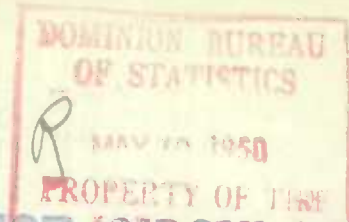




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DEPARTMENT STORE SALES AND STOCKS

MARCH 1950

By Provinces

Canadian department store sales were \$67,361,000 in March 1950, 2% lower than the March 1949 total of \$69,019,000. Sales for the first quarter of 1950 totalled \$167,371,000, virtually unchanged from the corresponding period in 1949 when they amounted to \$167,821,000. Comparatively minor changes in sales were reported from all regions, ranging from a 2% increase in Quebec to 5% and 6% decreases in Ontario and British Columbia respectively.

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

Department Store Sales in March 1949 and 1950

Province	Sales		% Change, 1950/1949 %
	1949 (\$000)	1950 (\$000)	
CANADA	69,019	67,361	- 2.4
Maritime Provinces ..	5,122	5,076	- 0.9
Quebec	10,873	11,091	+ 2.0
Ontario	25,606	24,398	- 4.7
Manitoba	9,791	9,821	+ 0.3
Saskatchewan	3,814	3,780	- 0.9
Alberta	4,945	4,814	- 2.6
British Columbia	8,868	8,381	- 5.5

By Selected Departments

Nine of the eighteen departments reported increased sales in March 1950 compared with the same month a year ago. However, only household appliance sales were up substantially (+16%). Most other changes ranged narrowly around the overall decrease of 2%. Exceptions included piece goods (-10%), hardware (-8%) and lingerie (-7%). Cumulative sales for the first quarter of 1950, by departments, are given on page 3.

Retail stocks held at the beginning of March 1950 decreased 2% compared with those held on the same date in 1949. This is the first decrease reported over the past three years. Nine departments reported decreased stocks, with hardware, and hosiery and gloves being the largest (-15% and -19% respectively). Lingerie stocks increased 10%, the highest gain recorded.

Note: The March 1949 figures used have been revised since the release of the Department Store Sales and Stocks report of March, 1949.

Prepared in the Merchandising and Services Section.

DEPARTMENT STORE SALES AND STOCKS

March 1949 and March 1950

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

Department	SALES			STOCKS*		
	March 1949 (\$000)	March 1950 (\$000)	% Change, 1950/1949 %	Feb. 28 1949 (\$000)	Feb. 28 1950 (\$000)	% Change, 1950/1949 %
TOTAL, ALL DEPARTMENTS ...	69,019	67,361	- 2.4	189,500	186,306	- 1.7
1. Women's dresses, coats, and suits	9,526	8,965	- 5.9	19,503	17,424	-10.7
2. Girls' and infants' wear ...	3,237	3,300	+ 1.9	8,676	8,418	- 3.0
3. Hosiery and gloves	1,985	1,953	- 1.6	5,728	4,636	-19.1
4. Lingerie and corsets	2,839	2,655	- 6.5	6,977	7,916	+13.5
5. Millinery	857	910	+ 6.2	1,329	1,419	+ 6.8
6. Women's and children's apparel (Total, 1-5)	18,444	17,783	- 3.6	42,213	39,813	- 5.7
7. Men's and boys' clothing and furnishings	7,092	7,176	+ 1.2	21,751	21,242	- 2.3
8. Drugs, toilet articles, and preparations	1,470	1,522	+ 3.5	4,273	4,321	+ 1.1
9. Piece goods	5,596	5,038	-10.0	17,767	16,653	- 6.3
10. Smallwares	2,013	2,033	+ 1.0	7,097	6,567	- 7.5
11. Food and kindred products ..	4,847	5,023	+ 3.6	4,190	4,287	+ 2.3
12. Furniture (including mattresses and springs) ..	4,268	3,960	- 7.2	11,905	12,378	+ 4.0
13. Home furnishings	5,392	5,293	- 1.8	21,410	22,048	+ 3.0
14. Household appliances and electrical supplies	2,845	3,289	+15.6	7,655	7,800	+ 1.9
15. Hardware and kitchen utensils	3,308	3,060	- 7.5	10,260	8,719	-15.0
16. Radios, musical instruments, and supplies	1,038	1,004	- 3.3	3,336	3,317	- 0.6
17. Shoes and other footwear ...	4,606	4,620	+ 0.3	15,732	17,083	+ 8.6
18. Stationery, books, and magazines	919	959	+ 4.4	3,078	3,052	- 0.8
19. All other departments, total	7,181	6,601	- 8.1	18,833	19,026	+ 1.0

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

(a) Unchanged.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1949 and January-to-March 1950

Department	SALES		
	Jan.-to-March 1949 (\$000)	Jan.-to-March 1950 (\$000)	% Change, 1950/1949 %
TOTAL, ALL DEPARTMENTS ...	167,821	167,371	- 0.3
1. Women's dresses, coats, and suits	20,516	19,843	- 3.3
2. Girls' and infants' wear ...	6,000	6,262	+ 4.4
3. Hosiery and gloves	4,797	4,727	- 1.5
4. Lingerie and corsets	6,671	6,839	+ 2.5
5. Millinery	1,590	1,598	+ 0.5
6. Women's and children's apparel - (Total, 1-5) ...	39,574	39,269	- 0.8
7. Men's and boys' clothing and furnishings	16,173	16,591	+ 2.6
8. Drugs, toilet articles, and preparations	4,189	4,292	+ 2.5
9. Piece goods	15,131	14,587	- 3.6
10. Smallwares	5,577	5,697	+ 2.2
11. Food and kindred products ..	13,555	13,512	- 0.3
12. Furniture (including mattresses and springs) ..	11,936	11,932	(a)
13. Home furnishings	13,702	13,335	- 2.7
14. Household appliances and electrical supplies	7,365	8,329	+13.1
15. Hardware and kitchen utensils	7,520	7,415	- 1.4
16. Radios, musical instruments, and supplies	3,072	2,869	- 6.6
17. Shoes and other footwear ...	9,792	9,960	+ 1.7
18. Stationery, books and magazines	2,744	2,778	+ 1.2
19. All other departments, total	17,491	16,805	- 3.9



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WEEKLY DEPARTMENT STORE SALES, 1949 AND 1950 PERCENT CHANGE FROM SAME WEEK OF PREVIOUS YEAR

