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DEPARTMENT STORE SALES AND INVENTORIES

November, 1949

By Provinces

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November sales of department stores totalled \$93,045,000, up 4% from November, 1948 volume of \$89,664,000. Sales in the first eleven months of this year were 7% higher than in the similar period of 1948.

Gains in Eastern Canada were quite high, but sales fell somewhat short of November, 1948 volume in the three most westerly provinces. The Maritime Provinces had a sales increase of 10%, Ontario a gain of 9%, and Quebec, 6%. Manitoba sales were up by less than 1% while the decreases from Saskatchewan to British Columbia ranged from 5% to 8%.

Department Store Sales in November, 1948 and 1949

Province	Sales		% Change, 1949/1948
	1948 (\$'000)	1949 (\$'000)	
CANADA	89,664	93,045	+ 3.8
Maritime Provinces ..	6,614	7,276	+10.0
Quebec	14,021	14,904	+ 6.3
Ontario	34,035	37,132	+ 9.1
Manitoba	13,507	13,588	+ 0.6
Saskatchewan	4,800	4,406	- 8.2
Alberta	5,878	5,438	- 7.5
British Columbia	10,809	10,301	- 4.7

By Selected Departments

Sales of most classes of commodities handled by department stores showed moderate gains in November this year compared with last. Curtailment of food departments by some of the larger departmental firms accounts for an 18% sales decrease. Household appliance sales continued at a high level and were 18% above last year's November figure. Shoe and apparel departments marked up the next largest gains.

Inventories at the beginning of November were 14% higher, on a selling value basis, than on the same date in 1948.

Prepared in the Merchandising and Services Section



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DEPARTMENT STORE SALES AND INVENTORIES
November, 1948 and November, 1949

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

Department	SALES			INVENTORIES*		
	November 1948 (\$000)	November 1949 (\$000)	% Change 1949/48 %	Oct. 31, 1948 (\$000)	Oct. 31, 1949 (\$000)	% Change 1949/48 %
TOTAL, ALL DEPARTMENTS .	89,664	93,045	+ 3.8	186,366	211,874	+13.7
1. Women's dresses, coats and suits	11,460	11,490	+ 0.3	18,190	22,387	+23.1
2. Girls' and infants' wear	3,706	4,333	+16.9	6,332	8,357	+32.0
3. Hosiery and gloves	3,309	3,374	+ 2.0	6,015	5,958	- 0.9
4. Lingerie and corsets ...	3,251	3,535	+ 8.7	7,566	8,918	+17.9
5. Millinery	804	842	+ 4.7	896	1,048	+17.0
6. Women's and children's apparel - (Total, 1-5).	22,530	23,574	+ 4.6	38,999	46,668	+19.7
7. Men's and boys' clothing and furnishings	11,000	11,686	+ 6.2	24,000	27,153	+13.1
8. Drugs, toilet articles, and preparations	1,960	1,970	+ 0.5	5,027	5,345	+ 6.3
9. Piece goods	5,601	5,595	- 0.1	15,235	16,883	+10.8
10. Smallwares	3,142	3,071	- 2.3	8,551	8,353	- 2.3
11. Food & kindred products.	6,495	5,325	-18.0	5,392	3,778	-29.9
12. Furniture (including mattresses and springs)	4,595	4,707	+ 2.4	9,486	12,017	+26.7
13. Home furnishings	6,177	6,453	+ 4.5	21,381	23,337	+ 9.1
14. Household appliances & electrical supplies ...	3,301	3,885	+17.7	5,386	6,646	+23.4
15. Hardware and kitchen utensils	3,008	3,070	+ 2.1	8,405	8,497	+ 1.1
16. Radios, musical instruments and supplies	1,618	1,604	- 0.9	3,183	4,112	+29.2
17. Shoes and other footwear	6,219	6,792	+ 9.2	15,132	18,089	+19.5
18. Stationery, books, and magazines	1,907	1,933	+ 1.4	4,490	4,772	+ 6.3
19. All other departments, total	12,111	13,380	+10.5	21,699	26,224	+20.9

* Comparisons are based on inventories at the beginning of November in the two years.

Canada totals do not include Newfoundland figures.