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DEPARTMENT STORE SALES AND STOCKS

January, 1950

By Provinces:

Canadian department stores reported sales totalling \$49,763,000 in January 1950, a modest 1% gain compared with the January 1949 total of \$49,094,000. The Alberta gain of 7% represented the largest deviation from the overall result.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in January, 1949 and 1950

Province	Sales		% Change, 1950/1949 %
	1949 (\$000)	1950 (\$000)	
CANADA	49,094	49,763	+1.4
Maritime Provinces ..	3,011	3,005	-0.2
Quebec	7,940	7,813	-1.6
Ontario	18,367	18,882	+2.8
Manitoba	7,464	7,725	+3.5
Saskatchewan	2,334	2,399	+2.8
Alberta	3,198	3,410	+6.6
British Columbia	6,780	6,529	-3.7

By Selected Departments

Nine of the eighteen departments reported increased sales in January 1950 compared with the same month of 1949. The majority of these changes, both increases and decreases, were small. The exceptions included lingerie (+10%) and millinery (-10%) in the clothing group, furniture (+8%) and household appliances (+1%)--the latter two increases continuing the upward trend apparent throughout 1949.

Stocks were higher by \$19 million (or 13%) at the beginning of January 1950 compared with the same date in 1949. Stocks in the following departments were more than 20% above the corresponding value a year earlier: women's and children's apparel, household appliances, radio and music, and shoe. Drug and hardware stocks were slightly lower at the beginning of this year compared with those on hand at January 1, 1949. Food stocks were lower by 2%.

≡ The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-4080.

Prepared in the Merchandising and Services Section.



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DEPARTMENT STORE SALES AND STOCKS
January, 1949 and January, 1950

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

Department	SALES			STOCKS		
	Jan. 1949 (\$000)	Jan. 1950 (\$000)	% Change, 1950/49 %	Dec.31, 1948 (\$000)	Dec.31, 1949 (\$000)	% Change, 1949/48 %
TOTAL, ALL DEPARTMENTS	49,094	49,763	+ 1.4	146,816	166,180	+13.2
1. Women's dresses, coats, and suits	5,739	5,592	- 2.6	11,903	13,993	+17.6
2. Girls' and infants' wear	1,248	1,322	+ 5.9	4,533	6,161	+35.9
3. Hosiery and gloves	1,386	1,365	- 1.7	4,091	4,374	+ 6.9
4. Lingerie and corsets ...	1,865	2,058	+10.3	5,207	6,753	+29.7
5. Millinery	337	304	- 9.8	576	597	+ 3.6
6. Women's and children's apparel - (Total, 1-5).	10,575	10,639	+ 0.6	26,310	31,878	+21.2
7. Men's and boys' clothing and furnishings	4,770	4,849	+ 1.7	16,632	18,726	+12.6
8. Drugs, toilet articles, and preparations	1,393	1,359	- 2.4	4,340	4,328	- 0.3
9. Piece goods	4,989	5,243	+ 5.1	14,734	15,652	+ 6.2
10. Smallwares	1,780	1,829	+ 2.8	6,486	6,493	+ 1.0
11. Food & kindred products.	4,392	4,111	- 6.4	5,040	5,587	-28.8
12. Furniture (including mattresses and springs)	3,796	4,081	+ 7.5	10,169	11,560	+13.7
13. Home furnishings	3,759	3,618	- 3.8	18,131	20,428	+12.7
14. Household appliances & electrical supplies ...	2,173	2,538	+16.8	5,852	7,283	+24.5
15. Hardware and kitchen utensils	1,957	2,065	+ 5.0	8,569	8,202	- 4.3
16. Radios, musical instru- ments and supplies	1,002	977	- 2.5	2,467	3,280	+33.0
17. Shoes and other footwear	2,554	2,656	+ 4.0	11,760	14,388	+22.3
18. Stationery, books, and magazines	867	866	- 0.1	2,757	2,966	+ 7.6
19. All other departments, total	5,067	4,942	- 2.9	13,629	17,409	+27.7

* Comparisons are based on stocks at the beginning of January in the two years.
Canada totals do not include Newfoundland figures.