

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADADOES NOT CIRCULATE  
1940  
PRETER

Dominion Statistician:	R. H. Coats, LL.D., F.R.S.G., 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, MAY, 1940

Sales in Canadian department stores during May, 1940, were 10 per cent higher than in the corresponding month of last year, while a gain of 6 per cent was recorded over April, 1940. Unadjusted indexes (on the base 1930 equals 100) stood at 85.5 for May, 1940, 77.4 for May, 1939, and 80.3 for April, 1940.

Sales during the first five months of 1940 were 13 per cent higher than sales in the same period a year ago.

The adjusted index, wherein account is taken of differences in number of business days and of seasonal variations, dropped from 84.6 in April to 82.8 in May, 1940, but was still 10 per cent above the May, 1939, index of 75.2

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	71.7	76.6
April .....	79.6	74.0	80.3	75.9	75.7	84.6
May .....	73.0	77.4	85.5	73.5	75.2	82.8
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.

