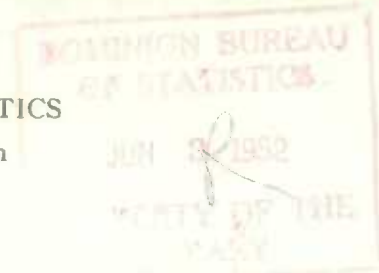


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DEPARTMENT STORE SALES AND STOCKS

APRIL, 1952

By Provinces:

Department store sales in Canada totalled \$75,058,000 during April 1952, a slight decrease of 0.2% when compared to the April 1951 total of \$75,210,000. This change could be seen in light of the fact that department store sales in April 1951 were 11.3% higher than in April 1950.

Four of the seven regions (Quebec, Manitoba, Alberta and British Columbia) reported lower sales in April 1952 than in 1951. Manitoba's decrease of 6.2% was the largest recorded. The Maritime Provinces showed a gain of 8.5% and sales in Ontario and Saskatchewan both increased by 2.1%. To keep these changes in proper perspective it should be remembered that department store sales in the Maritime Provinces in April 1951 were 9.1% lower than in 1950, while in Manitoba they were 17.8% higher; furthermore Easter shopping occurred in March in 1951, but in April this year.

Department Store Sales in April 1951 and 1952

Province	Sales		Change, 1952/1951
	1951	1952	
	\$'000	\$'000	%
CANADA	75,210	75,058	- 0.2
Maritime Provinces	4,994	5,419	+ 8.5
Quebec	12,338	12,128	- 1.7
Ontario	27,837	28,421	+ 2.1
Manitoba	11,442	10,733	- 6.2
Saskatchewan	3,822	3,902	+ 2.1
Alberta	5,239	5,051	- 3.6
British Columbia	9,538	9,404	- 1.4

Prepared in Merchandising and Services Section

By Departments

Twelve out of 30 departments had lower sales in April 1952 compared with the same month in 1951. A 41.4% drop in major appliances, (nearly every department store in the country reported lower sales) was by far the largest recorded. It should be noted however that sales in this department in April 1951 were 56.2% higher than in April 1950. Except for furs, all departments in the ladies' apparel and accessories group showed sales increases over last year. In men's apparel, the men's clothing department was alone in reporting a decrease (-5.4%).

The value of department store stocks held at the end of March 1952 was \$203,211,000, 15.5% below their value on the same date in 1951, when they totalled \$240,355,000, (24.6% greater than in April 1950).

Department Store Sales and Stocks

April 1951 and April 1952

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

Department	SALES			STOCKS		
	April 1951	April 1952	Change 1952/51	Mar.31 1951	Mar.31 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	75,210	75,058	- 0.2	240,355	203,211	- 15.5
1. Women's and Misses' Dresses.....	2,884	2,997	+ 3.9	6,336	4,791	- 24.4
2. Women's and Misses' Coats and Suits	3,707	3,842	+ 3.6	6,247	4,419	- 29.3
3. Women's and Misses' Sportswear.....	1,575	1,856	+ 17.8	5,463	4,585	- 16.1
4. Furs	496	407	- 17.9	4,561	3,760	- 17.6
5. Girls' and Infants' Wear	3,639	4,387	+ 20.6	8,714	7,958	- 8.7
6. Lingerie and Corsets	2,548	2,766	+ 8.6	8,248	7,091	- 14.0
7. Aprons, Housedresses and Uniforms....	589	607	+ 3.1	1,298	947	- 27.0
8. Millinery	951	1,278	+ 34.4	1,393	1,404	+ 0.8
9. Hosiery and Apparel Accessories	2,962	3,287	+ 11.0	8,833	7,268	- 17.7
10. Women's, Misses' and Children's Shoes	3,581	4,053	+ 13.2	13,632	12,221	- 10.4
Ladies' Apparel and Accessories.						
Total 1 - 10	22,932	25,480	+ 11.1	64,725	54,444	- 15.9
11. Men's Clothing	2,830	2,676	- 5.4	8,719	7,611	- 12.7
12. Men's Furnishings	2,670	2,861	+ 7.2	11,311	9,715	- 14.1
13. Boys' Clothing and Furnishings	2,145	2,570	+ 19.8	6,867	5,696	- 17.1
14. Men's and Boys' Shoes	1,336	1,354	+ 1.3	5,417	4,335	- 20.0
15. Food and Kindred Products.....	4,769	5,121	+ 7.4	5,407	4,455	- 17.6
16. Toiletries, Cosmetics and Drugs	1,527	1,668	+ 9.2	4,961	4,671	- 5.8
17. Photographic Equipment and Supplies..	185	185	(a)	983	797	- 18.9
18. Piece Goods	2,126	1,849	- 13.0	9,734	8,219	- 15.6
19. Linens and Domestic Goods	2,207	1,986	- 10.0	9,649	8,143	- 15.6
20. Smallwares	1,424	1,431	+ 0.5	6,450	5,764	- 10.6
21. China and Glassware	832	805	- 3.2	6,255	7,631	+ 22.0
22. Home Furnishings	5,384	5,094	- 5.4	25,110	19,623	- 21.9
23. Furniture	4,268	3,850	- 9.9	15,671	12,415	- 20.8
24. Major Appliances	4,259	2,497	- 41.4	9,819	6,484	- 34.0
25. Radio and Music	934	748	- 19.9	4,770	3,941	- 17.4
26. Hardware and Housewares	5,173	4,844	- 6.4	14,580	12,736	- 12.6
27. Jewellery	1,209	1,037	- 14.2	8,389	6,921	- 17.5
28. Sporting Goods and Luggage	2,185	2,002	- 8.4	9,654	7,875	- 18.4
29. Stationery, Books and Magazines.....	805	878	+ 9.1	3,371	3,356	- 0.4
30. All Other Departments.....	6,010	6,122	+ 1.9	8,513	8,379	- 1.6

(a) Change of less than .05%

Note. Canada totals do not include Newfoundland figures.

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