

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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PRELIMINARY REPORT ON DEPARTMENTAL STORE SALES, JULY, 1938.

Department store sales in Canada during the month of July dropped 26 per cent below June, or slightly more than the usual seasonal decline. The decrease of 10 per cent from July, 1937, was partly due to the fact that five Sundays occurred in July, 1938, whereas there were only four Sundays in the corresponding month last year. The unadjusted index (on the base 1930=100) was 57.1 for July, 1938, 77.6 for June, 1938, and 62.6 for July, 1937.

After adjusting for differences in number of business days and for normal seasonal variations, July sales advanced about 2 per cent over June, but were 5 per cent below July a year ago.

Department store sales during the first seven months of 1938 were 3 per cent lower than in the corresponding period of 1937.

Index of the Dollar Value of Department Store Sales, 1930=100

Month	Without seasonal adjustment			With seasonal adjustment		
	1936	1937	1938	1936	1937	1938
January	53.6	57.2	56.3	71.3	78.2	78.1
February	57.8	58.6	57.8	73.0	78.1	76.9
March	62.5	70.8	66.5	72.0	76.6	75.5
April	72.1	77.6	79.5	69.8	77.8	75.8
May	74.7	79.9	72.9	73.8	79.2	73.4
June	73.4	80.5	77.6	70.6	77.5	74.4
July	57.7	62.6	57.1	74.7	80.1	75.9
August	62.8	64.8		76.6	80.3	
September	78.8	80.9		77.8	79.6	
October	94.7	94.0		77.2	79.5	
November	85.0	91.9		76.6	79.9	
December	126.8	133.7		78.6	82.4	

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