

### DOMINION BUREAU OF STATISTIC Industry and Merchandising Division

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## DEPARTMENT STORE SALES AND INVENTORIES

October, 1949

#### By Provinces:

Department store sales in Canada during October, 1949, totalled \$82,938,000, showing a very small increase over the October, 1948, total of \$82,307,000. The cumulative gain in sales for the first ten months of this year over last amounted to 7%.

Alberta recorded the largest gain in October (10%), but with the exception of British Columbia's 7% increase, sales in the other provinces remained close to October, 1948, sales volume.

Mail order sales are attributed to the province in which offices receiving the orders are located.

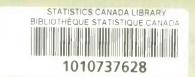
#### Department Store Sales in October, 1948 and 1949

Province	Sale	% Change,	
	1948	1949	1949/1948
	(\$000)	(\$000)	%
CANADA	82,307	82,938	+ 0.8
ritime Provinces	5,861	5,861	(a)
ebec	12,910	12,523	- 3.0
tario	30,346	29,679	- 2.2
nitoba	12,597	12,597/2,9 75	+ 3.0
skatchewan	5,121	5,202	+ 1.6
berta	5,731	6,304	+10.0
itish Columbia	9,741	10,394	+ 6.7

#### By Selected Departments:

With total sales practically unchanged, variations in sales increases by departments, which have been apparent in recent months, continued during October. Household appliances and furniture departments continued their upward trends, showing increases of 24% and 12% respectively. In the clothing group, only girls' and infants' wear showed any substantial increase (8%) over the same month a year ago, while most others in this group recorded decreases of from 2% to 4%. Other departments generally reflected the unchanged total trade picture with one exception - a 16% decrease in food sales in department stores.

Inventories were higher by \$20 million (or 11%) at the beginning of October, 1949, compared with the same date in 1948. Substantial increases were reported for most lines of women's and children's clothing, shoes, and household durables. Food department inventories showed the only large decrease as compared with the previous year (37%).



# DEPARTMENT STORE SALES AND INVENTORIES October, 1948 and October, 1949

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

	SALES		INVENTORIES*			
Department	October 1948	October 1949	% Change,	Sept.30,	Sept.30,	% Change,
TOTAL, ALL DEPARTMENTS	82,307	82,938	+ 0.8	180,986	201,082	+11,1
1. Women's dresses, coats, and suits	11,417	11,078	- 3.0	18,227	22,638	+24.2
2. Girls' and infants'wear	4,067	4,390	+ 7.9	6,754	8,563	+26.8
3. Hosiery and gloves	2,980	2,854	- 4.2	5,922	5,420	- 8.5
4. Lingerie and corsets	3,158	3,215	+ 1.8	7,428	8,247	+11.0
5. Millinery	992	986	- 0.6	829	93 3	+12.5
6. Women's and children's apparel - (Total, 1-5). 7. Men's and boys'clothing	22,614	22,523	- 0.4	39,160	45,801	+17.0
and furnishings	11,073	10,638	- 3.9	24,285	27,010	+11.2
8. Drugs, toilet articles, and preparations	1,460	1,499	+ 2.7	4,371	4,321	- 1.1
9. Piece goods	5,987	5,882	- 1.8	15,377	17,270	+12.3
10. Smallwares	2,612	2,561	- 2,0	7,923	7,722	- 2.5
11. Food & kindred products 12. Furniture (including	5,884	4,928	-16.2	5,345	3,375	-36.9
mattresses and springs)	4,742	5,304	+11.9	9,620	11,659	+21.2
13. Home furnishings 14. Household appliances &	5,797	5,981	+ 3.2	20,800	22,961	+10.4
electrical supplies 15. Hardware and kitchen	3,186	3,948	+23.9	5,394	5,990	+11.0
utensils	2,986	3,105	+ 4.0	7,960 .	8,014	+ 0.7
16. Radios, musical instruments and supplies	1,439	1,404	- 2.4	3,086	4,109	+33.1
17. Shoes and other footwear 18. Stationary, books, and	5,568	5,655	+ 1.6	14,724	17,241	+17.1
magazines	1,073	1,095	+ 2.1	3,745	3,754	+ 0.2
total	The state of the s	8,415	+ 6.7	19,196	21,855	+13.9

A Comparisons are based on inventories at the beginning of October in the two years. Canada totals do not include Newfoundland figures.