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## DEPARTMENT STORE SALES AND STOCKS

Canadian department store sales in March 1957 were estimated to be \$94,142,000 up slightly (0.7%) from the \$93,454,000 registered in the same month last year. Cumulative sales for the first quarter of 1957 were \$249,335,000 a gain of 2.7% from sales of \$242,703,000 in the same three-month period a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations price changes or number of shopping days.

In March sales increases occurred in five provinces with Manitoba showing the largest 5.0% and Quebec the smallest 0.7%. In the Atlantic Provinces and Ontario sales fell below last year's levels by 2.1% and 2.0% respectively.

Sales totals for the first three-month period of 1957 were higher in all regions from a year ago. The largest gains appeared in the western provinces with British Columbia up 6.3%, Manitoba and Alberta each

Department Store Sales in March 1956 and 1957.

Province	Sales		Change 1957/1956
	1956	1957	
	\$'000	\$'000	%
CANADA .....	93,454	94,142	+ 0.7
Atlantic Provinces .....	7,472	7,315	- 2.1
Quebec .....	17,130	17,250	+ 0.7
Ontario .....	30,859	30,242	- 2.0
Manitoba .....	8,037	8,439	+ 5.0
Saskatchewan .....	4,641	4,752	+ 2.4
Alberta .....	9,952	10,151	+ 2.0
British Columbia .....	15,363	15,993	+ 4.1

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up 5.3% and Saskatchewan 3.7%. The eastern provinces' sales fell below the Canada average for the period with increases of 0.9% in Ontario, 0.7% in Quebec and 0.4% in the Atlantic region.

Fifteen specified departments as well as the "all other" category recorded increased sales during March with thirteen departments below last year's levels and one "women's, misses' and children's shoes" remaining unchanged. In the "photographic equipment and supplies" department sales were higher by 12.7%, "major appliances" 11.6% and "sporting goods and luggage" 10.2%. The lateness of Easter this year had its effects on the clothing departments where sales fell below last year's levels in all but four categories.

For the first three months of 1957 sales were higher in twenty of the specified departments and in the "all other" category. Photographic equipment and supplies again showed the largest gain 9.8%.

Stocks held by department stores at the end of February 1957 had an estimated selling value of \$285,221,000 up 3.7% from the \$274,979,000 stocks a year earlier.

Department Store Sales - January-to-March, 1956-1957

Province	Sales		1957/1956 %
	1956 \$'000	1957 \$'000	
CANADA .....	242,703	249,335	+ 2.7
Atlantic Provinces .....	18,608	18,679	+ 0.4
Quebec .....	43,792	44,114	+ 0.7
Ontario .....	81,466	82,239	+ 0.9
Manitoba .....	20,762	21,865	+ 5.3
Saskatchewan .....	12,092	12,538	+ 3.7
Alberta .....	25,568	26,923	+ 5.3
British Columbia .....	40,415	42,977	+ 6.3

Department Store Sales and Stocks

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

Department	Sales			Stocks		
	March 1956	March 1957	Change 1957/56	Feb. 29 1956	Feb. 28 1957	Change 1957/56
	\$'000	\$'000	%	\$'000	\$'000	%
Total, All Departments ....	93,454	94,142	+ 0.7	274,979	285,221	+ 3.7
1. Women's and Misses' Dresses	2,967	3,098	+ 4.4	6,258	6,275	+ 0.3
2. Women's and Misses' Coats and Suits .....	3,894	3,785	- 2.8	5,954	5,824	- 2.2
3. Women's and Misses' Sportswear .....	2,148	2,195	+ 2.2	7,547	7,815	+ 3.6
4. Furs .....	827	789	- 4.6	4,904	4,415	- 10.0
5. Girls' and Infants' Wear ..	5,225	4,922	- 5.8	13,729	13,912	+ 1.3
6. Lingerie and Corsets .....	3,415	3,388	- 0.8	9,821	9,425	- 4.0
7. Aprons, Housedresses and Uniforms .....	506	462	- 8.7	1,032	820	- 20.5
8. Millinery .....	1,369	1,180	- 13.8	1,571	1,350	- 14.1
9. Hosiery and Apparel Accessories .....	3,552	3,174	- 10.6	9,229	9,060	- 1.8
10. Women's, Misses' and Children's Shoes .....	3,981	3,983	(c)	15,821	16,118	+ 1.9
Ladies' Apparel and Accessories Total 1 - 10 .....	27,884	26,976	- 3.3	75,866	75,014	- 1.1
11. Men's Clothing .....	3,298	3,560	+ 7.9	9,528	9,918	+ 4.1
12. Men's Furnishings .....	3,214	3,027	- 5.8	12,588	12,908	+ 2.5
13. Boys' Clothing and Furnishings .....	2,475	2,333	- 5.7	7,700	7,509	- 2.5
14. Men's and Boys' Shoes .....	1,370	1,383	+ 0.9	5,592	6,011	+ 7.5
15. Food and Kindred Products .	6,955	6,594	- 5.2	5,129	4,447	- 13.3
16. Toiletries, Cosmetics and Drugs .....	2,313	2,399	+ 3.7	5,904	6,152	+ 4.2
17. Photographic Equipment and Supplies .....	307	346	+ 12.7	1,121	1,181	+ 5.4
18. Piece Goods .....	2,578	2,605	+ 1.0	9,021	9,033	+ 0.1
19. Linens and Domestic Goods .....	2,316	2,394	+ 3.4	9,084	9,411	+ 3.6
20. Smallwares .....	1,543	1,563	+ 1.3	5,250	5,473	+ 4.2
21. China and Glassware .....	916	923	+ 0.8	7,747	8,163	+ 5.4
22. Home Furnishings .....	6,319	6,858	+ 8.5	23,851	25,963	+ 8.9
23. Furniture .....	5,625	5,972	+ 6.2	15,992	18,216	+ 13.9
24. Major Appliances .....	4,894	5,463	+ 11.6	14,356	15,124	+ 5.3
25. Radio and Music .....	2,375	2,184	- 8.0	7,414	8,725	+ 17.7
26. Hardware and Housewares ...	6,084	6,432	+ 5.7	21,475	22,197	+ 3.4
27. Jewellery .....	1,368	1,367	- 0.1	7,297	7,974	+ 9.3
28. Sporting Goods and Luggage	2,167	2,388	+ 10.2	13,077	14,875	+ 13.7
29. Stationery, Books and Magazines .....	1,723	1,441	- 16.4	4,414	4,600	+ 4.2
30. All Other Departments .....	7,730	7,934	+ 2.6	12,573	12,327	- 2.0

(c) Unchanged.





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Department Store Sales by Selected Departments

January to March 1956 and January to March 1957.

Department	S a l e s		
	January to March 1956	January to March 1957	Change 1957/1956
	\$'000	\$'000	%
Total, All Departments .....	242,703	249,335	+ 2.7
1. Women's and Misses' Dresses ..	6,785	7,082	+ 4.4
2. Women's and Misses' Coats .... and Suits .....	6,756	6,658	- 1.5
3. Women's and Misses' Sportswear	5,552	5,960	+ 7.3
4. Furs .....	3,319	3,156	- 4.9
5. Girls' and Infants' Wear .....	10,562	10,417	- 1.4
6. Lingerie and Corsets .....	8,437	9,608	+ 1.8
7. Aprons, Housedresses and Uniforms .....	1,245	1,142	- 8.3
8. Millinery .....	2,302	2,149	- 6.6
9. Hosiery and Apparel Accessories .....	8,004	7,631	- 4.7
10. Women's, Misses' and Children's Shoes .....	8,306	8,370	+ 0.8
Ladies' Apparel and Accessories Total 1 - 10 .....	62,268	62,173	- 0.2
11. Men's Clothing .....	7,584	7,957	+ 4.9
12. Men's Furnishings .....	8,187	8,301	+ 1.4
13. Boys' Clothing and Furnishings	5,101	4,971	- 2.5
14. Men's and Boys' Shoes .....	3,176	3,218	+ 1.3
15. Food and Kindred Products ....	17,909	18,116	+ 1.2
16. Toiletries, Cosmetics and Drugs .....	6,599	7,079	+ 7.3
17. Photographic Equipment and Supplies .....	783	860	+ 9.8
18. Piece Goods .....	8,044	8,614	+ 7.1
19. Linens and Domestic Goods .....	9,248	9,906	+ 7.1
20. Smallwares .....	4,578	4,656	+ 1.7
21. China and Glassware .....	2,568	2,670	+ 4.0
22. Home Furnishings .....	17,037	17,872	+ 4.9
23. Furniture .....	18,324	18,931	+ 3.3
24. Major Appliances .....	14,351	15,246	+ 6.2
25. Radio and Music .....	7,713	7,289	- 5.5
26. Hardware and Housewares .....	15,885	16,568	+ 4.3
27. Jewellery .....	3,586	3,647	+ 1.7
28. Sporting Goods and Luggage ...	4,981	5,424	+ 8.9
29. Stationery, Books and Magazines .....	4,607	4,291	- 6.9
30. All Other Departments.....	20,174	21,546	+ 6.8