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Industry and Merchandising Division
OTTAWA

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

16-4080
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Year's subscription \$1.00
Single copies .10

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	Sales		% Change, 1949/1948
	1948	1949	
	(\$000)	(\$000)	%
CANADA	82,307	82,938	+ 0.8
Maritime Provinces ...	5,861	5,861	(a)
Quebec	12,910	12,523	- 3.0
Ontario	30,346	29,679	- 2.2
Manitoba	12,597	12,597 / 2,975	+ 3.0
Saskatchewan	5,121	5,202	+ 1.6
Alberta	5,731	6,304	+10.0
British Columbia	9,741	10,394	+ 6.7

(a) Unchanged

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%).

Prepared in the Merchandising and Services Section.



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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.

Department	SALES			INVENTORIES [*]		
	October 1948	October 1949	% Change, 1949/48	Sept. 30, 1948	Sept. 30, 1949	% Change, 1949/48
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	933	+12.5
6. Women's and children's apparel - (Total, 1-5).	22,614	22,523	- 0.4	39,160	45,801	+17.0
7. Men's and boys' clothing 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	5,884	4,928	-16.2	5,345	3,375	-36.9
12. Furniture (including mattresses and springs)	4,742	5,304	+11.9	9,620	11,659	+21.2
13. Home furnishings	5,797	5,981	+ 3.2	20,800	22,961	+10.4
14. Household appliances & electrical supplies ..	3,186	3,948	+23.9	5,394	5,990	+11.0
15. Hardware and kitchen 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	5,568	5,655	+ 1.6	14,724	17,241	+17.1
18. Stationary, books, and magazines	1,073	1,095	+ 2.1	3,745	3,754	+ 0.2
19. All other departments, total	7,886	8,415	+ 6.7	19,196	21,855	+13.9

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