	+ 0.5
28. Sporting Goods and Luggage ..	2,871	2,969	+ 3.4	14,366	16,550	+ 15.2
29. Stationery, Books and Magazines	1,976	2,050	+ 3.7	5,038	5,475	+ 8.7
30. All Other Departments	7,774	8,116	+ 4.4	12,803	14,130	+ 10.4



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Department Store Sales by Selected Departments

January to September 1955 and January to September 1956.

Department	Sales		
	January to Sept. 1955	January to Sept. 1956	Change 1956/1955
	\$'000	\$'000	%
Total, All Departments	747,035	816,546	+ 9.3
1. Women's and Misses' Dresses	25,553	25,967	+ 1.6
2. Women's and Misses' Coats and Suits	19,108	20,416	+ 6.8
3. Women's and Misses' Sportswear	21,079	23,318	+ 10.6
4. Furs	8,115	8,124	+ 0.1
5. Girls' and Infants' Wear ...	34,099	37,664	+ 10.5
6. Lingerie and Corsets	28,407	30,346	+ 6.8
7. Aprons, Housedresses and Uniforms	4,214	4,293	+ 1.9
8. Millinery	6,972	7,820	+ 12.2
9. Hosiery and Apparel Accessories	24,527	26,270	+ 7.1
10. Women's, Misses' and Children's Shoes	29,813	31,601	+ 6.0
Ladies' Apparel and Accessories Total 1-10	201,887	215,819	+ 6.9
11. Men's Clothing	22,226	24,035	+ 8.1
12. Men's Furnishings	27,471	30,160	+ 9.8
13. Boys' Clothing and Furnishings	17,093	18,476	+ 8.1
14. Men's and Boys' Shoes	10,967	11,641	+ 6.1
15. Food and Kindred Products ..	47,667	51,534	+ 8.1
16. Toiletries, Cosmetics and Drugs	18,161	19,672	+ 8.3
17. Photographic Equipment and Supplies	2,546	2,853	+ 12.1
18. Piece Goods	18,331	20,530	+ 12.0
19. Linens and Domestic Goods	24,213	26,363	+ 8.9
20. Smallwares	13,324	13,249	- 0.6
21. China and Glassware	8,671	9,450	+ 9.0
22. Home Furnishings	49,496	55,960	+ 13.1
23. Furniture	52,839	60,226	+ 14.0
24. Major Appliances	44,398	50,788	+ 14.4
25. Radio and Music	22,047	20,981	- 4.8
26. Hardware and Housewares	54,269	61,580	+ 13.5
27. Jewellery	11,980	12,259	+ 2.3
28. Sporting Goods and Luggage ..	24,686	27,725	+ 12.3
29. Stationery, Books and Magazines	11,745	13,356	+ 13.7
30. All Other Departments	63,018	69,889	+ 10.9