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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1940

A further sharp advance in Canadian department store sales occurred in July, 1940, when a gain of 17 per cent over July of last year was recorded. Sales were 19 per cent lower than in June, 1940, but this decline was less than the usual seasonal amount. Unadjusted indexes (on the base 1930 equals 100) were as follows: 66.8 in July, 1940; 57.2 in July, 1939 and 82.5 in June, 1940.

Sales during the first seven months of 1940 were up 13 per cent over the corresponding period of 1939.

The index adjusted for differences in number of business days and for normal seasonal variations stood at 87.2 for July, 1940, up 13 per cent over the 77.3 recorded for July last year and 8 per cent higher than the 81.0 shown for June, 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	64.7	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	84.7
May	73.0	77.4	85.5	73.5	75.2	82.8
June	77.6	75.5	82.5	74.4	72.1	81.0
July	56.6	57.2	66.8	75.3	77.3	87.2
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.

