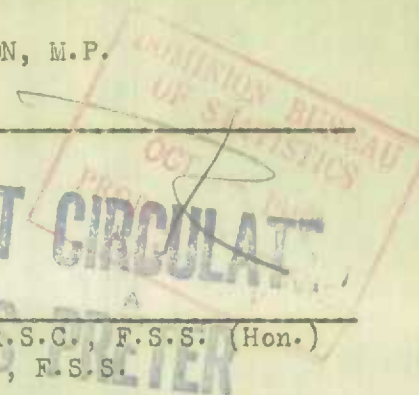


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1940

Department store sales in September, 1940 were maintained within narrow limits of the high volume of business transacted during the first month of the war in September a year ago. Dollar sales on a calendar month basis were 3 per cent lower in September of this year than last and were up 14 per cent from August. The unadjusted index of sales on the base 1930 equals 100 stood at 86.6 for September, 1940, 89.5 for September, 1939 and 76.2 for August of this year.

The 3 per cent decline from September, 1939 compared with increases of 24 per cent for August, 17 per cent for July and 10 per cent for June over corresponding months a year ago. Cumulative figures for the first eight months of 1940 are 14 per cent above the corresponding period of 1939. Since future corresponding-month comparisons will be made entirely within the war period, percentage increases of similar magnitude are not to be expected.

The 14 per cent increase in September over August was about in line with the usual seasonal movement for this period of the year, the seasonally adjusted index receding but slightly from 89.2 in August to 88.8 in September. The adjusted index for July stood at 87.5.

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	76.2	74.7	73.1	89.2
September	78.4	89.5	86.6	76.8	86.6	88.8
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.

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