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DEPARTMENT STORE SALES AND INVENTORIES

September, 1949

By Provinces:

Canadian department store sales of \$76,172,000 in September, 1949, were 8% higher than the September, 1948, total of \$70,707,000. Sales for the nine months of 1949 totalled \$565,991,000, a 9% increase over the corresponding period of 1948 when they amounted to \$521,581,000. The Prairies and the Maritimes recorded the largest gains, with Alberta's 14% increase leading all provinces.

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

Department Store Sales in September, 1948 and 1949

Province	Sales		% Change, 1949/1948
	1948 (\$000)	1949 (\$000)	
CANADA	70,707	76,172	+ 7.7
Maritime Provinces ..	5,093	5,598	+ 9.9
Quebec .....	11,583	12,197	+ 5.3
Ontario .....	25,849	27,942	+ 8.1
Manitoba .....	10,055	11,373	+13.1
Saskatchewan .....	4,439	4,772	+ 7.5
Alberta .....	4,834	5,065	+ 4.8
British Columbia ....	8,854	9,225	+ 4.2

By Selected Departments:

The marked upward trend of household appliance sales continued in September, 1949, the increase over September, 1948, being 30%. All clothing departments recorded increased sales over September a year ago, the majority of increases being quite substantial, ranging from 7% for men's and boys' clothing to 19% for girls' and infants' wear. Food departments, of all others, failed to reflect the generally increased sales volume, showing a marked 11% decrease in September, 1949, as compared with September, 1948. January-September 1949, cumulative sales, by departments, are given on page 3.

Retail inventories reported on September 1, 1949, showed a considerable increase of 13% over those reported on the same date last year.

Prepared in the Merchandising and Services Section.

## DEPARTMENT STORE SALES AND INVENTORIES

September, 1948 and September, 1949

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

Department	SALES			INVENTORIES <sup>*</sup>		
	Sept. 1948	Sept. 1949	% Change, 1949/48	Aug. 31, 1948	Aug. 31, 1949	% Change, 1949/48
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, ALL DEPARTMENTS	70,707	76,172	+ 7.7	183,180	207,035	+13.0
1. Women's dresses, coats, and suits .....	8,897	9,677	+ 8.8	18,223	22,978	+26.1
2. Girls' and infants' wear	3,832	4,564	+19.1	7,707	9,805	+27.2
3. Hosiery and gloves .....	2,363	2,459	+ 4.1	5,776	5,559	- 3.8
4. Lingerie and corsets ..	2,820	2,892	+ 2.6	7,715	8,344	+ 8.2
5. Millinery .....	1,042	1,200	+15.2	1,087	1,007	- 7.4
6. Women's and children's apparel - (Total, 1-5)	18,954	20,792	+ 9.7	40,508	47,693	+17.7
7. Men's and boys' clothing and furnishings .....	8,365	8,968	+ 7.2	23,612	26,887	+13.9
8. Drugs, toilet articles, and preparations .....	1,331	1,435	+ 7.8	4,413	4,284	- 2.9
9. Piece goods .....	5,597	5,708	+ 2.0	16,249	18,754	+15.4
10. Smallwares .....	2,093	2,162	+ 3.3	7,694	7,849	+ 2.0
11. Food and kindred products	4,887	4,336	-11.3	5,225	3,346	-36.0
12. Furniture (including mat- tresses and springs) ..	4,164	4,741	+13.9	10,082	12,297	+22.0
13. Home furnishings .....	5,145	5,402	+ 5.0	21,468	23,701	+10.4
14. Household appliances and electrical supplies ..	2,971	3,859	+29.9	5,832	6,842	+17.3
15. Hardware and kitchen utensils .....	2,846	2,951	+ 3.7	8,358	8,589	+ 2.8
16. Radios, musical instru- ments and supplies ...	1,020	1,105	+ 8.3	3,407	4,170	+22.4
17. Shoes and other footwear	5,005	5,290	+ 5.7	14,541	17,631	+21.3
18. Stationery, books, and magazines .....	1,298	1,405	+ 8.2	3,818	3,834	+ 0.4
19. All other departments, total .....	7,031	8,018	+14.0	17,973	21,158	+17.7

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

DEPARTMENT STORE SALES BY REGIONS AND BY DEPARTMENTS  
January-September, 1948 and 1949

Provinces	SALES		% Change
	1948	1949	1949/1948
	(\$000)	(\$000)	%
Maritime Provinces .....	37,682	42,097	+ 11.7
Quebec .....	84,726	89,886	+ 6.1
Ontario .....	197,239	210,752	+ 6.9
Manitoba .....	74,448	83,102	+ 11.6
Saskatchewan .....	26,422	29,456	+ 11.5
Alberta .....	32,625	37,173	+ 13.9
British Columbia .....	68,439	73,525	+ 7.4
<b>CANADA, ALL DEPARTMENTS</b>	<b>521,581</b>	<b>565,991</b>	<b>+ 8.5</b>
1. Women's dresses, coats, and suits .....	61,626	70,229	+ 14.0
2. Girls' and infants' wear..	18,997	22,656	+ 19.3
3. Hosiery and gloves .....	16,135	16,420	+ 1.8
4. Lingerie and corsets .....	19,472	22,295	+ 14.5
5. Millinery .....	5,547	6,359	+ 14.6
6. Women's and children's apparel (Total, 1-5).....	121,777	137,959	+ 13.3
7. Men's and boys' clothing and furnishings .....	54,294	58,690	+ 8.1
8. Drugs, toilet articles, and preparations .....	11,912	12,625	+ 6.0
9. Piece goods .....	40,493	43,439	+ 7.3
10. Smallwares .....	16,018	16,559	+ 3.4
11. Food and kindred products.	44,868	40,072	- 10.7
12. Furniture (including mat- tresses and springs) ....	35,186	39,868	+ 13.3
13. Home furnishings .....	42,648	45,021	+ 5.6
14. Household appliances and electrical supplies .....	21,179	25,773	+ 21.7
15. Hardware and kitchen utensils .....	26,588	28,099	+ 5.7
16. Radios, musical instruments and supplies .....	7,407	8,016	+ 8.2
17. Shoes and other footwear..	34,619	37,700	+ 8.9
18. Stationery, books, and magazines .....	7,699	8,137	+ 5.7
19. All other departments, total .....	56,893	64,033	+ 12.5





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

