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DEPARTMENT STORE SALES AND STOCKS APRIL, 1951

By Provinces

Department store sales in Canada totalled \$75,057,000 during April 1951, 11% higher than the April 1950 total of \$67,453,000.

All regions, with the exception of the Maritime Provinces, reported increased sales in April 1951 compared with April 1950. The three Prairie Provinces recorded the largest gains- Saskatchewan, 19%; Manitoba 18% and Alberta 17%. Sales decreased 9% in the Maritime Provinces.

Department Store Sales in April 1950 and 1951

Province	Sales		% Change, 1951/1950
	1950 (\$000)	1951 (\$000)	
CANADA	67,453	75,057	+ 11.3
Maritime Provinces	5,212	4,998	- 9.1
Quebec	11,268	12,338	+ 9.5
Ontario	25,085	27,794	+ 10.8
Manitoba	9,713	11,442	+ 17.8
Saskatchewan	3,214	3,822	+ 18.9
Alberta	4,399	5,125	+ 16.5
British Columbia	8,562	9,538	+ 11.4

By Departments

Most departments had increased sales in April 1951 compared with the same month in 1950. A 56% gain in major appliance sales was by far the largest recorded. Hardware and housewares department sales increased 27%. Other departments which recorded gains in excess of 20% were as follows: furs (26%); radio and music (25%); linens and domestics (23%) and jewellery (21%). Of the four departments whose sales volume failed to reach April 1950 levels, only the 13% decline in millinery sales was of any magnitude.

The value of department store stocks held at the beginning of April 1951 was \$240,355,000, 25% above their value on the same date in 1950 when they totalled \$192,968,000. Stock-sales ratios for each of the 31 departments are shown in the right hand column of the table on Page 3.

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DEPARTMENT STORES SALES AND STOCKS

April 1950 and April 1951

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

Department	SALES			STOCKS	
	April 1950 (\$ 000)	April 1951 (\$ 000)	Change 1951/50 %	March 31 1951 (\$ 000)	Stock/Sales Ratio April 1951
TOTAL All Departments	67,453	75,057	+ 11.3	240,355	3.2
1. Women's and Misses' Dresses	2,748	3,034	+ 10.4	6,336	2.1
2. Women's and Misses' Coats and Suits.	4,155	3,990	- 4.0	6,247	1.6
3. Women's and Misses' Sportswear	1,635	1,756	+ 7.4	5,463	3.1
4. Furs	394	495	+ 25.6	4,561	9.2
5. Girls' and Infants' Wear	2,886	3,023	+ 4.7	8,714	2.9
6. Lingerie and Corsets	2,301	2,553	+ 11.0	8,248	3.2
7. Aprons, Housedresses and Uniforms ..	557	628	+ 12.7	1,298	2.1
8. Millinery	1,098	956	- 12.9	1,393	1.5
9. Hosiery and Apparel Accessories	2,945	2,925	- 0.7	8,833	3.0
10. Women's, Misses' and Children's Shoes.	3,346	3,581	+ 7.0	13,632	3.8
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	22,065	22,941	+ 4.0	64,725	2.8
12. Men's Clothing	2,811	2,827	+ 0.6	8,719	3.1
13. Men's Furnishings	2,439	2,652	+ 8.7	11,311	4.3
14. Boys' Clothing and Furnishings	2,141	2,158	+ 0.8	6,867	3.2
15. Men's and Boys' Shoes	1,184	1,336	+ 12.8	5,417	4.1
16. Food and Kindred Products	4,716	4,749	+ 0.7	5,407	1.1
17. Toiletries, Cosmetics, and Drugs ...	1,330	1,525	+ 14.7	4,961	3.3
18. Photographic Equipment and Supplies.	165	186	+ 12.7	983	5.3
19. Piece Goods	1,971	2,121	+ 7.6	9,734	4.6
20. Linens and Domestics	1,797	2,202	+ 22.5	9,649	4.4
21. Smallwares	1,286	1,416	+ 10.1	6,450	4.6
22. China and Glassware	729	830	+ 13.9	6,255	7.5
23. Home Furnishings	4,550	5,358	+ 17.8	25,110	4.7
24. Furniture	3,733	4,275	+ 14.5	15,671	3.7
25. Major Appliances	2,713	4,239	+ 56.2	9,819	2.3
26. Radio and Music	746	932	+ 24.9	4,770	5.1
27. Hardware and Housewares	4,061	5,167	+ 27.2	14,580	2.8
28. Jewellery	1,000	1,209	+ 20.9	8,389	6.9
29. Sporting Goods and Luggage	1,912	2,165	+ 13.2	9,654	4.5
30. Stationery, Books and Magazines	836	805	- 3.7	3,371	4.2
31. All Other Departments	5,268	5,964	+ 13.2	8,513	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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