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 22

DEPARTMENT STORE SALES AND STOCKS

OCTOBER, 1950

By Provinces

Canadian department store sales totalled \$83,768,000 in October 1950, 1% above the October 1949 total of \$82,877,000. The 5% gain in British Columbia was the largest reported. Most other provincial changes in sales volume varied little from the national average. The 6% decrease reported for Saskatchewan was the only decline exceeding 1%.

Cumulative sales for the first ten months of 1950 amounted to \$655,895,000, 1% above the amount of \$648,304,000 reported for the same period in 1949. Cumulative results by regions are shown in the table immediately following this commentary, and by departments on Page 4.

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

Department Store Sales in October 1949 and 1950

Province	Sales		% Change, 1950/1949
	1949 (\$000)	1950 (\$000)	
Maritime Provinces	5,861	6,007	+ 2.5
Quebec	12,523	12,861	+ 2.7
Ontario	29,618	29,914	+ 1.0
Manitoba	12,975	12,884	- 0.7
Saskatchewan	5,202	4,911	- 5.6
Alberta	6,304	6,298	- 0.1
British Columbia	10,394	10,893	+ 4.8
CANADA	82,877	83,768	+ 1.1

Prepared in the Merchandising and Services Section

By Selected Departments

The majority of departments reported increased sales volume in October 1950 compared with the same month in 1949. Girls' and infants' wear departments reported sales up 18%. Shoe and hosiery and glove department sales increased 6% and 5% respectively. All other increases were quite moderate. Of seven departments which had lower sales in October this year, the largest declines occurred in the case of radio and music (-7%) and women's dresses, coats and suits (-6%).

The value of stocks on hand at the beginning of October 1950 declined to \$186,693,000 compared with \$201,016,000 on the same date in 1949. A wide range of departments reported declines in inventories. Furniture, and women's dresses, coats and suits stocks dropped 16% and 15% respectively. Men's and boys' clothing inventories decreased 13%. Other large declines reported were those for piece goods (-11%), and for household appliances and electrical supplies (-10%). Only two departments recorded increases in stocks of any magnitude. Food stocks were up 28% and millinery stocks, 17%.

Department Store Sales - January-to-October 1949-1950

Province	Sales		% Change, 1950/1949
	1949 (\$000)	1950 (\$000)	
Maritime Provinces	47,913	47,341	- 1.2
Quebec	102,320	105,765	+ 3.4
Ontario	240,103	242,925	+ 1.2
Manitoba	95,984	96,906	+ 1.0
Saskatchewan	34,623	31,875	- 7.9
Alberta	43,496	44,769	+ 2.9
British Columbia	83,865	86,314	+ 2.9
CANADA	648,304	655,895	+ 1.2

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DEPARTMENT STORE SALES AND STOCKS

3

October 1949 and October 1950

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

Department	SALES			STOCKS [*]		
	Oct. 1949	Oct. 1950	% Change, 1950/1949	Sept. 30 1949	Sept. 30 1950	% Change, 1950/1949
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
1. Women's dresses, coats, and suits	11,069	10,360	- 6.4	22,631	19,300	-14.7
2. Girls' and infants' wear .	4,387	5,192	+18.3	8,559	8,267	- 3.4
3. Hosiery and gloves	2,852	2,998	+ 5.1	5,418	5,603	+ 3.4
4. Lingerie and corsets	3,212	3,285	+ 2.3	8,244	8,011	- 2.8
5. Millinery	985	949	- 3.7	932	1,086	+16.5
6. Women's and children's apparel - (Sub-total) .	22,505	22,784	+ 1.2	45,784	42,267	- 7.7
7. Men's and boys' clothing and furnishings	10,631	11,096	+ 4.4	27,001	23,381	-13.4
8. Drugs, toilet articles, and preparations	1,498	1,501	+ 0.2	4,318	4,386	+ 1.6
9. Piece goods	5,878	5,613	- 4.5	17,267	15,417	-10.7
10. Smallwares	2,559	2,488	- 2.8	7,719	7,289	- 5.6
11. Food and kindred products.	4,924	4,948	+ 0.5	3,374	4,305	+27.6
12. Furniture including (mat- tresses and springs)	5,300	5,139	- 3.0	11,657	9,774	-16.2
13. Home furnishings	5,977	6,181	+ 3.4	22,952	21,254	- 7.4
14. Household appliances and electrical supplies ...	3,945	4,077	+ 3.3	5,989	5,396	- 9.9
15. Hardware and kitchen utensils	3,103	3,146	+ 1.4	8,011	7,749	- 3.3
16. Radios, musical instruments and supplies	1,403	1,312	- 6.5	4,109	3,913	- 4.8
17. Shoes and other footwear .	5,650	5,965	+ 5.6	17,234	15,769	- 8.5
18. Stationery, books, and magazines	1,035	1,088	- 0.6	3,754	3,824	+ 1.9
19. All other departments, total	8,409	8,430	+ 0.2	21,847	22,239	+ 1.8
TOTAL, ALL DEPARTMENTS ...	82,877	83,768	+ 1.1	201,016	186,693	- 7.1

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

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DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS
January-to-October 1949 and January-to-October 1950

Department	SALES		
	Jan.-to-Oct. 1949 (\$000)	Jan.-to-Oct. 1950 (\$000)	% Change, 1950/1949 %
1. Women's dresses, coats, and suits	81,231	77,149	- 5.0
2. Girls' and infants' wear	27,025	28,883	+ 6.9
3. Hosiery and gloves	19,255	19,884	+ 3.3
4. Lingerie and corsets	25,483	26,041	+ 2.2
5. Millinery	7,339	7,239	- 1.4
6. Women's and children's apparel - (Sub-total)	160,333	159,195	- 0.7
7. Men's and boys' clothing and furnishings	69,267	70,883	+ 2.3
8. Drugs, toilet articles and preparations	14,109	14,433	+ 2.3
9. Piece goods	49,264	47,170	- 4.3
10. Smallwares	19,099	19,200	+ 0.5
11. Food and kindred products	44,948	45,872	+ 2.1
12. Furniture (including mat- tresses and springs)	45,126	45,500	+ 0.8
13. Home furnishings	50,955	52,173	+ 2.4
14. Household appliances and electrical supplies	29,693	35,725	+20.3
15. Hardware and kitchen utensils	31,176	31,264	+ 0.3
16. Radios, musical instruments and supplies	9,410	9,357	- 0.6
17. Shoes and other footwear	43,317	44,279	+ 2.2
18. Stationery, books, and magazines	9,223	9,252	+ 0.3
19. All other departments, total	72,384	71,591	- 1.1
TOTAL, ALL DEPARTMENTS	648,304	655,895	+ 1.2