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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, OCTOBER, 1940

Sales of Canadian department stores gained 7 per cent in October, 1940, over the same month last year, and advanced 24 per cent above September, 1940. The increase over October, 1939, compares with a 3 per cent decline which occurred in September, 1940, compared with September a year ago. Unadjusted indexes (on the base--average for 1930 equals 100) stood at 107.6 for October, 1940, 100.8 for October, 1939, and 86.9 for September, 1940.

Cumulative totals for the first ten months of 1940 were 11 per cent higher than for the corresponding period of 1939. This marked increase is the result of substantial gains recorded in the earlier months of this year over the corresponding months a year ago before the outbreak of the war.

Part of the 7 per cent increase over October, 1939, is due to the occurrence of one more business day in October this year than last. When allowance is made for this factor the gain over October, 1939, is reduced to about 3 per cent. The 24 per cent increase from September was greater than the customary seasonal movement, the adjusted index moving upward to a new post-depression high point of 92.4 compared with 89.0 for September, 1940, and 90.0 for October a year ago.

All regions except the Prairie Provinces reported increases over October a year ago. The Maritime Provinces continue to show the greatest expansion with October sales up 23 per cent from last year. British Columbia sales were up 16 per cent; Ontario, 13 per cent and Quebec, 11 per cent. Sales in the Prairie Provinces declined 8 per cent.

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

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1938	1939	1940	1938	1939	1940
January	56.3	54.2	64.2	78.1	75.2	86.0
February	57.8	54.2	64.7	76.9	72.2	82.8
March	66.5	65.6	72.8	75.5	70.1	80.8
April	79.6	74.0	80.3	76.6	77.9	81.2
May	73.0	77.4	85.4	73.5	75.2	82.7
June	77.6	75.5	83.0	74.4	72.1	81.4
July	56.6	57.2	67.1	75.3	77.3	87.5
August	62.4	61.3	76.1	74.7	73.1	89.2
September	78.4	89.5	86.9	76.8	86.6	89.0
October	87.9	100.8	107.6	77.3	90.0	92.4
November	90.4	94.4		78.6	81.8	
December	131.5	143.7		78.2	89.0	

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



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