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DEPARTMENT STORE SALES AND INVENTORIES

August, 1949

By Provinces:

Canadian department stores reported sales totalling \$57,180,000 in August, 6% higher than sales of \$54,016,000 reported for the same month in 1948. Quebec recorded the largest gain (12%). Sales were up from 2% to 8% in the other provinces. The cumulative gain in sales for the first eight months of this year over last amounted to 9%.

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

Department Store Sales in August, 1948 and 1949

Province	Sales		% Change 1949/1948
	1948 (\$000)	1949 (\$000)	
CANADA .....	54,016	57,180	+ 5.9
Maritime Provinces ....	4,183	4,363	+ 4.3
Quebec .....	7,992	8,974	+12.3
Ontario .....	20,063	20,966	+ 4.5
Manitoba .....	7,696	8,342	+ 8.4
Saskatchewan .....	2,421	2,571	+ 6.2
Alberta .....	3,643	3,785	+ 3.9
British Columbia .....	8,018	8,179	+ 2.0

By Selected Departments:

Large gains in sales of the household appliances and furniture departments in August represented the continuation of a trend which has been developing for some months. Appliance sales were up 35% in August and furniture, 22%. Most other departments showed sales greater than in August last year, but the maximum increase was of 10%. Food sales in department stores were down 17% and sales in radio departments were 4% lower.

The retail value of inventories was 13% higher at the beginning of August this year compared with the position on the same date a year ago. Stocks for the apparel departments were up by close to 20%, and those in piece goods, household appliances, and radios by about the same amount. Food department stocks declined one-third in value compared with last year. Inventories of drug and stationery departments were slightly lower.

Prepared in the Merchandising and Services Section.

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## DEPARTMENT STORE SALES AND INVENTORIES

August, 1948 and August, 1949

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

Department	SALES			INVENTORIES*		
	Aug. 1948	Aug. 1949	% Change 1949/48	July 31, 1948	July 31, 1949	% Change, 1949/48
	(\$000)	(\$000)		(\$000)	(\$000)	
TOTAL, ALL DEPARTMENTS	54,016	57,180	+ 5.9	169,746	191,741	+ 13.0
1. Women's dresses, coats, and suits .....	6,118	6,286	+ 2.7	14,157	17,727	+ 25.2
2. Girls' and infants' wear	1,969	2,125	+ 7.9	6,366	8,034	+ 26.2
3. Hosiery and gloves .....	1,402	1,405	+ 0.2	5,022	4,929	- 1.9
4. Lingerie and corsets ..	1,901	2,103	+10.6	6,447	7,351	+ 14.0
5. Millinery .....	506	571	+12.8	663	786	+ 18.6
6. Women's and children's apparel - (Total, 1-5) ..	11,896	12,490	+ 5.0	32,655	38,827	+ 18.9
7. Men's and boys' clothing and furnishings .....	4,822	4,857	+ 0.7	20,057	23,498	+ 17.2
8. Drugs, toilet articles and preparations .....	1,235	1,356	+ 9.8	4,433	4,314	- 2.7
9. Piece goods .....	4,345	4,385	+ 0.9	15,669	18,454	+ 17.8
10. Smallwares .....	1,658	1,697	+ 2.4	7,008	7,264	+ 3.7
11. Food and kindred products	4,816	3,998	-17.0	4,812	3,206	- 33.4
12. Furniture (including mattresses and springs)	4,301	5,251	+22.1	10,852	12,502	+ 15.2
13. Home furnishings .....	4,686	4,817	+ 2.8	21,647	23,471	+ 8.4
14. Household appliances and electrical supplies ..	2,284	3,086	+35.1	6,268	7,658	+ 22.2
15. Hardware and kitchen utensils .....	2,738	2,868	+ 4.7	9,048	9,171	+ 1.4
16. Radios, musical instru- ments and supplies ...	857	821	- 4.2	3,534	4,276	+ 21.0
17. Shoes and other footwear	3,262	3,527	+ 8.1	13,097	15,870	+ 21.2
18. Stationery, books, and magazines .....	873	959	+ 9.9	3,556	3,528	- 0.8
19. All other departments, total .....	6,243	7,068	+13.2	17,110	19,702	+ 15.1

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