

DEPARTMENT STORE SALES AND INVENTORIES

DECEMBER, 1948

10

By Provinces

Department store sales, in December, 1948, totalled \$109,638,000 an increase of 18 per cent over sales of \$93,159,000 reported for December, 1947.

Total sales in 1948 were 14% higher than 1947. Gains in the western provinces were larger than in eastern Canada, Alberta leading with a 20% margin of increase over 1947 (Page 3).

Department Store Sales in December, 1947 and 1948

Provinces	Sales		% Change, 1948/1947
	1947 (\$000's)	1948 (\$000's)	
CANADA	93,159	109,638	+17.7
Maritime Provinces.	6,725	8,202	+22.0
Quebec	15,856	18,551	+17.0
Ontario	36,591	42,547	+16.3
Manitoba	12,576	14,846	+18.1
Saskatchewan	4,299	5,235	+21.8
Alberta	5,430	6,889	+26.9
British Columbia ..	11,682	13,368	+14.4

By Selected Departments

Large sales increases in December for apparel, food, footwear, household appliances and hardware departments featured an all-time high Christmas trade. These departments had increases over December, 1947 ranging from 17% to 22%. The summary of 1948 results shows that the most prominent gains over 1947 were in the departments enumerated above. Sales of radio and music departments were 2% lower than in 1947, but all other departments reported increases.

The value of department store inventories at the beginning of December was 16% above their value on the same date a year previously. The largest increases were in those departments which shared most fully in the active December trade.

DEPARTMENT STORE SALES AND INVENTORIES

December, 1947 and December, 1948

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORY ^(*)		
	Dec.	Dec.	% Change	Nov. 30	Nov. 30	% Change
	1947	1948	1948/47	1947	1948	1948/47
	(\$000)	(\$000)		(\$000)	(\$000)	
TOTAL, ALL DEPARTMENTS ...	93,159	109,638	+17.7	156,022	180,828	+15.9
1. Women's dresses, coats and suits	8,577	10,706	+24.8	12,331	15,949	+29.3
2. Girls' and infants' wear .	3,206	3,829	+19.4	5,439	5,929	+ 9.0
3. Hosiery and gloves	4,415	5,118	+15.9	4,508	5,940	+31.8
4. Lingerie and corsets	3,413	4,400	+28.9	5,522	6,926	+25.4
5. Millinery	609	678	+11.3	847	819	- 3.3
6. Women's and children's apparel - (Total, 1-5) ..	20,220	24,731	+22.3	28,647	35,563	+24.1
7. Men's and boys' clothing and furnishings	11,672	14,065	+20.5	18,858	22,323	+18.4
8. Drugs, toilet articles and preparations	3,534	3,729	+ 5.5	5,795	5,760	- 0.6
9. Piece goods	4,805	5,460	+13.6	12,400	15,191	+22.5
10. Smallwares	3,780	4,187	+10.8	7,759	8,407	+ 8.4
11. Food and kindred products.	6,633	7,946	+19.8	5,463	6,688	+22.4
12. Furniture (including mattresses and springs) .	3,800	4,046	+ 6.5	9,780	9,899	+ 1.2
13. Home furnishings	5,714	6,548	+14.6	17,433	20,175	+15.7
14. Household appliances and electrical supplies	2,981	3,472	+16.5	4,671	5,509	+17.9
15. Hardware and kitchen utensils	3,048	3,576	+17.3	7,612	8,739	+14.8
16. Radios, musical instru- ments and supplies	2,040	2,249	+10.2	3,168	2,970	- 6.2
17. Shoes and other footwear .	6,284	7,605	+21.0	11,549	14,231	+23.2
18. Stationery, books and magazines	3,034	3,586	+18.2	4,181	4,710	+12.7
19. All other departments, total	15,614	18,438	+18.1	18,706	20,663	+10.5

(*) Comparisons are based on inventories at the beginning of December in the two years.

Department Store Sales by Regions and by Departments
January - December - 1947 and 1948

Provinces	Sales		% Change, 1948/1947
	1947 (\$000's)	1948 (\$000's)	
Maritime Provinces	50,770	58,398	+15.0
Quebec	120,068	130,425	+ 8.6
Ontario	267,563	304,217	+13.7
Manitoba	103,354	115,983	+12.2
Saskatchewan	35,394	41,774	+10.0
Alberta	42,669	51,374	+20.4
British Columbia	87,027	102,371	+17.6
CANADA, ALL DEPARTMENTS ..	706,845	804,542	+13.8
1. Women's dresses, coats and suits	76,553	95,371	+24.6
2. Girls' and infants' wear .	28,417	30,644	+ 7.8
3. Hosiery and gloves	25,561	27,583	+ 7.9
4. Lingerie and corsets	25,739	30,329	+17.6
5. Millinery	7,178	8,034	+11.9
6. Women's and children's apparel (Total 1-5)	165,498	191,961	+17.4
7. Men's and boys' clothing and furnishings	79,767	90,567	+13.5
8. Drugs and toilet articles and preparations	17,856	19,094	+ 6.9
9. Piece goods	51,173	57,642	+12.6
10. Smallwares	24,449	26,000	+ 6.3
11. Food and kindred products.	53,931	65,311	+21.1
12. Furniture (including mattresses and springs) .	45,694	48,668	+ 6.5
13. Home furnishings	53,789	61,285	+13.9
14. Household appliances and electrical supplies	25,437	31,191	+22.6
15. Hardware and kitchen utensils	30,552	36,229	+18.6
16. Radios, musical instru- ments and supplies	13,012	12,730	- 2.2
17. Shoes and other footwear .	48,953	54,099	+10.5
18. Stationery, books and magazines	13,002	14,284	+ 9.9
19. All other departments, total	85,732	95,481	+11.4

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