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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1941

Sales of department stores in Canada were 10 per cent higher in January of this year than last but fell to less than half the volume of business transacted in December. The decline from December was greater than the usual seasonal movement between these two months and reflects the reaction from the high level of consumer buying in the last month of the year. The unadjusted index of sales on the base 1935 - 1939 equals 100(1) stood at 92.4 for January, 1941 compared with 84.2 for January, 1940 and 210.2 for December, 1940. The index numbers adjusted for differences in number of business days and also for seasonal movements as reflected in the normal experience of the past ten years stood at 122.6 for January, 1941 compared with 132.2 for December and 128.5 for November, 1940. The underlying trend value for January was somewhat higher than that for October, 1940 when the adjusted index stood at 120.9

Gains in January, 1941 over January, 1940 were general throughout the country but were much greater in the extreme East and West than elsewhere. British Columbia reported an increase of 18 per cent while sales in the Maritime Provinces were up 15 per cent. Increases for other regions were 10 per cent for Quebec, 10 per cent for Ontario and 5 per cent for the Prairie Provinces.

- (1) In order to conform with other series of index numbers issued by the Bureau of Statistics, the monthly indexes of retail sales have been recomputed using as base the average monthly sales over the five-year period 1935-1939 inclusive. The indexes on the new base are issued in this bulletin for the first time.

INDEX OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935-1939 = 100

Month	Unadjusted Indexes			Adjusted Indexes(a)		
	1939	1940	1941	1939	1940	1941
January	71.0	84.2	92.4	98.4	112.6	122.6
February	71.0	84.8		94.4	108.2	
March	86.0	95.4		91.7	105.8	
April	97.1	105.2		102.0	106.2	
May	101.4	111.9		98.4	103.1	
June	98.9	108.7		94.3	106.5	
July	75.0	88.0		101.2	114.6	
August	80.4	99.8		95.7	116.6	
September	117.3	114.1		113.3	116.7	
October	132.4	141.1		118.0	120.9	
November	123.9	150.9		107.1	128.5	
December	188.9	210.2		116.4	132.2	

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

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