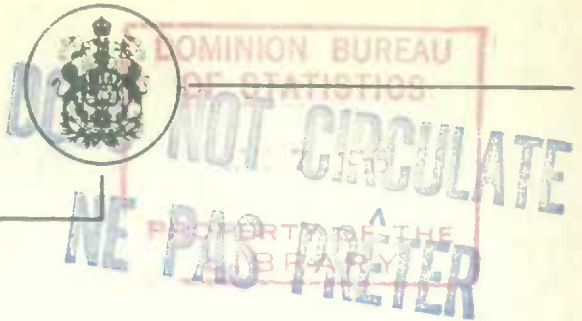


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DEPARTMENT STORE SALES AND STOCKS

Department store sales for November 1954 were estimated at \$119,231,000, an increase of 5.7% over the same month last year when they were \$112,794,000 and 23.0% over October 1954 estimated at \$96,945,000. Regionally, Saskatchewan and Alberta showed decreases, the former the largest at 15.0% while British Columbia and Quebec had the largest increases with 10.8% and 10.6% respectively.

Department Store Sales in November 1953 and 1954

Province	Sales		Change, 1954/1953
	1953	1954	
	\$'000	\$'000	%
CANADA	112,794	119,231	+ 5.7
Atlantic Provinces	8,936	9,821	+ 9.9
Quebec	19,377	21,431	+ 10.6
Ontario	39,034	41,844	+ 7.2
Manitoba	10,935	11,011	+ 0.7
Saskatchewan	6,901	5,866	- 15.0
Alberta	10,945	10,792	- 1.4
British Columbia	16,666	18,466	+ 10.8

Prepared in Industry and Merchandising Division
Merchandising and Services Section.

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A breakdown of sales by departments showed all but three of the thirty departments with increases. Notable among the increases were: radio and music 41.1%; major appliances 19.5%; hardware and housewares 13.8% and women's and misses' sportswear 12.5%. Increases were recorded in all clothing departments except the hosiery and apparel accessories group where the decrease was 1.7%.

Inventories on hand at October 30, 1954 were valued at \$296,107,000 up 9.8% from October 1953. Twenty-eight of the thirty departments showed increases ranging from 51.5% in major appliances to 1.1% in millinery.

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

November 1953 and November 1954

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

Department	SALES			STOCKS		
	November	November	Change	Oct. 31	Oct. 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	112,794	119,231	+ 5.7	269,638	296,107	+ 9.8
1. Women's and Misses' Dresses	2,539	2,711	+ 6.8	4,936	5,253	+ 6.4
2. Women's and Misses' Coats and Suits	3,289	3,345	+ 1.7	5,334	5,633	+ 5.6
3. Women's and Misses' Sportswear	2,605	2,930	+ 12.5	6,735	8,065	+ 19.7
4. Furs	2,525	2,620	+ 3.8	6,745	6,872	+ 1.9
5. Girls' and Infants' Wear	6,839	7,367	+ 7.7	13,100	14,977	+ 14.3
6. Lingerie and Corsets	4,202	4,328	+ 3.0	10,229	10,798	+ 5.6
7. Aprons, Housedresses and Uniforms	407	424	+ 4.2	1,055	1,080	+ 2.4
8. Millinery	1,002	1,073	+ 7.1	1,319	1,333	+ 1.1
9. Hosiery and Apparel Accessories	4,882	4,798	- 1.7	11,215	10,912	- 2.7
+ 10. Women's, Misses' and Children's Shoes	4,762	4,960	+ 4.2	14,784	15,952	+ 7.9
Ladies' Apparel and Accessories.						
Total 1 - 10	33,052 - 870	34,556	+ 4.6	75,452	80,875	+ 7.2
11. Men's Clothing	3,658	3,840	+ 5.0	10,036	11,119	+ 10.8
12. Men's Furnishings	6,772	7,005	+ 3.4	16,383	16,817	+ 2.6
13. Boys' Clothing and Furnishings	3,506	3,816	+ 8.8	8,398	8,968	+ 6.8
14. Men's and Boys' Shoes	1,908	2,009	+ 5.3	5,822	6,042	+ 3.8
15. Food and Kindred Products	5,731	5,894	+ 2.8	3,979	4,710	+ 18.4
16. Toiletries, Cosmetics and Drugs	2,544	2,566	+ 0.9	6,115	6,644	+ 8.7
17. Photographic Equipment and Supplies ..	384	390	+ 1.6	1,077	1,130	+ 4.9
18. Piece Goods	2,111	2,158	+ 2.2	9,305	8,947	- 3.8
19. Linens and Domestic	3,416	3,286	- 3.8	9,067	9,679	+ 6.7
20. Smallwares	2,297	2,328	+ 1.3	6,439	6,656	+ 3.4
21. China and Glassware	1,500	1,476	- 1.6	8,411	8,824	+ 4.9
22. Home Furnishings	6,507	6,613	+ 1.6	22,305	24,701	+ 10.7
23. Furniture	5,831	6,075	+ 4.2	13,984	15,016	+ 7.4
24. Major Appliances	4,010	4,791	+ 19.5	8,816	13,356	+ 51.5
25. Radio and Music	3,061	4,318	+ 41.1	6,207	6,449	+ 3.9
26. Hardware and Housewares	5,428	6,176	+ 13.8	14,361	18,181	+ 26.6
27. Jewellery	2,545	2,685	+ 5.5	8,562	9,204	+ 7.5
28. Sporting Goods and Luggage	6,601	6,816	+ 3.3	17,279	18,907	+ 9.4
29. Stationery, Books and Magazines	2,390	2,538	+ 6.2	5,246	6,069	+ 15.7
30. All Other Departments	9,542	9,895	+ 3.7	12,394	13,813	+ 11.4

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