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DEPARTMENT STORE SALES AND STOCKS

October 1954 sales of all department stores in Canada were estimated at \$96,945,000, a fractional drop from October 1953 when they were \$97,563,000 but an increase of 8.4% from September 1954 when they were estimated at \$89,408,000. Regionally, Saskatchewan showed the largest decrease (18.3%) while British Columbia showed the largest increase (12.4%).

Department Store Sales in October 1953 and 1954

Province	Sales		Change, 1954/1953 %
	1953 \$'000	1954 \$'000	
CANADA .....	97,563	96,945	- 0.6
Atlantic Provinces .....	7,403	7,366	- 0.5
Quebec .....	17,596	17,121	- 2.7
Ontario .....	31,577	31,735	+ 0.5
Manitoba .....	9,285	9,173	- 1.2
Saskatchewan .....	6,068	4,958	- 18.3
Alberta .....	10,190	9,232	- 9.4
British Columbia .....	15,444	17,360	+ 12.4

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Only nine of the thirty departments showed increases, some of the larger being: radio and music 40.8%; major appliances 10.2%; hardware and housewares 4.0%, and food and kindred products 1.7%. Some of the larger decreases occurred in photographic supplies 12.6%; linens and domestics 8.2%, and women's and misses' coats and suits 7.2%.

Inventories on hand at September 30 were valued at \$265,592,000 up 6.6% from September 1953. Twenty of the thirty departments showed increases ranging from 47.7% in major appliances to 0.9% in boys' clothing and furnishings.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

## Department Store Sales and Stocks

October 1953 and October 1954

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

Department	SALES			STOCKS		
	October	October	Change	Sept. 30	Sept. 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	97,563	96,945	- 0.6	249,121	265,592	+ 6.6
1. Women's and Misses' Dresses .....	2,663	2,563	- 3.8	4,505	4,662	+ 3.5
2. Women's and Misses' Coats and Suits	4,272	3,965	- 7.2	5,640	5,589	- 0.9
3. Women's and Misses' Sportswear .....	2,507	2,548	+ 1.6	6,172	7,189	+ 16.5
4. Furs .....	1,880	1,824	- 3.0	6,563	6,663	+ 1.5
5. Girls' and Infants' Wear .....	6,656	6,457	- 3.0	12,752	13,778	+ 8.0
6. Lingerie and Corsets .....	3,474	3,311	- 4.7	9,007	9,490	+ 5.4
7. Aprons, Housedresses and Uniforms ....	367	350	- 4.6	1,000	992	- 0.8
8. Millinery .....	1,213	1,131	- 6.8	1,241	1,278	+ 3.0
9. Hosiery and Apparel Accessories .....	3,794	3,588	- 5.4	9,719	9,486	- 2.4
10. Women's, Misses' and Children's Shoes	4,146	4,090	- 1.4	14,036	14,772	+ 5.2
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	30,972	29,827	- 3.7	70,635	73,899	+ 4.6
11. Men's Clothing .....	3,416	3,376	- 1.2	9,065	9,976	+ 10.0
12. Men's Furnishings .....	4,864	4,686	- 3.7	15,093	14,484	- 4.0
13. Boys' Clothing and Furnishings .....	3,192	3,218	+ 0.8	8,069	8,143	+ 0.9
14. Men's and Boys' Shoes .....	1,509	1,512	+ 0.2	5,344	5,495	+ 2.8
15. Food and Kindred Products .....	5,664	5,761	+ 1.7	3,901	4,251	+ 9.0
16. Toiletries, Cosmetics and Drugs .....	2,022	1,975	- 2.3	4,947	5,625	+ 13.7
17. Photographic Equipment and Supplies ..	270	236	- 12.6	1,261	942	- 25.3
18. Piece Goods .....	2,209	2,143	- 3.0	9,348	8,813	- 5.7
19. Linens and Domestic .....	3,184	2,923	- 8.2	8,141	8,921	+ 9.6
20. Smallwares .....	1,933	1,908	- 1.3	5,986	5,956	- 0.5
21. China and Glassware .....	1,137	1,059	- 6.9	8,173	8,061	- 1.4
22. Home Furnishings .....	6,116	5,887	- 3.7	21,984	23,961	+ 9.0
23. Furniture .....	5,826	5,413	- 7.1	13,463	13,449	- 0.1
24. Major Appliances .....	4,101	4,521	+ 10.2	7,849	11,596	+ 47.7
25. Radio and Music .....	2,284	3,215	+ 40.8	5,648	5,393	- 4.5
26. Hardware and Housewares .....	5,162	5,370	+ 4.0	13,169	16,408	+ 24.6
27. Jewellery .....	1,650	1,591	- 3.6	7,650	7,857	+ 2.7
28. Sporting Goods and Luggage .....	2,892	2,771	- 4.2	14,610	15,382	+ 5.3
29. Stationery, Books and Magazines .....	1,367	1,384	+ 1.2	4,287	4,739	+ 10.5
30. All Other Departments .....	7,793	8,169	+ 4.8	10,498	12,241	+ 16.6

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