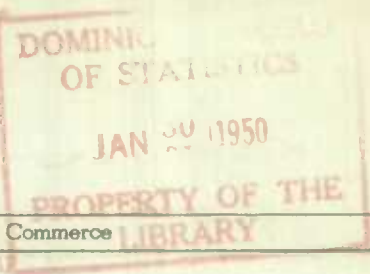




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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
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DEPARTMENT STORE SALES AND STOCKS

December, 1949

By Provinces:

Christmas buying in department stores reached a new high level in December last when sales totalled \$114,467,000. This amount represented a gain of 5% compared with the December 1948 totals of \$109,540,000. Full year's sales for 1949 amounted to \$856,441,000, a 7% increase over the corresponding total of \$803,092,000. The four western provinces, with sales increases of 10% or 11% in each case, recorded the largest gains in December. Quebec reported the only decrease (4%) from December, 1948.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in December, 1948 and 1949

Province	Sales		% Change, 1949/1948
	1948 (\$000)	1949 (\$000)	
CANADA	109,540	114,467	+ 4.5
Maritime Provinces ..	8,151	8,562	+ 5.3
Quebec	18,552	17,902	- 3.5
Ontario	42,409	43,257	+ 2.0
Manitoba	14,840	16,457	+10.9
Saskatchewan	5,236	5,739	+ 9.6
Alberta	6,891	7,559	+ 9.7
British Columbia ...	13,481	14,991	+11.2

By Selected Departments

Most departments reported moderately increased sales in December, 1949, compared with the same month in 1948. Lingerie and girls' and infants' wear, in the clothing group, had increases of 11% and 13% respectively. Household appliances and music departments reported gains of 11% and 12% respectively over December a year ago. Cumulative sales comparisons for 1948 and 1949, covering all departments, are given on page 3.

Stocks reported at December 1, 1949, showed an 11% increase over those reported on the same date last year, increases being largest in household durables.

Prepared in the Merchandising and Services Section.

DEPARTMENT STORE SALES AND STOCKS
December, 1948 and December, 1949

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

Department	SALES			STOCKS [*]		
	Dec. 1948 (\$000)	Dec. 1949 (\$000)	% Change, 1949/48 %	Nov. 30, 1948 (\$000)	Nov. 30, 1949 (\$000)	% Change, 1949/48 %
TOTAL, ALL DEPARTMENTS	109,540	114,467	+ 4.5	180,955	201,049	+11.1
1. Women's dresses, coats, and suits	10,697	10,493	- 1.9	15,940	18,847	+18.2
2. Girls' and infants' wear	3,825	4,331	+13.2	6,140	7,519	+22.5
3. Hosiery and gloves	5,113	5,151	+ 0.7	5,937	6,038	+ 1.7
4. Lingerie and corsets ..	4,396	4,896	+11.4	6,922	8,475	+22.4
5. Millinery	677	729	+ 7.7	818	845	+ 3.3
6. Women's and children's apparel - (Total, 1-5)	24,708	25,600	+ 3.6	35,757	41,724	+16.7
7. Men's and boys' clothing and furnishings	14,053	14,848	+ 5.7	22,312	24,920	+11.7
8. Drugs, toilet articles, and preparations	3,725	3,752	+ 0.7	5,757	5,811	+ 0.9
9. Piece goods	5,455	5,593	+ 2.5	15,186	16,243	+ 7.0
10. Smallwares	4,183	4,220	+ 0.9	8,405	8,124	- 3.3
11. Food & kindred products	7,939	6,536	-17.7	6,685	4,374	-34.6
12. Furniture (including mattresses and springs)	4,043	4,391	+ 8.6	9,895	11,794	+19.2
13. Home furnishings	6,542	6,830	+ 4.4	20,165	22,198	+10.1
14. Household appliances & electrical supplies ..	3,469	3,833	+10.5	5,507	6,958	+26.3
15. Hardware and kitchen utensils	3,573	3,612	+ 1.1	8,733	8,655	- 0.9
16. Radios, musical instru- ments and supplies ...	2,247	2,518	+12.1	2,969	3,876	+30.5
17. Shoes and other footwear	7,598	7,489	- 1.4	14,224	16,423	+15.5
18. Stationery, books, and magazines	3,583	3,715	+ 3.7	4,707	4,770	+ 1.3
19. All other departments, total	18,422	21,530	+16.9	20,653	25,179	+21.9

* Comparisons are based on stocks at the beginning of December in the two years.
Canada totals do not include Newfoundland figures.

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DEPARTMENT STORE SALES BY REGIONS AND BY DEPARTMENTS
January-December, 1948 and 1949

Provinces	SALES		% Change
	1948	1949	1949/1948
	(\$000)	(\$000)	%
Maritime Provinces	58,288	63,796	+ 9.4
Quebec	130,209	135,215	+ 3.8
Ontario	304,029	320,820	+ 5.5
Manitoba	115,392	126,122	+ 9.3
Saskatchewan	41,579	44,803	+ 7.8
Alberta	51,125	56,474	+10.5
British Columbia	102,470	109,211	+ 6.6
CANADA, ALL DEPARTMENTS	803,092	856,441	+ 6.6
1. Women's dresses, coats, and suits	95,200	103,290	+ 8.5
2. Girls' and infants wear.	30,595	35,710	+16.7
3. Hosiery and gloves	27,537	27,799	+ 1.0
4. Lingerie and corsets	30,277	33,941	+12.1
5. Millinery	8,020	8,916	+11.2
6. Women's and children's apparel (Total, 1-5) ..	191,629	209,656	+ 9.4
7. Men's and boys' clothing and furnishings	90,420	95,862	+ 6.0
8. Drugs, toilet articles, and preparations	19,057	19,846	+ 4.1
9. Piece goods	57,536	60,509	+ 5.2
10. Smallwares	25,955	26,411	+ 1.8
11. Food and kindred products	65,186	56,861	-12.8
12. Furniture (including mat- tresses and springs)	48,566	54,270	+11.7
13. Home furnishings	61,164	64,285	+ 5.1
14. Household appliances and electrical supplies	31,135	37,439	+20.2
15. Hardware and kitchen utensils	36,155	37,886	+ 4.8
16. Radios, musical instru- ments and supplies	12,711	13,542	+ 6.5
17. Shoes and other footwear.	54,004	57,636	+ 6.7
18. Stationery, books, and magazines	14,262	14,880	+ 4.3
19. All other departments, total	95,312	107,358	+12.6

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WEEKLY DEPARTMENT STORE SALES, 1949 PERCENT CHANGE FROM SAME WEEK OF PREVIOUS YEAR

