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DEPARTMENT STORE SALES

October, 1947

Dollar sales in Canadian department stores were 12 per cent higher in October this year than in the same month of 1946, and they were practically unchanged from September. While the increase over October, 1946 was more moderate than the 20% gain in the September comparison, it fell only slightly short of the average increase of 15% for the first ten months of the year. These results take into account not only the sales made in established retail outlets but also the mail order business transacted by departmental firms.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 286.4 for October, 1947, 254.8 for October, 1946 and 287.7 for September, 1947.

Regional comparisons are shown in the table which follows. Only in eastern sections of the country was there any marked deviation from the rather uniform pattern of the increases from Ontario westward.

Changes in Department Store Sales by Regions

	<u>Canada</u>	<u>Maritime Provinces</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie Provinces</u>	<u>British Columbia</u>
October, 1947/46	+12%	+12%	+ 8%	+14%	+12%	+12%
Jan.-Oct., 1947/46	+15%	+ 9%	+17%	+14%	+15%	+15%

Results for individual departments, appearing on Page 2, indicate that the major changes in sales from last year continued to occur in durable household equipment departments. Highest among these were gains of 61% for household appliances, 21 per cent for home furnishings, and 19% for both the hardware and radio departments. Sales in food departments were 32 per cent greater in October this year compared with last. Increases for apparel departments were much reduced from those shown in September comparisons, gains amounting to 3 and 6 per cent for women's and men's wear departments respectively. Decreases occurred in two instances; drug sales being down 1% and stationery sales 2%, compared with October, 1946.

Revisions to July 31 Inventory Comparisons: It has been necessary to make revisions to three items which appeared in the August report. The percentage change in inventories under the heading "Total, All Departments" has been changed from +24.2 to +26.4. Under the heading "Women's dresses, coats and suits", the change was from -23.1 to -13.6. The result for Item 6, "Women's and children's Apparel (Total 1-5)" was changed from +2.6 to +7.1.



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DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

October, 1946 and October, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (±)
	Oct. 1946	Oct. 1947	% Change, 1947/1946	% Change, Sept. 30, 1947 Sept. 30, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	46,179,019	51,525,940	+11.6	+22.6
1. Women's dresses, coats and suits ...	5,745,164	5,812,234	+ 1.2	-19.8
2. Girls' and infants' wear	2,379,422	2,569,476	+ 8.0	+15.0
3. Hosiery and gloves	1,965,638	1,857,955	- 5.5	+21.1
4. Lingerie and corsets	1,612,645	1,796,373	+11.4	+60.4
5. Millinery	611,998	610,050	- 0.3	-20.1
6. Women's and children's apparel - (Total, 1-5)	12,314,867	12,646,088	+ 2.7	+ 0.8
7. Men's and boys' clothing and furnishings	6,018,761	6,355,531	+ 5.6	+49.8
8. Drugs and toilet articles and preparations	1,043,574	1,037,328	- 0.6	-10.7
9. Piece goods	3,278,520	3,716,446	+13.4	+81.7
10. Smallwares	1,691,755	1,800,382	+ 6.4	+12.0
11. Food and kindred products	3,034,739	4,017,027	+32.4	+22.0
12. Furniture (including mattresses and springs)	2,819,439	3,193,438	+13.3	+34.0
13. Home furnishings	3,243,616	3,938,062	+21.4	+66.3
14. Household appliances and electrical supplies	1,295,467	2,082,651	+60.8	+50.0
15. Hardware and kitchen utensils	1,610,620	1,909,639	+18.6	+20.0
16. Radios, musical instruments and supplies	790,251	943,818	+19.4	+52.5
17. Shoes and other footwear	3,435,508	3,773,067	+ 9.8	+ 9.5
18. Stationery, books and magazines	732,825	718,908	- 1.9	-13.6
19. All other departments, total	4,869,077	5,393,555	+10.8	+ 5.8

(*) Please observe that these comparisons are based on the inventory situation at the beginning of October in the two years.