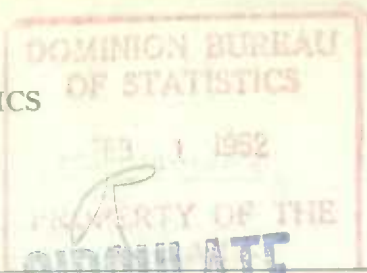




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DEPARTMENT STORE SALES AND STOCKS
DECEMBER, 1951

By Provinces

Christmas buying in Canadian department stores reached \$119,770,000 in December 1951, only 0.8 % higher than the sales of \$118,870,000 reported for the same month last year. Saskatchewan's increase of 9.1 % was the largest followed by British Columbia and Alberta with sales increases of 6.7% and 6.0% respectively. Sales were 1.6 % lower than in December of 1950 in both Quebec and Ontario.

Department store sales reached a new high of \$901,940,000 in 1951, a 3.4 % increase over 1950. Alberta's increase of 7.6% was the largest for 1951. It is interesting to note in this respect that Alberta has shown larger annual increases in department store sales than any other province since 1948. Saskatchewan's department store sales which last year showed the largest decline of all provinces now ranked second with a 6.8% increase. The only region to record a drop was the Maritime Provinces where sales decreased 4.1% over 1950. Cumulative figures by regions are shown in the table on page 2, and those for departments appear on page 4.

Department Store Sales in December 1950 and 1951

Province	Sales		Change, 1951/1950
	1950	1951	
	\$000	\$000	%
CANADA	118,870	119,770	+ 0.8
Maritime Provinces	8,490	8,470	- 0.2
Quebec	19,230	18,920	- 1.6
Ontario	44,290	43,580	- 1.6
Manitoba	17,860	17,790	- 0.4
Saskatchewan	5,510	6,010	+ 9.1
Alberta	7,860	8,330	+ 6.0
British Columbia	15,630	16,670	+ 6.7

By Departments

Sales increased in 17 of the 30 departments in December 1951 compared with December 1950. The 8.7% gain in toiletries, cosmetics and drugs department sales was the largest reported. Men's furnishings and sporting goods and luggage increased 7.4% and 7.9%. Sales of major appliances dropped 35.8%, the largest decrease reported. Radio and music, home furnishings and furniture departments followed with declines of 11.6%, 10.4% and 10.3% respectively.

Inventory holdings of department stores at November 30, 1951, amounted to \$225,550,000, 10.4% above the level of those held on the same date a year ago, when stocks totalled \$204,280,000.

Department Store Sales - January to December 1950-1951

Province	Sales		Change, 1951/1950
	1950	1951	
	\$000	\$000	%
CANADA	872,680	901,940	+ 3.4
Maritime Provinces	62,600	60,040	- 4.1
Quebec	139,630	145,670	+ 4.3
Ontario	325,070	329,730	+ 1.4
Manitoba	130,410	137,110	+ 5.1
Saskatchewan	42,510	45,410	+ 6.8
Alberta	59,160	63,680	+ 7.6
British Columbia	113,300	120,300	+ 6.2

Note: The difference between the totals in the above table and those on page 4 is due to the revision of provincial figures.

Department Store Sales and Stocks

December 1950 and December 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS	
	Dec.	Dec.	Change	Nov. 30	Stock/Sales
	1950	1951	1951/50	1951	Ratio
	(\$000)	(\$000)	%	(\$000)	Dec. 1951
TOTAL, ALL DEPARTMENTS	118,870	119,770	+ 0.8	225,550	1.9
1. Women's and Misses' Dresses	3,010	3,010	(a)	4,110	1.4
2. Women's and Misses' Coats and Suits	1,470	1,330	- 9.5	3,300	2.5
3. Women's and Misses' Sportswear	2,860	2,990	+ 4.5	4,880	1.6
4. Furs	2,170	1,910	- 12.0	4,670	2.4
5. Girls' and Infants' Wear	5,020	5,440	+ 8.4	8,690	1.6
6. Lingerie and Corsets	4,850	5,200	+ 7.2	7,600	1.5
7. Aprons, Housedresses and Uniforms	740	760	+ 2.7	890	1.2
8. Millinery	750	780	+ 4.0	1,010	1.3
9. Hosiery and Apparel Accessories	6,940	7,150	+ 3.0	9,340	1.3
10. Women's, Misses' and Children's Shoes	4,310	4,440	+ 3.0	11,920	2.7
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	32,120	33,010	+ 2.8	56,410	1.7
12. Men's Clothing	3,640	3,290	- 9.6	9,160	2.8
13. Men's Furnishings	9,050	9,720	+ 7.4	13,170	1.4
14. Boys' Clothing and Furnishings	3,100	3,170	+ 2.3	6,660	2.1
15. Men's and Boys' Shoes	2,380	2,530	+ 6.3	4,970	2.0
16. Food and Kindred Products	7,420	7,920	+ 6.7	4,970	0.6
17. Toiletries, Cosmetics and Drugs	3,580	3,890	+ 8.7	5,880	1.5
18. Photographic Equipment and Supplies	540	580	+ 7.4	930	1.6
19. Piece Goods	1,760	1,720	- 2.3	7,860	4.6
20. Linens and Domestics	3,660	3,520	- 3.8	8,590	2.4
21. Smallwares	2,410	2,390	- 0.8	6,060	2.5
22. China and Glassware	2,200	2,230	+ 1.4	7,520	3.4
23. Home Furnishings	5,170	4,630	- 10.4	20,010	4.3
24. Furniture	4,360	3,910	- 10.3	12,460	3.2
25. Major Appliances	2,960	1,900	- 35.8	7,480	3.9
26. Radio and Music	2,420	2,140	- 11.6	4,690	2.2
27. Hardware and Housewares	5,300	5,120	- 3.4	12,460	2.4
28. Jewellery	4,550	4,530	- 0.4	9,070	2.0
29. Sporting Goods and Luggage	9,520	10,270	+ 7.9	13,030	1.3
30. Stationery, Books and Magazines	3,620	3,790	+ 4.7	5,050	1.3
31. All Other Departments	9,110	9,510	+ 4.4	9,120	1.0

Note. Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

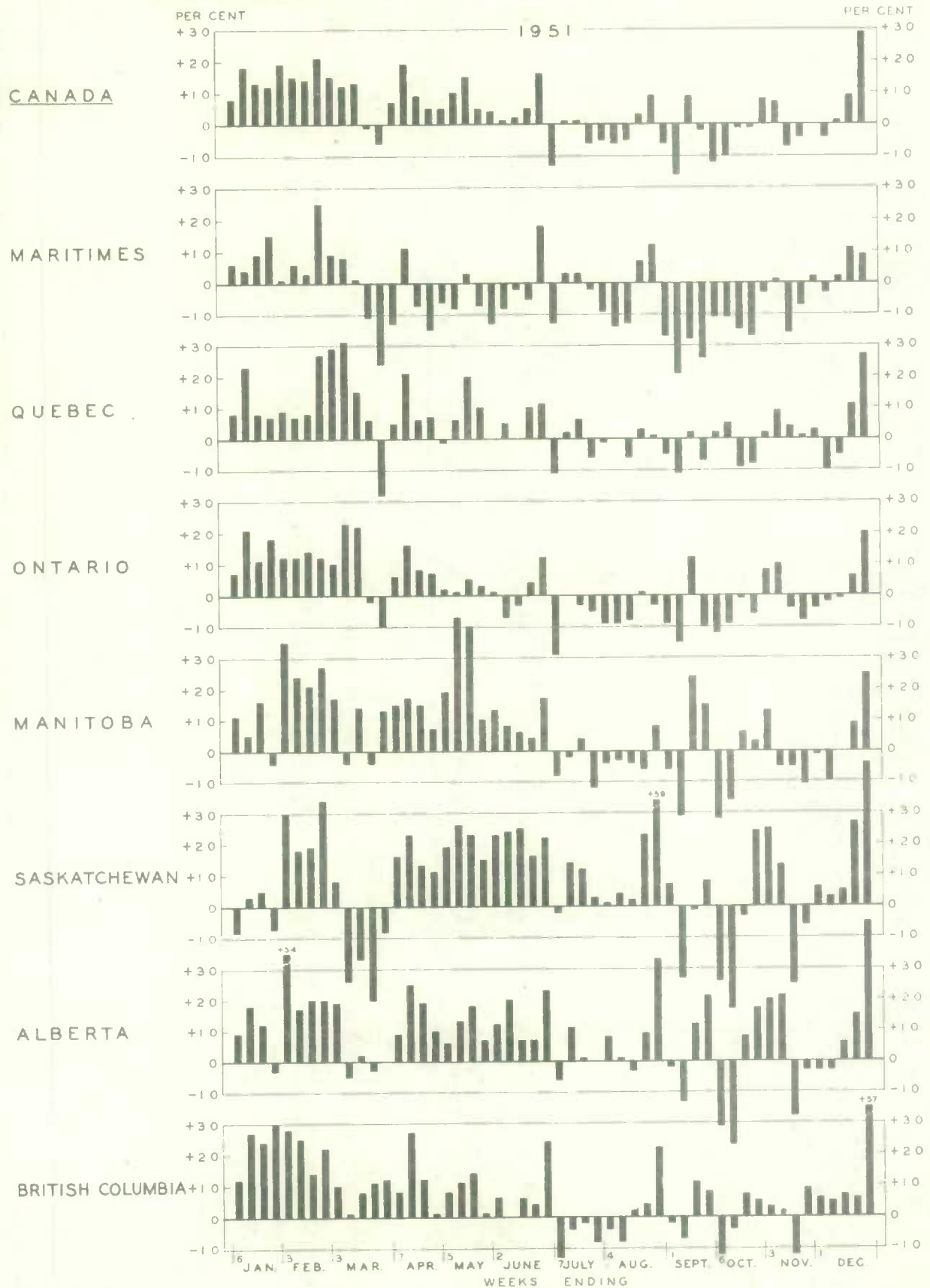
January to December, 1950 - 1951

Department	SALES		Change, 1951/1950
	Jan. to Dec. 1950	Jan. to Dec. 1951	
	\$000	\$000	%
TOTAL, All Departments	872,690	901,830	+ 3.3
1. Women's and Misses' Dresses	30,220	31,770	+ 5.1
2. Women's and Misses' Coats and Suits..	27,880	26,460	- 5.1
3. Women's and Misses' Sportswear	21,370	23,000	+ 7.6
4. Furs	14,320	13,100	- 8.5
5. Girls' and Infants' Wear	37,230	40,050	+ 7.6
6. Lingerie and Corsets	32,240	34,220	+ 6.1
7. Aprons, Housedresses and Uniforms....	7,180	6,780	- 5.6
8. Millinery	8,670	9,030	+ 4.2
9. Hosiery and Apparel Accessories.....	35,400	37,770	+ 6.7
10. Women's, Misses' and Children's Shoes	36,760	39,620	+ 7.8
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	251,270	261,800	+ 4.2
12. Men's Clothing	30,490	30,620	+ 0.4
13. Men's Furnishings	42,470	44,430	+ 4.6
14. Boys' Clothing and Furnishings	23,490	24,670	+ 5.0
15. Men's and Boys' Shoes	15,300	16,430	+ 7.4
16. Food and Kindred Products	59,420	63,880	+ 7.5
17. Toiletries, Cosmetics and Drugs	19,980	22,060	+ 10.4
18. Photographic Equipment and Supplies..	2,540	2,890	+ 13.8
19. Piece Goods	23,690	23,420	- 1.1
20. Linens and Domestic.....	32,560	33,200	+ 2.0
21. Smallwares	18,660	19,250	+ 3.2
-22. China and Glassware	12,220	12,830	+ 5.0
-23. Home Furnishings	54,350	54,880	+ 1.0
24. Furniture	53,620	51,500	- 4.0
25. Major Appliances	34,680	31,040	- 10.5
26. Radio and Music	12,900	12,440	- 3.6
27. Hardware and Housewares	50,870	53,740	+ 5.6
28. Jewellery	18,300	19,090	+ 4.3
29. Sporting Goods and Luggage	33,220	34,850	+ 4.9
30. Stationery, Books and Magazines.....	14,820	15,350	+ 3.6
31. All Other Departments.....	67,840	73,460	+ 8.3

NOTE: Canada totals do not include Newfoundland figures.

WEEKLY DEPARTMENT STORE SALES FOR 1951

PER CENT CHANGE FROM SAME WEEK OF PREVIOUS YEAR



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