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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1947

April sales of Canadian department stores were 9 per cent higher than in April, 1946 but receded 7 per cent below volume for the preceding month of March. The increase for April this year over last year was smaller than gains recorded in earlier months of the year. Sales in the first four months of 1947 averaged 14 per cent higher than in the same period of 1946.

Unadjusted indexes (on the base, 1935-1939=100) stood at 232.8 for April, 1947, 213.3 for April, 1946 and 249.9 for March, 1947.

Shown below are the regional sales increases both for April and for the four-month period of this year compared with last. April increases were lower in all sections of the country than those recorded during the first quarter of the year. Quebec continues to lead other sections of Canada in sales expansion over last year.

Department Store Sales Increases By Regions

	<u>Maritime Provinces</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie Provinces</u>	<u>British Columbia</u>
April, 1947/46	6%	13%	10%	9%	7%
Jan.-Apr., 1947/46	8%	20%	14%	13%	13%

In two of the 19 departments for which separate comparisons are obtained, slight decreases in sales occurred for April of this year compared with last. Millinery sales were down 6 per cent, although the total sales of women's apparel advanced 3 per cent over April, 1946. The increase for men's wear was considerably higher, standing at 10 per cent, while shoes and footwear had a moderate increase of 5 per cent. A second decline in sales was that for drugs, toilet articles and preparations which were reduced 3 per cent below the same month of last year. Durable household goods departments continued to mark up substantial gains, with the exception of furniture departments which recorded an increase of only 3 per cent between April of the two years.

Department Store Inventories

An additional column has been added to the table on the second page showing percentage changes in inventories for the different departments.



DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

April, 1946 and April, 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 (*)
	April, 1946	April, 1947	% Change, 1947/1946	% Change, Mar.31,1947 Mar.31,1946
TOTAL, ALL DEPARTMENTS	39,620,972	43,381,410	+ 9.5	+43.3
1. Women's dresses, coats and suits ...	4,926,498	5,016,173	+ 1.8	+11.6
2. Girls' and infants' wear	1,668,350	1,748,726	+ 4.8	+45.1
3. Hosiery and gloves	1,498,813	1,512,693	+ 0.9	+65.2
4. Lingerie and corsets	1,439,046	1,549,296	+ 7.7	+71.2
5. Millinery	688,389	650,369	- 5.5	+20.2
6. Women's and children's apparel - (Total, 1-5)	10,221,096	10,477,257	+ 2.5	+30.4
7. Men's and boys' clothing and furnishings	4,242,481	4,672,275	+10.1	+74.8
8. Drugs and toilet articles and preparations	974,559	949,411	- 2.6	+ 9.2
9. Piece goods	2,704,271	3,127,374	+15.6	+54.1
10. Smallwares	1,291,789	1,439,909	+11.5	+13.4
11. Food and kindred products	2,964,901	3,293,671	+11.1	+30.6
12. Furniture (including mattresses and springs)	2,962,182	3,062,272	+ 3.4	+85.2
13. Home furnishings	2,857,541	3,510,343	+22.8	+59.9
14. Household appliances and electrical supplies	1,082,283	1,489,100	+37.6	+86.1
15. Hardware and kitchen utensils	2,056,768	2,335,376	+13.5	+48.2
16. Radios, musical instruments and supplies	457,465	700,545	+53.1	+197.1
17. Shoes and other footwear	2,868,084	3,005,662	+ 4.8	+27.4
18. Stationery, books and magazines	614,853	716,185	+16.5	+12.0
19. All other departments, total	4,322,699	4,602,030	+ 6.5	+27.5

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