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DEPARTMENT STORE SALESDecember, 1947

Dollar sales in Canadian department stores were 22% higher in December, 1947 than in December, 1946, and at the same time surpassed the previous all-time peak established in the immediately preceding month by 14%. Unadjusted indexes (on the base, 1935 to 1939 = 100) were as follows: 397.8 for December, 1947, 325.7 for December, 1946 and 348.2 for November, 1947.

Comparisons quoted in this report are derived from dollar sales and have not been adjusted for price changes.

Expansion was comparatively even in December for all parts of the country. In the Maritime Provinces, where the margin of increase over 1946 had been more moderate than elsewhere throughout the greater part of 1947, the December increase of 25% was the largest of all regional gains.

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>
December, 1947/46	+22%	+25%	+22%	+23%	+20%	+23%
Jan.-Dec., 1947/46	+15%	+10%	+17%	+16%	+16%	+16%

An examination of December results on a departmental basis shows that increases were substantial for most departments. Only in those departments handling drugs, smallwares and stationery were increases held to modest proportions. It is also observable that durable goods sales increases did not expand in comparison with their increases in earlier months of the year to the same extent as did those for apparel, footwear and food.

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DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

December, 1946 and December, 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(*)
	Dec. 1946	Dec. 1947	% Change, 1947/1946	% Change, Nov.30,1947 Nov.30,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	58,903,420	71,727,077	+21.8	+19.1
1. Women's dresses, coats and suits ...	5,409,047	6,603,760	+22.1	-19.3
2. Girls' and infants' wear	2,069,902	2,468,256	+19.2	+ 8.3
3. Hosiery and gloves	2,890,908	3,399,119	+17.6	+16.3
4. Lingerie and corsets	2,139,357	2,627,795	+22.8	+50.8
5. Millinery	436,245	468,822	+ 7.5	- 9.5
6. Women's and children's apparel - (Total, 1-5)	12,509,214	15,567,752	+20.3	- 0.3
7. Men's and boys' clothing and furnishings	6,984,956	8,987,142	+28.7	+51.3
8. Drugs and toilet articles and preparations	2,642,032	2,721,044	+ 3.0	- 9.3
9. Piece goods	3,054,906	3,699,558	+21.1	+71.4
10. Smallwares	2,672,271	2,910,469	+ 8.9	+13.5
11. Food and kindred products	3,849,047	5,107,262	+32.7	+19.0
12. Furniture (including mattresses and springs)	2,369,170	2,925,909	+23.5	+25.4
13. Home furnishings	3,480,728	4,399,749	+26.4	+45.4
14. Household appliances and electrical supplies	1,522,196	2,295,294	+50.8	+47.6
15. Hardware and kitchen utensils	1,930,610	2,346,506	+21.5	+10.0
16. Radios, musical instruments and supplies	1,321,185	1,570,681	+18.9	+29.1
17. Shoes and other footwear	3,933,391	4,838,111	+23.0	+14.6
18. Stationery, books and magazines	2,233,769	2,335,698	+ 4.6	-10.0
19. All other departments, total	9,963,700	12,021,902	+20.7	+ 5.3

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