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DEPARTMENT STORE SALES AND STOCKS

Department store sales in Canada totalled \$66,024,000 during February, an increase of 4.2% over February of last year. The increase almost completely offsets, in dollar terms, the 4.5% decrease recorded in January.

The Atlantic Provinces Region, with a decline of 7.7%, was the only one to show a sales drop during February. In Quebec, volume was up 5.8%, Ontario, 5.2%, Manitoba, 0.3%, Saskatchewan, 6.8%, Alberta, 4.6% and British Columbia, 6.9%.

Department Store Sales in February 1953 and 1954

Province	Sales		Change, 1954/1953 %
	1953 \$'000	1954 \$'000	
CANADA .....	63,343	66,024	+ 4.2
Atlantic Provinces .....	4,443	4,101	- 7.7
Quebec .....	11,174	11,822	+ 5.8
Ontario .....	21,138	22,237	+ 5.2
Manitoba .....	6,121	6,139	+ 0.3
Saskatchewan .....	3,423	3,656	+ 6.8
Alberta .....	6,576	6,878	+ 4.6
British Columbia .....	10,468	11,191	+ 6.9

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The retail value at January 31 of goods held by department stores for resale was \$207,972,000, an increase of 2.5% over the value of a year earlier. This is the first month-end in over a year when inventory value was less than 10% above that of a year earlier.

Of the 30 sales departments for which data are reported, 22 showed improved performance over last February. The largest percentage increases were recorded by the major appliances (35.7%) and radio and music (29.5%) departments. The largest of the 8 declines was that shown by the men's furnishings department, 9.3%.

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

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**Department Store Sales and Stocks**  
February 1953 and February 1954

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
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	63,343	66,024	+ 4.2	202,988	207,972	+ 2.5
1. Women's and Misses' Dresses .....	1,935	2,003	+ 3.5	4,054	3,978	- 1.9
2. Women's and Misses' Coats and Suits	1,575	1,543	- 2.0	3,412	3,166	- 7.2
3. Women's and Misses' Sportswear .....	1,516	1,465	- 3.4	4,394	4,487	+ 2.1
4. Furs .....	850	978	+ 15.1	3,440	3,305	- 3.9
5. Girls' and Infants' Wear .....	2,454	2,495	+ 1.7	8,761	8,740	- 0.2
6. Lingerie and Corsets .....	2,752	2,842	+ 3.3	7,380	7,090	- 3.9
7. Aprons, Housedresses and Uniforms ....	453	454	+ 0.2	869	719	- 17.3
8. Millinery .....	547	536	- 2.0	963	882	- 8.4
9. Hosiery and Apparel Accessories .....	2,317	2,289	- 1.2	6,298	6,587	+ 4.6
10. Women's, Misses' and Children's Shoes	2,265	2,315	+ 2.2	12,143	11,861	- 2.3
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	16,664	16,920	+ 1.5	51,714	50,815	- 1.7
11. Men's Clothing .....	1,810	2,006	+ 10.8	(b)	(b)	(b)
12. Men's Furnishings .....	2,221	2,015	- 9.3	9,498	9,004	- 5.2
13. Boys' Clothing and Furnishings .....	1,147	1,155	+ 0.7	5,778	5,586	- 3.3
14. Men's and Boys' Shoes .....	902	931	+ 3.2	4,638	4,362	- 6.0
15. Food and Kindred Products .....	4,900	4,940	+ 0.8	4,251	3,870	- 9.0
16. Toiletries, Cosmetics and Drugs .....	1,887	1,905	+ 1.0	4,887	4,950	+ 1.3
17. Photographic Equipment and Supplies ..	208	221	+ 6.3	869	910	+ 4.7
18. Piece Goods .....	1,985	2,025	+ 2.0	8,041	7,637	- 5.0
19. Linens and Domestic Goods .....	2,796	2,657	- 5.0	8,595	7,655	- 10.9
20. Smallwares .....	1,562	1,623	+ 3.9	5,638	5,255	- 6.8
21. China and Glassware .....	824	803	- 2.5	7,222	6,696	- 7.3
22. Home Furnishings .....	4,748	4,652	- 2.0	19,396	19,800	+ 2.1
23. Furniture .....	5,017	5,238	+ 4.4	13,410	13,704	+ 2.2
24. Major Appliances .....	2,913	3,953	+ 35.7	7,761	9,102	+ 17.3
25. Radio and Music .....	1,453	1,882	+ 29.5	4,710	6,207	+ 31.8
26. Hardware and Housewares .....	3,801	4,053	+ 6.6	12,746	14,338	+ 12.5
27. Jewellery .....	1,164	1,167	+ 0.3	6,949	6,794	- 2.2
28. Sporting Goods and Luggage .....	1,244	1,314	+ 5.6	8,345	9,507	+ 13.9
29. Stationery, Books and Magazines .....	1,121	1,243	+ 10.9	3,528	3,727	+ 5.6
30. All Other Departments .....	4,976	5,321	+ 6.9	8,123	9,176	+ 13.0

(b) Not available

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