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OTTAWA

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14RETAIL TRADE
JULY, 1951

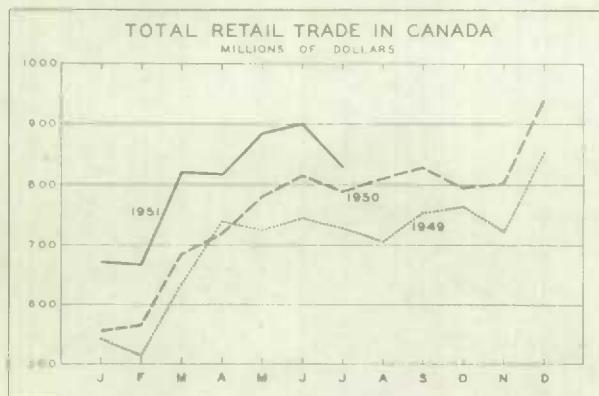
Retail trade in Canada totalled \$828 millions in July 1951. This figure was 5% above the July 1950 total, but the increase was much smaller than any shown in earlier months of the year. There has been a trend towards moderating sales gains in the last few months following a series of very pronounced gains in the early part of this year and late 1950. Sales of retailers were \$5.6 billions in the first seven months of 1951, up 14% compared with the January-to-July 1950 total of \$4.9 billions.

TOTAL RETAIL TRADE IN CANADA

| | <u>1950</u> \$'000 | <u>1951</u> \$'000 | <u>% Change</u> <u>1951/1950</u> |
|---------------|-----------------------|-----------------------|-------------------------------------|
| First Quarter | 1,806,250 | 2,161,590 | + 19.7 |
| April | 719,210 | 814,930 | + 13.3 |
| May | 780,200 | 885,260 | + 13.5 |
| June | 815,730 | 899,590 | + 10.3 |
| July | 789,600 | 828,120 | + 4.9 |
| Total | 4,910,990 | 5,589,490 | + 13.8 |

The outstanding feature in the retail field in the last few months has been the rather sharp contraction in sales of durable goods, and particularly motor vehicles, the apparent result of government restrictions on instalment purchasing. Motor vehicle dealers' sales showed a fractional decrease from July 1950, the first in many months.

Other trades which reported decreases in July were appliance and radio stores (17%), furniture stores (7%), coal and wood dealers (6%), jewellery stores (4%), department stores (1%) and men's clothing stores (1%).



With increased food prices leading the way toward a higher cost-of-living index, food stores

showed the largest sales increase in July, 13%. Restaurant receipts and country general store sales, also affected by food prices, showed a 10% rise. Variety store sales were up by 11% in July this year over last.

Results for most areas conformed fairly closely with the national average, but special circumstances brought about abnormal changes in Saskatchewan and British Columbia. In Saskatchewan, the promise of a record wheat crop and the prevailing high level of farm cash income stimulated consumer purchasing, and sales reached a level 14% above July 1950 volume. It should be noted that Saskatchewan's retail trade was somewhat less expansive a year ago than was the case in most other parts of Canada. British Columbia's sales were down 3% from July 1950. Motor vehicle dealers' sales have fallen more sharply there than elsewhere in Canada. With British-made vehicles most popular in British Columbia, the more drastic effect of credit restrictions on purchases of these compared with Canadian and American vehicles probably caused such a result. Also, extreme drought conditions have resulted in serious restrictions on economic activity, particularly in the case of forestry operations, a key industry in that province.

A table on Page 10 shows department store sales and stocks for July 1950 and 1951. Total sales declined 0.5%. Stocks of merchandise held by department stores at the beginning of July 1951 were valued at \$221 millions, 24% higher than stock holdings on the same date a year ago.

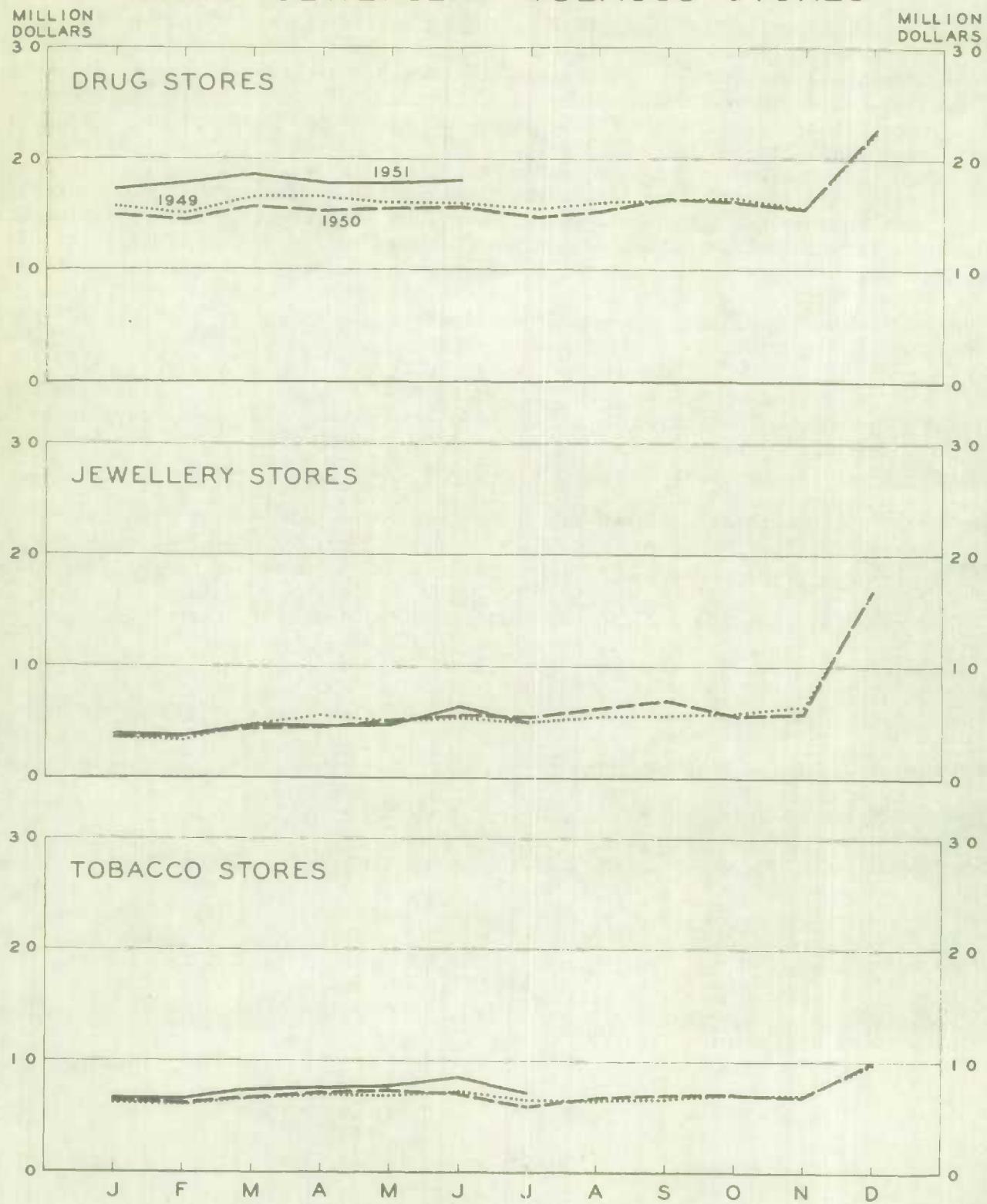
Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for July 1950 and 1951:

Chain Office-and-Store Appliance Dealers' Sales

| <u>Province</u> | | | <u>% Change</u> |
|--------------------|------------------|------------------|-----------------|
| | <u>July 1950</u> | <u>July 1951</u> | |
| | <u>\$'000</u> | <u>\$'000</u> | |
| CANADA | 3,700 | 4,490 | + 21.4 |
| Maritime Provinces | 140 | 160 | + 14.3 |
| Quebec | 950 | 1,200 | + 26.3 |
| Ontario | 1,780 | 2,090 | + 17.4 |
| Manitoba | 190 | 220 | + 15.8 |
| Saskatchewan | 80 | 150 | + 87.5 |
| Alberta | 210 | 210 | (a) |
| British Columbia | 350 | 460 | + 31.4 |

(a) Unchanged.

MONTHLY SALES DRUG-JEWELLERY-TOBACCO STORES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1951 Over July 1950

| Kind of Business or Store | CANADA | Mar. Prov. | Que. | Ont. | Man. | Sask. | Alta. | Br. Col. |
|-------------------------------|--------|---------------|--------|--------|--------|--------|--------|-------------|
| | % | % | % | % | % | % | % | % |
| TOTAL, ALL TRADES | + 4.9 | + 4.3 | + 4.9 | + 6.2 | + 4.1 | + 14.2 | + 5.3 | - 3.4 |
| Grocery & Combination | + 12.6 | + 7.3 | + 9.9 | + 16.5 | + 9.6 | + 18.9 | + 10.7 | + 9.3 |
| Meat | + 12.9 | + 15.0 | + 12.8 | + 4.7 | + 9.1 | + 10.0 | + 13.3 | (b) |
| Country General | + 10.0 | + 6.5 | + 16.2 | + 3.2 | + 17.8 | + 11.5 | + 5.2 | + 16.9 |
| Department | - 0.5 | + 2.1 | + 3.1 | - 2.9 | - 1.1 | + 10.5 | + 4.2 | - 4.3 |
| Variety | + 11.1 | + 8.9 | + 10.1 | + 10.0 | + 12.1 | + 16.7 | + 16.1 | + 26.4 |
| Motor Vehicle | - 0.3 | + 2.9 | + 4.5 | + 4.5 | + 2.1 | + 11.3 | + 0.5 | - 21.9 |
| Garage & Filling Station | + 4.8 | + 6.3 | - 1.1 | + 13.6 | - 4.8 | - 4.5 | + 11.5 | - 6.3 |
| Men's Clothing | - 1.1 | + 1.0 | + 0.3 | - 5.4 | - 4.3 | + 10.3 | + 7.4 | + 7.0 |
| Family Clothing | + 3.6 | + 4.6 | + 4.5 | + 1.1 | + 14.0 | + 6.2 | + 5.0 | + 1.4 |
| Women's Clothing | + 7.2 | + 12.3 | + 7.3 | + 7.0 | + 12.0 | + 17.0 | + 11.4 | - 1.1 |
| Shoe | + 6.1 | + 3.3 | + 12.4 | + 4.7 | - 8.3 | (b) | (a) | + 1.5 |
| Hardware | + 3.5 | - 9.0 | - 3.1 | + 7.5 | + 11.3 | + 16.4 | + 9.2 | - 7.6 |
| Lumber & Building Material .. | - 1.2 | - 16.9 | - 7.9 | - 3.2 | - 3.9 | + 17.5 | + 4.9 | - 5.7 |
| Furniture | - 7.2 | - 10.5 | - 0.6 | - 8.9 | - 20.6 | + 22.7 | + 1.6 | - 19.3 |
| Appliance & Radio | - 17.2 | - 16.0 | - 26.6 | - 12.0 | - 27.8 | (b) | + 21.1 | - 38.6 |
| Restaurant | + 9.6 | + 6.7 | + 12.8 | + 11.5 | + 10.1 | + 3.7 | + 3.6 | + 7.2 |
| Coal & Wood | - 6.2 | (a) | - 6.0 | - 10.0 | + 1.7 | + 38.7 | (b) | - 8.5 |
| Drug | + 7.3 | + 7.0 | + 6.0 | + 8.4 | + 1.8 | + 15.1 | + 8.2 | + 5.5 |
| Jewellery | - 4.0 | + 9.8 | - 9.5 | - 3.6 | - 9.1 | + 6.7 | - 5.4 | - 5.3 |
| Tobacco | + 4.2 | + 4.0 | - 4.4 | + 7.4 | (b) | + 21.1 | + 9.5 | + 7.7 |
| All Others | + 7.1 | + 4.5 | + 4.9 | + 7.1 | + 12.9 | + 29.2 | + 2.9 | + 4.8 |

(a) Unchanged. (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1951 Over January to July 1950

| Kind of Business or Store | CANADA | Mar. Prov. | Que. | Ont. | Man. | Sask. | Alta. | Br. Col. |
|-------------------------------|--------|---------------|--------|--------|--------|--------|--------|-------------|
| | % | % | % | % | % | % | % | % |
| TOTAL, ALL TRADES | + 13.8 | + 9.0 | + 13.5 | + 14.8 | + 19.1 | + 12.4 | + 15.0 | + 11.2 |
| Grocery & Combination | + 14.8 | + 9.5 | + 12.7 | + 18.9 | + 15.8 | + 10.5 | + 16.4 | + 8.8 |
| Meat | + 13.0 | + 7.0 | + 17.6 | + 10.5 | + 10.1 | + 12.7 | + 12.4 | + 11.6 |
| Country General | + 13.4 | + 11.3 | + 17.5 | + 12.7 | + 17.8 | + 10.6 | + 8.9 | + 18.2 |
| Department | + 7.6 | - 1.5 | + 8.5 | + 5.5 | + 11.9 | + 10.3 | + 12.4 | + 9.3 |
| Variety | + 12.7 | + 8.5 | + 14.2 | + 11.9 | + 15.0 | + 9.4 | + 10.0 | + 21.8 |
| Motor Vehicle | + 28.6 | + 19.1 | + 29.9 | + 31.6 | + 36.4 | + 21.0 | + 35.5 | + 19.4 |
| Garage & Filling Station | + 11.8 | + 6.9 | + 11.9 | + 11.5 | + 12.0 | + 7.0 | + 15.9 | + 16.7 |
| Men's Clothing | + 8.6 | + 3.8 | + 8.7 | + 8.8 | + 15.7 | + 10.9 | + 5.7 | + 11.1 |
| Family Clothing | + 8.0 | + 7.8 | + 2.3 | + 8.1 | + 21.9 | + 12.5 | + 20.7 | + 11.6 |
| Women's Clothing | + 8.1 | + 4.4 | + 10.7 | + 10.1 | + 13.2 | + 4.9 | + 4.8 | + 0.2 |
| Shoe | + 8.0 | + 3.9 | + 12.5 | + 6.3 | + 3.4 | + 4.2 | + 3.3 | + 7.0 |
| Hardware | + 12.6 | + 3.8 | + 15.9 | + 12.3 | + 22.2 | - 0.1 | + 13.0 | + 14.6 |
| Lumber & Building Material .. | + 10.8 | + 6.7 | + 10.2 | + 12.0 | + 25.8 | + 7.8 | + 5.7 | + 3.4 |
| Furniture | + 3.6 | - 8.4 | + 6.5 | + 2.5 | + 8.0 | + 21.1 | + 3.8 | + 3.4 |
| Appliance & Radio | + 7.7 | - 1.5 | + 9.4 | + 7.1 | + 6.9 | (b) | + 26.8 | - 4.8 |
| Restaurant | + 6.2 | + 5.7 | + 3.3 | + 9.8 | + 3.4 | + 0.5 | + 4.0 | + 4.8 |
| Coal & Wood | + 0.1 | - 0.1 | + 7.2 | - 0.8 | + 1.3 | + 0.2 | - 18.4 | - 22.1 |
| Drug | + 9.9 | + 10.5 | + 12.6 | + 9.1 | + 5.8 | + 12.5 | + 9.7 | + 9.2 |
| Jewellery | + 2.3 | - 1.1 | - 1.4 | + 5.3 | + 7.0 | - 2.3 | - 7.2 | + 6.7 |
| Tobacco | + 6.3 | + 11.7 | - 1.4 | + 9.4 | + 11.9 | + 15.2 | + 6.9 | + 5.5 |
| All Others | + 12.3 | + 11.0 | + 10.9 | + 12.8 | + 20.7 | + 17.5 | + 12.5 | + 8.3 |

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JUNE, 1951

(revised)

(in thousands of dollars)

| Kind of Business or Store | CANADA* | Maritime Provinces | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia |
|---------------------------------|---------|--------------------|---------|---------|----------|--------------|---------|------------------|
| TOTAL, ALL TRADES | 899,590 | 61,620 | 206,200 | 347,560 | 58,880 | 55,370 | 70,790 | 99,200 |
| Grocery & Combination | 148,700 | 11,330 | 43,040 | 62,770 | 6,080 | 4,990 | 7,760 | 12,750 |
| Meat | 17,420 | 450 | 5,760 | 5,830 | 870 | 810 | 1,020 | 2,700 |
| Country General | 49,460 | 6,310 | 10,790 | 10,100 | 3,770 | 8,670 | 6,440 | 3,380 |
| Department | 69,510 | 4,790 | 11,300 | 25,050 | 10,490 | 3,700 | 4,900 | 9,280 |
| Variety | 16,580 | 1,650 | 5,160 | 7,430 | 410 | 450 | 750 | 720 |
| Motor Vehicle | 152,340 | 9,600 | 29,620 | 57,450 | 12,490 | 10,470 | 9,880 | 22,810 |
| Garage & Filling Station | 56,290 | 2,290 | 13,130 | 22,680 | 3,020 | 4,700 | 4,240 | 6,240 |
| Men's Clothing | 16,610 | 1,130 | 3,950 | 7,830 | 660 | 490 | 1,120 | 1,440 |
| Family Clothing | 14,370 | 1,760 | 4,470 | 4,320 | 520 | 970 | 760 | 1,580 |
| Women's Clothing | 17,640 | 1,030 | 5,780 | 6,220 | 540 | 640 | 1,250 | 2,200 |
| Shoe | 10,820 | 770 | 3,700 | 4,640 | 310 | 200 | 370 | 820 |
| Hardware | 20,260 | 960 | 4,680 | 7,250 | 1,400 | 1,120 | 3,030 | 1,820 |
| Lumber & Building Material | 31,010 | 610 | 4,050 | 11,800 | 3,840 | 3,280 | 4,460 | 2,960 |
| Furniture | 13,010 | 630 | 3,890 | 5,830 | 510 | 330 | 640 | 1,190 |
| Appliance & Radio | 10,210 | 1,230 | 2,550 | 4,350 | 290 | (b) | 840 | 560 |
| Restaurant | 30,050 | 1,290 | 5,750 | 12,540 | 2,060 | 1,540 | 2,630 | 4,250 |
| Coal & Wood | 12,300 | 660 | 2,810 | 7,230 | 860 | 350 | 50 | 340 |
| Drug | 18,070 | 1,370 | 3,610 | 7,990 | 1,160 | 1,060 | 1,100 | 1,760 |
| Jewellery | 5,640 | 450 | 1,540 | 2,050 | 360 | 160 | 330 | 750 |
| Tobacco | 8,500 | 290 | 2,070 | 4,820 | 120 | 220 | 290 | 690 |
| All Others | 180,800 | 13,020 | 38,550 | 69,380 | 9,120 | 10,830 | 18,930 | 20,960 |

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JULY, 1951

(in thousands of dollars)

| Kind of Business or Store | CANADA* | Maritime Provinces | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia |
|---------------------------------|---------|--------------------|---------|---------|----------|--------------|---------|------------------|
| TOTAL, ALL TRADES | 828,120 | 57,920 | 183,810 | 322,030 | 57,270 | 50,920 | 63,460 | 92,690 |
| Grocery & Combination | 136,340 | 10,810 | 39,710 | 56,360 | 5,710 | 5,150 | 6,610 | 11,990 |
| Meat | 15,850 | 460 | 4,840 | 4,940 | 720 | 660 | 1,020 | (b) |
| Country General | 48,700 | 6,560 | 10,600 | 10,040 | 3,570 | 8,240 | 5,680 | 4,010 |
| Department | 54,490 | 3,870 | 8,090 | 19,050 | 8,910 | 2,640 | 3,990 | 7,940 |
| Variety | 14,830 | 1,470 | 4,250 | 6,930 | 370 | 420 | 720 | 670 |
| Motor Vehicle | 140,200 | 7,770 | 27,690 | 53,180 | 15,240 | 8,300 | 9,150 | 18,880 |
| Garage & Filling Station | 56,430 | 3,560 | 11,530 | 24,030 | 2,770 | 4,410 | 3,880 | 6,260 |
| Men's Clothing | 12,440 | 1,000 | 3,240 | 5,120 | 670 | 320 | 870 | 1,230 |
| Family Clothing | 11,760 | 1,360 | 3,470 | 3,710 | 490 | 690 | 630 | 1,400 |
| Women's Clothing | 13,840 | 640 | 3,520 | 5,480 | 560 | 620 | 1,170 | 1,840 |
| Shoe | 7,990 | 620 | 2,440 | 3,580 | 220 | (b) | 310 | 660 |
| Hardware | 18,610 | 910 | 4,380 | 7,000 | 1,080 | 1,420 | 2,250 | 1,570 |
| Lumber & Building Material | 29,370 | 540 | 3,990 | 10,780 | 3,670 | 3,630 | 4,260 | 2,490 |
| Furniture | 11,370 | 510 | 3,260 | 5,240 | 270 | 270 | 650 | 1,170 |
| Appliance & Radio | 9,630 | 630 | 2,480 | 4,690 | 260 | (b) | 690 | 620 |
| Restaurant | 32,840 | 1,440 | 5,360 | 14,630 | 2,280 | 1,680 | 3,130 | 4,320 |
| Coal & Wood | 12,520 | 680 | 2,830 | 7,440 | 590 | 430 | (b) | 430 |
| Drug | 16,560 | 1,370 | 3,350 | 7,110 | 1,120 | 840 | 1,050 | 1,720 |
| Jewellery | 5,020 | 560 | 1,050 | 1,890 | 300 | 160 | 350 | 710 |
| Tobacco | 7,180 | 260 | 1,730 | 3,940 | (b) | 230 | 230 | 700 |
| All Others | 172,150 | 12,900 | 36,000 | 66,890 | 8,380 | 10,390 | 16,710 | 20,880 |

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JULY, 1951.
 (in thousands of dollars)

| Kind of Business or Store | All Stores | Chain | Independent | All Stores |
|----------------------------------|------------|---------|-------------|--------------|
| CANADA | | | | MARITIME |
| TOTAL, ALL TRADES | 828,120 | 158,480 | 669,640 | 57,920 |
| Grocery & Combination | 136,340 | 48,880 | 87,460 | 10,810 |
| Meat | 15,850 | 420 | 15,430 | 460 |
| Country General | 48,700 | 1,310 | 47,390 | 6,560 |
| Department | 54,490 | - | 54,490 | 3,870 |
| Variety | 14,830 | 12,880 | 1,950 | 1,470 |
| Motor Vehicle | 140,200 | 2,760 | 137,450 | 7,770 |
| Garage & Filling Station | 56,430 | 350 | 56,080 | 3,560 |
| Men's Clothing | 12,440 | 1,210 | 11,230 | 1,000 |
| Family Clothing | 11,760 | 1,980 | 9,780 | 1,360 |
| Women's Clothing | 13,840 | 3,310 | 10,520 | 640 |
| Shoe | 7,990 | 2,850 | 5,140 | 620 |
| Hardware | 18,610 | (1) | (1) | 910 |
| Lumber & Building Material | 29,370 | 7,020 | 22,350 | 540 |
| Furniture | 11,370 | 2,560 | 8,800 | 510 |
| Appliance & Radio | 9,630 | 2,190 | 7,430 | 630 |
| Restaurant | 32,840 | 2,040 | 30,800 | 1,440 |
| Coal & Wood | 12,520 | (1) | (1) | 680 |
| Drug | 16,560 | 2,270 | 14,280 | 1,370 |
| Jewellery | 5,020 | 1,740 | 3,270 | 560 |
| Tobacco | 7,180 | 1,330 | 5,850 | 260 |
| All Others | 172,150 | 62,010 | 110,140 | 12,900 |
| MANITOBA | | | | SASKATCHEWAN |
| TOTAL, ALL TRADES | 57,270 | 7,770 | 49,500 | 50,920 |
| Grocery & Combination | 5,710 | 2,230 | 3,480 | 5,150 |
| Meat | 720 | - | 720 | 660 |
| Country General | 3,570 | - | 3,570 | 8,240 |
| Department | 8,910 | - | 8,910 | 2,640 |
| Variety | 370 | 370 | - | 420 |
| Motor Vehicle | 15,240 | (1) | (1) | 8,300 |
| Garage & Filling Station | 2,770 | (1) | (1) | 4,410 |
| Men's Clothing | 670 | (1) | (1) | 320 |
| Family Clothing | 490 | 50 | 450 | 690 |
| Women's Clothing | 560 | 150 | 410 | 620 |
| Shoe | 220 | 50 | 180 | 150 |
| Hardware | 1,080 | (1) | (1) | 1,420 |
| Lumber & Building Material | 3,670 | 1,070 | 2,600 | 3,630 |
| Furniture | 270 | - | 270 | 270 |
| Appliance & Radio | 260 | (1) | (1) | 270 |
| Restaurant | 2,280 | 100 | 2,170 | 1,680 |
| Coal & Wood | 590 | - | 590 | 430 |
| Drug | 1,120 | (1) | (1) | 840 |
| Jewellery | 300 | (1) | (1) | 160 |
| Tobacco | 90 | (1) | (1) | 230 |
| All Others | 8,380 | 2,690 | 5,690 | 10,390 |

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JULY, 1951.
(in thousands of dollars)

9

| Chain | Independent | All Stores | Chain | Independent | All Stores | Chain | Independent |
|---------------------------------|-------------|------------|----------------|-------------|-------------------------|----------------|-------------|
| PROVINCES | | | | | | | |
| | | | QUEBEC | | | ONTARIO | |
| 12,320 | 45,600 | 183,810 | 30,750 | 153,060 | 322,030 | 72,640 | 249,390 |
| 1,890 | 8,920 | 39,710 | 8,730 | 30,980 | 56,360 | 27,770 | 28,590 |
| - | 460 | 4,840 | - | 4,840 | 4,940 | 370 | 4,560 |
| -260 | 6,290 | 10,600 | 410 | 10,190 | 10,040 | 370 | 9,670 |
| - | 3,870 | 8,090 | - | 8,090 | 19,050 | - | 19,050 |
| 1,310 | 170 | 4,250 | 3,310 | 930 | 6,930 | 6,230 | 700 |
| (1) | (1) | 27,690 | (1) | (1) | 53,180 | (1) | (1) |
| (1) | (1) | 11,530 | (1) | (1) | 24,030 | (1) | (1) |
| (1) | (1) | 3,240 | 200 | 3,040 | 5,120 | 800 | 4,320 |
| (1) | (1) | 3,470 | 750 | 2,720 | 3,710 | 540 | 3,170 |
| 80 | 560 | 3,520 | 690 | 2,830 | 5,480 | 1,530 | 3,960 |
| (1) | (1) | 2,440 | 690 | 1,750 | 3,580 | 1,680 | 1,900 |
| (1) | (1) | 4,380 | (1) | (1) | 7,000 | (1) | (1) |
| - | 540 | 3,990 | - | 3,990 | 10,780 | (1) | (1) |
| (1) | (1) | 3,260 | 1,180 | 2,080 | 5,240 | 930 | 4,320 |
| (1) | (1) | 2,480 | 660 | 1,810 | 4,690 | 1,080 | 3,610 |
| (1) | (1) | 5,360 | 540 | 4,820 | 14,630 | 850 | 13,780 |
| - | 680 | 2,830 | - | 2,830 | 7,440 | (1) | (1) |
| 130 | 1,250 | 3,350 | 210 | 3,140 | 7,110 | 1,240 | 5,870 |
| (1) | (1) | 1,050 | (1) | (1) | 1,890 | 690 | 1,190 |
| (1) | (1) | 1,730 | 410 | 1,310 | 3,940 | (1) | (1) |
| 6,750 | 6,150 | 36,000 | 11,630 | 24,370 | 66,890 | 26,020 | 40,870 |
| SASKAT- CHEWAN | | | | | | | |
| | | | ALBERTA | | BRITISH COLUMBIA | | |
| 7,380 | 43,540 | 63,460 | 10,690 | 52,770 | 92,690 | 16,930 | 75,760 |
| (1) | (1) | 6,610 | (1) | (1) | 11,990 | 4,490 | 7,510 |
| (1) | (1) | 1,020 | - | 1,020 | 3,200 | (1) | (1) |
| (1) | (1) | 5,680 | (1) | (1) | 4,010 | (1) | (1) |
| - | 2,640 | 3,990 | - | 3,990 | 7,940 | - | 7,940 |
| 410 | 10 | 720 | 640 | 80 | 670 | 610 | 60 |
| (1) | (1) | 9,150 | (1) | (1) | 18,880 | (1) | (1) |
| - | 4,410 | 3,880 | - | 3,880 | 6,260 | (1) | (1) |
| (1) | (1) | 870 | (1) | (1) | 1,230 | (1) | (1) |
| 180 | 510 | 630 | (1) | (1) | 1,400 | (1) | (1) |
| 110 | 510 | 1,170 | 210 | 960 | 1,840 | 540 | 1,300 |
| (1) | (1) | 310 | 90 | 220 | 660 | 120 | 540 |
| - | 1,420 | 2,250 | (1) | (1) | 1,570 | (1) | (1) |
| 2,250 | 1,380 | 4,260 | 2,400 | 1,860 | 2,490 | (1) | (1) |
| (1) | (1) | 650 | - | 650 | 1,170 | 360 | 810 |
| (b) | (b) | 690 | 120 | 570 | 620 | 100 | 520 |
| (1) | (1) | 3,130 | 50 | 3,090 | 4,320 | 460 | 3,870 |
| - | 430 | 110 | (b) | (b) | 430 | - | 430 |
| (1) | (1) | 1,050 | 130 | 910 | 1,720 | 480 | 1,240 |
| (1) | (1) | 350 | (1) | (1) | 710 | (1) | (1) |
| (1) | (1) | 230 | (1) | (1) | 700 | (1) | (1) |
| 2,600 | 7,790 | 16,710 | 3,870 | 12,840 | 20,880 | 8,460 | 12,430 |

DEPARTMENT STORE SALES AND STOCKS

July 1950 and July 1951

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

| Department | SALES | | | STOCKS | |
|--|-------------------------|-------------------------|-------------------|----------------------------|--------------------------------|
| | July 1950 (\$000) | July 1951 (\$000) | Change 1951/50 | June 30 1951 (\$000) | Stock/Sales Ratio July 1951 |
| TOTAL, ALL DEPARTMENTS | 54,770 | 54,490 | - 0.5 | 221,460 | 4.1 |
| 1. Women's and Misses' Dresses | 2,070 | 2,120 | + 2.4 | 3,960 | 1.9 |
| 2. Women's and Misses' Coats and Suits. | 810 | 750 | - 7.4 | 3,140 | 4.2 |
| 3. Women's and Misses' Sportswear | 1,510 | 1,630 | + 7.9 | 5,080 | 3.1 |
| 4. Furs | 580 | 480 | - 17.2 | 4,500 | 9.4 |
| 5. Girls' and Infants' Wear | 1,500 | 1,670 | + 11.3 | 7,560 | 4.5 |
| 6. Lingerie and Corsets | 2,080 | 2,190 | + 5.3 | 6,870 | 3.1 |
| 7. Aprons, Housedresses and Uniforms .. | 640 | 560 | - 12.5 | 1,240 | 2.2 |
| 8. Millinery | 300 | 310 | + 3.3 | 780 | 2.5 |
| 9. Hosiery and Apparel Accessories | 1,750 | 1,770 | + 1.1 | 7,550 | 4.3 |
| 10. Women's, Misses' and Children's Shoes | 1,850 | 2,100 | + 13.5 | 11,710 | 5.6 |
| 11. Ladies' Apparel and Accessories, TOTAL 1 - 10 | 13,090 | 13,580 | + 3.7 | 52,390 | 3.9 |
| 12. Men's Clothing | 1,700 | 1,700 | (a) | 8,540 | 5.0 |
| 13. Men's Furnishings | 2,300 | 2,260 | - 1.7 | 11,110 | 4.9 |
| 14. Boys' Clothing and Furnishings | 950 | 1,050 | + 10.5 | 6,390 | 6.1 |
| 15. Men's and Boys' Shoes | 890 | 970 | + 9.0 | 4,680 | 4.8 |
| 16. Food and Kindred Products | 4,420 | 4,470 | + 1.1 | 4,460 | 1.0 |
| 17. Toiletries, Cosmetics, and Drugs .. | 1,430 | 1,500 | + 4.9 | 4,690 | 3.1 |
| 18. Photographic Equipment and Supplies.. | 200 | 230 | + 15.0 | 970 | 4.2 |
| 19. Piece Goods | 1,360 | 1,340 | - 1.5 | 9,080 | 6.8 |
| 20. Linens and Domestics | 2,330 | 2,310 | - 0.9 | 9,080 | 3.9 |
| 21. Smallwares | 1,060 | 1,160 | + 9.4 | 5,870 | 5.1 |
| 22. China and Glassware | 990 | 1,030 | + 4.0 | 6,830 | 6.6 |
| 23. Home Furnishings | 3,690 | 3,580 | - 3.0 | 22,730 | 6.3 |
| 24. Furniture | 4,350 | 4,160 | - 4.4 | 15,050 | 3.6 |
| 25. Major Appliances | 3,140 | 1,850 | - 41.1 | 10,420 | 5.6 |
| 26. Radio and Music | 670 | 610 | - 9.0 | 4,710 | 7.7 |
| 27. Hardware and Housewares | 3,990 | 4,060 | + 1.8 | 14,150 | 3.5 |
| 28. Jewellery | 1,070 | 1,140 | + 6.5 | 8,580 | 7.5 |
| 29. Sporting Goods and Luggage | 2,090 | 2,010 | - 3.8 | 9,940 | 4.9 |
| 30. Stationery, Books and Magazines | 670 | 670 | (a) | 3,450 | 5.1 |
| 31. All Other Departments | 4,380 | 4,810 | + 9.8 | 8,340 | 1.7 |

NOTE: Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.