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## DEPARTMENT STORE SALES AND STOCKS

### SEPTEMBER, 1950

#### By Provinces

Canadian department stores reported sales totalling \$78,312,000 in September 1950, 3% higher than sales of \$76,312,000 reported for the same month in 1949. Sales were up 9% in Quebec and British Columbia, these being the largest gains reported. All other provinces, except Saskatchewan, reported increases which deviated little from the national average. Sales were down 22% in Saskatchewan. Cumulative sales in the first nine months of 1950 were 1% higher than in the same period of 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 September 1949 and 1950

Province	Sales		% Change, 1950/1949
	1949 (000)	1950 (000)	
Maritime Provinces .....	5,598	5,648	+ 0.9
Quebec .....	12,197	13,294	+ 9.0
Ontario .....	27,916	29,117	+ 4.3
Manitoba .....	11,372	11,259	- 1.0
Saskatchewan .....	4,772	3,703	-22.4
Alberta .....	5,065	5,263	+ 3.9
British Columbia .....	9,226	10,028	+ 8.7
CANADA	76,146	78,312	+ 2.8

### By Selected Departments

Most changes in sales volumes in ~~August~~ <sup>September</sup> 1950 compared with ~~August~~ <sup>September</sup> 1949 differed little from the overall increase of 3% for all departments. Exceptions were the 24% increase in household appliance and electric supply sales and the 17% increase in radio and music department sales. Furniture sales were up 5%. All declines in sales volumes were of modest proportions.

The value of stocks held at the beginning of September 1950 was 7% lower than inventories on the same date in 1949. This was the second successive month in which the selling value of stock holdings showed a substantial decrease compared with last year. Twelve of the nineteen departments reported decreased inventory holdings. Furniture, household appliance, and women's dresses, coats and suits departments all showed declines in stocks amounting to 15% or more. Men's and boys' clothing inventories decreased 11%. Only two departments reported increases in stocks of any magnitude. Food stocks were up 33% and millinery 18%.

### Department Store Sales - January-to-September 1949-1950

Province	Sales		% Change, 1950/1949
	1949 (000)	1950 (000)	
Maritime Provinces .....	42,052	41,276	- 1.8
Quebec .....	89,799	92,782	+ 3.3
Ontario .....	210,479	213,490	+ 1.4
Manitoba .....	83,005	83,912	+ 1.1
Saskatchewan .....	29,423	26,928	- 8.5
Alberta .....	37,196	38,416	+ 3.3
British Columbia .....	73,473	75,323	+ 2.5
CANADA .....	565,427	572,127	+ 1.2

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# DEPARTMENT STORE SALES AND STOCKS

September 1949 and September 1950

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

Department	SALES			STOCKS *		
	Sept. 1949 (\$000)	Sept. 1950 (\$000)	% Change, 1950/1949 %	Aug. 31 1949 (\$000)	Aug. 31 1950 (\$000)	% Change, 1950/1949 %
1. Women's dresses, coats, and suits .....	9,674	9,360	- 3.2	22,979	19,334	-15.9
2. Girls' and infants' wear ....	4,562	4,572	+ 2.2	9,805	9,526	- 2.8
3. Hosiery and gloves .....	2,458	2,534	+ 3.1	5,559	5,248	- 5.6
4. Lingerie and corsets .....	2,891	2,952	+ 2.1	8,340	8,074	- 3.2
5. Millinery .....	1,199	1,220	+ 1.8	1,007	1,188	+18.0
6. Women's and children's apparel - (Sub-total) .....	20,784	20,638	- 0.7	47,690	43,370	- 9.1
7. Men's and boys' clothing and furnishings .....	8,965	9,216	+ 2.8	26,881	23,968	-10.8
8. Drugs, toilet articles, and preparations .....	1,434	1,468	+ 2.4	4,284	4,490	+ 4.8
9. Piece goods .....	5,707	5,653	- 0.9	18,754	16,636	-11.3
10. Smallwares .....	2,161	2,143	- 0.8	7,849	7,146	- 9.0
11. Food and kindred products ...	4,334	4,368	+ 0.8	3,346	4,459	+33.3
12. Furniture (including mat- tresses and springs) .....	4,740	4,971	+ 4.9	12,297	10,250	-16.6
13. Home furnishings .....	5,400	5,796	+ 7.3	23,701	22,186	- 6.4
14. Household appliances and electrical supplies .....	3,858	4,767	+23.6	6,842	5,813	-15.0
15. Hardware and kitchen utensils .....	2,950	3,015	+ 2.2	8,586	8,251	- 3.9
16. Radios, musical instruments and supplies .....	1,105	1,287	+16.5	4,170	4,205	+ 0.8
17. Shoes and other footwear ....	5,288	5,352	+ 1.2	17,626	16,385	- 7.0
18. Stationery, books, and magazines .....	1,405	1,353	- 3.7	3,834	3,981	+ 3.8
19. All other departments, total .....	8,015	8,285	+ 3.4	21,158	21,444	+ 1.4
TOTAL, ALL DEPARTMENTS .....	76,146	78,312	+ 2.8	207,018	192,584	- 7.0

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



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

Department	SALES		
	Jan.-to-Sept. 1949 (\$000)	Jan.-to-Sept. 1950 (\$000)	% Change, 1950/1949 %
1. Women's dresses, coats, and suits .....	70,162	66,789	- 4.8
2. Girls' and infants' wear ....	22,638	23,691	+ 4.7
3. Hosiery and gloves .....	16,403	16,886	+ 2.9
4. Lingerie and corsets .....	22,271	22,756	+ 2.2
5. Millinery .....	6,354	6,290	- 1.0
6. Women's and children's apparel - (Sub-total) .....	137,828	136,412	- 1.0
7. Men's and boys' clothing and furnishings .....	58,636	59,787	+ 2.0
8. Drugs, toilet articles and preparations .....	12,611	12,932	+ 2.5
9. Piece goods .....	43,386	41,557	- 4.2
10. Smallwares .....	16,540	16,712	+ 1.0
11. Food and kindred products ...	40,024	40,924	+ 2.2
12. Furniture (including mat- tresses and springs) .....	39,826	40,361	+ 1.3
13. Home furnishings .....	44,978	45,992	+ 2.3
14. Household appliances and electrical supplies .....	25,748	31,648	+22.9
15. Hardware and kitchen utensils .....	28,073	28,118	+ 0.2
16. Radios, musical instruments and supplies .....	8,007	8,045	+ 0.5
17. Shoes and other footwear ....	37,667	38,314	+ 1.7
18. Stationery, books, and magazines .....	8,128	8,164	+ 0.4
19. All other departments, total .....	63,975	63,161	- 1.3
TOTAL, ALL DEPARTMENTS .....	565,427	572,127	+ 1.2