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DEPARTMENT STORE SALES AND INVENTORIES

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DOES NOT CIRCULATE
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BY PROVINCES

APRIL, 1949

Department store sales in Canada totalled \$74,969,000 in April, 1949, an increase of 15% over April, 1948 sales of \$65,018,000. Both March and April results should be brought together in order to arrive at the true significance of the figures quoted here, because Easter fell in March, 1948 and in April, 1949. Viewed in this perspective, 1949 March-April total sales of \$144,094,000 exceeds the 1948 figure of \$129,504,000 for the same period by 11%.

The Maritime and Prairie Provinces recorded the sharpest gains, ranging from 20% to 27%.

Department Store Sales in April, 1948 and 1949

Provinces	Sales		% Change, 1949/1948
	1948 (\$000)	1949 (\$000)	
CANADA	65,018	74,969	+15.3
Maritime Provinces ..	4,953	5,964	+20.4
Quebec	11,024	12,181	+10.5
Ontario	24,346	27,535	+13.1
Manitoba	9,136	10,963	+20.0
Saskatchewan	3,491	4,297	+23.1
Alberta	3,848	4,872	+26.6
British Columbia ...	8,220	9,157	+11.4

BY SELECTED DEPARTMENTS

Substantial increases in clothing and shoe departments revealed the effects of Easter shopping in April this year as compared with April, 1948. Clothing of all kinds and shoes recorded the largest gains. On the other hand, piece goods and food departments showed decreases of 2% and 4% respectively.

Inventories at selling value taken at April 1, 1949 were 14% higher than at the same date a year ago. Household appliances were up 36% while women's apparel stocks were 35% higher than those held on the same date last year. Drug and furniture departments showed practically no change in inventories but food stocks dropped 36% from a year ago.



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DEPARTMENT STORE SALES AND INVENTORIES

April, 1948 and April, 1949

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

Department	SALES			INVENTORIES*		
	April 1948 (\$000)	April 1949 (\$000)	% Change 1949/48	Mar. 31, 1948 (\$000)	Mar. 31, 1949 (\$000)	% Change, 1949/48
TOTAL, ALL DEPARTMENTS ..	65,018	74,969	+15.3	169,143	193,049	+14.1
1. Women's dresses, coats and suits	8,362	11,032	+31.9	14,850	19,740	+32.9
2. Girls' and infants' wear.	2,506	3,523	+40.6	5,539	8,243	+48.8
3. Hosiery and gloves	2,071	2,497	+20.6	4,617	6,054	+31.1
4. Lingerie and corsets	2,293	2,695	+17.5	5,415	7,123	+31.5
5. Millinery	850	1,328	+56.2	1,078	1,232	+14.3
6. Women's and children's apparel - (Total, 1-5) ..	16,082	21,075	+31.0	31,499	42,392	+34.6
7. Men's and boys' clothing and furnishings	6,899	8,718	+26.4	19,593	22,716	+15.9
8. Drugs, toilet articles and preparations	1,310	1,372	+ 4.7	4,212	4,191	- 0.5
9. Piece goods	4,790	4,684	- 2.2	14,673	18,366	+25.2
10. Smallwares	1,840	1,939	+ 5.4	7,090	7,306	+ 3.0
11. Food and kindred products	5,262	5,040	- 4.2	5,713	3,652	-36.1
12. Furniture (including mattresses and springs).	4,146	4,201	+ 1.3	12,872	12,871	(a)
13. Home furnishings	5,513	5,677	+ 3.0	20,749	21,608	+ 4.1
14. Household appliances and electrical supplies	2,609	2,819	+ 8.0	5,771	7,840	+35.9
15. Hardware and kitchen utensils	3,654	3,886	+ 6.3	9,043	9,968	+10.2
16. Radios, musical instru- ments and supplies	782	827	+ 5.8	3,544	3,558	+ 0.4
17. Shoes and other footwear.	4,569	5,792	+26.8	13,775	16,348	+18.7
18. Stationery, books and magazines	743	855	+15.1	3,076	3,124	+ 1.6
19. All other departments, total	6,819	8,084	+18.6	17,533	19,109	+ 9.0

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

(a) Less than 0.1 per cent.

Canada totals do not include Newfoundland figures.