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DEPARTMENT STORE SALES AND STOCKS

FEBRUARY 1950

By Provinces

Department store sales in Canada totalled \$50,247,000 in February 1950, virtually unchanged (+ .4%) from the February 1949 total of \$50,022,000. Alberta, British Columbia, and Quebec reported gains of 10%, 7% and 5% respectively. Ontario's sales showed the largest decrease (- 4%).

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

Department Store Sales in February 1949 and 1950

Province	Sales		% Change, 1950/1949 %
	1949 (\$000)	1950 (\$000)	
CANADA	50,022	50,247	+ 0.4
Maritime Provinces .	3,044	3,059	+ 0.5
Quebec	7,657	8,025	+ 4.8
Ontario	20,091	19,327	- 3.8
Manitoba	7,443	7,391	- 0.7
Saskatchewan	2,249	2,193	- 2.5
Alberta	3,142	3,441	+ 9.5
British Columbia ...	6,396	6,811	+ 6.5

By Selected Departments

Comparatively minor changes in sales occurred in all departments. Sales increases in durable household departments were much reduced compared with those of earlier months, and, in the case of furniture and radio departments, decreases below February 1949's volume were recorded in February 1950. In fact, the only instance in which the change from last year's sales volume was greater than 10% was in the case of radio and music departments (-15%).

Cumulative dollar sales for the January-February period amounted to \$100,010,000 this year compared with \$98,802,000 in 1949, or a gain of 1%.

Retail stocks were higher by a moderate 2% at the beginning of February 1950, compared with those held on the same date in 1949. The majority of departments reported little change in stocks although lingerie in the women's apparel group increased 19% and shoe and household appliance stocks were up 11%. Hosiery and glove department stocks recorded the largest decrease (-13%). Food stocks were 10% lower.

Note: February 1949 figures used are final.

Prepared in the Merchandising and Services Section.

DEPARTMENT STORE SALES AND STOCKS

February 1949 and February 1950

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

Department	SALES			STOCKS*		
	Feb. 1949 (\$000)	Feb. 1950 (\$000)	% Change, 1950/1949 %	Jan. 31, 1949 (\$000)	Jan 31, 1950 (\$000)	% Change, 1950/1949 %
TOTAL, ALL DEPARTMENTS ..	50,022	50,247	+ 0.4	163,814	166,290	+ 1.5
1. Women's dresses, coats, and suits	5,288	5,286	(a)	15,439	14,129	- 8.5
2. Girls' and infants' wear ..	1,523	1,640	+ 7.7	6,415	7,016	+ 9.4
3. Hosiery and gloves	1,435	1,411	- 1.7	4,692	4,070	-13.3
4. Lingerie and corsets	1,979	2,126	+ 7.4	5,691	6,786	+19.2
5. Millinery	398	384	- 3.5	960	952	- 0.8
6. Women's and children's apparel (Total, 1-5)...	10,623	10,847	+ 2.1	33,197	32,953	- 0.7
7. Men's and boys' clothing and furnishings	4,342	4,566	+ 5.2	18,049	18,485	+ 2.4
8. Drugs, toilet articles, and preparations	1,334	1,411	+ 5.8	4,090	4,105	+ 0.4
9. Piece goods	4,578	4,306	- 5.9	15,471	15,044	- 2.8
10. Smallwares	1,795	1,835	+ 2.2	6,493	6,279	- 3.3
11. Food and kindred products .	4,345	4,378	+ 0.8	4,426	3,983	-10.0
✓ 12. Furniture (including mattresses and springs)...	3,896	3,891	- 0.1	10,609	11,115	+ 4.8
✓ 13. Home furnishings	4,575	4,424	- 3.3	19,871	20,521	+ 3.3
✓ 14. Household appliances & electrical supplies	2,361	2,502	+ 6.0	6,619	7,347	+11.0
15. Hardware and kitchen utensils	2,268	2,300	+ 1.4	8,503	8,411	- 1.1
✓ 16. Radios, musical instruments and supplies	1,038	888	-14.5	3,257	3,276	+ 0.6
17. Shoes and other footwear ..	2,648	2,684	+ 1.4	13,586	15,075	+11.0
18. Stationery, books, and magazines	964	953	- 1.1	2,888	2,882	- 0.2
19. All other departments, total	5,255	5,262	+ 0.1	16,755	16,814	+ 0.4

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

(a) Unchanged.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-February 1949 and January-to-February 1950

Department	SALES		
	Jan.-to-Feb. 1949 (000)	Jan.-to-Feb. 1950 (000)	% Change, 1950/1949 %
TOTAL ALL DEPARTMENTS ...	98,802	100,010	+ 1.2
1. Women's dresses, coats, and suits	10,990	10,878	- 1.0
2. Girls' and infants' wear	2,763	2,962	+ 7.2
3. Hosiery and gloves	2,812	2,774	- 1.4
4. Lingerie and corsets	3,832	4,184	+ 9.2
5. Millinery	733	688	- 6.1
6. Women's and children's apparel - (Total, 1-5)..	21,130	21,486	+ 1.7
7. Men's and boys' clothing and furnishings	9,081	9,415	+ 3.7
8. Drugs, toilet articles, and preparations	2,719	2,770	+ 1.9
9. Piece goods	9,535	9,549	+ 0.1
10. Smallwares	3,564	3,664	+ 2.8
11. Food and kindred products ..	8,708	8,489	- 2.5
12. Furniture (including mattresses and springs)..	7,668	7,972	+ 4.0
13. Home furnishings	8,310	8,042	- 3.2
14. Household appliances and electrical supplies	4,520	5,040	+11.5
15. Hardware and kitchen utensils	4,212	4,355	+ 3.4
16. Radios, musical instruments, and supplies	2,034	1,865	- 8.3
17. Shoes and other footwear ..	5,186	5,340	+ 3.0
18. Stationery, books and magazines	1,825	1,819	- 0.3
19. All other departments, total	10,310	10,204	- 1.0

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