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DEPARTMENT STORE SALES AND STOCKS

OCTOBER, 1952

Department store sales in Canada totalled $97,316,000 in October 1952, 19.8% above October 1951 and 15.4% higher than in September. Department store inventories as of September 30 totalled $205,446,000, 12.7% below the value of inventories held on the same date in 1951 but 3.0% above August 31.

All regions reported higher dollar sales in October 1952 than in October 1951. With the exception of Manitoba and Saskatche-

Department Store Sales in October 1951 and 1952

Province	Sales		Change, 1952/1951
	1951	1952	
	$'000	$'000	%
CANADA	81,225	97,316	+ 19.8
Maritime Provinces ..	5,533	6,944	+ 25.5
Quebec	12,783	15,545	+ 21.6
Ontario	29,078	35,505	+ 22.1
Manitoba	12,511	14,462	+ 15.6
Saskatchewan	4,872	5,754	+ 18.1
Alberta	6,002	7,250	+ 20.8
British Columbia	10,446	11,856	+ 13.5

Prepared in Merchandising and Services Section.

wan, which recorded lower sales in June 1952 than in June 1951, all areas have been reporting higher sales this year than last for the past 6 months. Furthermore the Maritime Provinces have shown larger monthly gains than any other region throughout this entire period.

Food and Kindred Products was the only department to record lower sales (-4.4%) in October 1952 when compared with October 1951. Sales of Ladies' Apparel and Accessories were 21.3% above last year. The value of inventories held in this department fell by 5.9%. The 3 largest sales gains were reported by the Radio and Music, Furs, and Major Appliances departments (70.0%, 56.8% and 49.3% respectively). However, it should be kept in mind that in October 1951, these particular departments had experienced a rather severe slump in sales.

Department Store Sales and Stocks

October 1951 and October 1952

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

Department	SALES*			STOCKS*		
	Oct. 1951	Oct. 1952	Change 1952/51	Sept.30 1951	Sept.30 1952	Change 1952/51
	$'000	$'000	%	$'000	$'000	%
TOTAL, ALL DEPARTMENTS	81,225	97,316	+ 19.8	235,316	205,446	- 12.7
1. Women's and Misses' Dresses	2,424	2,559	+ 5.6	4,034	4,289	+ 6.3
2. Women's and Misses' Coats and Suits	3,450	4,532	+ 31.4	5,166	5,081	- 1.6
3. Women's and Misses' Sportswear	1,907	2,404	+ 26.1	4,906	4,813	- 1.9
4. Furs	1,618	2,537	+ 56.8	6,774	6,230	- 8.0
5. Girls' and Infants' Wear	5,833	7,099	+ 21.7	10,645	8,711	- 18.2
6. Lingerie and Corsets	2,998	3,625	+ 20.9	7,548	7,811	+ 3.5
7. Aprons, Housedresses and Uniforms	407	494	+ 21.4	891	940	+ 5.5
8. Millinery	974	1,176	+ 20.7	1,148	1,111	- 3.2
9. Hosiery and Apparel Accessories	3,501	3,949	+ 12.8	8,957	8,085	- 9.7
10. Women's, Misses' and Children's Shoes	3,845	4,332	+ 12.7	12,378	11,688	- 5.6
Ladies' Apparel and Accessories. Total 1 – 10	26,957	32,707	+ 21.3	62,447	58,759	- 5.9
11. Men's Clothing	2,968	3,728	+ 25.6	9,377	7,576	- 19.2
12. Men's Furnishings	4,594	5,396	+ 17.5	13,890	11,730	- 15.6
13. Boys' Clothing and Furnishings	3,055	3,655	+ 19.6	8,174	6,207	- 24.1
14. Men's and Boys' Shoes	1,487	1,662	+ 11.8	5,304	4,344	- 18.1
15. Food and Kindred Products	5,301	5,066	- 4.4	4,429	3,879	- 12.4
16. Toiletries, Cosmetics and Drugs	1,654	1,921	+ 16.1	4,627	4,831	+ 4.4
17. Photographic Equipment and Supplies	185	207	+ 11.9	918	852	- 7.2
18. Piece Goods	2,070	2,150	+ 3.9	9,181	8,248	- 10.2
19. Linens and Domestics	3,010	3,500	+ 16.3	8,657	7,122	- 17.7
20. Smallwares	1,728	1,928	+ 11.6	5,949	5,737	- 3.6
21. China and Glassware	992	1,071	+ 8.0	7,136	7,550	+ 5.8
22. Home Furnishings	4,697	5,661	+ 20.5	22,108	18,187	- 17.7
23. Furniture	4,107	5,455	+ 32.8	12,866	9,816	- 23.7
24. Major Appliances	2,119	3,163	+ 49.3	8,785	6,253	- 28.8
25. Radio and Music	939	1,596	+ 70.0	4,830	3,674	- 23.9
26. Hardware and Housewares	4,085	4,860	+ 19.0	12,126	10,418	- 14.1
27. Jewellery	1,324	1,624	+ 22.7	8,758	6,948	- 20.7
28. Sporting Goods and Luggage	2,090	2,610	+ 24.9	12,443	10,426	- 16.2
29. Stationery, Books and Magazines	1,107	1,276	+ 15.3	3,899	3,945	+ 1.2
30. All Other Departments	6,756	8,080	+ 19.6	9,412	8,944	- 5.0

Note. Canada totals do not include Newfoundland figures.

*1951 sales and stocks have been revised

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