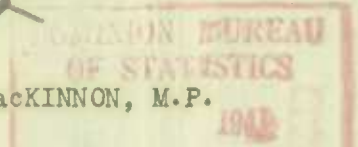
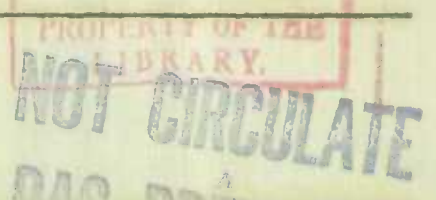


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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1941

Department store sales in Canada, stimulated by a brisk Easter trade, moved sharply upwards during April. The dollar volume of sales gained 26 per cent over April, 1940, while improvement of 19 per cent was recorded over March of this year. Unadjusted indexes (on the base, 1935 - 1939 equals 100) stood at 132.3 for April, 1941, 105.2 for April, 1940 and 111.4 for March, 1941.

After making adjustments for differences in number of business days and for normal seasonal variations, as well as an arbitrary adjustment for the shifting date of Easter, the index for April was 133.5, considerably above the 125 level about which the indexes were sustained during the first three months of this year. The adjusted index for April was 7 per cent above the 124.8 recorded in March, 1941, and 26 per cent higher than the 106.2 shown for April last year.

The Maritime Provinces again recorded a most substantial gain of 43 per cent over April, 1940. Increases in Ontario and Quebec were closely allied at 27 and 26 per cent respectively, while gains in the western provinces were also similar, an advance of 21 per cent in the Prairie Provinces being followed by a gain of 20 per cent in British Columbia.

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	93.1	98.4	112.6	123.5
February .....	71.0	84.8	94.8	94.4	108.2	126.1
March .....	86.0	95.4	111.4	91.7	105.8	124.8
April .....	97.1	105.2	132.3	102.0	106.2	133.5
May .....	101.4	111.9		98.4	108.1	
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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