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DEPARTMENT STORE SALES AND STOCKS  
 JULY, 1950

By Provinces

Canadian department stores reported sales of \$55,263,000 in July 1950, an 11% gain compared with the July 1949 total of \$49,885,000-- the largest for any month of this year. The July increase overcame the reduction in cumulative volume which was indicated in sales for the first half of the year. Ontario, British Columbia and Manitoba recorded gains of 14%, 13% and 12% respectively. Saskatchewan's 4% decrease was the only decline in sales volume in July 1950 compared with the same month a year ago. Sales of \$432,990,000 in the first seven months of this year show a very slight increase over 1949 sales for the similar period.

Department Store Sales in July 1949 and 1950

Province	Sales		% Change, 1950/1949 %
	1949 (000)	1950 (000)	
Maritime Provinces .....	3,743	3,792	+ 1.3
Quebec .....	7,102	7,855	+10.6
Ontario .....	17,206	19,615	+14.0
Manitoba .....	8,015	9,009	+12.4
Saskatchewan .....	2,490	2,390	- 4.0
Alberta .....	3,569	3,825	+ 7.2
British Columbia .....	7,760	8,776	+13.1
<b>CANADA</b>	<b>49,885</b>	<b>55,263</b>	<b>+10.8</b>

By Selected Departments

All departments showed higher sales in July 1950 compared with July 1949. The 47% increase in sales of household appliances and electrical

supplies was by far the outstanding gain. Radio and music sales were up 16%. All departments in the apparel category registered increased sales volumes, with hosiery and glove and girls' and infants' wear departments reporting the largest gains, 14% in each case. The women's apparel total showed the first sales increase in some months with sales up 9%.

Retail stocks held at the beginning of July 1950 were 1% lower than those held on the same date in 1949. Stocks remained at relatively the same level of value as a year ago, a 32% increase in food stocks being the only gain of any magnitude.

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

Province	Sales		% Change 1950/1949
	1949 (000)	1950 (000)	%
Maritime Provinces .....	32,093	31,482	-1.9
Quebec .....	68,631	70,003	+2.0
Ontario .....	161,595	161,987	(a)
Manitoba .....	63,297	62,973	-0.5
Saskatchewan .....	22,085	20,561	-6.9
Alberta .....	28,338	28,891	+2.0
British Columbia .....	56,066	57,093	+1.8
CANADA	432,105	432,990	(a)

(a) Change of less than 0.5 per cent

## DEPARTMENT STORE SALES AND STOCKS

July 1949 and July 1950

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

Department	SALES			STOCKS *		
	July 1949 (\$000)	July 1950 (\$000)	% Change, 1950/1949 %	June 30 1949 (\$000)	June 30 1950 (\$000)	% Change, 1950/1949 %
1. Women's dresses, coats, and suits .....	5,020	5,477	+ 9.1	16,206	14,606	- 9.9
2. Girls' and infants' wear ....	1,386	1,575	+13.6	6,871	6,904	+ 0.5
3. Hosiery and gloves .....	1,217	1,391	+14.3	4,633	4,420	- 4.6
4. Lingerie and corsets .....	2,043	2,271	+11.2	6,768	7,319	+ 8.1
5. Millinery .....	292	311	+ 6.5	702	752	+ 7.1
6. Women's and children's apparel (Sub-total) .....	9,958	11,025	+10.7	35,180	34,001	- 3.4
7. Men's and boys' clothing and furnishings .....	4,775	5,285	+10.7	21,624	21,139	- 2.2
8. Drugs, toilet articles, and preparations .....	1,334	1,408	+ 5.5	4,206	4,502	+ 7.0
9. Piece goods .....	3,807	3,943	+ 3.6	18,010	16,491	- 8.4
10. Smallwares .....	1,468	1,528	+ 4.1	6,992	6,530	- 6.6
11. Food and kindred products ...	4,130	4,456	+ 7.9	2,988	3,944	+32.0
12. Furniture (including mat- tresses and springs) .....	3,917	4,396	+12.2	12,214	11,622	- 4.8
13. Home furnishings .....	4,129	4,690	+13.6	22,372	22,076	- 1.3
14. Household appliances and electrical supplies .....	2,619	3,845	+46.8	7,584	6,741	-11.1
15. Hardware and kitchen utensils .....	2,773	3,024	+ 9.1	9,537	8,940	- 6.3
16. Radios, musical instruments and supplies .....	615	715	+16.3	4,084	3,711	- 9.1
17. Shoes and other footwear ....	2,939	3,153	+ 7.3	14,702	14,873	+ 1.2
18. Stationery, books, and magazines .....	652	681	+ 4.4	3,112	3,264	+ 4.9
19. All other departments, total	6,769	7,114	+ 5.1	18,289	20,446	+11.8
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>49,885</b>	<b>55,263</b>	<b>+10.8</b>	<b>180,894</b>	<b>178,280</b>	<b>- 1.4</b>

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

## DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-July 1949 and January-to-July 1950

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Department	SALES		
	Jan.-to-July 1949 (\$000)	Jan.-to-July 1950 (\$000)	% Change, 1950/1949 %
1. Women's dresses, coats, and suits .....	54,202	50,947	- 6.0
2. Girls' and infants' wear ....	15,951	16,822	+ 5.5
3. Hosiery and gloves .....	12,540	12,800	+ 2.1
4. Lingerie and corsets .....	17,278	17,605	+ 1.9
5. Millinery .....	4,584	4,455	- 2.8
6. Women's and children's apparel - (Sub-total) .....	104,555	102,629	- 1.8
7. Men's and boys' clothing and furnishings .....	44,815	45,321	+ 1.1
8. Drugs, toilet articles and preparations .....	9,821	10,113	+ 3.0
9. Piece goods .....	33,294	31,460	- 5.5
10. Smallwares .....	12,682	12,910	+ 1.8
11. Food and kindred products ...	31,692	32,111	+ 1.3
12. Furniture (including mat- tresses and springs) .....	29,835	30,041	+ 0.7
13. Home furnishings .....	34,761	34,969	+ 0.6
14. Household appliances and electrical supplies .....	18,804	22,898	+21.8
15. Hardware and kitchen utensils .....	22,256	22,081	- 0.8
16. Radios, musical instruments and supplies .....	6,081	5,857	- 3.7
17. Shoes and other footwear ....	28,853	29,349	+ 1.7
18. Stationery, books, and magazines .....	5,764	5,881	+ 2.0
19. All other departments, total .....	48,892	47,370	- 3.1
TOTAL, ALL DEPARTMENTS .....	432,105	432,990	+ 0.2