

DEPARTMENT STORE SALES AND INVENTORIES

July, 1949

DOES NOT CIRCULATE
NE PAS DÉPASSER
SEP 8 1949
CIRCULATE BY THE

By Provinces:

Department store sales in Canada during July, 1949, totalled \$49,895,000, 4% higher than the July, 1948 total of \$48,123,000.

In Quebec and Ontario, sales were practically unchanged from July a year ago. Increases in other provinces ranged from 4% in the Maritime Provinces to 9% in Saskatchewan and Alberta.

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

NOTE: A chart showing weekly percentage changes in department store sales, by provinces, appears on Page 3.

Department Store Sales in July, 1948 and 1949

Province	Sales		% Change 1949/1948
	1948 (\$000)	1949 (\$000)	
CANADA	48,123	49,895	+ 3.7
Maritime Provinces ..	3,596	3,743	+ 4.1
Quebec	7,138	7,102	- 0.5
Ontario	17,120	17,223	+ 0.6
Manitoba	7,421	8,015	+ 8.0
Saskatchewan	2,287	2,490	+ 8.9
Alberta	3,268	3,569	+ 9.2
British Columbia	7,293	7,753	+ 6.3

By Selected Departments:

By far the highest among sales increases for individual departments was a 36% gain for household appliances. Furniture departments ranked second with a gain of 12%. Other departments showed minor increases or decreases. Food sales declined 13%.

Inventories were higher by \$23 million (or 14%) at the beginning of July 1949 compared with the same date in 1948. Substantial increases were reported for apparel and shoes, piece goods, and household durables. Food, drugs, and stationery department inventories were reduced as compared with the previous year.

DEPARTMENT STORE SALES AND INVENTORIES

July, 1948 and July, 1949

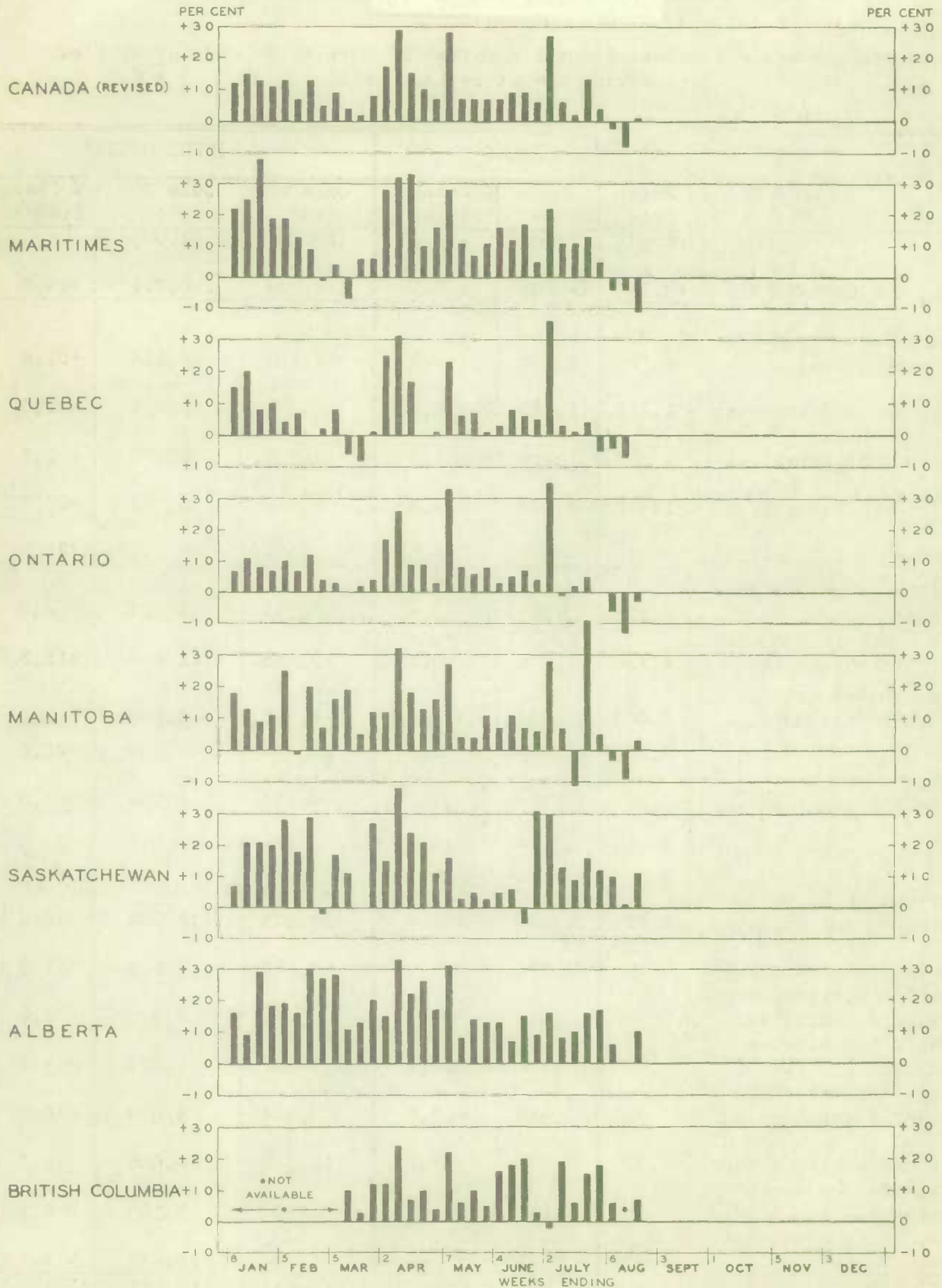
These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	July 1948 (\$000)	July 1949 (\$000)	% Change, 1949/48	June 30 1948 (\$000)	June 30, 1949 (\$000)	% Change, 1949/48
TOTAL, ALL DEPARTMENTS	48,123	49,895	+ 3.7	158,184	180,759	+14.3
1. Women's dresses, coats and suits	4,775	5,022	+ 5.2	12,194	16,194	+32.8
2. Girls' and infants' wear	1,274	1,386	+ 8.8	5,322	6,865	+29.0
3. Hosiery and gloves ...	1,292	1,218	- 5.7	4,552	4,631	+ 1.7
4. Lingerie and corsets..	1,796	2,043	+13.8	5,512	6,763	+22.7
5. Millinery	278	292	+ 5.0	576	702	+21.9
6. Women's and children's apparel - (Total, 1-5)	9,415	9,961	+ 5.8	28,156	35,155	+24.9
7. Men's and boys' clothing and furnishings	4,792	4,776	- 0.3	18,738	21,607	+15.3
8. Drugs, toilet articles and preparations	1,288	1,334	+ 3.6	4,245	4,203	- 1.0
9. Piece goods	3,627	3,808	+ 5.0	14,755	17,999	+22.0
10. Smallwares	1,507	1,468	- 2.6	6,833	6,988	+ 2.3
11. Food and kindred products	4,758	4,130	-13.2	4,323	2,986	-30.9
12. Furniture (including mattresses and springs)	3,489	3,919	+12.3	10,579	12,204	+15.4
13. Home furnishings	4,126	4,129	+ 0.1	20,134	22,355	+11.0
14. Household appliances and electrical supplies..	1,923	2,620	+36.2	5,730	7,579	+32.3
15. Hardware and kitchen utensils	2,696	2,773	+ 2.9	8,567	9,529	+11.2
16. Radios, musical instru- ments and supplies ..	638	615	- 3.6	3,684	4,078	+10.7
17. Shoes and other footwear	2,908	2,940	+ 1.1	12,378	14,693	+18.7
18. Stationery, books and magazines.....	653	653	(a)	3,309	3,108	- 6.1
19. All other departments, total	6,303	6,769	+ 7.4	16,753	18,275	+ 9.1

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

(a) Less 0.1 per cent.

WEEKLY DEPARTMENT STORE SALES, 1949 PERCENT CHANGE FROM SAME WEEK OF PREVIOUS YEAR



STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010737625