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DEPARTMENT STORE SALESSeptember, 1947

Department store sales in Canada rose sharply in September, reaching 40% above August volume and exceeding sales in September a year ago by 20%. This latter increase was the largest for any month of this year and follows the rather minor advance of 4% recorded in August. The average increase for the first nine months of this year over last amounted to 15%. These results are based on the total business transacted by departmental firms, including their mail order sales.

Unadjusted indexes (on the base, 1935-1939=100) stood at 287.9 for September, 1947, 239.1 for September, 1946 and 205.0 for August, 1947.

Largest among the provincial increases were those for Quebec, Ontario and British Columbia, all of which recorded gains ranging within the narrow limits of 23 to 25%. Sales of departmental firms in the Prairie Provinces were up by 17%, and in the Maritime Provinces by 10%, compared with September, 1946.

Changes in Department Store Sales by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
September, 1947/46	+20%	+10%	+24%	+23%	+17%	+25%
Jan.-Sept., 1947/46	+15%	+ 8%	+18%	+14%	+15%	+16%

Wide diversity characterized the increases for individual departments. Household appliance sales, affected by the continuing high level of demand and production, increased 53% in September, 1947 over September, 1946. One of the most noteworthy gains was that for food departments in which sales rose 41% over September, 1946, a result which is partially a reflection of price increases during that interval. Stimulation given to footwear sales by the announcement of imminent price increases about the middle of September may account in part for the 36 per cent sales gain for shoe departments.

Most of the remaining departments reported increases which fell within the 11-20% range. Only two departments failed to expand sales by more than 10%, namely drugs and stationery which had sales gains of 4 and 6% respectively.



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DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

September, 1946 and September, 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 (*)
	Sept. 1946	Sept. 1947	% Change, 1947/1946	% Change, Aug. 31, 1947 Aug. 31, 1946
TOTAL, ALL DEPARTMENTS .....	44,782,306	53,755,698	+20.0	+27.0
1. Women's dresses, coats and suits ...	5,119,584	5,675,006	+10.8	- 9.7
2. Girls' and infants' wear .....	2,615,836	3,134,054	+19.8	+19.8
3. Hosiery and gloves .....	1,808,870	1,925,955	+ 6.5	+29.4
4. Lingerie and corsets .....	1,761,134	2,057,884	+16.8	+53.0
5. Millinery .....	645,060	731,024	+13.3	-11.1
6. Women's and children's apparel - (Total, 1-5) .....	11,950,484	13,523,923	+13.2	+ 9.5
7. Men's and boys' clothing and furnishings .....	5,879,810	7,028,147	+19.5	+50.5
8. Drugs and toilet articles and preparations .....	958,281	995,022	+ 3.8	- 7.2
9. Piece goods .....	3,629,935	4,138,437	+14.0	+66.4
10. Smallwares .....	1,551,816	1,717,683	+10.7	+10.1
11. Food and kindred products .....	2,414,291	3,395,229	+40.6	+28.4
12. Furniture (including mattresses and springs) .....	2,911,285	3,373,318	+15.9	+43.1
13. Home furnishings .....	3,071,346	3,867,540	+25.9	+62.2
14. Household appliances and electrical supplies .....	1,382,564	2,115,398	+53.0	+55.3
15. Hardware and kitchen utensils .....	1,648,030	1,979,488	+20.1	+25.9
16. Radios, musical instruments and supplies .....	777,488	875,147	+12.6	+66.1
17. Shoes and other footwear .....	3,339,228	4,544,768	+36.1	+15.4
18. Stationery, books and magazines ....	837,159	890,271	+ 6.3	- 9.8
19. All other departments, total .....	4,430,589	5,311,327	+19.9	+ 9.5

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