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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1942

Department store sales in Canada in April, 1942, were 10 per cent above April last year and stood 3 per cent over March, 1942. Unadjusted indexes (on the base, average for 1935 to 1939 equals 100) stood at 144.8 for April, 1942, 141.1 for March, 1942, and 132.2 for April, 1941. Sales in the first four months of this year averaged 18 per cent above the corresponding period of 1941.

After adjusting for differences in number of business days and for normal seasonal variations, as well as for the shifting date of Easter, the index stood at 148.5 for April, down 5 per cent from March, 1942, when heavy purchases of clothing and footwear caused the adjusted index to reach a peak of 156.9. The adjusted index for April was only slightly below the average adjusted index for the first quarter of the year, and was 11 per cent above the 133.4 recorded in April, 1941.

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

	1941	1942		
	April	February	March	April
Unadjusted Indexes	132.2	107.4	141.1	144.8
Adjusted Indexes (a)	133.4	142.7	156.9	148.5

Regional increases in dollar volume of sales in April, 1942, over April, 1941, with increases for the first four months of this year over last in brackets, were as follows: Maritime Provinces, 18 per cent (24 per cent); Quebec, 11 per cent, (19 per cent); Ontario, 6 per cent (18 per cent); Prairie Provinces, 10 per cent (15 per cent); and British Columbia, 17 per cent (18 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April sales of 18 departmental firms which reported sales by departments averaged 8 per cent higher than in the same month of last year. Increases in all departments were more moderate than those recorded in March. Sales of piece goods were 19 per cent above April, 1941; men's clothing sales were up 14 per cent, footwear sales gained 4 per cent, while a minor rise of 2 per cent was reported for sales of women's clothing. Hardware sales increased 17 per cent, radio and musical instruments were 14 per cent above April a year ago and food sales were up 9 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales averaged 10 per cent higher in April this year over last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days, for normal seasonal variations and for the shifting date of Easter.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1941 AND APRIL, 1942

(Based on dollar sales of 18 firms)

	April 1941	April 1942	% Change, 1942/41
TOTAL SALES	\$ 24,636,092	\$ 26,541,896	+ 7.7
1. Women's dresses, coats and suits	3,347,586	3,321,795	- 0.8
2. Girls' and infants' wear	1,005,887	1,031,395	+ 2.5
3. Hosiery and gloves	1,097,414	1,158,159	+ 5.5
4. Lingerie and corsets	912,979	1,047,216	+14.7
5. Millinery	533,776	465,541	-12.8
6. Women's and children's apparel -- (Total, 1-5) ..	6,897,642	7,024,106	+ 1.8
7. Men's and boys' clothing and furnishings	2,758,086	3,150,915	+14.2
8. Drugs and toilet articles and preparations ...	575,476	664,809	+15.5
9. Piece Goods	1,380,658	1,644,095	+19.1
10. Smallwares	710,857	807,308	+13.6
11. Food and kindred products	2,145,297	2,332,194	+ 8.7
12. Furniture (including mattresses and springs) ..	1,338,646	1,416,050	+ 5.8
13. Home furnishings	1,776,044	1,876,179	+ 5.6
14. Household appliances and electrical supplies...	761,992	815,345	+ 7.0
15. Hardware and kitchen utensils	1,249,536	1,458,091	+16.7
16. Radios, musical instruments and supplies	253,480	289,184	+14.1
17. Shoes and other footwear	2,010,212	2,085,840	+ 3.8
18. Stationery, books and magazines	251,453	289,155	+15.0
19. All other departments, total.....	2,526,713	2,688,625	+ 6.4

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Year	Country	Value	Unit
1980	Canada	100.0	1000
1981	Canada	100.0	1000
1982	Canada	100.0	1000
1983	Canada	100.0	1000
1984	Canada	100.0	1000
1985	Canada	100.0	1000
1986	Canada	100.0	1000
1987	Canada	100.0	1000
1988	Canada	100.0	1000
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2014	Canada	100.0	1000
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2016	Canada	100.0	1000
2017	Canada	100.0	1000
2018	Canada	100.0	1000
2019	Canada	100.0	1000
2020	Canada	100.0	1000
2021	Canada	100.0	1000
2022	Canada	100.0	1000