

DEPARTMENT STORE SALES AND INVENTORIES



BY PROVINCES

FEBRUARY, 1949

Department store sales in Canada totalled \$50,128,000 in February, 1949, 9% higher than sales of \$45,857,000 reported for February, 1948. Increases recorded in Saskatchewan and Alberta (18% and 28%) were highest among those shown for the various provinces.

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

Department Store Sales in February, 1948 and 1949

Provinces	Sales		% Change, 1949/1948
	1948 (000's)	1949 (000's)	
CANADA	45,857	50,128	+ 9.3
Maritime Provinces	2,709	3,044	+12.4
Quebec	7,540	7,657	+ 1.6
Ontario	18,570	20,091	+ 8.2
Manitoba	6,679	7,442	+11.4
Saskatchewan	1,912	2,249	+17.6
Alberta	2,504	3,207	+28.1
British Columbia .	5,943	6,438	+ 8.3

BY SELECTED DEPARTMENTS

There were substantial sales gains in departments handling household merchandise such as furniture, radios, appliances and home furnishings. Apparel sales were well above those for February, 1948, but were not as substantial as in many recent months. Food department showed a reduction of 9% in sales compared with February a year ago.

Inventories at the beginning of February were 14% above the value of inventories at the same date in 1948. Considerably larger stocks of apparel were held than a year ago, but in other departments-- drug, food, furniture and radio -- the value of stocks was down from the preceding year. Inventory values used in arriving at these comparisons are based on selling prices and the difference in the price level between this year and last is a factor to be considered in interpreting these results.



DEPARTMENT STORE SALES AND INVENTORIES

February, 1948 and February, 1949

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

Department	SALES			INVENTORY ^(*)		
	Feb. 1948	Feb. 1949	% Change 1949/48	Jan. 31 1948	Jan. 31 1949	% Change 1949/48
	(\$000)	(\$000)		(\$000)	(\$000)	
TOTAL, ALL DEPARTMENTS	45,857	50,128	+ 9.3	143,231	163,643	+14.3
1. Women's dresses, coats and suits	4,816	5,299	+10.0	11,167	15,436	+38.2
2. Girls' and infants wear.	1,353	1,527	+12.9	4,191	6,424	+53.3
3. Hosiery and gloves.....	1,431	1,438	+ 0.5	3,432	4,686	+36.5
4. Lingerie and corsets ...	1,764	1,983	+12.4	4,534	5,625	+24.1
5. Millinery	357	399	+11.8	781	961	+23.0
6. Women's and children's apparel - (Total, 1-5)	9,721	10,646	+ 9.5	24,105	33,132	+37.4
7. Men's and boys' clothing and furnishings	4,042	4,351	+ 7.6	15,027	18,104	+20.5
8. Drugs, toilet articles and preparations	1,273	1,337	+ 5.0	4,207	4,079	- 3.0
9. Piece goods	3,930	4,588	+16.7	12,295	15,520	+26.2
10. Smallwares	1,667	1,798	+ 7.9	6,358	6,462	+ 1.6
11. Food and kindred products	4,800	4,355	- 9.3	6,896	4,242	-38.5
12. Furniture (including mattresses and springs)	3,359	3,905	+16.3	11,064	10,608	- 4.1
13. Home furnishings	4,015	4,584	+14.2	18,072	19,874	+10.0
14. Household appliances and electrical supplies ..	2,010	2,366	+17.7	5,616	6,635	+18.1
15. Hardware and kitchen utensils	2,101	2,273	+ 8.2	8,132	8,420	+ 3.5
16. Radios, musical instruments and supplies ...	840	1,040	+23.8	3,510	3,277	- 6.6
17. Shoes and other footwear	2,461	2,653	+ 7.8	11,104	13,549	+22.0
18. Stationery, books and magazines	872	966	+10.8	2,791	2,843	+ 1.9
19. All other departments, total	4,766	5,266	+10.5	14,054	16,898	+20.2

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