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Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
 Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
 Statistician: A.C. Steedman, B.A.

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, NOVEMBER, 1940

Department stores in all regions of Canada reported a pronounced increase in sales in November of this year compared with last. Dollar volume of business in the country as a whole increased 21 per cent over November, 1939, and was up 6 per cent over October, 1940. Unadjusted indexes (on the base--1930 equals 100) stood at 114.4 for November, 1940, 94.4 for November, 1939, and 107.7 for October, 1940. Cumulative totals for the first eleven months of the current year were 12 per cent higher than in the same period of 1939.

British Columbia reported sales 25 per cent ahead of last November, followed by a 24 per cent increase in the Prairie Provinces. Ontario and the Maritime Provinces recorded identical gains of 20 per cent, while sales in Quebec were up 15 per cent over November, 1939.

The extent of the increase over November, 1939, while appreciably affected by the low level of sales in November, 1939, cannot be entirely attributed to that factor. After adjustment for differences in number of business days and for normal seasonal variations, the index for November, 1940, moved upwards to 97.6 from the 92.4 recorded for October, 1940, a gain of 6 per cent. The gain over November, 1939, when the adjusted index stood at 81.8, amounted to 19 per cent. The adjusted index was higher than for any November since 1929.

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	89.1
September	78.4	89.5	87.0	76.8	86.6	89.2
October	87.9	100.8	107.7	77.3	90.0	92.4
November	90.4	94.4	114.4	78.6	81.8	97.6
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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