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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
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OTTAWA, CANADA

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1939

Dollar value of department store sales in Canada during April, 1939, was 8 per cent lower than in April last year, while an advance of 12 per cent was recorded over March, 1939. Unadjusted indexes (on the base 1930 = 100) were 73.5 for April, 1939, 65.6 for March, 1939, and 79.6 for April, 1938.

After making adjustments for changes in the number of business days, for normal seasonal variations and for the changing date of Easter, the index for April, 1939, stood at 75.1, only 1 per cent below the 75.9 recorded for April, 1938, and 5 per cent above the March, 1939, index of 71.6.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1930 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1937	1938	1939	1937	1938	1939
January .....	57.2	56.3	54.2	78.2	78.1	75.2
February .....	58.6	57.8	54.2	78.1	76.9	72.2
March .....	70.8	66.5	65.6	76.6	75.5	71.6
April .....	77.6	79.6	73.5	77.8	75.9	75.1
May .....	79.9	73.0		79.2	73.5	
June .....	80.5	77.6		77.5	74.4	
July .....	62.6	56.6		80.1	75.3	
August .....	64.8	62.4		80.3	74.7	
September .....	80.9	78.4		79.6	76.8	
October .....	94.0	87.9		79.5	77.3	
November .....	91.9	90.4		79.9	78.6	
December .....	133.7	131.5		82.4	78.6	

(a) Adjusted to allow for differences in number of business days and also for normal seasonal variations.



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Year	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960
Population	14,000,000	14,200,000	14,400,000	14,600,000	14,800,000	15,000,000	15,200,000	15,400,000	15,600,000	15,800,000	16,000,000
Urban	7,000,000	7,200,000	7,400,000	7,600,000	7,800,000	8,000,000	8,200,000	8,400,000	8,600,000	8,800,000	9,000,000
Rural	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000	7,000,000
Male	7,000,000	7,100,000	7,200,000	7,300,000	7,400,000	7,500,000	7,600,000	7,700,000	7,800,000	7,900,000	8,000,000
Female	7,000,000	7,100,000	7,200,000	7,300,000	7,400,000	7,500,000	7,600,000	7,700,000	7,800,000	7,900,000	8,000,000
Births	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000
Deaths	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Net Migration	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000

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