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23

DEPARTMENT STORE SALES MAR 30 1948

FEBRUARY, 1948

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Department store sales in Canada were 3% higher in February, 1948 than in February, 1947, and had an average increase of 9% for the first two months of this year over last. These results are based on dollar sales including mail order business. No adjustment is made for price changes.

Unadjusted indexes stood at 195.1 for February, 1948, 189.3 for February, 1947 and 192.2 for January, 1948.

Throughout Quebec, Ontario and Prairies, February gains were about on a par with the average increase for the country. British Columbia volume was up 10% from February of last year, while sales in the Maritime Provinces declined 9%.

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>
February, 1948/47	+ 3%	- 9%	+ 4%	+ 3%	+ 2%	+10%
Jan.-Feb. 1948						
Jan.-Feb. 1947	+ 9%	- 2%	+ 6%	+ 9%	+10%	+18%

Increases outnumbered decreases among results for the various departments, but the increases were moderated somewhat from those recorded in recent months. Apparel and piece goods departments reported sales slightly lower in February this year compared with the same month of 1947. Sales of the radio and music departments declined for the second consecutive month, the reduction amounting to 20% in February.



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- 2 -

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTSFebruary, 1947 and February, 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 (x)	
	Feb. 1947	Feb. 1948	% Change, 1948/1947	% Change, Jan. 31, 1948 Jan. 31, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	33,887,963	34,817,950	+ 2.7	+13.6
1. Women's dresses, coats and suits.	3,563,512	3,656,393	+ 2.6	- 9.9
2. Girls' and infants' wear	1,032,600	1,027,086	- 0.5	- 1.2
3. Hosiery and gloves	1,257,414	1,086,675	-13.6	+16.1
4. Lingerie and corsets	1,369,121	1,539,144	- 2.2	+25.2
5. Millinery	256,970	271,374	+ 5.6	-18.0
6. Women's and children's apparel- (Total, 1-5).....	7,479,617	7,380,672	- 1.3	- 0.2
7. Men's and boys' clothing and furnishings	3,133,297	3,068,827	- 2.1	+25.9
8. Drugs and toilet articles and preparations	940,241	966,349	+ 2.8	-11.3
9. Piece goods	3,230,090	2,983,978	- 7.6	+30.3
10. Smallwares	1,247,041	1,265,813	+ 1.5	+18.1
11. Food and kindred products	2,825,946	3,644,529	+29.0	+30.5
12. Furniture (including mattresses and springs)	2,487,919	2,550,543	+ 2.5	+ 5.7
13. Home furnishings	2,917,783	3,048,717	+ 4.5	+35.6
14. Household appliances and electrical supplies.....	1,228,096	1,526,198	+24.3	+50.7
15. Hardware and kitchen utensils ...	1,577,602	1,595,635	+ 1.1	- 2.4
16. Radios, musical instruments and supplies	797,264	637,818	-20.0	+33.9
17. Shoes and other footwear	1,826,063	1,868,674	+ 2.3	+16.9
18. Stationery, books and magazines..	622,175	661,767	+ 6.4	-10.3
19. All other departments, total	3,574,829	3,618,430	+ 1.2	- 0.2

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