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### DEPARTMENT STORE SALES AND STOCKS

Department store sales in Canada totalled \$85,168,000 in May 1954, 1.1% lower than during May 1953 and 1.6% less than April 1954. The Atlantic Provinces and British Columbia did not follow the national trend; department store sales in these areas were estimated to be higher than in either May 1953 or April 1954.

#### Department Store Sales in May 1953 and 1954

Province	Sales		Change, 1954/1953 %
	1953 \$'000	1954 \$'000	
CANADA .....	86,085	85,168	- 1.1
Atlantic Provinces .....	7,052	7,334	+ 4.0
Quebec .....	15,684	15,543	- 0.9
Ontario .....	28,780	27,599	- 4.1
Manitoba .....	7,940	7,416	- 6.6
Saskatchewan .....	5,014	4,588	- 8.5
Alberta .....	8,330	8,247	- 1.0
British Columbia .....	13,285	14,441	+ 8.7

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Sales of ladies' apparel and accessories decreased 2.8% from May 1953. The largest percentage decrease in this group occurred in aprons, housedresses and uniforms (20.0%). Men's furnishings, boys' clothing and furnishings, and men's and boys' shoes also reported declines of 8.6%, 6.5% and 4.7%, respectively; however, the men's clothing department showed a gain of 1.7%.

Inventories on hand on April 30, 1954 were valued at \$255,254,000, 4.4% greater than the holdings at the same date a year ago. Although inventory trends showed no consistent pattern among the various departments, it is interesting to note that in some of the consumer durables, viz. major appliances, radio and music, and hardware and housewares, marked increases of 15.7%, 11.9% and 21.2% were reported.

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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

May 1953 and May 1954

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

Department	SALES			STOCKS		
	May	May	Change	April 30	April 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	86,085	85,168	- 1.1	244,407	255,254	+ 4.4
1. Women's and Misses' Dresses .....	4,066	3,786	- 6.9	(b)	(b)	(b)
2. Women's and Misses' Coats and Suits .....	2,487	2,504	+ 0.7	4,844	4,701	- 3.0
3. Women's and Misses' Sportswear .....	2,379	2,346	- 1.4	6,285	7,126	+ 13.4
4. Furs .....	210	215	+ 2.4	4,381	4,268	- 2.6
5. Girls' and Infants' Wear .....	3,979	3,954	- 0.6	11,001	11,050	+ 0.4
6. Lingerie and Corsets .....	3,526	3,538	+ 0.3	9,304	10,041	+ 7.9
7. Aprons, Housedresses and Uniforms .....	656	525	- 20.0	(b)	(b)	(b)
8. Millinery .....	886	838	- 5.4	1,278	1,245	- 2.6
9. Hosiery and Apparel Accessories .....	3,310	3,119	- 5.8	8,442	8,931	+ 5.8
10. Women's, Misses' and Children's Shoes .....	4,388	4,329	- 1.3	14,418	14,858	+ 3.1
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	25,887	25,154	- 2.8	66,342	69,325	+ 4.5
11. Men's Clothing .....	2,664	2,708	+ 1.7	8,452	9,736	+ 15.2
12. Men's Furnishings .....	3,468	3,170	- 8.6	13,059	12,952	- 0.8
13. Boys' Clothing and Furnishings .....	2,075	1,941	- 6.5	7,018	6,732	- 4.1
14. Men's and Boys' Shoes .....	1,470	1,401	- 4.7	5,331	5,402	+ 1.3
15. Food and Kindred Products .....	5,059	5,299	+ 4.7	3,911	4,578	+ 17.1
16. Toiletries, Cosmetics and Drugs .....	1,903	1,893	- 0.5	5,248	5,538	+ 5.5
17. Photographic Equipment and Supplies .....	266	258	- 3.0	905	875	- 3.3
18. Piece Goods .....	2,082	1,965	- 5.6	9,254	8,720	- 5.8
19. Linens and Domestic Goods .....	2,581	2,492	- 3.4	10,003	10,009	+ 0.1
20. Smallwares .....	1,657	1,548	- 6.6	6,310	6,120	- 3.0
21. China and Glassware .....	1,063	973	- 8.5	8,017	7,519	- 6.2
22. Home Furnishings .....	6,057	5,915	- 2.3	22,203	23,517	+ 5.9
23. Furniture .....	5,789	5,624	- 2.9	16,780	15,508	- 7.6
24. Major Appliances .....	3,765	3,888	+ 3.3	9,053	10,472	+ 15.7
25. Radio and Music .....	1,292	1,426	+ 10.4	5,649	6,320	+ 11.9
26. Hardware and Housewares .....	6,777	6,865	+ 1.3	14,259	17,279	+ 21.2
27. Jewellery .....	1,382	1,308	- 5.4	7,755	7,407	- 4.5
28. Sporting Goods and Luggage .....	3,117	3,255	+ 4.4	10,884	11,955	+ 9.8
29. Stationery, Books and Magazines .....	965	986	+ 2.2	3,963	4,090	+ 3.2
30. All Other Departments .....	6,766	7,099	+ 4.9	10,011	11,200	+ 11.9

(b) Not available.

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