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## DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

DOMINION BUREAU  
OF STATISTICS

JAN 11 1954

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XVIII - No. 11

\$1.00 a year

## DEPARTMENT STORE SALES AND STOCKS

NOVEMBER, 1953

Department store sales in Canada amounted to \$112,649,000 during November, an advance of 2.6% over a year earlier. Department store inventories as of October 31 are valued at \$270,465,000, 20.0% above the value of stock holdings at the end of October 1952.

Department Store Sales in November 1952 and 1953

Province	Sales		Change, 1953/1952
	1952	1953	
	\$'000	\$'000	%
CANADA .....	109,783	112,649	+ 2.6
Atlantic Provinces ...	8,927	8,936	+ 0.1
Quebec .....	18,886	19,377	+ 2.6
Ontario .....	37,103	39,033	+ 5.2
Manitoba .....	11,090	10,935	- 1.4
Saskatchewan .....	6,280	6,757	+ 7.6
Alberta .....	10,880	10,945	+ 0.6
British Columbia .....	16,617	16,666	+ 0.3

Prepared in Merchandising and Services Section

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All regions with the exception of Manitoba reported higher sales than during last November. Saskatchewan, with the largest proportionate increase of 7.6% was followed by Ontario (5.2%) Quebec (2.6%) Alberta (0.6%) British Columbia (0.3%) and the Atlantic Provinces (0.1%). Manitoba reported a decline of 1.4%.

For the country as a whole, 21 departments reported higher sales, while 9 indicated declines from last November. Departments showing increases of over 10% were radio and music, 28.7%, (in many stores, this department handles sales of television receivers), photographic equipment and supplies 14.6%, major appliances, 13.9%, and girls' and infants' wear, 10.7%. Most noticeable among the decreases were those shown by the following departments: furs (23.3%) aprons, housedresses and uniforms (12.8%) and food and kindred products (10.9%).

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Department Store Sales and Stocks

November 1952 and November 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	Nov. 1952	Nov. 1953	Change 1953/52	Oct. 31 1952	Oct. 31 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	109,783	112,649	+ 2.6	225,456	270,465	+ 20.0
1. Women's and Misses' Dresses.....	2,527	2,463	- 2.5	5,033	4,881	- 3.0
2. Women's and Misses' Coats and Suits	3,041	3,290	+ 8.2	4,036	5,313	+ 31.6
3. Women's and Misses' Sportswear.....	2,425	2,563	+ 5.7	5,306	6,642	+ 25.2
4. Furs .....	3,294	2,525	- 23.3	6,142	6,773	+ 10.3
5. Girls' and Infants' Wear .....	6,208	6,873	+ 10.7	8,437	13,286	+ 57.5
6. Lingerie and Corsets .....	4,134	4,203	+ 1.7	8,934	10,343	+ 15.8
7. Aprons, Housedresses and Uniforms ...	554	483	- 12.8	1,177	1,192	+ 1.3
8. Millinery .....	988	1,002	+ 1.4	1,209	1,327	+ 9.8
9. Hosiery and Apparel Accessories .....	4,778	4,884	+ 2.2	9,257	11,342	+ 22.5
10. Women's, Misses' and Children's Shoes	4,724	4,764	+ 0.8	12,518	14,759	+ 17.9
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	32,673	33,050	+ 1.2	62,049	75,858	+ 22.3
11. Men's Clothing .....	3,859	3,659	- 5.2	7,872	9,930	+ 26.1
12. Men's Furnishings .....	6,692	6,765	+ 1.1	12,719	16,316	+ 28.3
13. Boys' Clothing and Furnishings .....	3,430	3,507	+ 2.2	5,947	8,406	+ 41.3
14. Men's and Boys' Shoes .....	2,036	1,901	- 6.6	4,935	5,767	+ 16.9
15. Food and Kindred Products.....	6,319	5,633	- 10.9	4,268	3,533	- 17.2
16. Toiletries, Cosmetics and Drugs .....	2,438	2,545	+ 4.4	5,871	6,172	+ 5.1
17. Photographic Equipment and Supplies..	335	384	+ 14.6	1,061	1,077	+ 1.5
18. Piece Goods .....	2,119	2,105	- 0.7	8,476	9,381	+ 10.7
19. Linens and Domestic .....	3,467	3,417	- 1.4	8,102	9,144	+ 12.9
20. Smallwares .....	2,199	2,298	+ 4.5	6,219	6,422	+ 3.3
21. China and Glassware .....	1,404	1,501	+ 6.9	7,781	8,486	+ 9.1
22. Home Furnishings .....	6,133	6,447	+ 5.2	18,785	22,420	+ 19.4
23. Furniture .....	5,510	5,819	+ 5.6	11,052	14,041	+ 27.0
24. Major Appliances .....	3,521	4,011	+ 13.9	7,699	8,509	+ 10.5
25. Radio and Music .....	2,379	3,062	+ 28.7	4,347	6,373	+ 46.6
26. Hardware and Housewares .....	4,974	5,465	+ 9.9	11,871	14,493	+ 22.1
27. Jewellery .....	2,572	2,546	- 1.0	8,147	8,702	+ 6.8
28. Sporting Goods and Luggage .....	6,144	6,603	+ 7.5	13,044	17,602	+ 34.9
29. Stationery, Books and Magazines.....	2,342	2,380	+ 1.6	5,202	5,292	+ 1.7
30. All Other Departments .....	9,237	9,551	+ 3.4	10,009	12,541	+ 25.3

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