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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1940

Increased incomes at home together with virtual elimination of tourist shopping in the United States or abroad resulted in a marked increase in Canadian department store sales in August. August sales were 25 per cent higher than in August a year ago and were up 14 per cent from July. All provinces shared in the increase with gains in British Columbia, Ontario and the Maritime Provinces exceeding those recorded in the Prairie Provinces and Quebec.

The 25 per cent increase over August last year must be attributed in part to the fact that there were five Saturdays in August of this year and four Saturdays a year ago. The low level of trade in August, 1939 immediately prior to the outbreak of the war also tends to produce a favorable comparison. On making adjustments for number of business days and for normal seasonal variations, the level of consumer purchasing in department stores stands 23 per cent higher in August this year than last and 2 per cent above July, 1940. The unadjusted index of sales (on the base 1930 equals 100) stood at 76.7 for August, 1940; 61.3 for August, 1939 and 67.1 for July, 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	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	87.6
August	62.4	61.3	76.7	74.7	73.1	89.8
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		78.2	89.0	

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

