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DEPARTMENT STORE SALES AND STOCKS

February, 1964

Estimates contained in this bulletin are subject to revision on an annual basis; they are not adjusted for seasonal variations, price changes or number of shopping days. Estimates on pages 1 and 2 exclude the sales of "discount" stores.

Department Store Sales by Provinces

Province	Sales		Change 1964/1963 %
	1963 ^r \$'000	1964 \$'000	
Atlantic Provinces	6,057	7,274	+20.1
Quebec	16,774	19,106	+13.9
Ontario	31,576	37,070	+17.4
Manitoba	8,808	9,592	+ 8.9
Saskatchewan	4,166	4,895	+17.5
Alberta	11,247	12,799	+13.8
British Columbia	16,299	19,102	+17.2
Canada	94,927	109,838	+15.7

Department Store Sales by Provinces

January to February

Province	Sales		Change 1964/1963 %
	1963 ^r \$'000	1964 \$'000	
Atlantic Provinces	11,827	13,973	+18.1
Quebec	34,355	38,615	+10.8
Ontario	66,196	75,567	+14.2
Manitoba	17,386	19,422	+11.7
Saskatchewan	8,346	9,768	+17.0
Alberta	22,780	26,315	+15.5
British Columbia	34,232	40,138	+17.3
Canada	195,621	223,799	+14.4

Note: Components may not add to totals due to rounding.

r - Revised.

April, 1964
6422-503

Merchandising and Services Division

Department Store Sales and Stocks by Departments

February 1963 and February 1964

Department	Sales			Stocks (at selling value)		
	1963 ^r	1964	Change 1964/63	1963 ^r	1964	Change 1964/63
	\$'000	\$'000	%	\$'000	\$'000	%
1. Women's and misses' dresses ...	2,866	3,348	+16.8	10,838	11,091	+ 2.3
2. Women's and misses' coats and suits	1,989	2,515	+26.4	8,400	9,113	+ 8.5
3. Women's and misses' sportswear	2,740	3,205	+17.0	12,207	14,465	+18.5
4. Furs	730	713	- 2.3	4,502	5,007	+11.2
5. Girls' and infants' wear	3,608	4,309	+19.4	21,984	22,851	+ 3.9
6. Lingerie and corsets	4,176	4,805	+15.1	13,772	15,112	+ 9.7
7. Aprons, housedresses and uniforms	363	544	+49.9	977	1,121	+14.7
8. Millinery	444	558	+25.7	1,417	1,522	+ 7.4
9. Hosiery and apparel accessories	2,945	3,162	+ 7.4	12,235	12,589	+ 2.9
10. Women's, misses' and children's shoes	2,671	2,952	+10.5	20,458	20,679	+ 1.1
Ladies' apparel and accessories Totals 1 - 10	22,532	26,111	+15.9	106,790	113,550	+ 6.3
11. Men's clothing	2,858	3,406	+19.2	13,568	15,007	+10.6
12. Men's furnishings	3,512	3,874	+10.3	18,577	21,224	+14.2
13. Boys' clothing and furnishings	1,590	1,877	+18.0	10,505	11,436	+ 8.9
14. Men's and boys' shoes	1,405	1,592	+13.3	8,074	8,538	+ 5.7
15. Food and kindred products	6,152	7,177	+16.7	4,736	5,284	+11.6
16. Toiletries, cosmetics and drugs	3,460	3,978	+15.0	10,029	11,004	+ 9.7
17. Photographic equipment and supplies	441	658	+49.2	2,026	2,443	+20.6
18. Piece goods	3,164	3,442	+ 8.8	11,842	12,177	+ 2.8
19. Linens and domestics	3,195	3,740	+17.1	11,675	13,030	+11.6
20. Smallwares	1,523	1,620	+ 6.4	6,137	6,190	+ 0.9
21. China and glassware	1,315	1,513	+15.1	10,443	10,728	+ 2.7
22. Home furnishings	7,195	8,652	+20.2	30,578	30,444	- 0.4
23. Furniture	7,338	8,634	+17.7	20,363	21,026	+ 3.3
24. Major appliances	5,843	7,112	+21.7	19,826	19,843	+ 0.1
25. Radio and music	3,116	3,700	+18.7	12,061	12,548	+ 4.0
26. Hardware and housewares	6,470	8,120	+25.5	30,588	33,128	+ 8.3
27. Jewellery	1,395	1,580	+13.3	9,911	9,578	- 3.4
28. Sporting goods and luggage	1,911	2,360	+23.5	18,325	20,101	+ 9.7
29. Stationery, books and magazines	1,883	2,136	+13.4	6,617	7,004	+ 5.8
30. All other departments	8,629	8,556	- 0.8	19,518	21,158	+ 8.4
Totals, all departments	94,927	109,838	+15.7	382,189	405,441	+ 6.1

r - Revised.

"Discount" Department Stores

As stated in the March 1963 report, Department Store Sales and Stocks, Catalogue No. 63-002, a discount department store is defined as follows:

The outlet must sell the same wide range of goods that are sold in the more traditional department stores and be popularly described as a discount operation.

Since it is realized that the above definition is rather general and is open to different interpretations, a list of those firms whose aggregate sales are shown in this report is given below:

Allied Towers Merchants Limited	Hamilton Harvey & Son
G E M Stores	Mon-Mart Discount Department Store Inc.
Frederick's Department Stores	Freimart Stores
Sayvette Limited	Woolco Department Stores
Sentry Department Stores Limited	Zeller's Country Fair Discount Store
Banner Discount Department Stores	M-M Discount Centre
Miracle Mart Div. Steinberg's Ltd.	
Topps Discount Department Stores	

Our survey list of discount stores contains those that are composed solely of concessions as well as those in which the departments are owned by one controlling group.

The sales data shown for discount department stores are subject to revision at a later date, because of fuller coverage, corrections, etc.

This survey of discount department stores will, sometime in the future, be published on a monthly basis. For the present time, however, the publication of sales data for discount stores will continue periodically in this bulletin.

Estimated Discount Department Store Sales by Departments

Department	December		
	1962	1963	Change 1963/1962
	\$	\$	%
1. Women's and misses' dresses	643,234	504,048	- 21.6
2. Women's and misses' coats and suits	375,846	538,737	+ 43.3
3. Women's and misses' sportswear	573,047	579,626	+ 1.1
4. Furs	8,914	9,706	+ 8.9
5. Girls' and infants' wear	981,305	1,154,780	+ 17.7
6. Lingerie and corsets	507,446	735,705	+ 45.0
7. Aprons, housedresses and uniforms	72,207	45,846	- 36.5
8. Millinery	171,996	166,045	- 3.5
9. Hosiery and apparel accessories	471,088	719,957	+ 52.8
10. Women's, misses' and children's shoes ..	704,014	817,780	+ 16.2
Ladies' apparel and accessories			
Totals 1 - 10	4,509,097	5,272,230	+ 16.9
11. Men's clothing	1,140,458	1,342,027	+ 17.7
12. Men's furnishings	1,498,303	1,220,936	- 18.5
13. Boys' clothing and furnishings	577,767	817,268	+ 41.5
14. Men's and boys' shoes	460,157	433,814	- 5.7
15. Food and kindred products (1)	1,472,154	1,153,491	- 21.6
16. Toiletries, cosmetics and drugs	1,327,635	1,449,789	+ 9.2
17. Photographic equipment and supplies	563,706	739,396	+ 31.2
18. Piece goods	101,813	198,810	+ 95.3
19. Linens and domestics	655,702	665,846	+ 1.5
20. Smallwares	182,668	288,208	+ 57.8
21. China and glassware	247,781	375,683	+ 51.6
22. Home furnishings	308,010	338,627	+ 9.9
23. Furniture	588,466	391,711	- 33.4
24. Major appliances	324,950	433,272	+ 33.3
25. Radio and music	569,414	430,317	- 24.4
26. Hardware and housewares	2,005,126	1,915,390	- 4.5
27. Jewellery	658,077	762,593	+ 15.9
28. Sporting goods and luggage	2,098,605	1,199,151	- 42.9
29. Stationery, books and magazines	601,112	1,573,299	+161.7
30. All other departments	2,467,489	2,862,950	+ 16.0
Totals, all departments	22,358,490	23,864,808	+ 6.7

(1) In most cases, attached food stores or departments have not been included.

Estimated Discount Department Store Sales by Departments

Department	January to December		
	1962	1963	Change 1963/1962
	\$	\$	%
1. Women's and misses' dresses	3,463,456	2,885,277	- 16.7
2. Women's and misses' coats and suits	2,437,367	3,082,842	+ 26.5
3. Women's and misses' sportswear	2,902,515	4,216,703	+ 45.3
4. Furs	47,619	50,300	+ 5.6
5. Girls' and infants' wear	5,157,262	7,704,508	+ 49.4
6. Lingerie and corsets	2,033,795	4,025,636	+ 97.9
7. Aprons, housedresses and uniforms	442,463	361,983	- 18.2
8. Millinery	1,023,585	1,036,369	+ 1.2
9. Hosiery and apparel accessories	2,041,589	3,858,275	+ 89.0
10. Women's, misses' and children's shoes ..	3,210,798	5,116,396	+ 59.3
Ladies' apparel and accessories Totals 1 - 10	22,760,449	32,338,289	+ 42.1
11. Men's clothing	6,337,997	7,191,801	+ 13.5
12. Men's furnishings	5,927,945	5,886,994	- 0.7
13. Boys' clothing and furnishings	2,850,017	4,968,245	+ 74.3
14. Men's and boys' shoes	2,508,584	2,828,765	+ 12.8
15. Food and kindred products (1)	8,882,866	10,340,163	+ 16.4
16. Toiletries, cosmetics and drugs	7,230,824	9,633,013	+ 33.2
17. Photographic equipment and supplies	2,660,496	3,599,060	+ 35.3
18. Piece goods	635,435	1,395,962	+119.7
19. Linens and domestics	3,618,871	5,145,269	+ 42.2
20. Smallwares	653,115	1,813,143	+177.6
21. China and glassware	667,929	1,450,529	+117.2
22. Home furnishings	2,202,733	3,256,443	+ 47.8
23. Furniture	4,229,989	4,630,375	+ 9.5
24. Major appliances	1,391,220	2,992,861	+115.1
25. Radio and music	2,281,374	2,166,030	- 5.1
26. Hardware and housewares	9,900,714	12,351,864	+ 24.8
27. Jewellery	1,939,600	2,629,394	+ 35.6
28. Sporting goods and luggage	6,920,226	4,644,660	- 32.9
29. Stationery, books and magazines	2,000,237	6,936,593	+246.8
30. All other departments	11,308,237	15,036,301	+ 33.0
Totals, all departments	106,908,858	141,235,754	+ 32.1

(1) In most cases, attached food stores or departments have not been included.

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