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Published by Authority of the HON. W.D. EULER, M.P.  
Minister of Trade and Commerce

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

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1940

Retail sales in Canadian department stores during March, 1940, were up 9 per cent over the corresponding month of 1939, and were 10 per cent higher than sales in February, 1940. Unadjusted indexes (on the base 1930 equals 100) stood at 71.6 for March, 1940, 65.6 for March, 1939, and 64.8 for February, 1940.

After adjustment for differences in number of business days and for normal seasonal variations, the index for March, 1940, stood at 75.4, 5 per cent above the 71.7 recorded for March last year, but 9 per cent below the 82.8 for February, 1940.

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	64.8	76.9	72.2	82.8
March .....	66.5	65.6	71.6	75.5	71.7	75.4
April .....	79.6	74.0		75.9	75.7	
May .....	73.0	77.4		73.5	75.2	
June .....	77.6	75.5		74.4	72.1	
July .....	56.6	57.2		75.3	77.3	
August .....	62.4	61.3		74.7	73.1	
September .....	78.4	89.5		76.8	86.6	
October .....	87.9	100.8		77.3	90.0	
November .....	90.4	94.4		78.6	81.8	
December .....	131.5	143.7		78.6	89.3	

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



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Year	...	...	...	...	...	...
1945	...	...	...	...	...	...
1946	...	...	...	...	...	...
1947	...	...	...	...	...	...
1948	...	...	...	...	...	...
1949	...	...	...	...	...	...
1950	...	...	...	...	...	...
1951	...	...	...	...	...	...
1952	...	...	...	...	...	...
1953	...	...	...	...	...	...
1954	...	...	...	...	...	...
1955	...	...	...	...	...	...
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1958	...	...	...	...	...	...
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1960	...	...	...	...	...	...
1961	...	...	...	...	...	...
1962	...	...	...	...	...	...
1963	...	...	...	...	...	...
1964	...	...	...	...	...	...
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1966	...	...	...	...	...	...
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1968	...	...	...	...	...	...
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1970	...	...	...	...	...	...

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