

DEPARTMENT STORE SALES AND STOCKSAPRIL, 1959

Department store sales totalled \$107,941,000 in April 1959, a gain of 3.4 per cent over the April 1958 total of \$104,345,000. Sales in Alberta were 9.1 per cent above those a year ago; the Atlantic Provinces recorded a decrease of 2.5 per cent; and the remaining provinces were "average" in rate of change. The level of inventories was somewhat higher. The \$319,150,000 stock on hand at the end of March was 5.8 per cent above the level of a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes, or number of shopping days.

Six departments experienced smaller sales in April 1959 than in April 1958; the largest decline occurred in the millinery department (-11.7 per cent). The household departments--furniture, appliances, radio and music--increased their sales considerably from a year ago; the greatest gain was in the radio and music department. These same departments led the advance in inventory gain over last year, aside from photographic equipment and supplies which showed an even larger increase in inventory (+19.6 per cent).

Department Store Sales in April 1958 and 1959

Province	Sales		Change 1959/1958
	1958	1959	
	\$'000	\$'000	%
CANADA .....	104,345	107,941	+ 3.4
Atlantic Provinces .....	8,408	8,198	- 2.5
Quebec .....	18,235	18,727	+ 2.7
Ontario .....	34,950	36,173	+ 3.5
Manitoba .....	9,080	9,325	+ 2.7
Saskatchewan .....	5,307	5,498	+ 3.6
Alberta .....	11,196	12,215	+ 9.1
British Columbia .....	17,169	17,805	+ 3.7

6542-503-49

Prepared in Industry and Merchandising Division.

Department Store Sales and Stocks

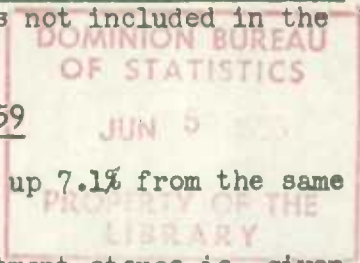
April 1958 and April 1959

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

Department	Sales			Stocks		
	April 1958	April 1959	Change 1959/58	Mar. 31 1958	Mar. 31 1959	Change 1959/58
	\$'000	\$'000	%	\$'000	\$'000	%
<b>Total, All Departments .....</b>	104,345	107,941	+ 3.4	301,678	319,150	+ 5.8
1. Women's and Misses' Dresses ...	3,861	4,128	+ 6.9	6,668	7,119	+ 6.8
2. Women's and Misses' Coats and Suits .....	3,756	4,232	+12.7	5,396	5,811	+ 7.7
3. Women's and Misses' Sportswear.	2,942	3,098	+ 5.3	8,342	8,363	+ 0.3
4. Furs .....	476	533	+12.0	4,351	4,312	- 0.9
5. Girls' and Infants' Wear .....	5,245	5,516	+ 5.2	14,759	15,813	+ 7.1
6. Lingerie and Corsets .....	3,760	3,774	+ 0.4	10,516	11,305	+ 7.5
7. Aprons, Housedresses and Uniforms .....	482	520	+ 7.9	1,002	1,006	+ 0.4
8. Millinery .....	1,219	1,076	-11.7	1,296	1,443	+11.3
9. Hosiery and Apparel Accessories	3,500	3,431	- 2.0	9,882	10,010	+ 1.3
10. Women's, Misses' and Children's Shoes .....	4,740	4,880	+ 3.0	16,738	17,001	+ 1.6
<b>Ladies' Apparel and Accessories Total 1 - 10 .....</b>	29,981	31,188	+ 4.0	78,950	82,183	+ 4.1
11. Men's Clothing .....	3,292	3,506	+ 6.5	10,547	10,852	+ 2.9
12. Men's Furnishings .....	3,467	3,475	+ 0.2	14,104	14,523	+ 3.0
13. Boys' Clothing and Furnishings.	2,645	2,676	+ 1.2	7,882	8,346	+ 5.9
14. Men's and Boys' Shoes .....	1,567	1,548	- 1.2	6,289	6,391	+ 1.6
15. Food and Kindred Products .....	6,385	5,690	-10.9	4,650	4,547	- 2.2
16. Toiletries, Cosmetics and Drugs	2,484	2,524	+ 1.6	6,765	7,033	+ 4.0
17. Photographic Equipment and Supplies .....	378	444	+17.5	1,346	1,610	+19.6
18. Piece Goods .....	2,344	2,366	+ 0.9	9,462	10,208	+ 7.9
19. Linens and Domestics .....	2,364	2,565	+ 8.5	9,701	9,942	+ 2.5
20. Smallwares .....	1,622	1,698	+ 4.7	5,795	5,937	+ 2.4
21. China and Glassware .....	979	1,038	+ 6.0	8,230	8,415	+ 2.2
22. Home furnishings .....	7,231	7,641	+ 5.7	26,152	27,501	+ 5.2
23. Furniture .....	6,409	6,793	+ 6.0	19,237	19,803	+ 2.9
24. Major Appliances .....	5,960	6,577	+10.4	17,438	20,004	+14.7
25. Radio and Music .....	1,740	2,130	+22.4	8,983	10,732	+19.5
26. Hardware and Housewares .....	9,013	9,419	+ 4.5	22,704	25,477	+12.2
27. Jewellery .....	1,369	1,342	- 2.0	7,717	8,094	+ 4.9
28. Sporting Goods and Luggage .....	4,065	4,057	- 0.2	16,633	17,888	+ 7.5
29. Stationery, Books and Magazines .....	1,322	1,385	+ 4.8	4,954	5,098	+ 2.9
30. All Other Departments .....	9,728	9,879	+ 1.6	14,139	14,566	+ 3.0

SPECIAL STATEMENT - DOMINION BUREAU OF STATISTICS, Ottawa

This is a statement compiled to meet a limited demand, and is not included in the Bureau's list of publications.



DEPARTMENT STORE SALES IN OTTAWA, APRIL 1959

Sales of Ottawa department stores in April 1959 were up 7.1% from the same month of last year.

An analysis of departmental results for Ottawa department stores is given below with cumulative results for the period February 1959 to April 1959. These results represent the comparison of sales of identical stores in the two years.

Percentage Changes in Sales of Ottawa Department Stores, by Departments

Department	April 1959	Feb. to April 1959
	April 1958	Feb. to April 1958
	%	%
Total sales, all departments .....	+ 7.1	+ 7.0
Women's and misses' dresses .....	+ 2.8	+ 8.0
Women's and misses' coats and suits .....	+17.7	+ 9.7
Women's and misses' sportswear .....	+ 3.8	+ 7.2
Furs .....	+155.7	+18.4
Girls' and infants' wear .....	+ 5.6	+ 3.2
Lingerie and corsets .....	+ 3.2	+ 2.4
Aprons, housedresses and uniforms .....	+ 8.3	(c)
Millinery .....	-13.2	+ 2.8
Hosiery and apparel accessories .....	- 5.9	+ 0.7
Women's, misses' and children's shoes .....	+10.1	+ 2.3
Ladies' apparel and accessories, total ....	+ 5.8	+ 4.6
Men's clothing .....	+ 6.4	+ 4.0
Men's furnishings .....	- 3.3	(c)
Boys' clothing and furnishings .....	+ 3.4	+ 0.4
Men's and boys' shoes .....	- 0.5	+ 3.0
Toiletries, cosmetics and drugs .....	- 1.5	+ 9.0
Piece goods .....	+ 5.3	- 1.1
Linens and domestics .....	+10.1	+ 4.0
Smallwares .....	+ 8.4	+ 7.1
China and glassware .....	+10.3	+15.0
Home furnishings .....	+11.0	+ 5.5
Furniture .....	+ 7.6	- 0.6
Major appliances .....	- 4.2	+ 0.5
Radio and music (including T.V.) .....	+ 9.1	+ 3.1
Hardware and housewares .....	+ 5.7	+ 8.7
Jewellery .....	+ 4.9	+ 8.7
Sporting goods and luggage .....	+ 4.3	+ 8.0
All other departments .....	+41.6	+52.7

(c) Unchanged

Prepared in Industry and Merchandising Division.

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