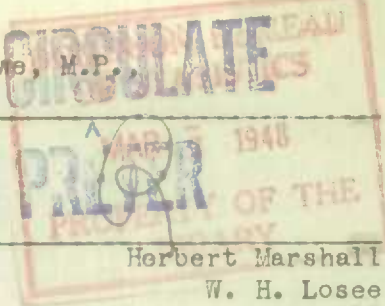


Published by Authority of the Rt. Hon. C.D. Howe, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA



Dominion Statistician:

Herbert Marshall

Director, Division of Census of Industry and Merchandising:

W. H. Losee

Chief, Merchandising and Services Statistics:

C. H. McDonald

Vol. XI - No. 1.

16-4030

26

DEPARTMENT STORE SALES

January, 1948

Department store sales in Canada were 17% higher in January, 1948 than in January, 1947. Volume was reduced to about one-half of the December business, but this was in line with the normal seasonal movement. Comparisons between this year and last, quoted in this report, reflect changes in dollar sales. No allowance is made for price changes, so that comparisons do not indicate changes in the quantity of merchandise sold.

The unadjusted index for January, 1948 was 192.3, which compares with an index of 165.1 for January a year ago.

Increases for various sections of the country varied widely -- more so than in most recent months. British Columbia's increase of 28% was well above those recorded in other regions. Ontario and the Prairie Provinces recorded gains almost similar to that for Canada, but increases in the Maritime Provinces and Quebec were comparatively moderate.

Changes in Department Store Sales by Regions

	<u>Canada</u>	<u>Maritime Provinces</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairie Provinces</u>	<u>British Columbia</u>
January, 1948/47	+17%	+ 7%	+ 9%	+16%	+18%	+28%

The analysis of sales by departments, which appears on Page 2, indicates that sales volume was higher for most types of merchandise. There were two departments, hosiery and radio, in which sales declined below January of last year.



1010737607

- 2 -

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

January, 1947 and January, 1948

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(*)
	Jan. 1947	Jan. 1948	% Change, 1948/1947	% Change, Dec.31, 1947 Dec.31, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	28,115,707	32,628,809	+16.1	+16.3
1. Women's dresses, coats and suits ...	3,230,441	3,668,842	+13.6	-22.7
2. Girls' and infants' wear	722,187	811,821	+12.4	- 0.1
3. Hosiery and gloves	1,015,768	960,017	- 5.5	+15.5
4. Lingerie and corsets	992,473	1,094,939	+10.3	+36.8
5. Millinery	200,387	213,685	+ 6.6	-11.0
6. Women's and children's apparel - (Total, 1-5)	5,940,844 6,161,256	6,749,304	+ 9.5	- 5.2
7. Men's and boys' clothing and furnishings	2,597,973	3,069,375	+18.1	+40.2
8. Drugs and toilet articles and preparations	848,919	992,705	+16.9	-11.3
9. Piece goods	2,660,491	2,872,942	+ 8.0	+49.7
10. Smallwares	1,048,010	1,228,039	+17.2	+14.6
11. Food and kindred products	2,762,934	3,752,041	+35.8	+29.4
12. Furniture (including mattresses and springs)	2,061,386	2,331,992	+13.1	+19.1
13. Home furnishings	2,010,936	2,448,378	+21.8	+40.0
14. Household appliances and electrical supplies	939,136	1,345,626	+43.3	+59.6
15. Hardware and kitchen utensils	1,214,294	1,421,095	+17.0	+ 8.8
16. Radios, musical instruments and supplies	706,678	653,058	- 7.6	+30.9
17. Shoes and other footwear	1,718,848	1,766,446	+ 2.8	+16.3
18. Stationery, books and magazines	545,403	624,848	+14.6	-21.9
19. All other departments, total	2,839,443	3,372,960	+18.8	- 3.4

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