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DEPARTMENT STORE SALES

JULY, 1947

Department store sales in Canada were 19 per cent higher in July, 1947 than in July of last year. A decline of 14 per cent from June was seasonal in character. The increase over July a year ago was among the largest recorded in corresponding-month comparisons for this year and last. Cumulative results show sales to the end of July, 1947 up 15 per cent compared with the same seven-month period of 1946.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 189.2 for July, 1947, 159.7 for July, 1946 and 220.4 for June, 1947.

While the tourist trade probably helped to swell the sales of department stores in July this year, the uniformity in increases for all regions from Quebec westward suggests that domestic purchases also are continuing at a high level.

Department Store Sales Increases by Regions

	Canada	Maritime Provinces	Quebec	Ontari o	Prairie Provinces	British Columbia
July 1947/46	19%	8%	20%	20%	18%	19%
JanJuly, 1947/46	15%	10%	20%	15%	15%	15%

The more prominent sales increases for individual departments in July were those for men's wear (25%), food (27%), home furnishings (29%) and househould appliances (42%). Increases for men's wear departments have been much higher in the last two months than in the earlier part of the year. Large increases for food departments are also a comparatively recent development. Increases for most of the durable household goods departments continue near or above the average gain for all departments but have been diminishing in size in recent months. This is particularly true of radio departments whose sales increase of 18 per cent in July was much smaller than gains recorded throughout much of the post-war period.



DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

July, 1946 and July, 1947

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

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			INVENTORY (x)		
	DEP ARTMENT	July 1946	July 19 4 7	% Change, 1947/1946	% Change, June 30, 1947 June 30, 1946
		\$	\$		
	TOTAL, ALL DEPARTMENTS	28,369,370	33,411,853	.+17.8	+33.3
1.	Women's dresses, coats and				
	suits	2,884,062	3,156,390	+ 9.4	-14.6
2.	Girls' and infants' wear	808,298	953,456	+18.0	+21.1
3.	Hosiery and gloves	945,615	939,252	- 0.7	+53.8
4.	Lingerie and corsets	1,074,279	1,209,661	+12.6	+63.0
	Millinery	191,881	215,233	+12.2	+ 0.7
6.	Women's and children's apparel (Total, 1-5).	5,904,135	6,473,992	+ 9.7	+11.0
7.	Men's and boys' clothing			T 301	711.0
8	and furnishings Drugs and toilet articles	2,738,143	3,419,097	+24.9	+56.9
0.	and preparations	912,450	973,264	+ 6.7	+ 0.5
9.	Piece goods	2,245,042	2,574,284	+14.7	+69.2
10.	Smallwares	1,021,954	1,126,629	+10.2	+ 4.7
	Food and kindred products. Furniture (including mat-	2,387,393	3,019,764	+26.5	+29.1
TO.	tresses and springs).	1,950,254	2,300,142	+17.9	+63.1
	Home furnishings	2,239,506	2,881,913	+28.7	+76.1
14.	Household appliances and electrical supplies	872,538	1,241,420	+42.3	+69.4
15.	Hardware and kitchen				
16.	utensils	1,534,705	1,753,583	+14.3	+34.9
	and supplies	440,243	518,711	+17.8	+123.7
17.	Shoes and other footwear	1,935,153	2,091,271	+ 8.1	+16.6
18.	Stationery, books and magazines	447,499	479,398	+ 7.1	- 3.3
19.	All other departments, total	3,740,355	4,558,385	+21.9	+14.4
(:	x) Please observe that these	comparisons ar	e based on the	e inventory	situation at

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