

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

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1941

Department store sales in Canada in August, 1941, increased 18 per cent over July, and were 20 per cent greater than in August a year ago. Unadjusted indexes (on the base - 1935 to 1939 equals 100) stood at 120.2 for August, 1941, 99.8 for August, 1940, and 102.2 for July, 1941. Cumulative totals showed a gain of 17 per cent in the first eight 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 145.8 in August, 1941, from the 132.5 recorded in the immediately preceding month. The increase over July, 1940, when the adjusted index was 116.6, amounted to 25 per cent.

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

	<u>1 9 4 0</u> <u>August</u>	<u>June</u>	<u>1 9 4 1</u> <u>July</u>	<u>August</u>
Unadjusted indexes ....	99.8	123.7	102.2	120.2
Adjusted indexes (a) ..	116.6	123.1	132.5	145.8

The largest among the gains shown for various regions of the country was a 28 per cent advance in the Maritime Provinces. Results for other sections of the country revealed gains of 23 per cent in Quebec, 22 per cent in Ontario, 19 per cent in the Prairie Provinces, and 13 per cent in British Columbia.

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Sales of 17 departmental firms which reported a breakdown of sales by departments averaged 21 per cent higher in August this year over last. Increases for departments dealing in durable goods were generally higher than those recorded for other departments, although sales of women's clothing were sharply higher due chiefly to the heavy demand for hosiery. Sales of household appliances and electrical supplies advanced 32 per cent, hardware sales gained 28 per cent, sales of home furnishings were up 24 per cent, while identical gains of 20 per cent were recorded for the furniture and for the radio and musical instrument departments. Women's clothing sales gained 27 per cent, men's clothing increased 18 per cent, with sales of footwear showing a rise of 12 per cent over August, 1940. Food sales in department stores were up 17 per cent and drugs advanced 16 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales were 21 per cent higher in August, 1941, than in August, 1940, according to a supplementary summary which has been prepared for that city. An average gain of 20 per cent was recorded for the first eight months of this year over the corresponding period of 1940.

(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

AUGUST, 1940 AND AUGUST, 1941

(Based on sales of 17 firms)

	August 1940	August 1941	% Change, 1941/1940
	\$	\$	
TOTAL SALES .....	17,478,172	21,191,015	+ 21.2
1. Women's dresses, coats and suits .....	1,528,528	1,801,415	+ 17.9
2. Girls' and infants' wear .....	502,544	640,050	+ 27.4
3. Hosiery and gloves .....	649,241	1,088,351	+ 67.6
4. Lingerie and corsets .....	699,978	808,521	+ 15.5
5. Millinery .....	207,894	222,747	+ 7.1
6. Women's and children's apparel--(Total, 1-5)..	3,588,185	4,561,084	+ 27.1
7. Men's and boys' clothing and furnishings .....	1,613,130	1,895,740	+ 17.5
8. Drugs and toilet articles and preparations ...	522,846	604,933	+ 15.7
9. Piece goods .....	1,468,539	1,789,204	+ 21.8
10. Smallwares .....	576,862	666,520	+ 15.5
11. Food and kindred products .....	1,613,774	1,892,330	+ 17.3
12. Furniture (including mattresses and springs) .	1,624,956	1,954,558	+ 20.3
13. Home furnishings .....	1,405,488	1,746,314	+ 24.2
14. Household appliances and electrical supplies .	569,313	750,681	+ 31.9
15. Hardware and kitchen utensils .....	691,150	886,006	+ 28.2
16. Radios, musical instruments and supplies .....	231,353	277,537	+ 20.0
17. Shoes and other footwear .....	1,176,257	1,312,187	+ 11.6
18. Stationery, books and magazines .....	233,276	275,441	+ 18.1
19. All other departments, total .....	2,163,043	2,578,480	+ 19.2



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Year	1997	1998	Description
1997	212,000,000	212,000,000	1. Total
1998	212,000,000	212,000,000	1. Total
1999	212,000,000	212,000,000	1. Total
2000	212,000,000	212,000,000	1. Total
2001	212,000,000	212,000,000	1. Total
2002	212,000,000	212,000,000	1. Total
2003	212,000,000	212,000,000	1. Total
2004	212,000,000	212,000,000	1. Total
2005	212,000,000	212,000,000	1. Total
2006	212,000,000	212,000,000	1. Total
2007	212,000,000	212,000,000	1. Total
2008	212,000,000	212,000,000	1. Total
2009	212,000,000	212,000,000	1. Total
2010	212,000,000	212,000,000	1. Total
2011	212,000,000	212,000,000	1. Total
2012	212,000,000	212,000,000	1. Total
2013	212,000,000	212,000,000	1. Total
2014	212,000,000	212,000,000	1. Total
2015	212,000,000	212,000,000	1. Total
2016	212,000,000	212,000,000	1. Total
2017	212,000,000	212,000,000	1. Total
2018	212,000,000	212,000,000	1. Total
2019	212,000,000	212,000,000	1. Total
2020	212,000,000	212,000,000	1. Total