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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1941

Department store sales in Canada in July, 1941, declined 17 per cent below June, but were 16 per cent higher than in July a year ago. Unadjusted indexes (on the base - 1935 to 1939 equals 100) stood at 102.2 for July, 1941, 88.0 for July, 1940, and 123.7 for June, 1941. Cumulative totals showed a gain of 17 per cent in the first seven months of this year compared with last.

The index adjusted for differences in number of business days and also for normal seasonal movements advanced sharply to 132.5 in July, 1941, from the 123.1 recorded in the immediately preceding month. The increase over July, 1940, when the adjusted index was 114.6, amounted to 16 per cent, a gain similar to that recorded in the unadjusted series.

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

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	<u>July</u>	<u>May</u>	<u>June</u>	<u>July</u>
Unadjusted indexes	88.0	134.3	123.7	102.2
Adjusted indexes(a)	114.6	129.2	123.1	132.5

The largest among the gains shown for various regions of the country was a 23 per cent advance in the Maritime Provinces. Results for other sections of the country revealed similar gains, an increase of 18 per cent in British Columbia being followed by improvement of 16 per cent in Quebec and 15 per cent in both Ontario and the Prairie Provinces.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 18 department stores which reported a breakdown of sales by departments averaged 17 per cent higher in July this year over last. Sales were higher for all departments, with most outstanding gains occurring in sales of durable goods. Hardware sales were 28 per cent higher than in July, 1940, while sales of household appliances and electrical supplies were up 27 per cent. Sales of radios and musical instruments gained 21 per cent, home furnishings recorded sales 20 per cent higher, while furniture sales advanced 18 per cent. Sales of food increased 16 per cent over July of last year. Sales of women's clothing were up 12 per cent, while men's clothing sales gained 11 per cent and shoe sales were 10 per cent above last year.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 10 per cent higher in July, 1941, than in July, 1940, according to a supplementary summary which has been compiled for that city. Sales declined 27 per cent below June. The gain over July, 1940, is the lowest recorded in corresponding month comparisons since the first of this year and compares with an average gain of 20 per cent shown for the first seven months of this year over the corresponding period a year ago.

NOTE: The results for Quebec province may be taken as representative of the trend in department store sales in the city of Montreal and the figures for British Columbia are fairly indicative of the trend in sales in Vancouver. The number of department stores in other Canadian cities is too small to permit the publication of separate indexes.

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

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1940 and JULY, 1941

(Based on sales of 18 firms)

	July 1940 \$	July 1941 \$	% Change 1941/1940
TOTAL SALES	15,440,411	18,034,159	+ 16.8
1. Women's dresses, coats and suits	1,317,582	1,411,017	+ 7.1
2. Girls' and infants' wear	402,584	501,427	+ 24.6
3. Hosiery and gloves	585,444	629,384	+ 7.5
4. Lingerie and corsets	775,666	916,880	+ 18.2
5. Millinery	112,845	123,382	+ 9.3
6. Women's and children's apparel--(Total, 1-5) .	3,194,121	3,582,090	+ 12.1
7. Men's and boys' clothing and furnishings	1,577,770	1,754,364	+ 11.2
8. Drugs and toilet articles and preparations ...	505,001	585,902	+ 16.0
9. Piece goods	1,182,619	1,385,962	+ 17.2
10. Smallwares	494,882	561,521	+ 13.5
11. Food and kindred products	1,610,606	1,864,728	+ 15.8
12. Furniture (including mattresses and springs) .	1,086,611	1,283,609	+ 18.1
13. Home furnishings	1,169,242	1,398,471	+ 19.6
14. Household appliances and electrical supplies .	497,667	633,039	+ 27.2
15. Hardware and kitchen utensils	667,985	854,987	+ 28.0
16. Radios, musical instruments and supplies	186,845	225,407	+ 20.6
17. Shoes and other footwear	1,100,962	1,215,558	+ 10.4
18. Stationery, books and magazines	176,556	207,288	+ 17.4
19. All other departments, total	1,989,544	2,481,233	+ 24.7

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