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**DOMINION BUREAU OF STATISTICS**  
 OTTAWA - CANADA



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

Vol. XIX No. 4 April, 1954

Price: \$1.00 a year, 10¢ per copy.

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DEPARTMENT STORE SALES AND STOCKS

April sales of department stores in Canada amounted to \$86,550,000 in 1954, almost 8% above the level of sales in April of last year. This represents the largest monthly increase so far in 1954 and is considerably higher than the first quarter increase of 0.8%.

Quebec, Ontario and British Columbia showed substantial gains over last year, while decreases occurred in Manitoba and Saskatchewan as evident in the following table.

Department Store Sales in April 1953 and 1954

Province	Sales		Change, 1954/1953 %
	1953 \$'000	1954 \$'000	
CANADA .....	80,204	86,550	+ 7.9
Atlantic Provinces .....	6,565	6,827	+ 4.0
Quebec .....	14,407	16,251	+ 12.8
Ontario .....	26,077	29,051	+ 11.4
Manitoba .....	8,009	7,905	- 1.3
Saskatchewan .....	5,140	4,749	- 7.6
Alberta .....	7,900	8,366	+ 5.9
British Columbia .....	12,106	13,401	+ 10.7

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

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All except two of the 30 departments reported increased sales. A very nominal decline took place in furniture sales and the sales of aprons, housedresses and uniforms decreased by 4.5%. The largest percentage increases were in radio and music (22.7%), furs (22.5%) and millinery (21.7%). Some of the gains in clothing may be due to the fact that there were more pre-Easter shopping days in April of this year than in 1953.

Inventories of goods on hand at the first of the month amounted to \$250,898,000 some 4.2% greater than the holdings at the same date a year ago. The change in inventories from last year fluctuated by departments from +26.0% to -9.9%.

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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.

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

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

Department	SALES			STOCKS		
	April 1953	April 1954	Change 1954/53	March 31 1953	March 31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	80,204	86,550	+ 7.9	240,712	250,898	+ 4.2
1. Women's and Misses' Dresses.....	2,957	3,111	+ 5.2	5,273	5,374	+ 1.9
2. Women's and Misses' Coats and Suits	3,705	4,098	+ 10.6	5,067	5,515	+ 8.8
3. Women's and Misses' Sportswear.....	1,874	1,993	+ 6.4	5,968	6,577	+ 10.2
4. Furs .....	395	484	+ 22.5	4,215	4,122	- 2.2
5. Girls' and Infants' Wear .....	4,479	5,042	+ 12.6	11,251	11,293	+ 0.4
6. Lingerie and Corsets .....	2,969	3,164	+ 6.6	9,225	9,529	+ 3.3
7. Aprons, Housedresses and Uniforms....	486	464	- 4.5	1,269	1,210	- 4.6
8. Millinery .....	1,162	1,414	+ 21.7	1,483	1,520	+ 2.5
9. Hosiery and Apparel Accessories .....	3,363	3,615	+ 7.5	8,355	8,999	+ 7.7
10. Women's, Misses' and Children's Shoes	3,964	4,271	+ 7.7	14,585	14,876	+ 2.0
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	25,354	27,656	+ 9.1	66,691	69,015	+ 3.5
11. Men's Clothing .....	2,718	3,236	+ 19.1	8,438	9,740	+ 15.4
12. Men's Furnishings .....	3,027	3,060	+ 1.1	12,619	12,474	- 1.1
13. Boys' Clothing and Furnishings .....	2,375	2,721	+ 14.6	7,121	7,041	- 1.1
14. Men's and Boys' Shoes .....	1,385	1,421	+ 2.6	5,510	5,323	- 3.4
15. Food and Kindred Products.....	4,963	5,767	+ 16.2	3,973	4,625	+ 16.4
16. Toiletries, Cosmetics and Drugs .....	1,802	1,931	+ 7.2	5,218	5,390	+ 3.3
17. Photographic Equipment and Supplies..	224	245	+ 9.4	897	898	+ 0.1
18. Piece Goods .....	1,960	2,061	+ 5.2	9,219	8,306	- 9.9
19. Linens and Domestic .....	2,332	2,364	+ 1.4	10,002	9,571	- 4.3
20. Smallwares .....	1,573	1,615	+ 2.7	6,198	5,979	- 3.5
21. China and Glassware .....	876	884	+ 0.9	7,595	7,247	- 4.6
22. Home Furnishings .....	5,714	5,778	+ 1.1	22,070	22,794	+ 3.3
23. Furniture .....	4,828	4,825	- 0.1	16,002	14,978	- 6.4
24. Major Appliances .....	3,228	3,360	+ 4.1	8,909	9,472	+ 6.3
25. Radio and Music .....	1,151	1,412	+ 22.7	5,018	6,076	+ 21.1
26. Hardware and Housewares .....	5,495	5,898	+ 7.3	13,956	16,441	+ 17.8
27. Jewellery .....	1,186	1,276	+ 7.6	7,453	7,332	- 1.6
28. Sporting Goods and Luggage .....	2,527	2,553	+ 1.0	10,062	11,489	+ 14.2
29. Stationery, Books and Magazines.....	986	1,147	+ 16.3	3,805	4,162	+ 9.4
30. All Other Departments .....	6,500	7,340	+ 12.9	9,956	12,545	+ 26.0

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