

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

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1942

The dollar value of department store sales in Canada in June, 1942, was 12 per cent higher than in the same month last year and declined 2 per cent from May. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stood at 139.0 for June, 1942, 142.2 for May, 1942, and 123.7 for June, 1941. The average gain in sales during the first half of this year over last amounted to 15 per cent.

After adjustment for differences in number of business days and for normal seasonal variations, the index for June stood at 133.5, the decline below May being the third in a series of month-to-month decreases since the index reached a high peak in March of this year. The March index was 156.9; April, 148.8, and May, 140.1.

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

	<u>1941</u>		<u>1942</u>	
	<u>June</u>	<u>April</u>	<u>May</u>	<u>June</u>
Unadjusted Indexes	123.7	145.1	142.2	139.0
Adjusted Indexes (a)	123.1	148.8	140.1	133.5

Regional increases in dollar volume of sales in June, 1942, over June, 1941, with increases for the first six months of this year over last in brackets, were as follows: Maritime Provinces, 15 per cent (19 per cent); Quebec, 18 per cent (17 per cent); Ontario, 9 per cent (13 per cent); Prairie Provinces, 9 per cent (12 per cent); and British Columbia, 22 per cent (19 per cent).

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Sales of 17 departmental firms which reported June sales by departments averaged 12 per cent higher than in June, 1941. A decrease of 5 per cent occurred in sales of household appliances and electrical supplies, but increases were recorded for all other departments. Furniture sales were up 5 per cent, hardware sales gained 7 per cent and home furnishings, 12 per cent, while radios and musical instruments gained 17 per cent in the same comparison. Sales of women's clothing were 16 per cent higher while men's clothing departments reported improvement of 14 per cent over June a year ago. Footwear sales were 9 per cent greater than in June last year. Sales of food departments averaged 18 per cent higher.

DEPARTMENT STORE SALES IN OTTAWA

Ottawa department store sales averaged 21 per cent higher in June 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 and for normal seasonal variations.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1941 AND JUNE, 1942

(Based on dollar sales of 17 firms)

	June 1941	June 1942	% Change, 1942/1941
TOTAL SALES	22,372,701	25,016,736	+11.8
1. Women's dresses, coats and suits	2,243,583	2,691,878	+20.0
2. Girls' and infants' wear.....	755,627	885,568	+17.2
3. Hosiery and gloves	824,525	962,741	+16.8
4. Lingerie and corsets	1,144,609	1,271,394	+11.1
5. Millinery	281,391	288,577	+ 2.6
6. Women's and children's apparel -- (Total, 1-5)	5,249,735	6,100,158	+16.2
7. Men's and boys' clothing and furnishings	2,486,020	2,825,723	+13.7
8. Drugs and toilet articles and preparations...	590,602	672,374	+13.8
9. Piece goods	1,514,277	1,801,372	+19.0
10. Smallwares	646,658	762,334	+17.9
11. Food and kindred products	1,865,569	2,203,518	+18.1
12. Furniture (including mattresses and springs).	1,388,598	1,460,085	+ 5.1
13. Home furnishings	1,666,958	1,866,564	+12.0
14. Household appliances and electrical supplies.	709,715	674,076	- 5.0
15. Hardware and kitchen utensils	1,147,017	1,221,787	+ 6.5
16. Radios, musical instruments and supplies	241,402	281,170	+16.5
17. Shoes and other footwear	1,899,670	2,068,244	+ 8.9
18. Stationery, books and magazines	230,510	285,469	+23.8
19. All other departments, total	2,735,970	2,793,862	+ 2.1



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Year	Value	Value	Description
1987	11,100	11,100
1988	11,200	11,200
1989	11,300	11,300
1990	11,400	11,400
1991	11,500	11,500
1992	11,600	11,600
1993	11,700	11,700
1994	11,800	11,800
1995	11,900	11,900
1996	12,000	12,000
1997	12,100	12,100
1998	12,200	12,200
1999	12,300	12,300
2000	12,400	12,400
2001	12,500	12,500
2002	12,600	12,600
2003	12,700	12,700
2004	12,800	12,800
2005	12,900	12,900
2006	13,000	13,000
2007	13,100	13,100
2008	13,200	13,200
2009	13,300	13,300
2010	13,400	13,400
2011	13,500	13,500
2012	13,600	13,600
2013	13,700	13,700
2014	13,800	13,800
2015	13,900	13,900
2016	14,000	14,000
2017	14,100	14,100
2018	14,200	14,200
2019	14,300	14,300
2020	14,400	14,400
2021	14,500	14,500
2022	14,600	14,600
2023	14,700	14,700
2024	14,800	14,800
2025	14,900	14,900
2026	15,000	15,000
2027	15,100	15,100
2028	15,200	15,200
2029	15,300	15,300
2030	15,400	15,400