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DEPARTMENT STORE SALES AND STOCKS

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Department store sales in February at \$61,490,000 were only slightly higher (2.1%) than in February 1952. This was the smallest monthly increase over the corresponding month of last year since April 1952. Alberta showed the largest February increase with sales 7.0% above last year and the Maritime Provinces recorded a gain of 6.9%. Sales were lower in Saskatchewan and Manitoba with decreases of 0.7% and 3.6% respectively.

Department Store Sales in February 1952 and 1953

Province	Sales		Change, 1953/1952
	1952	1953	
	\$'000	\$'000	
CANADA	60,220	61,490	+ 2.1
Maritime Provinces	3,540	3,784	+ 6.9
Quebec	9,133	9,516	+ 4.2
Ontario	22,121	22,630	+ 2.3
Manitoba	9,122	8,793	- 3.6
Saskatchewan	3,030	3,009	- 0.7
Alberta	4,539	4,857	+ 7.0
British Columbia	8,735	8,901	+ 1.9

Prepared in Merchandising and Services Section.

For the first ten months of 1952, month-end inventories of department stores were considerably below the 1951 levels while 1952 November and December inventories were only slightly above those of 1951. Inventories at January 31, 1953, however, showed a substantial gain over 1952 (+14.0%) amounting to \$197,147,000 compared to \$172,953,000 at January 31, 1952. All departments except food and china and glassware reported higher dollar value of inventories than at the end of January last year, increases ranging from 36.2% in women's and misses' sportswear to 0.7% in millinery.

Nineteen of the thirty departments reported higher sales this February than last. Fur sales increased 29.7% and substantial gains were recorded in radio and music sales (24.6%) major appliances (16.5%) and furniture (14.2%). Decreases in 1953 sales were more prevalent in clothing and dry goods departments, with women's and misses' dresses down 11.4% and linens and domestics 8.4%.

Department Store Sales and Stocks

February 1952 and February 1953

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

Stocks are at selling value.

Department	SALES			STOCKS*		
	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	60,220	61,490	+ 2.1	172,953	197,147	+ 14.0
1. Women's and Misses' Dresses	2,109	1,868	- 11.4	3,458	3,957	+ 14.4
2. Women's and Misses' Coats and Suits	1,533	1,516	- 1.1	2,860	3,293	+ 15.1
3. Women's and Misses' Sportswear	1,394	1,462	+ 4.9	3,133	4,267	+ 36.2
4. Furs	627	813	+ 29.7	3,016	3,359	+ 11.4
5. Girls' and Infants' Wear	2,244	2,379	+ 6.0	6,529	8,495	+ 30.1
6. Lingerie and Corsets	2,608	2,664	+ 2.1	5,378	7,196	+ 33.8
7. Aprons, Housedresses and Uniforms	450	432	- 4.0	643	851	+ 32.3
8. Millinery	514	527	+ 2.5	934	941	+ 0.7
9. Hosiery and Apparel Accessories	2,223	2,213	- 0.2	5,656	6,152	+ 8.8
10. Women's, Misses' and Children's Shoes	2,153	2,206	+ 2.5	9,890	11,776	+ 19.1
Ladies' Apparel and Accessories.						
Total 1 - 10	15,855	16,085	+ 1.5	41,497	50,287	+ 21.2
11. Men's Clothing	1,872	1,749	- 6.6	6,590	6,715	+ 1.9
12. Men's Furnishings	2,089	2,145	+ 2.7	7,812	9,275	+ 18.7
13. Boys' Clothing and Furnishings	1,194	1,115	- 6.6	4,641	5,600	+ 20.7
14. Men's and Boys' Shoes	862	879	+ 2.0	3,769	4,513	+ 19.7
15. Food and Kindred Products	5,374	4,810	- 10.5	4,485	3,952	- 11.9
16. Toiletries, Cosmetics and Drugs	1,812	1,838	+ 1.4	4,058	4,730	+ 16.6
17. Photographic Equipment and Supplies ..	130	203	+ 12.8	763	853	+ 11.8
18. Piece Goods	2,047	1,911	- 6.6	6,788	7,852	+ 15.7
19. Linens and Domestic Goods	2,969	2,719	- 8.4	6,751	8,372	+ 24.0
20. Smallwares	1,636	1,512	- 7.6	4,938	5,506	+ 11.5
21. China and Glassware	811	796	- 1.8	6,882	6,815	- 1.0
22. Home Furnishings	4,299	4,604	+ 7.1	18,388	18,874	+ 2.6
23. Furniture	4,254	4,857	+ 14.2	11,336	13,030	+ 14.9
24. Major Appliances	2,437	2,840	+ 16.5	6,376	7,448	+ 16.8
25. Radio and Music	1,137	1,417	+ 24.6	3,714	4,579	+ 23.3
26. Hardware and Housewares	3,534	3,716	+ 5.1	11,146	12,444	+ 11.6
27. Jewellery	1,089	1,133	+ 4.0	6,504	6,783	+ 4.3
28. Sporting Goods and Luggage	1,136	1,214	+ 6.9	6,749	8,151	+ 20.8
29. Stationery, Books and Magazines	1,031	1,086	+ 5.3	2,947	3,447	+ 17.0
30. All Other Departments	4,602	4,861	+ 5.6	6,819	7,921	+ 16.2

Note. Canada totals do not include Newfoundland figures.

* 1952 sales and stocks have been revised.

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