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 Minister of Trade and C mmerceDEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS MGRCHANDISIVG AND SERVICES STATISTICS OIT AVA, CANADA
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TICS

Dominion Statistician:
Herbert Marshall

| Director, Division of Census of Industry and Merchandising: | W. H. Losee |
| :--- | :--- |
| Acting Chief, Merchandising and Services Statistics: | C. H. McDonald |
| Tol. $X-N O .7$ | $16-4030$ |

## 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 thet domestic purchases also are continuing at a high level.

Department Store Sales Increases by Regions

|  | Canada | Maritime Provinces | Quebec | Ontario | Prairie Provinces | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| July 194\%/46 | 19\% | $8 \%$ | 80\% | 20\% | 19\% | 19\% |
| Jan.-July, 1947/46 | 15\% | 10\% | 20\% | 15\% | 15\% | 15\% |

The more prominent sales increases for individual departments in July were those for men's wear ( $25 \%$ ), jood ( $27 \%$ ), home furnishings ( $29 \%$ ) and househould appliances (42\%). Increases for men ${ }^{2}$ s wear depart.. ments have been mach 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 whase sales increase of 18 per cent in July was much smaller than gains recorded throughout much of the post-war period.

Price 10 cents

DHPARTMENI STORE SAITS AND INVENTORIES IN CANADA BY SEIECIED DEPARTMENMS

$$
\text { July, } 1946 \text { and July, } 1947
$$

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

| DEP ARTMENT | SATES |  |  | INVENTORY $(x)$\% Change,June 30,1947June 30,1946 |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Juily } \\ & 1946 \end{aligned}$ | $\begin{aligned} & \text { July } \\ & 1947 \end{aligned}$ | \% Change, $1947 / 1946$ |  |
| TOTAL, ALI DEPARTMENTS... | $\begin{gathered} \$ \\ 28,369,370 \\ \hline \end{gathered}$ | $\begin{gathered} \$ \\ 33,411,853 \\ \hline \end{gathered}$ | +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 |
| 5. Millinery................. | 191,881 | 215,233 | $+12.2$ | +0.7 |
| 6. Women's and childrenis apparel (Total, 1-5)。 <br> 7. Men's and boys clothing | $\begin{aligned} & 5712,23 \\ & 5,904,135 \end{aligned}$ | 6,473,992 | $+9.7$ | +11.0 |
| and furnishings...... | 2,738,143 | 3,419,097 | $+24.9$ | +56.9 |
| . Drugs and toilet articles and preparations..... | 912,450 | 973,264 | $+6.7$ | $+0.5$ |
| 9. Piece goods.............. | 2,245,042 | 2,574,281 | $+14.7$ | +69.2 |
| 10. Smallwares. | 1,021,954 | 1,126,629 | $+10.2$ | $+4.7$ |
| 11. Food and kindred products. <br> 12. Furniture (including mat- | 2,387,393 | 3,019,764 | +26.5 | +29.1 |
| tresses and springs)。 | 1,950,254 | 2,300,142 | +17.9 | +63.1 |
| 13. Home furnishings............ | 2,239,506 | 2,881,913 | +28.7 | +76.1 |
| electrical supplies.. <br> 15. Herdware and kitchen | 872,538 | 1,241,420 | +42.3 | +69.4 |
| utensils....... | 1,534,705 | 1,753,583 | $+14.3$ | +34.9 |
| . Radios,musical instruments 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 are based on the inventory situation at the befinning of July in the two years.

