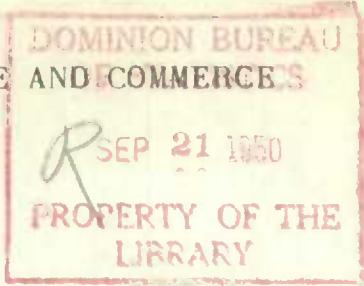


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DOMINION BUREAU OF STATISTICS - DEPARTMENT OF TRADE AND COMMERCE
CANADA



DEPARTMENT STORES SALES AND STOCKS

1949

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Prepared in the Merchandising and Services Section,
Industry and Merchandising Division,
Dominion Bureau of Statistics, Ottawa

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DEFINITIONS

SALES

Are at current dollar values and include *mail order* sales ~~as~~ store sales of departmental firms. Mail order sales are attributed to the province in which the office receiving the individual order was located.

and

STOCKS/SALES RATIOS

Were calculated by dividing the stocks at the *beginning* of the month (identical with stocks at end of previous month) by sales during the month.

STOCKS

Represent *selling price* of store and mail order stocks.



DEPARTMENT STORES SALES AND STOCKS

1949

Revised figures on Department store Sales and Stocks for 1949 have been consolidated for presentation in this publication.

In addition, this report includes annual results in summarized form for the period 1941 to 1949.

Figures for the years 1941 to 1947 appear in greater detail in two earlier publications:

(1) "Department Store Sales and Stocks, January, 1941 to July, 1948"

(2) "Department Store Sales and Stocks, 1941 to 1948"

Trends in Sales and Stocks

The long uninterrupted rise in department store sales continued during 1949 when sales reached \$855,488,000, 6.5% above the 1948 total of \$803,092,000. This increase was moderate in

comparison with the 13% gain in stocks. The average month-end inventory value in 1949 was \$189,000,000 compared with an average inventory figure of \$167,300,000 in 1948.

	1947	1948	% Change 1948/47	1949	% Change 1949/48
Annual Sales:	\$706,845,000	\$803,092,000	14.0%	\$855,488,000	6.5%
Average Monthly Stocks:	\$148,900,000	\$167,300,000	12.0%	\$189,000,000	12.9%

The rather moderate increase in department store sales in 1949 was a condition which affected specialty stores as well, but is not necessarily an indication of any relaxation of consumer ability or propensity to consume. Last year, the retail distribution of new motor vehicles rose sharply and cash output for down payments, together with commitments assumed by those purchasing on instalment terms, caused the diversion of a certain amount of consumer buying power from other retail channels.

A factor to be borne in mind when interpreting the dollar values quoted in this publication is that corrections have not been made for changes in prices of consumers' goods. Dollar sales are not, therefore, indicative of changes in actual quantities of merchandise sold.

Chart No. 2² traces the courses of sales and stocks, and the relationship between them, during

the past several years. The steep incline in inventories, which began in 1946, was continued in 1949, while the rate of change in sales was moderating. The consequent rise in stocks/sales ratios during 1949 indicated optimism concerning prospective levels of consumer spending. This tone of confidence contrasted with the more cautious attitude which prevailed in 1948 when stocks were not permitted to expand (percentagewise) as rapidly as sales.

Changes in the rate and level of consumer buying, coupled with the fact that statistics for the years 1942 to 1945 relate to a period in which relationships between sales and stocks were affected by war conditions, make it difficult to determine a normal stocks/sales ratio. At the 1949 rate, stocks were considerably lower in relation to sales than they were in 1942, 1943 and 1944. Stocks/sales ratios for selected departments for the years 1942 to 1949 are shown in charts Nos. 3A, 3B and 3C³.

Regional Trends

Sales increased fairly uniformly in all sections of Canada during 1949. Alberta, where new oil developments have stimulated business activity in recent years, led all provinces with a gain of 10%. Sales were up 4% in Quebec province, while

in other areas results conformed closely with the country-wide gain of 7%.

Inventory statistics are not compiled on a regional basis.

1. See Chart No. 1 on Page 6
2. See Chart No. 2 on Page 7

Monthly Trends

Department store sales in 1949 conformed closely to the seasonal pattern prevailing throughout 1947 and 1948 with the exception of the period from March to June. In 1947, sales dropped sharply in April compared with March, climbed again in May almost to March's level, and then dropped off in June. In 1948, sales remained at a fairly constant level during these four months. The spring and early summer pattern in 1949 varied considerably from that in both of the two previous years;

sales registered a marked rise in April, then dropped off gradually in May and June.

On the other hand, the seasonal pattern of stocks held over the years 1947, 1948 and 1949 varied little.

Monthly values of stocks and sales for these years are shown in Chart No.4⁴.

Trends by Merchandise Departments

Of particular significance in 1949 was the ability of department stores to increase sales in particular commodity groups to a greater extent than did specialty stores in corresponding retail trades. In some cases, the department stores reported increases where the specialty type of store showed a decline in sales for the year. Departmental classifications are not in all cases identical in character with non-departmentalized specialty

stores, but general comparisons can usefully be made.

In Chart No.1¹ it can be seen that department stores enjoyed an advantage in 1949 in such widely different categories as furniture, appliance and radio, hardware and drugs. Department store sales of food decreased because of the curtailment of food departments by some of the larger companies.

3. See Charts Nos. 3A, 3B and 3C on Pages 9, 10 and 11.
 4. See Chart No. 4 on Page 13.

CHART NO. 1.

PER CENT INCREASES IN SALES, 1948-1949 DEPARTMENTS AND CORRESPONDING RETAIL STORES

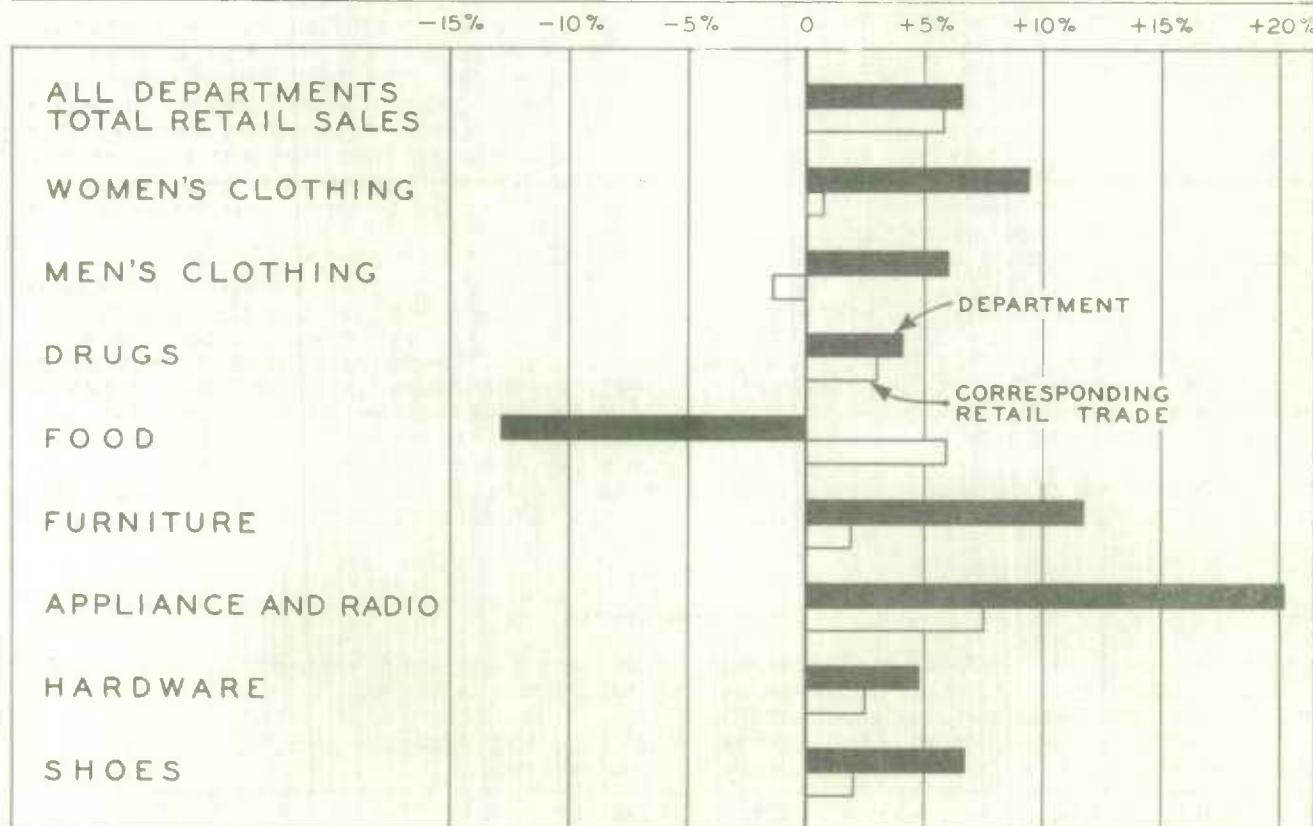
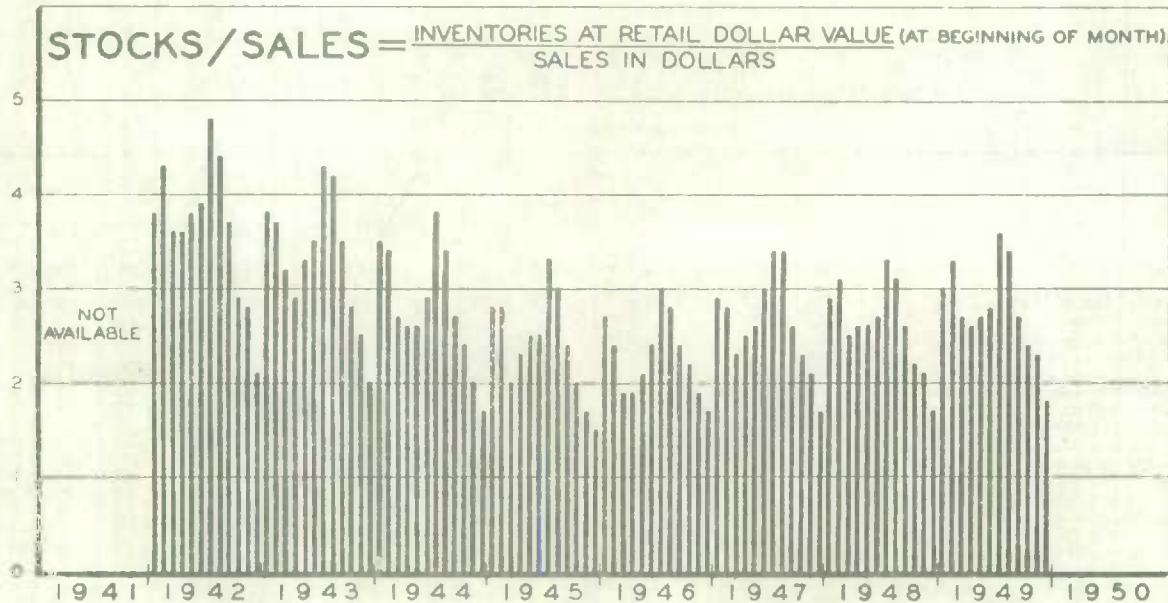
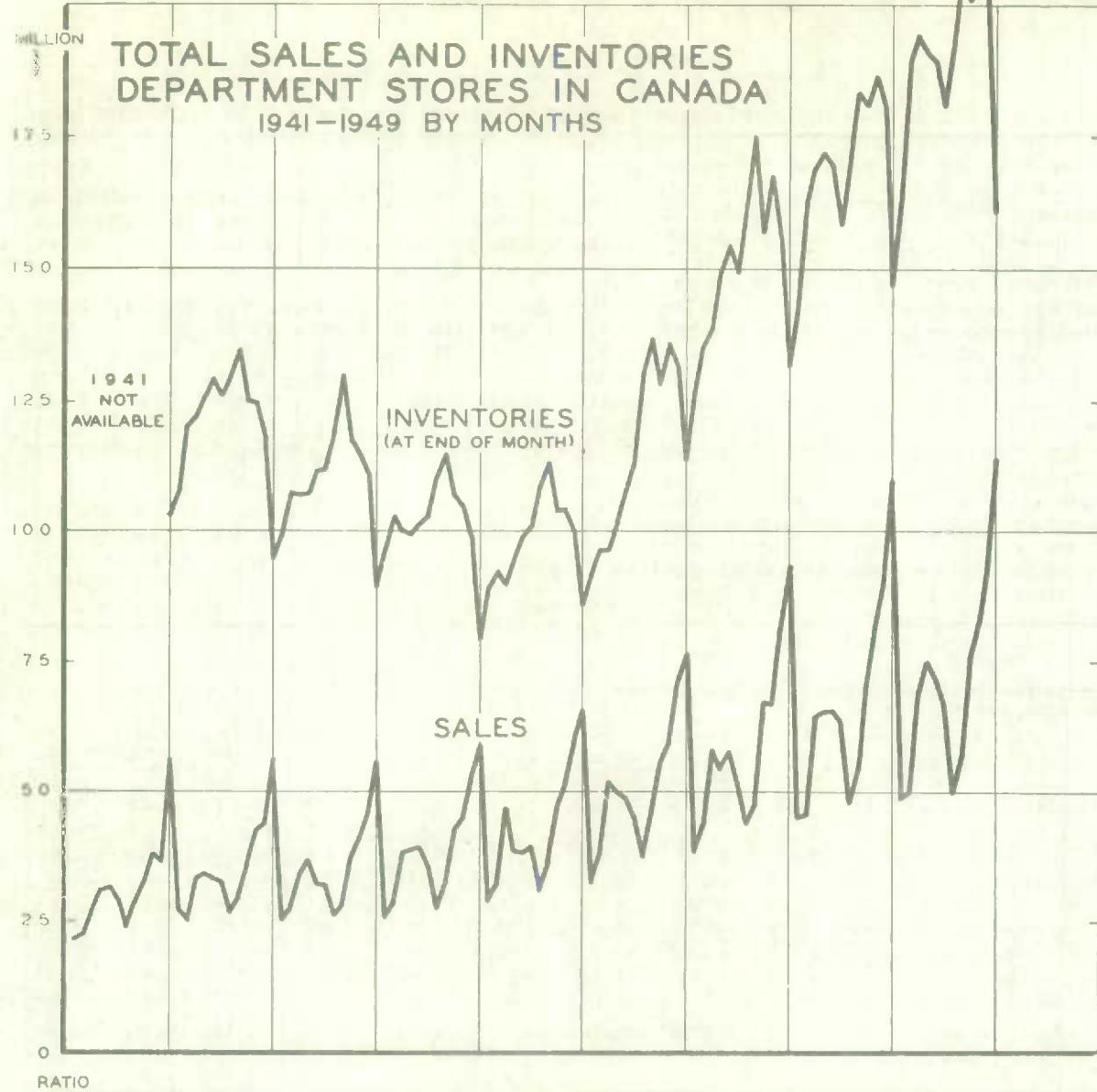


CHART NO. 2



MERCHANDISING AND SERVICES

TABLE 1. Department Store Sales by Provinces, 1941 to 1949

(Thousands of Dollars)

Province	1941	1942	1943	1944	1945	1946	1947	1948	1949
CANADA.....	377,806	421,964	423,618	464,880	516,141	613,611	706,845	803,092	855,488
Maritime Provinces	28,700	32,374	33,694	37,798	40,869	45,977	50,770	58,288	63,785
Quebec	58,541	67,322	67,849	74,230	84,650	102,798	120,068	130,209	135,216
Ontario	151,508	165,144	160,447	172,113	192,719	231,807	267,563	304,029	320,242
Manitoba	56,665	61,425	62,275	70,548	77,462	91,797	103,354	115,392	126,123
Saskatchewan.....	17,561	19,335	19,580	23,163	25,200	28,976	35,394	41,579	44,803
Alberta.....	20,451	23,908	26,607	28,714	31,290	37,078	42,669	51,125	56,458
British Columbia.....	44,379	52,456	53,166	58,314	63,951	75,178	87,027	102,470	108,861

TABLE 2. Department Store Sales — Total all Departments — by Months, 1941 to 1949

(Thousands of Dollars)

Total, All Departments	1941	1942	1943	1944	1945	1946	1947	1948	1949
January.....	21,911	27,084	25,243	25,596	28,636	32,105	38,694	44,904	48,780
February	22,307	25,240	27,216	28,633	31,885	38,069	44,394	45,844	50,022
March	26,273	33,237	34,060	38,115	46,920	52,102	58,477	64,486	69,013
April.....	31,164	34,126	36,997	38,447	38,572	50,039	54,543	65,018	75,037
May.....	31,634	33,448	32,610	38,937	38,150	49,018	58,092	65,229	72,083
June.....	29,121	32,813	32,054	35,198	39,645	45,048	51,623	63,254	67,273
July	23,999	26,399	26,259	27,246	31,121	37,404	44,264	48,123	49,885
August.....	28,324	29,806	28,310	32,546	36,455	46,247	47,873	54,016	57,176
September.....	32,605	38,444	37,207	42,941	47,117	55,993	67,281	70,707	76,146
October.....	37,617	42,650	41,552	45,090	51,680	59,699	66,866	82,307	82,877
November	36,503	43,939	45,852	52,678	60,442	71,392	81,579	89,664	92,966
December	56,348	56,778	56,258	59,453	65,518	76,495	93,159	109,540	114,218
Total.....	377,806	421,964	423,618	464,880	516,141	613,611	706,845	803,092	855,488

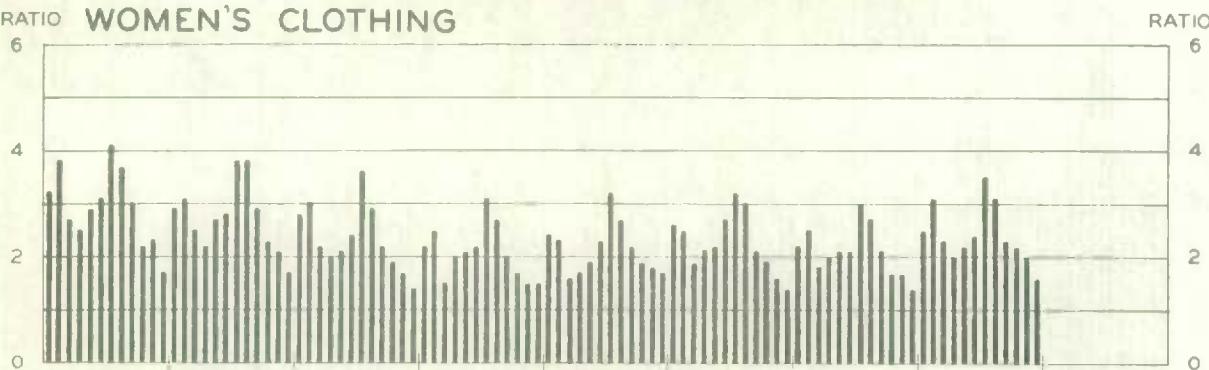
TABLE 3. Department Store Sales by Departments, 1941 to 1949

(Thousands of Dollars)

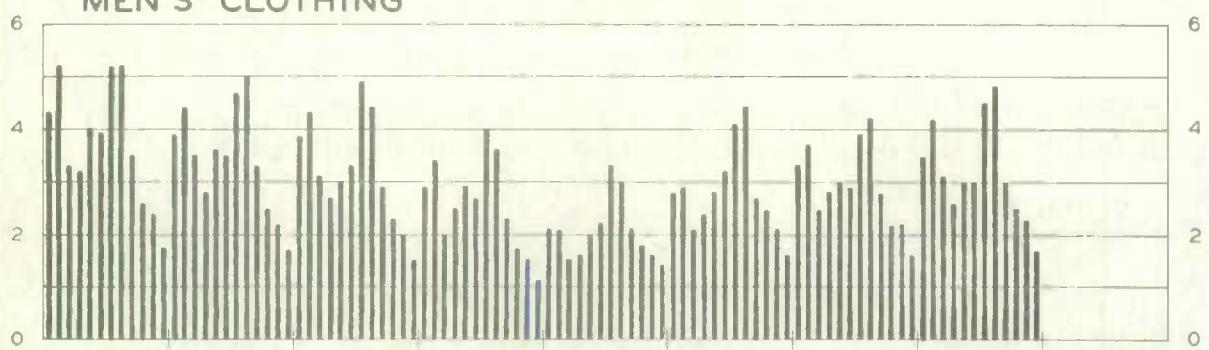
Department	1941	1942	1943	1944	1945	1946	1947	1948	1949
Total, All Departments.....	377,806	421,964	423,618	464,880	516,141	613,611	706,845	803,092	855,488
Women's dresses, coats and suits.....	37,190	44,709	48,631	54,023	60,177	70,084	76,553	95,200	103,181
Girls' and infants' wear.....	13,963	16,384	17,557	20,204	22,602	24,897	28,417	30,595	35,676
Hosiery and gloves.....	16,827	18,338	19,116	19,434	20,059	23,754	25,561	27,537	27,767
Lingerie and corsets.....	17,056	19,390	19,030	20,799	21,207	23,194	25,789	30,277	33,900
Millinery	4,482	4,728	5,115	5,397	6,190	6,805	7,178	8,020	8,908
Women's and children's apparel (Sub-total)	89,518	103,549	109,449	119,857	130,235	148,734	163,498	191,623	209,433
Men's and boys' clothing and furnishings	43,465	49,995	49,935	54,535	59,233	67,985	79,767	90,420	95,759
Drugs, toilet articles and preparations	11,354	12,611	13,571	15,052	16,548	17,540	17,856	19,057	19,822
Piece goods.....	27,558	32,116	31,411	36,939	41,177	45,225	51,173	57,536	60,434
Smallwares.....	13,025	15,173	16,031	17,704	19,366	22,462	24,449	25,955	26,373
Food and kindred products	33,298	36,689	35,474	38,720	41,262	43,615	53,931	65,186	56,799
Furniture (including mattresses and springs)	22,231	23,783	22,008	26,294	30,372	39,128	45,694	48,568	54,210
Home furnishings.....	26,953	28,956	29,713	31,306	34,538	43,748	53,789	61,164	64,217
Household appliances and electrical supplies	11,254	11,120	7,823	8,121	9,630	17,355	25,437	31,135	37,400
Hardware and kitchen utensils	14,229	16,549	14,954	16,275	19,389	26,437	30,552	36,155	37,847
Radios, musical instruments and supplies	5,024	5,813	4,219	3,315	3,883	10,024	13,012	12,711	13,524
Shoes and other footwear.....	27,418	30,198	30,327	33,207	37,541	42,082	48,953	54,004	57,577
Stationery, books, and magazines.....	6,209	7,322	8,368	9,519	10,730	12,375	13,002	14,262	14,862
All other departments, total	46,270	48,090	50,335	54,036	62,237	76,901	85,732	95,312	107,235

DEPARTMENT STORES
STOCKS/SALES*, 1942—1949
(SELECTED DEPARTMENTS)

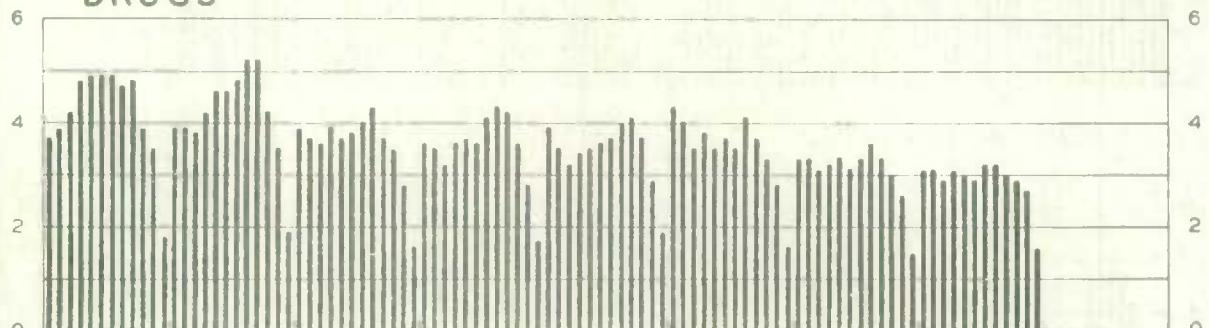
RATIO WOMEN'S CLOTHING



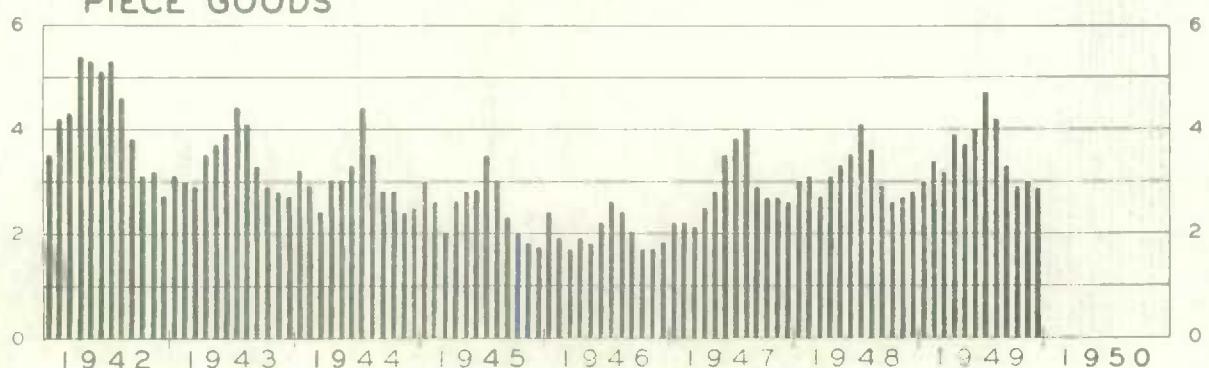
MEN'S CLOTHING



DRUGS



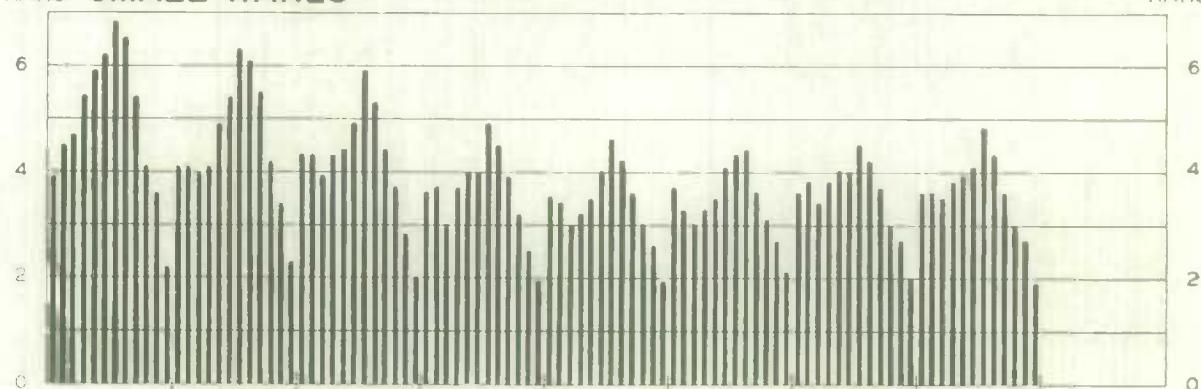
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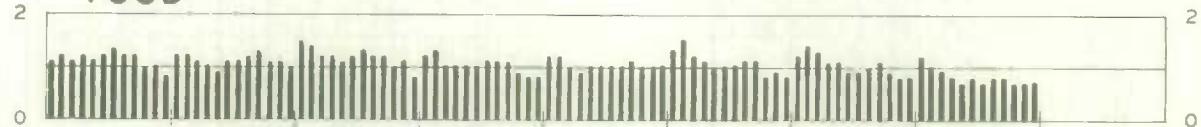
* STOCKS AT BEGINNING OF MONTH DIVIDED BY SALES DURING THE MONTH

DEPARTMENT STORES
STOCKS/SALES*
(CONTINUED)

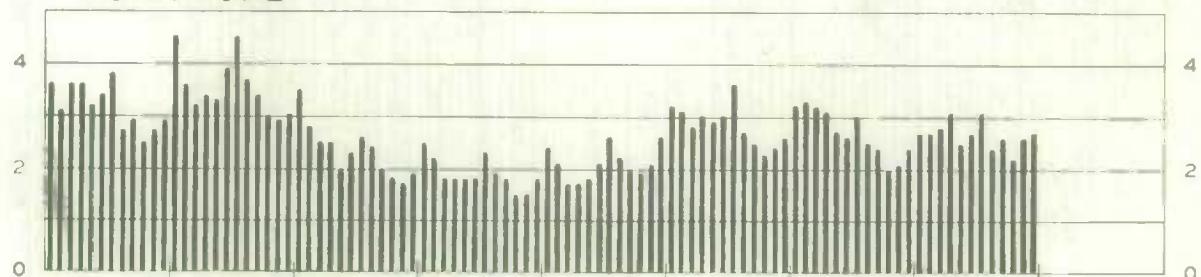
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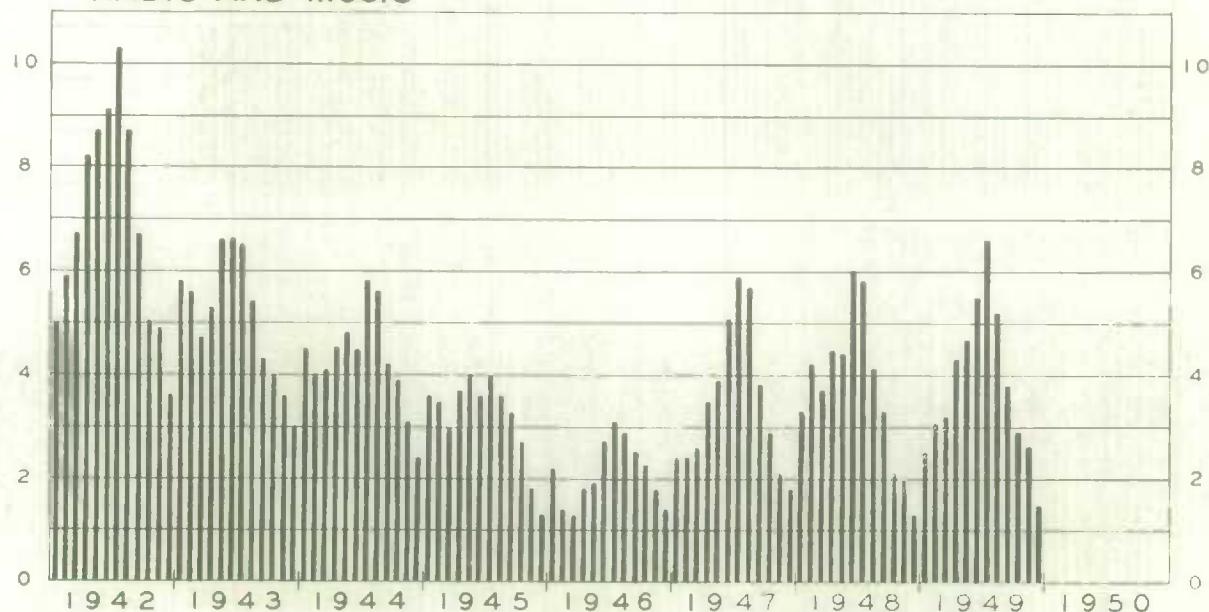
FOOD



FURNITURE



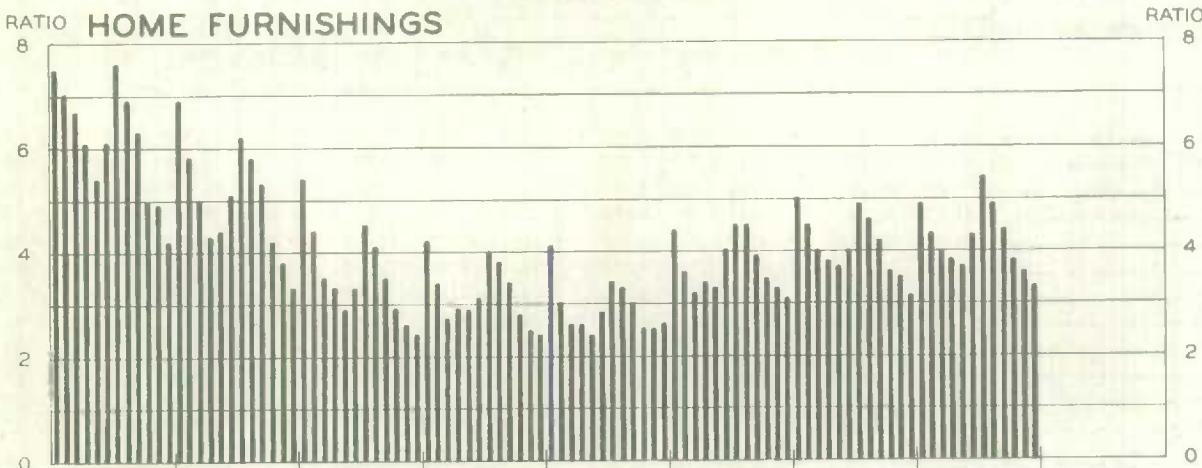
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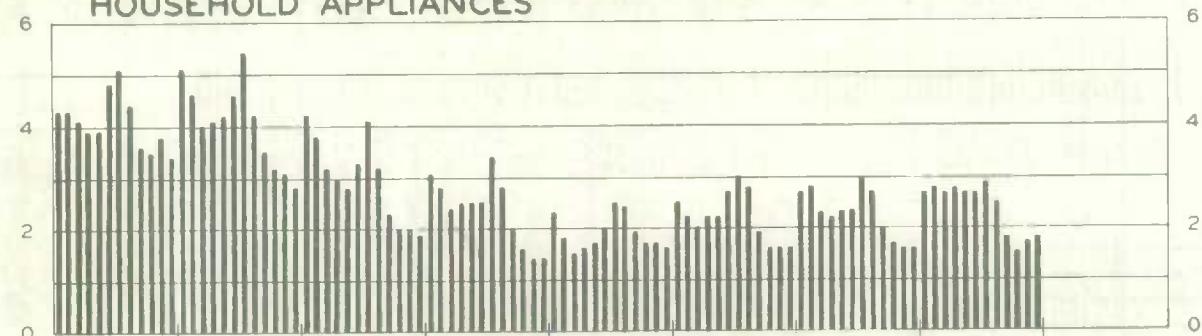
* STOCKS AT BEGINNING OF MONTH DIVIDED BY SALES DURING THE MONTH

DEPARTMENT STORES
STOCKS/SALES*
(CONTINUED)

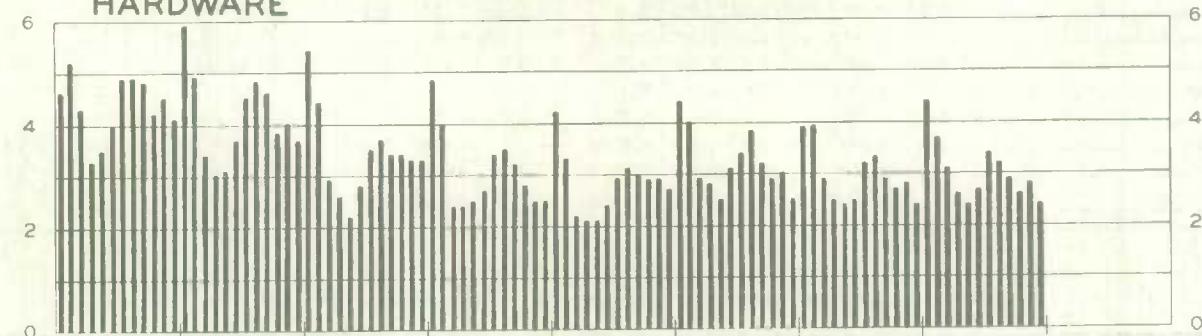
RATIO HOME FURNISHINGS



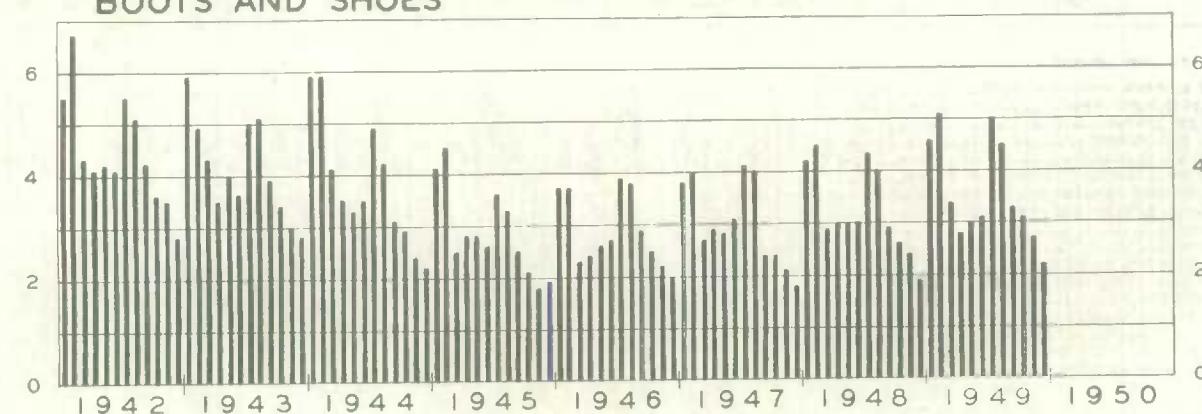
HOUSEHOLD APPLIANCES



HARDWARE



BOOTS AND SHOES



* STOCKS AT BEGINNING OF MONTH DIVIDED BY SALES DURING THE MONTH

MERCHANDISING AND SERVICES

TABLE 4. Department Store Sales by Months and Regions

(Thousands of Dollars)

Months	Canada			Maritime Provinces			Quebec			Ontario		
	1948	1949	% change 1949/1948	1948	1949	% change 1949/1948	1948	1949	% change 1949/1948	1948	1949	% change 1949/1948
January.....	44,904	48,780	+ 8.6	2,488	3,011	+ 21.0	7,159	7,940	+ 10.9	17,443	18,332	+ 5.1
February.....	45,844	50,022	+ 9.1	2,710	3,043	+ 12.3	7,544	7,658	+ 1.5	18,568	20,091	+ 8.2
March.....	64,486	69,019	+ 7.0	4,810	5,122	+ 6.5	10,798	10,873	+ 0.7	24,692	25,606	+ 3.7
April.....	65,018	75,037	+ 15.4	4,953	5,959	+ 20.3	11,024	12,181	+ 10.5	24,346	27,608	+ 13.4
May.....	65,229	72,083	+ 10.5	5,118	5,906	+ 15.4	10,772	11,860	+ 10.1	24,648	27,409	+ 11.2
June.....	63,254	67,279	+ 6.4	4,731	5,346	+ 13.0	10,716	11,101	+ 3.6	24,510	25,466	+ 3.9
July.....	48,123	49,885	+ 3.7	3,596	3,743	+ 4.1	7,138	7,102	- 0.5	17,120	17,206	+ 0.5
August.....	54,016	57,176	+ 5.9	4,183	4,359	+ 4.2	7,992	8,975	+ 12.3	20,063	20,966	+ 4.5
September.....	70,707	76,146	+ 7.7	5,093	5,598	+ 9.9	11,583	12,197	+ 5.3	25,849	27,916	+ 8.0
October.....	82,307	82,877	+ 0.7	5,861	5,861	-	12,910	12,523	- 3.0	30,346	29,618	- 2.4
November.....	89,664	92,966	+ 3.7	6,614	7,276	+ 10.0	14,021	14,904	+ 6.3	34,035	37,064	+ 8.9
December.....	109,540	114,218	+ 4.3	8,131	8,561	+ 5.3	18,552	17,902	- 3.5	42,409	42,960	+ 1.3
Total.....	803,092	855,488	+ 6.5	58,288	63,785	+ 9.4	130,209	135,216	+ 3.8	304,029	320,242	+ 5.3
	Manitoba			Saskatchewan			Alberta			British Columbia		
	1948	1949	% change 1949/1948	1948	1949	% change 1949/1948	1948	1949	% change 1949/1948	1948	1949	% change 1949/1948
January.....	6,755	7,464	+ 10.5	2,060	2,333	+ 13.3	2,796	3,168	+ 13.3	6,203	6,532	+ 5.3
February.....	6,669	7,443	+ 11.6	1,909	2,249	+ 17.8	2,500	3,142	+ 25.7	5,944	6,396	+ 7.0
March.....	8,657	9,791	+ 13.1	3,337	3,814	+ 14.3	4,131	4,945	+ 19.7	8,061	8,867	+ 10.0
April.....	9,136	10,963	+ 20.0	3,491	4,297	+ 23.1	3,848	4,872	+ 26.6	8,220	9,157	+ 11.4
May.....	9,241	10,119	+ 9.5	3,396	3,573	+ 5.2	3,887	4,358	+ 12.7	8,187	8,859	+ 8.2
June.....	8,818	9,593	+ 8.8	3,082	3,357	+ 8.9	3,738	4,206	+ 12.5	7,659	8,210	+ 7.2
July.....	7,421	8,015	+ 8.0	2,287	2,490	+ 8.9	3,268	3,568	+ 9.2	7,293	7,760	+ 6.4
August.....	7,696	8,343	+ 8.4	2,421	2,571	+ 6.2	3,643	3,785	+ 3.9	6,018	8,179	+ 2.0
September.....	10,055	11,372	+ 13.1	4,439	4,772	+ 7.5	4,834	5,065	+ 4.8	8,854	9,225	+ 4.2
October.....	12,597	12,975	+ 3.0	5,121	5,202	+ 1.6	5,731	6,304	+ 10.0	9,741	10,394	+ 6.7
November.....	13,507	13,586	+ 0.6	4,800	4,406	- 8.2	5,878	5,438	- 7.5	10,809	10,291	- 4.8
December.....	14,640	16,457	+ 10.9	5,236	5,739	+ 9.6	6,891	7,607	+ 10.4	13,481	14,991	+ 11.1
Total.....	115,392	126,123	+ 9.3	41,579	44,803	+ 7.8	51,125	56,458	+ 10.4	102,470	108,861	+ 6.2

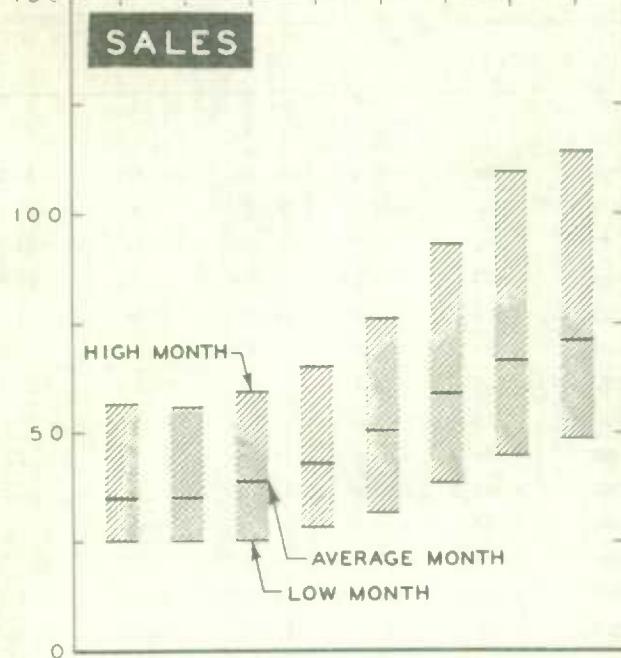
TABLE 5. Stocks - Sales Ratios by Months and Departments, 1949

Department	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Total, All Departments.....	3.0	3.3	2.7	2.6	2.7	2.8	3.6	3.4	2.7	2.4	2.3	1.8
Women's dresses, coats and suits.....	2.1	2.9	2.0	1.7	1.9	2.2	3.2	2.8	2.4	2.0	1.9	1.8
Girls' and infants' wear	3.7	4.2	2.7	2.7	2.7	3.0	5.0	3.8	2.1	2.0	1.9	1.7
Hosiery and gloves.....	3.0	3.3	2.9	2.4	2.5	2.7	3.8	3.5	2.3	1.9	1.8	1.2
Lingerie and corsets.....	2.8	2.9	2.5	2.6	2.5	2.4	3.3	3.5	2.9	2.6	2.5	1.7
Millinery	1.7	2.4	1.6	0.9	1.2	1.5	2.4	1.4	0.8	0.9	1.2	1.2
Women's and children's apparel (Sub-total).....	2.5	3.1	2.3	2.0	2.2	2.4	3.5	3.1	2.3	2.2	2.0	1.6
Men's and boys' clothing and furnishings.....	3.5	4.2	3.1	2.6	3.0	3.0	4.5	4.8	3.0	2.5	2.3	1.7
Drugs, toilet articles and preparations.....	3.1	3.1	2.9	3.1	3.0	2.9	3.2	3.2	3.0	2.9	2.7	1.6
Piece goods.....	3.0	3.4	3.2	3.9	3.7	4.0	4.7	4.2	3.3	2.9	3.0	2.9
Smallwares.....	3.6	3.6	3.5	3.8	3.9	4.1	4.6	4.3	3.6	3.0	2.7	1.9
Food and kindred products.....	1.2	1.0	0.9	0.8	0.7	0.8	0.7	0.8	0.8	0.7	0.7	0.7
Furniture (including mattresses and springs).....	2.7	2.7	2.8	3.1	2.5	2.7	3.1	2.4	2.6	2.2	2.6	2.7
Home furnishings.....	4.9	4.3	4.0	3.8	3.7	4.3	5.4	4.9	4.4	3.8	3.6	3.3
Household appliances and electrical supplies.....	2.7	2.8	2.7	2.8	2.7	2.7	2.9	2.5	1.8	1.5	1.7	1.4
Hardware and kitchen utensils.....	4.4	3.7	3.1	2.6	2.4	2.7	3.4	3.2	2.9	2.6	2.8	2.4
Radios, musical instruments and supplies.....	2.5	3.1	3.2	4.3	4.7	5.5	6.6	5.2	3.8	2.9	2.6	1.9
Shoes and other footwear.....	4.6	5.1	3.4	2.8	3.0	3.1	5.0	4.5	3.3	3.1	2.7	2.3
Stationery, books and magazines.....	3.2	3.0	3.3	3.7	4.3	4.2	4.8	3.7	2.7	3.4	2.5	1.3
All other departments, total.....	2.7	3.2	2.6	2.4	2.4	2.2	2.7	2.8	2.6	2.6	2.0	1.4

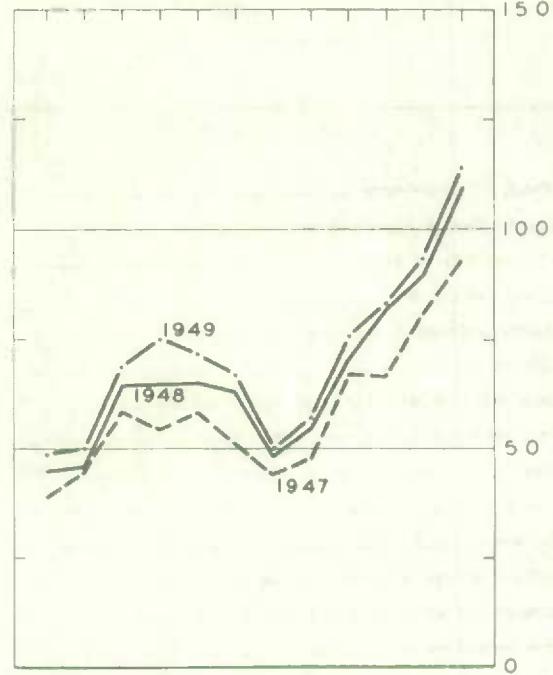
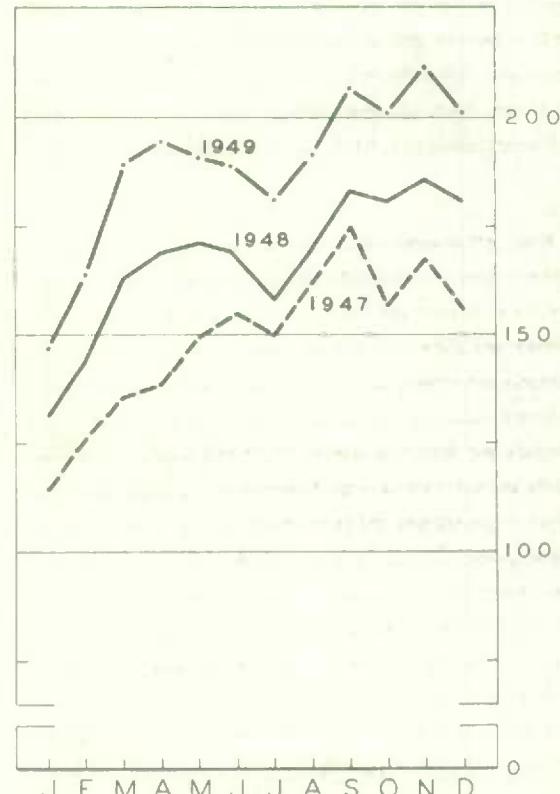
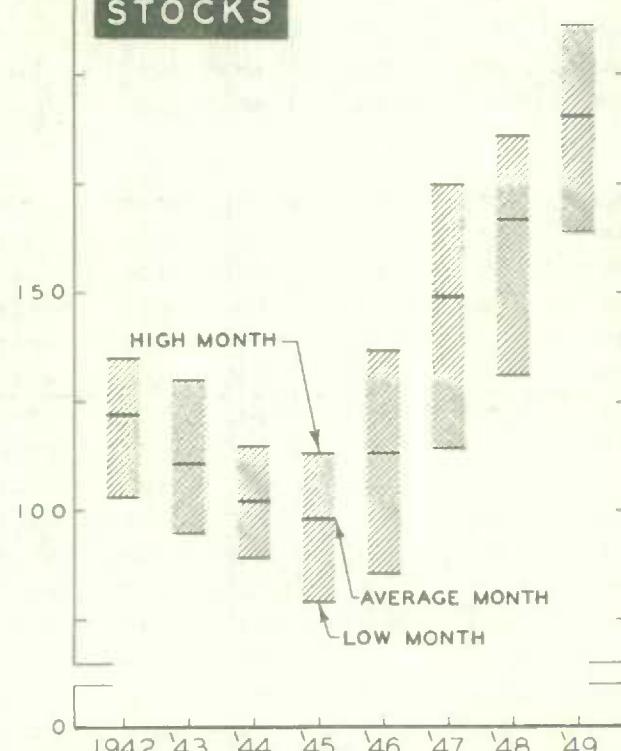
DEPARTMENT STORE SALES AND STOCKS

MILLION
DOLLARS

YEARLY RANGE



MONTHLY VALUES

MILLION
DOLLARS**STOCKS**

MERCHANDISING AND SERVICES

TABLE 6. Total Department Store Sales and Stocks by Months and Departments, 1948-1949
(Thousands of Dollars)

No.	Department	Sales		% change 1949/1948	Stocks		% change 1949/1948
		1948	1949		1948	1949	
JANUARY							
1	Total, All Departments.....	44,904	48,780	+ 8.6	131,616	146,816	+ 11.5
2	Women's dresses, coats and suits	5,049	5,702	+ 12.9	8,800	11,903	+ 35.3
3	Girls' and infants' wear	1,117	1,240	+ 11.0	3,962	4,533	+ 14.4
4	Hosiery and gloves	1,321	1,377	+ 4.2	3,063	4,091	+ 33.6
5	Lingerie and corsets	1,507	1,853	+ 23.0	4,218	5,207	+ 23.4
6	Millinery.....	294	335	+ 13.9	565	576	+ 1.9
7	Women's and children's apparel (Sub-total)	9,288	10,507	+ 13.1	20,608	26,310	+ 27.7
8	Men's and boys' clothing and furnishings.....	4,224	4,739	+ 12.2	13,868	16,632	+ 19.9
9	Drugs, toilet articles and preparations	1,368	1,385	+ 1.4	4,459	4,340	- 2.7
10	Piece goods	3,954	4,957	+ 25.4	11,761	14,734	+ 25.3
11	Smallwares.....	1,690	1,769	+ 4.7	6,025	6,426	+ 6.7
12	Food and kindred products.....	5,164	4,363	- 15.5	6,187	5,040	- 18.5
13	Furniture (including mattresses and springs)	3,209	3,772	+ 17.5	10,416	10,169	- 2.4
14	Home furnishings	3,369	3,735	+ 10.9	17,041	18,131	+ 6.4
15	Household appliances and electrical supplies.....	1,852	2,159	+ 16.6	4,983	5,852	+ 17.4
16	Hardware and kitchen utensils	1,956	1,944	- 0.6	7,625	8,569	+ 12.4
17	Radios, musical instruments and supplies.....	899	996	+ 10.8	3,011	2,467	- 18.1
18	Shoes and other footwear.....	2,431	2,538	+ 4.4	10,164	11,760	+ 15.7
19	Stationery, books and magazines.....	860	861	+ 0.1	2,488	2,757	+ 10.8
20	All other departments, total	4,642	5,055	+ 8.9	12,980	13,629	+ 5.0
APRIL							
21	Total, All Departments	65,018	75,037	+ 15.4	169,143	194,498	+ 15.0
22	Women's dresses coats and suits	8,362	11,042	+ 32.0	14,850	19,144	+ 28.9
23	Girls' and infants' wear	2,506	3,526	+ 40.7	5,539	9,347	+ 68.7
24	Hosiery and gloves	2,071	2,499	+ 20.7	4,617	6,087	+ 31.8
25	Lingerie and corsets	2,293	2,697	+ 17.6	5,415	7,126	+ 31.6
26	Millinery.....	850	1,330	+ 56.5	1,078	1,253	+ 16.2
27	Women's and children's apparel (Sub-total)	18,082	21,094	+ 31.2	31,499	42,957	+ 36.4
28	Men's and boys' clothing and furnishings.....	6,899	8,726	+ 26.5	19,593	22,842	+ 16.8
29	Drugs, toilet articles and preparations	1,310	1,373	+ 4.6	4,212	4,230	+ 0.4
30	Piece goods	4,790	4,689	- 2.1	14,673	18,365	+ 25.2
31	Smallwares.....	1,840	1,940	+ 5.4	7,090	7,390	+ 4.2
32	Food and kindred products.....	5,262	5,045	- 4.1	5,713	3,874	- 32.2
33	Furniture (including mattresses and springs)	4,146	4,205	+ 1.4	12,872	12,892	+ 0.2
34	Home furnishings	5,513	5,682	+ 3.1	20,749	21,708	+ 4.6
35	Household appliances and electrical supplies.....	2,609	2,822	+ 8.2	5,771	7,850	+ 36.0
36	Hardware and kitchen utensils	3,654	3,889	+ 6.4	9,043	10,193	+ 12.7
37	Radios, musical instruments and supplies.....	762	828	+ 5.9	3,544	3,555	+ 0.3
38	Shoes and other footwear.....	4,569	5,797	+ 26.9	13,775	16,415	+ 19.2
39	Stationery, books and magazines.....	743	856	+ 15.2	3,076	3,175	+ 3.2
40	All other departments, total	6,819	8,091	+ 18.7	17,533	19,052	+ 8.7

DEPARTMENT STORE SALES AND STOCKS

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TABLE 6. Total Department Store Sales and Stocks by Months and Departments, 1948-1949
(Thousands of Dollars)

Sales		% change 1949/1948	Stocks		% change 1949/1948	Sales		% change 1949/1948	Stocks		% change 1949/1948	No.
1948	1949		1948	1949		1948	1949		1948	1949		
FEBRUARY												
45,844	50,022	+ 9.1	143,486	163,814	+ 14.2	64,486	69,019	+ 7.0	163,042	189,500	+ 16.2	1
4,814	5,288	+ 9.8	11,243	15,439	+ 37.3	8,301	9,526	+ 14.8	14,290	19,503	+ 36.5	2
1,353	1,523	+ 12.6	4,180	6,415	+ 53.5	2,721	3,237	+ 19.0	5,514	8,676	+ 57.3	3
1,431	1,435	+ 0.3	3,432	4,692	+ 36.7	2,194	1,985	- 9.5	4,264	5,728	+ 34.3	4
1,763	1,979	+ 12.3	4,575	5,691	+ 24.4	2,491	2,839	+ 14.0	5,216	6,977	+ 33.8	5
357	398	+ 11.5	808	960	+ 18.8	939	857	- 8.7	1,149	1,329	+ 15.7	6
9,718	10,623	+ 9.3	24,238	33,197	+ 37.0	16,646	18,444	+ 10.8	30,433	42,213	+ 38.7	7
4,041	4,342	+ 7.4	14,751	18,049	+ 22.4	7,267	7,092	- 2.4	18,261	21,751	+ 19.1	8
1,272	1,334	+ 4.9	4,199	4,090	- 2.6	1,347	1,470	+ 9.1	4,152	4,273	+ 2.9	9
3,929	4,578	+ 16.5	12,304	15,471	+ 25.7	5,242	5,596	+ 6.8	14,155	17,767	+ 25.5	10
1,667	1,795	+ 7.7	6,425	6,493	+ 1.1	1,975	2,013	+ 1.9	6,755	7,097	+ 5.1	11
4,799	4,345	- 9.5	7,107	4,426	- 37.7	5,227	4,847	- 7.3	6,697	4,190	- 37.4	12
3,358	3,896	+ 16.0	11,049	10,609	- 4.0	3,642	4,268	+ 17.2	11,809	11,905	+ 0.8	13
4,014	4,575	+ 14.0	18,182	19,871	+ 9.3	5,023	5,392	+ 7.3	20,052	21,410	+ 6.8	14
2,010	2,361	+ 17.5	5,687	6,619	+ 16.4	2,558	2,845	+ 11.2	5,880	7,655	+ 30.2	15
3,101	2,268	+ 7.9	8,127	8,503	+ 4.6	3,018	3,308	+ 9.6	8,821	10,260	+ 16.3	16
840	1,038	+ 23.6	3,504	3,257	- 7.0	918	1,038	+ 13.1	3,384	3,336	- 1.4	17
2,460	2,648	+ 7.6	11,208	13,586	+ 21.2	4,534	4,606	+ 1.6	12,940	15,732	+ 21.6	18
871	964	+ 10.7	2,743	2,888	+ 5.3	883	919	+ 4.1	2,935	3,078	+ 4.9	19
4,764	5,255	+ 10.3	13,962	16,755	+ 20.0	6,206	7,181	+ 15.7	16,768	18,833	+ 12.3	20
MAY												
JUNE												
65,229	72,083	+ 10.5	171,468	191,228	+ 11.5	63,254	67,279	+ 6.4	169,007	189,126	+ 11.9	21
7,909	9,336	+ 18.0	14,985	18,182	+ 21.3	7,401	8,286	+ 12.0	13,908	17,900	+ 28.7	22
2,280	2,713	+ 20.0	5,456	7,414	+ 35.9	1,965	2,326	+ 18.4	5,456	6,897	+ 26.4	23
2,148	2,176	+ 1.3	4,838	5,530	+ 14.3	1,913	1,851	- 3.2	4,686	4,986	+ 6.4	24
2,446	2,914	+ 19.1	5,613	7,182	+ 23.6	2,455	2,953	+ 20.3	5,881	7,215	+ 22.7	25
715	774	+ 8.3	930	910	- 2.2	566	598	+ 5.7	748	911	+ 21.8	26
15,478	17,913	+ 15.7	32,022	39,218	+ 22.5	14,300	16,016	+ 12.0	30,679	37,909	+ 23.6	27
6,776	7,559	+ 11.6	20,259	22,552	+ 11.3	7,108	7,582	+ 6.7	20,527	23,036	+ 12.2	28
1,348	1,436	+ 6.5	4,397	4,318	- 1.8	1,415	1,489	+ 5.2	4,389	4,310	- 1.8	29
4,605	5,051	+ 9.7	15,192	18,784	+ 23.6	4,404	4,616	+ 4.8	15,588	18,642	+ 19.6	30
1,771	1,906	+ 7.6	7,168	7,485	+ 4.4	1,817	1,791	- 1.4	7,174	7,349	+ 2.4	31
5,047	4,658	- 7.7	5,450	3,322	- 39.0	4,908	4,304	- 12.3	4,592	3,608	- 21.4	32
4,468	5,134	+ 14.9	12,281	12,783	+ 4.1	4,409	4,643	+ 5.3	11,596	12,364	+ 6.8	33
5,645	6,051	+ 7.2	20,847	22,145	+ 7.3	5,127	5,197	+ 1.4	20,758	22,124	+ 6.6	34
2,498	3,018	+ 20.8	5,751	8,044	+ 39.9	2,474	2,980	+ 20.5	5,758	8,033	+ 39.5	35
3,946	4,372	+ 10.8	9,371	10,357	+ 10.5	3,633	3,702	+ 1.9	8,971	9,892	+ 10.3	36
822	830	+ 1.0	3,596	3,874	+ 7.7	631	736	+ 16.6	3,787	4,077	+ 7.7	37
4,825	5,320	+ 10.3	14,364	15,921	+ 10.6	4,625	5,005	+ 8.2	13,658	15,629	+ 14.4	38
752	760	+ 1.1	3,290	3,272	- 0.5	766	752	- 1.8	3,393	3,171	- 6.5	39
7,248	8,075	+ 11.4	17,680	19,153	+ 8.3	7,637	8,466	+ 10.9	18,137	18,982	+ 4.7	40

MERCHANDISING AND SERVICES

TABLE 6 . Total Department Store Sales and Stocks by Months and Departments, 1948-1949
(Thousands of Dollars)

No.	Department	Sales		% change 1949/1948	Stocks		% change 1949/1948
		1948	1949		1948	1949	
JULY							
1	Total, All Departments.....	48,123	49,885	+ 3.7	158,184	180,894	+ 14.4
2	Women's dresses coats and suits	4,775	5,020	+ 5.1	12,194	16,200	+ 32.9
3	Girls' and infants' wear.....	1,274	1,386	+ 8.8	5,322	6,871	+ 29.1
4	Hosiery and gloves.....	1,292	1,217	- 5.8	4,552	4,633	+ 1.8
5	Lingerie and corsets.....	1,796	2,043	+ 13.8	5,512	6,768	+ 22.8
6	Millinery	278	292	+ 5.0	576	702	+ 21.9
7	Women's and children's apparel (Sub-total).....	9,415	9,958	+ 5.8	28,156	35,180	+ 24.9
8	Men's and boys' clothing and furnishings	4,792	4,775	- 0.4	18,738	21,624	+ 15.4
9	Drugs, toilet articles and preparations.....	1,288	1,334	+ 3.6	4,245	4,206	- 0.9
10	Piece goods	3,627	3,807	+ 5.0	14,755	18,010	+ 22.1
11	Smallwares	1,507	1,468	- 2.6	6,833	6,992	+ 2.3
12	Food and kindred products	4,758	4,130	- 13.2	4,323	2,988	- 30.9
13	Furniture (including mattresses and springs).....	3,489	3,917	+ 12.3	10,579	12,214	+ 15.5
14	Home furnishings	4,126	4,129	+ 0.1	20,134	22,372	+ 11.1
15	Household appliances and electrical supplies	1,923	2,619	+ 36.2	5,730	7,584	+ 32.4
16	Hardware and kitchen utensils	2,696	2,773	+ 2.9	8,567	9,537	+ 11.3
17	Radios, musical instruments and supplies	638	615	- 3.6	3,684	4,084	+ 10.9
18	Shoes and other footwear	2,908	2,939	+ 1.1	12,378	14,702	+ 18.8
19	Stationery, books and magazines	653	652	- 0.2	3,309	3,112	- 6.0
20	All other departments, total.....	6,303	6,769	+ 7.4	16,753	18,289	+ 9.2
OCTOBER							
21	Total, All Departments.....	82,307	82,877	+ 0.7	180,986	201,016	+ 11.1
22	Women's dresses coats and suits.....	11,417	11,069	- 3.0	18,227	22,631	+ 24.2
23	Girls' and infants' wear.....	4,067	4,387	+ 7.9	6,754	8,559	+ 26.7
24	Hosiery and gloves	2,980	2,852	- 4.3	5,922	5,418	- 8.5
25	Lingerie and corsets.....	3,158	3,212	+ 1.7	7,428	8,244	+ 11.0
26	Millinery	992	985	- 0.7	829	932	+ 12.4
27	Women's and children's apparel (Sub-total).....	22,614	22,505	- 0.5	39,160	45,784	+ 16.9
28	Men's and boys' clothing and furnishings	11,073	10,631	- 4.0	24,285	27,001	+ 11.2
29	Drugs, toilet articles and preparations.....	1,460	1,498	+ 2.6	4,371	4,318	- 1.2
30	Piece goods	5,987	5,878	- 1.8	15,377	17,267	+ 12.3
31	Smallwares	2,612	2,559	- 2.0	7,923	7,719	- 2.6
32	Food and kindred products	5,884	4,924	- 16.3	5,345	3,374	- 36.9
33	Furniture (including mattresses and springs).....	4,742	5,300	+ 11.8	9,620	11,857	+ 21.2
34	Home furnishings	5,797	5,977	+ 3.1	20,800	22,952	+ 10.3
35	Household appliances and electrical supplies	3,186	3,945	+ 23.8	5,394	5,989	+ 11.0
36	Hardware and kitchen utensils	2,986	3,103	+ 3.9	7,960	8,011	+ 0.6
37	Radios, musical instruments and supplies	1,439	1,403	- 2.5	3,086	4,109	+ 33.1
38	Shoes and other footwear	5,568	5,650	+ 1.5	14,724	17,234	+ 17.0
39	Stationery, books and magazines	1,073	1,095	+ 2.1	3,745	3,754	+ 0.3
40	All other departments, total.....	7,886	8,409	+ 6.6	19,196	21,847	+ 13.3

DEPARTMENT STORE SALES AND STOCKS

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TABLE 6. Total Department Store Sales and Stocks by Months and Departments, 1948-1949
(Thousands of Dollars)

Sales		% change 1949/1948	Stocks		% change 1949/1948	Sales		% change 1949/1948	Stocks		% change 1949/1948	No
1948	1949		1948	1949		1948	1949		1948	1949		
AUGUST												
54,016	57,176	+ 5.9	169,746	191,696	+ 12.9	70,707	76,146	+ 7.7	183,180	207,018	+ 13.0	1
6,118	6,286	+ 2.7	14,157	17,720	+ 25.2	8,897	9,674	+ 8.7	18,223	22,979	+ 26.1	2
1,969	2,125	+ 7.9	6,366	8,034	+ 26.2	3,832	4,562	+ 19.1	7,707	9,805	+ 27.2	3
1,402	1,405	+ 0.2	5,022	4,925	- 1.9	2,363	2,458	+ 4.0	5,776	5,559	- 3.8	4
1,901	2,102	+ 10.6	6,447	7,351	+ 14.0	2,820	2,891	+ 2.5	7,715	8,340	+ 8.1	5
506	571	+ 12.8	663	786	+ 18.6	1,042	1,199	+ 15.1	1,087	1,067	- 7.4	6
11,896	12,489	+ 5.0	32,655	38,816	+ 18.9	18,954	20,784	+ 9.7	40,508	47,690	+ 17.7	7
4,822	4,856	+ 0.7	20,057	23,493	+ 17.1	8,365	8,965	+ 7.2	23,612	26,881	+ 13.8	8
1,235	1,356	+ 9.8	4,433	4,314	- 2.7	1,331	1,434	+ 7.7	4,413	4,284	- 2.9	9
4,345	4,385	+ 0.9	15,669	18,449	+ 17.7	5,597	5,707	+ 2.0	16,249	18,754	+ 15.4	10
1,658	1,697	+ 2.4	7,008	7,264	+ 3.7	2,093	2,161	+ 3.2	7,694	7,849	+ 2.0	11
4,816	3,998	- 17.0	4,812	3,206	- 33.4	4,887	4,334	- 11.3	5,225	3,346	- 36.0	12
4,301	5,251	+ 22.1	10,852	12,496	+ 15.1	4,164	4,740	+ 13.8	10,082	12,297	+ 22.0	13
4,686	4,817	+ 2.6	21,647	23,471	+ 8.4	5,145	5,400	+ 5.0	21,466	23,701	+ 10.4	14
3,284	3,086	+ 35.1	6,268	7,655	+ 22.1	2,971	3,858	+ 29.9	5,832	6,842	+ 17.3	15
3,738	2,867	+ 4.7	9,048	9,171	+ 1.4	2,846	2,950	+ 3.7	8,358	8,586	+ 2.7	16
857	821	- 4.2	3,534	4,276	+ 21.0	1,020	1,105	+ 8.3	3,407	4,170	+ 22.4	17
3,262	3,526	+ 8.1	13,097	15,864	+ 21.1	5,005	5,288	+ 5.7	14,541	17,626	+ 21.2	18
873	959	+ 9.9	3,556	3,522	- 1.0	1,298	1,405	+ 8.2	3,818	3,834	+ 0.4	19
6,243	7,068	+ 13.2	17,110	19,699	+ 15.1	7,031	8,015	+ 14.0	17,973	21,158	+ 17.7	20
NOVEMBER												
89,664	92,966	+ 3.7	186,366	211,723	+ 13.6	109,540	114,218	+ 4.3	180,935	200,869	+ 11.0	21
11,460	11,480	+ 0.2	18,190	22,369	+ 23.0	10,697	10,470	- 2.1	15,940	18,831	+ 18.1	22
3,706	4,329	+ 16.8	6,332	8,351	+ 31.9	3,825	4,322	+ 13.0	6,140	7,514	+ 22.4	23
3,309	3,372	+ 1.9	6,015	5,954	- 1.0	5,113	5,140	+ 0.5	5,937	6,033	+ 1.6	24
3,251	3,532	+ 8.6	7,566	8,910	+ 17.8	4,396	4,885	+ 11.1	6,922	8,468	+ 22.3	25
804	841	+ 4.6	896	1,047	+ 16.9	677	728	+ 7.5	818	843	+ 3.1	26
22,530	23,554	+ 4.5	38,999	46,631	+ 19.6	24,708	25,545	+ 3.4	35,737	41,669	+ 16.6	27
11,000	11,676	+ 6.1	24,000	27,136	+ 13.1	14,053	14,816	+ 5.4	22,312	24,898	+ 11.6	28
1,960	1,969	+ 0.5	5,027	5,341	+ 6.2	3,725	3,744	+ 0.5	5,757	5,805	+ 0.8	29
5,601	5,590	- 0.2	15,235	16,872	+ 10.7	5,455	5,580	+ 2.3	15,186	16,229	+ 6.9	30
3,142	3,069	- 2.3	8,551	8,346	- 2.4	4,183	4,211	+ 0.7	8,405	8,116	- 3.4	31
6,495	5,320	- 18.1	5,392	3,775	- 30.0	7,939	6,522	- 17.8	6,685	4,370	- 34.6	32
4,595	4,703	+ 2.3	9,486	12,008	+ 26.6	4,043	4,361	+ 8.4	9,895	11,784	+ 19.1	33
6,177	6,447	+ 4.4	21,381	23,322	+ 9.1	6,542	6,815	+ 4.2	20,165	22,177	+ 10.0	34
3,301	3,882	+ 17.6	5,386	6,641	+ 23.3	3,469	3,825	+ 10.3	5,507	6,953	+ 26.3	35
3,008	3,067	+ 2.0	8,405	8,492	+ 1.0	3,573	3,604	+ 0.9	8,733	8,647	- 1.0	36
1,618	1,602	- 1.0	3,183	4,109	+ 29.1	2,247	2,512	+ 11.2	2,969	3,871	+ 30.4	37
3,219	6,787	+ 9.1	15,132	18,073	+ 19.4	7,598	7,473	- 1.6	14,224	16,409	+ 15.4	38
1,907	1,932	+ 1.3	4,490	4,772	+ 6.3	3,583	3,707	+ 3.5	4,707	4,765	+ 1.2	39
12,111	13,368	+ 10.4	21,699	26,205	+ 20.3	18,422	21,483	+ 16.6	20,653	25,156	+ 21.8	40

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