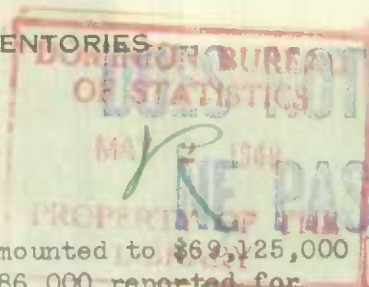


DEPARTMENT STORE SALES AND INVENTORIES

BY PROVINCES

63 002

MARCH, 1949



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PRÊT

Total department store sales in Canada amounted to \$69,125,000 in March, 1949, 7% greater than the sales of \$64,486,000 reported for the same month of last year. The western provinces showed the largest gains, ranging from 11% in British Columbia to 20% in Alberta.

Note: It has been necessary to make substantial corrections in our preliminary report for this month to the estimates published for the Maritime Provinces and British Columbia.

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

Department Store Sales in March, 1948 and 1949

Provinces	Sales		% Change, 1949/1948
	1948 (000's)	1949 (000's)	
CANADA .....	64,486	69,125	+ 7.2
Maritime Provinces .	4,810	5,122	+ 6.5
Quebec .....	10,798	10,874	+ 0.7
Ontario .....	24,692	25,655	+ 3.9
Manitoba .....	8,657	9,791	+13.1
Saskatchewan .....	3,337	3,814	+14.3
Alberta .....	4,131	4,953	+19.9
British Columbia ...	8,061	8,916	+10.6

BY SELECTED DEPARTMENTS

The largest increases in sales over March, 1948 were recorded in furniture department (17%) and "all other departments" (16%). Following these came radio, household appliance, women's clothing and drug departments. Men's apparel and food failed to surpass 1948 sales.

Inventories at the beginning of March, 1949 were higher than those for the same period in 1948 by 16%. A gain of 38% was recorded by women's apparel department while food department is 40% lower this year than last.



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DEPARTMENT STORE SALES AND INVENTORIES

March, 1948 and March, 1949

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

Department	SALES			INVENTORIES*		
	March 1948 (\$000)	March 1949 (\$000)	% Change 1949/48	Feb. 29 1948 (\$000)	Feb. 28 1949 (\$000)	% Change 1949/48
TOTAL, ALL DEPARTMENTS .	64,486	69,125	+ 7.2	163,042	188,824	+15.8
1. Women's dresses, coats and suits .....	8,301	9,540	+14.9	14,290	19,601	+37.2
2. Girls' and infants' wear	2,721	3,242	+19.1	5,514	8,319	+50.9
3. Hosiery and gloves .....	2,194	1,988	- 9.4	4,264	5,724	+34.2
4. Lingerie and corsets ...	2,491	2,844	+14.2	5,216	6,960	+33.4
5. Millinery .....	939	859	- 8.5	1,149	1,335	+16.2
6. Women's and children's apparel - (Total, 1-5).	16,646	18,473	+11.0	30,433	41,939	+37.8
7. Men's and boys' clothing and furnishings .....	7,267	7,103	- 2.3	18,261	21,728	+19.0
8. Drugs, toilet articles and preparations .....	1,347	1,472	+ 9.3	4,152	4,244	+ 2.2
9. Piece goods .....	5,242	5,605	+ 6.9	14,155	17,810	+25.8
10. Smallwares .....	1,975	2,016	+ 2.1	6,755	7,034	+ 4.1
11. Food and kindred products	5,227	4,855	- 7.1	6,697	4,001	-40.3
12. Furniture (including mattresses and springs)	3,642	4,274	+17.4	11,809	11,972	+ 1.4
13. Home furnishings .....	5,023	5,400	+ 7.5	20,052	21,288	+ 6.2
14. Household appliances and electrical supplies ...	2,558	2,849	+11.4	5,880	7,701	+31.0
15. Hardware and kitchen utensils .....	3,018	3,313	+ 9.8	8,821	10,144	+15.0
16. Radios, musical instru- ments and supplies ....	918	1,039	+13.2	3,384	3,342	- 1.2
17. Shoes and other footwear	4,534	4,613	+ 1.7	12,940	15,695	+21.3
18. Stationery, books and magazines .....	883	920	+ 4.2	2,935	3,029	+ 3.2
19. All other departments, total .....	6,206	7,193	+15.9	16,768	18,897	+12.7

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