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Vol. X - No. 8

16-4030

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DEPARTMENT STORE SALESAUGUST, 1947

Sales in Canadian department stores recorded an increase of 4 per cent in August, 1947 compared with August, 1946. This gain was smaller than those recorded in previous months of the year and fell far short of the cumulative gain of 14 per cent in the first eight months. Trading in August a year ago, however, was exceptionally high, which may account for the moderate gain for August this year.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 205.0 for August, 1947, 197.2 for August, 1946 and 189.4 for July 1947.

August increases in western Canada surpassed those in eastern parts of the country and remained close to the margin of increase prevailing in earlier months of the year. Ontario and the Maritime Provinces reported slight declines in sales below August a year ago.

Changes in Department Store Sales by Regions

| | Canada | Maritime Provinces | Quebec | Ontario | Prairie Provinces | British Columbia |
|----------------------|--------|-----------------------|--------|---------|----------------------|---------------------|
| August 1947/46 | + 4% | - 1% | + 2% | - 2% | +12% | +10% |
| Jan.-August, 1947/46 | +14% | + 8% | +17% | +13% | +14% | +15% |

Increases for the various departments were confined to food and home equipment departments. A decline of 11 per cent in women's apparel was the sharpest reduction recorded. Radio and music departments, which have heretofore shown extensive sales gains, fell off 9 per cent in August this year compared with August, 1946.



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DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

August, 1946 and August, 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 ^(x) |
|--|----------------|----------------|------------------------|---|
| | August 1946 | August 1947 | % Change, 1947/1946 | % Change, July 31, 1947 July 31, 1946 |
| | \$ | \$ | | |
| TOTAL, ALL DEPARTMENTS.... | 35,260,810 | 35,918,284 | + 1.9 | +24.2 |
| 1. Women's dresses, coats and suits..... | 3,926,732 | 3,426,967 | -12.7 | -23.1 |
| 2. Girls' and infants' wear.. | 1,585,717 | 1,504,905 | - 5.1 | +17.5 |
| 3. Hosiery and gloves..... | 1,246,065 | 995,168 | -20.1 | +37.3 |
| 4. Lingerie and corsets..... | 1,362,408 | 1,344,717 | - 1.3 | +49.1 |
| 5. Millinery..... | 371,981 | 324,242 | -12.8 | - 5.9 |
| 6. Women's and children's apparel (Total, 1-5). | 8,492,903 | 7,595,999 | -10.6 | + 2.6 |
| 7. Men's and boys' clothing and furnishings..... | 3,712,624 | 3,492,257 | - 5.9 | +40.5 |
| 8. Drugs and toilet articles and preparations..... | 904,846 | 862,366 | - 4.7 | - 1.9 |
| 9. Piece goods..... | 2,888,816 | 2,773,455 | - 4.0 | +62.8 |
| 10. Smallwares..... | 1,229,467 | 1,177,923 | - 4.2 | + 3.2 |
| 11. Food and kindred products. | 2,573,243 | 3,044,541 | +18.3 | +32.0 |
| 12. Furniture (including mattresses and springs). | 2,673,389 | 3,131,234 | +17.1 | +46.8 |
| 13. Home furnishings..... | 2,684,412 | 3,119,795 | +16.2 | +63.6 |
| 14. Household appliances and electrical supplies.. | 1,114,201 | 1,397,379 | +25.4 | +55.3 |
| 15. Hardware and kitchen utensils..... | 1,561,409 | 1,598,249 | + 2.4 | +27.0 |
| 16. Radios, musical instruments and supplies... | 607,805 | 553,934 | - 8.9 | +78.8 |
| 17. Shoes and other footwear.. | 2,278,473 | 2,220,041 | - 2.6 | + 7.0 |
| 18. Stationery, books and magazines..... | 599,180 | 567,016 | - 5.4 | - 8.5 |
| 19. All other departments, total | 3,940,042 | 4,384,095 | +11.3 | + 7.3 |

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