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DEPARTMENT STORE SALES AND STOCKS  
AUGUST, 1951

By Provinces

August 1951 sales of Canadian department stores totalled \$61,520,000, virtually unchanged from the August 1950 total of \$61,350,000. This was the third successive month in which sales remained practically unchanged from the comparable month a year ago.

In contrast with quite moderate changes in other sections of the country, sales were up 17% in Saskatchewan and 10% in Alberta. A 4% decrease in Ontario was the largest decline recorded.

Department Store Sales in August 1950 and 1951

Province	Sales		% Change, 1951/1950
	1950 (\$000)	1951 (\$000)	
CANADA .....	61,350	61,520	+ 0.3
Maritime Provinces .....	4,150	4,060	- 2.2
Quebec .....	9,500	9,690	+ 2.0
Ontario .....	22,390	21,450	- 4.2
Manitoba .....	9,690	9,580	- 1.1
Saskatchewan .....	2,670	3,120	+ 16.9
Alberta .....	4,270	4,710	+ 10.3
British Columbia .....	8,680	8,910	+ 2.6

By Departments

Apparel departments showed general strengthening of sales in August. Eleven of the fourteen departments reported sales gains, five of which were in excess of 10%. A 21% increase in boys' clothing and furnishings was the largest. Girls' and infants' wear sales were up 19% and women's and misses' sportswear, and women's, misses' and children's shoe sales both increased 18%.

Other large increases were those for photographic equipment and supplies (21%), stationery, books and magazines (16%) and smallwares (12%).

Of 10 declines in sales volume, a 38% decrease in major appliances, and a 32% decrease in fur department sales were by far the largest. Radio and music sales decreased 16% and furniture sales, 11%.

The value of department store stocks at August 1, 1951 was \$221,600,000, 23% above their value on August 1, 1950 when they totalled \$180,691,000.



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## DEPARTMENT STORE SALES AND STOCKS

August 1950 and August 1951

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

Department	SALES			STOCKS	
	August 1950	August 1951	Change 1951/50	July 31 1951	Stock/Sales Ratio August 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS .....	61,350	61,520	+ 0.3	221,600	3.6
1. Women's and Misses' Dresses .....	1,970	2,130	+ 8.1	3,520	1.7
2. Women's and Misses' Coats and Suits.	1,510	1,440	- 4.6	3,940	2.7
3. Women's and Misses' Sportswear .....	1,580	1,870	+ 18.4	5,270	2.8
4. Furs .....	1,440	980	- 31.9	6,400	6.5
5. Girls' and Infants' Wear .....	2,110	2,510	+ 19.0	7,990	3.2
6. Lingerie and Corsets .....	2,010	2,180	+ 8.5	6,690	3.1
7. Aprons, Housedresses and Uniforms ..	450	410	- 8.9	970	2.4
8. Millinery .....	610	630	+ 3.3	890	1.4
9. Hosiery and Apparel Accessories ....	2,070	2,160	+ 4.3	7,630	3.5
10. Women's, Misses' and Children's Shoes	2,310	2,730	+ 18.2	11,350	4.2
11. Ladies' Apparel and Accessories, TOTAL 1 - 10 .....	16,060	17,040	+ 6.1	54,650	3.2
12. Men's Clothing .....	1,580	1,600	+ 1.3	8,450	5.3
13. Men's Furnishings .....	2,130	2,260	+ 6.1	11,160	4.9
14. Boys' Clothing and Furnishings .....	1,370	1,660	+ 21.2	6,540	3.9
15. Men's and Boys' Shoes .....	940	1,040	+ 10.6	4,560	4.4
16. Food and Kindred Products .....	4,540	4,770	+ 5.1	4,530	0.9
17. Toiletries, Cosmetics, and Drugs ...	1,420	1,500	+ 5.6	4,680	3.1
18. Photographic Equipment and Supplies.	190	230	+ 21.1	940	4.1
19. Piece Goods .....	1,590	1,600	+ 0.6	8,940	5.6
20. Linens and Domestic Goods .....	2,730	2,660	- 2.6	8,780	3.3
21. Smallwares .....	1,150	1,290	+ 12.2	5,740	4.4
22. China and Glassware .....	1,180	1,200	+ 1.7	7,160	6.0
23. Home Furnishings .....	4,130	3,900	- 5.6	22,160	5.7
24. Furniture .....	5,300	4,720	- 10.9	14,510	3.1
25. Major Appliances .....	3,210	2,000	- 37.7	10,400	5.2
26. Radio and Music .....	880	740	- 15.9	4,570	6.2
27. Hardware and Housewares .....	4,380	4,260	- 2.7	13,130	3.1
28. Jewellery .....	1,250	1,280	+ 2.4	8,640	6.8
29. Sporting Goods and Luggage .....	1,840	1,800	- 2.2	10,100	5.6
30. Stationery, Books and Magazines ....	920	1,070	+ 16.3	3,600	3.4
31. All Other Departments .....	4,560	4,900	+ 7.5	8,360	1.7

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.