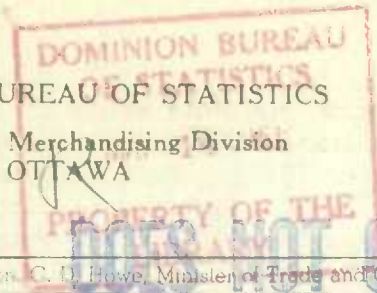




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DEPARTMENT STORE SALES AND STOCKS
MARCH, 1951

By Provinces

March sales of Canadian department stores totalled \$72,594,000, up 8% from March 1950 volume of \$67,344,000. This increase could be described as moderate when it is taken into account that all Easter buying occurred in March this year and was divided between March and April in 1950. Generally unfavourable weather conditions may have tempered the seasonal trading which normally occurs at Eastertime.

A 13% gain in sales was recorded in March for both Quebec and British Columbia. Sales declines of 15% and 5% were shown by Saskatchewan and the Maritime Provinces respectively. All other provinces reported gains ranging from 8% to 10%.

Sales in the first quarter of this year amounted to \$189,240,000, 13% higher than in the 1950 first quarter when volume was \$167,297,000.

Department Store Sales in March 1950 and 1951

Province	Sales		% Change, 1951/1950 %
	1950 (\$'000)	1951 (\$'000)	
CANADA.....	67,344	72,594	+ 7.8
Maritime Provinces....	5,076	4,802	- 5.4
Quebec.....	11,091	12,555	+13.2
Ontario.....	24,372	26,615	+ 9.2
Manitoba.....	9,821	10,803	+10.0
Saskatchewan.....	3,780	3,205	-15.3
Alberta.....	4,814	5,176	+ 7.5
British Columbia.....	8,390	9,438	+12.5

By Departments

Twenty-five of the thirty departments had increased sales in

March 1951 compared with the same month in 1950. Gains in excess of 20% were limited to major appliances (25%), millinery (24%), furs (21%) and hosiery and apparel accessories (21%). Food department sales were up 19%. Men's clothing departments reported a substantial increase of 17%. Photographic equipment and jewellery departments recorded gains of 15% and 13% respectively.

Of the five departments which failed to reach March 1950 sales volume, only the 15% decrease in sales of aprons, housedresses and uniforms, and the 11% decline in piece goods exceeded 10%.

Stocks of merchandise held at the beginning of March 1951 were valued at \$213,713,000, 15% higher than holdings on the same date a year ago of \$186,306,000. Stock figures for 1950 on the new 31-department breakdown are not available. Stock/sales ratios will be shown each month during 1951. A comparison of stocks, by departments, will be resumed with the January 1952 bulletin when comparable data will be available.

Information on stocks at the beginning of January 1951, omitted from the January 1951 report, is shown on Page 5 of this bulletin. Inventory holdings at January 1, 1951 amounted to \$177,387,000, 7% above the level of stocks held on the same date a year ago, when they totalled \$165,818,000.

Department Store Sales - January-to-March 1950-1951

Province	Sales		% Change, 1951/1950
	1950 (\$'000)	1951 (\$'000)	
CANADA.....	167,297	189,240	+13.1
Maritime Provinces.....	11,140	11,597	+ 4.1
Quebec.....	26,940	30,732	+14.1
Ontario.....	62,530	70,592	+12.9
Manitoba.....	24,940	28,782	+15.4
Saskatchewan.....	8,369	8,468	+ 1.2
Alberta.....	11,659	13,406	+15.0
British Columbia.....	21,719	25,663	+18.2

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DEPARTMENT STORE SALES AND STOCKS

March 1950 and March 1951

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

Department	SALES			STOCKS	
	March 1950 (\$'000)	March 1951 (\$'000)	Change 1951/50 %	Feb. 28 1951 (\$'000)	Stock/Sales Ratio March 1951
TOTAL, All Departments	67,344	72,594	+ 7.8	213,713	2.9
1. Women's and Misses' Dresses	2,804	2,895	+ 3.2	5,532	1.9
2. Women's and Misses' Coats and Suits.	3,941	3,725	- 5.5	6,302	1.7
3. Women's and Misses' Sportswear	1,580	1,712	+ 8.4	4,505	2.6
4. Furs	619	749	+ 21.0	3,679	4.9
5. Girls' and Infants' Wear	2,698	2,962	+ 9.8	7,867	2.7
6. Lingerie and Corsets	2,448	2,507	+ 2.4	7,439	3.0
7. Aprons, Housedresses and Uniforms...	686	585	- 14.7	1,058	1.8
8. Millinery	892	1,103	+ 23.7	1,319	1.2
9. Hosiery and Apparel Accessories	2,436	2,941	+ 20.7	7,694	2.6
10. Women's Misses' and Children's Shoes	2,991	3,312	+ 10.7	12,511	3.8
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	21,095	22,491	+ 6.6	57,906	2.6
12. Men's Clothing	2,508	2,922	+ 16.5	7,844	2.7
13. Men's Furnishings	2,375	2,474	+ 4.2	9,793	4.0
14. Boys' Clothing and Furnishings	1,936	2,118	+ 9.4	6,482	3.1
15. Men's and Boys' Shoes	1,069	1,161	+ 8.6	5,073	4.4
16. Food and Kindred Products	5,088	6,049	+ 18.9	5,780	1.0
17. Toiletries, Cosmetics, and Drugs	1,508	1,619	+ 7.4	4,693	2.9
18. Photographic Equipment and Supplies.	179	205	+ 14.5	934	4.6
19. Piece Goods	2,574	2,292	- 11.0	9,379	4.1
20. Linens and Domestic	2,279	2,230	- 2.2	8,808	3.9
21. Smallwares	1,526	1,474	- 3.4	6,010	4.1
22. China and Glasswares	772	803	+ 4.0	5,820	7.2
23. Home Furnishings	4,531	4,772	+ 5.3	18,577	3.9
24. Furniture	3,888	4,012	+ 3.2	13,470	3.4
25. Major Appliances	2,691	3,374	+ 25.4	9,117	2.7
26. Radio and Music	965	1,037	+ 7.5	4,382	4.2
27. Hardware and Housewares	3,856	4,203	+ 9.0	13,414	3.2
28. Jewellery	1,066	1,206	+ 13.1	7,535	6.2
29. Sporting Goods and Luggage	1,468	1,575	+ 7.3	8,042	5.1
30. Stationery, Books and Magazines	948	1,003	+ 5.8	3,134	3.1
31. All Other Departments	5,022	5,574	+ 11.0	7,520	1.3

NOTE: Canada totals do not include Newfoundland figures.

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-March 1950 and January-to-March 1951

Department	SALES		
	Jan.-to-Mar. 1950	Jan.-to-Mar. 1951	% Change 1951/1950
	(\$000)	(\$000)	%
TOTAL, All Departments	167,297	189,240	+ 13.1
1. Women's and Misses' Dresses	6,368	6,697	+ 5.2
2. Women's and Misses' Coats and Suits .	6,405	6,634	+ 3.6
3. Women's and Misses' Sportswear	3,856	4,268	+ 10.7
4. Furs	2,715	3,103	+ 14.3
5. Girls' and Infants' Wear	5,421	6,099	+ 12.5
6. Lingerie and Corsets	6,352	6,934	+ 9.2
7. Aprons, Housedresses and Uniforms ...	1,537	1,483	- 3.5
8. Millinery	1,554	1,878	+ 20.8
9. Hosiery and Apparel Accessories	5,706	6,733	+ 18.0
10. Women's, Misses' and Children's Shoes	6,142	6,956	+ 13.3
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	46,056	50,785	+ 10.3
12. Men's Clothing	5,824	7,003	+ 20.2
13. Men's Furnishings	6,110	6,578	+ 7.7
14. Boys' Clothing and Furnishings	3,807	4,292	+ 12.7
15. Men's and Boys' Shoes	2,429	2,862	+ 17.8
16. Food and Kindred Products	14,063	15,775	+ 12.2
17. Toiletries, Cosmetics, and Drugs	4,277	4,809	+ 12.4
18. Photographic Equipment and Supplies .	457	542	+ 18.6
19. Piece Goods	6,633	6,688	+ 0.8
20. Linens and Domestic Goods	7,434	8,650	+ 16.4
21. Smallwares	4,495	4,755	+ 5.8
22. China and Glasswares	2,002	2,231	+ 11.4
23. Home Furnishings	11,260	13,037	+ 15.8
24. Furniture	11,514	12,478	+ 8.4
25. Major Appliances	6,796	9,579	+ 41.0
26. Radio and Music	2,747	3,248	+ 18.2
27. Hardware and Housewares	9,587	11,540	+ 20.4
28. Jewellery	2,836	3,317	+ 17.0
29. Sporting Goods and Luggage	3,270	3,880	+ 18.7
30. Stationery, Books and Magazines	2,743	2,871	+ 4.7
31. All Other Departments	12,957	14,320	+ 10.5

NOTE: Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES AND STOCKS

January 1950 and January 1951

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

Department	SALES			STOCKS	
	Jan. 1950 (\$'000)	Jan. 1951 (\$'000)	Change 1951/50 %	Dec.31 1950 (\$'000)	Stock/Sales Ratio January, 1951
TOTAL, All Departments	49,719	58,250	+17.2	177,387	3.0
1. Women's and Misses' Dresses	1,642	1,736	+ 5.7	3,799	2.2
2. Women's and Misses' Coats and Suits ..	1,153	1,287	+11.6	3,066	2.4
3. Women's and Misses' Sportswear	1,176	1,285	+ 9.3	3,670	2.9
4. Furs	1,429	1,608	+12.5	3,986	2.5
5. Girls' and Infants' Wear	1,261	1,470	+16.6	5,127	3.5
6. Lingerie and Corsets	1,926	2,185	+13.4	6,257	2.9
7. Aprons, Housedresses and Uniforms ...	422	450	+ 6.6	888	2.0
8. Millinery	305	375	+23.0	694	1.9
9. Hosiery and Apparel Accessories	1,533	1,847	+20.5	6,579	3.6
10. Women's Misses' and Children's Shoes	1,545	1,750	+13.3	9,437	5.4
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	12,392	13,993	+12.9	43,503	3.1
12. Men's Clothing	1,744	2,074	+18.9	6,321	3.0
13. Men's Furnishings	1,889	2,052	+ 8.6	7,224	3.5
14. Boys' Clothing and Furnishings	963	1,108	+15.1	4,658	4.2
15. Men's and Boys' Shoes	675	780	+15.6	3,857	4.9
16. Food and Kindred Products	4,326	4,672	+ 8.0	4,062	0.9
17. Toiletries, Cosmetics, and Drugs	1,356	1,588	+17.1	4,505	2.8
18. Photographic Equipment and Supplies ..	133	160	+20.3	850	5.3
19. Piece Goods	2,125	2,265	+ 6.6	8,304	3.7
20. Linens and Domestic	2,894	3,641	+25.8	7,659	2.1
21. Smallwares	1,522	1,729	+13.6	5,486	3.2
22. China and Glasswares	587	710	+21.0	5,350	7.5
23. Home Furnishings	3,066	3,924	+28.0	17,188	4.4
24. Furniture	3,939	4,384	+11.3	12,360	2.8
25. Major Appliances	2,092	3,083	+47.4	8,239	2.7
26. Radio and Music	913	1,100	+20.5	3,886	3.5
27. Hardware and Housewares	2,648	3,485	+31.6	10,903	3.1
28. Jewellery	806	1,014	+25.8	6,913	6.8
29. Sporting Goods and Luggage	807	1,106	+37.1	6,699	6.1
30. Stationery, Books and Magazines	873	944	+ 8.1	3,140	3.3
31. All Other Departments	3,969	4,438	+11.8	6,280	1.4

NOTE: Canada totals do not include Newfoundland figures.

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



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WEEKLY DEPARTMENT STORE SALES, 1950 AND 1951 PERCENT CHANGE FROM SAME WEEK OF PREVIOUS YEAR

