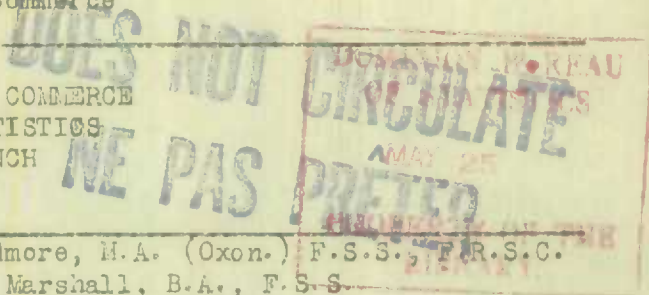


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA



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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1943

Sales in Canadian department stores in April, 1943, were 9 per cent higher than in April, 1942, and recorded a gain of 8 per cent above March of this year. The gain over April of last year is considerably larger than the average increase of 1.5 per cent in the first quarter, reflecting to some extent the concentration of Easter buying in April this year and in March of last. Total sales for the first four months of this year were 4 per cent above the corresponding period of 1942. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 157.5 for April, 1943, 145.1 for April, 1942, and 145.4 for March of this year.

The seasonally adjusted index receded from the high March level and stood at 153.1 in the month under review compared with 164.2 in March, 154.5 in February and 148.8 for January. The adjusted index for April was 3 per cent above the 148.8 recorded in April, 1942.

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

	<u>1942</u>		<u>1943</u>	
	<u>April</u>	<u>February</u>	<u>March</u>	<u>April</u>
Unadjusted indexes	145.1	116.2	145.4	157.5
Adjusted indexes	148.8	154.5	164.2	153.1

Increases between April of this year and last for each of the five economic divisions of the country with average gains for the first four months of the year in brackets are as follows: British Columbia, 14 per cent (10 per cent); Prairie Provinces, 12 per cent (7 per cent); Ontario, 4 per cent (unchanged); Quebec, 10 per cent (2 per cent); Maritime Provinces, 6 per cent (4 per cent).

For 20 firms which reported sales by departments, dollar business increased 8 per cent above April a year ago. Sales of women's apparel were up by 15 per cent, men's clothing departments were up 8 per cent, while footwear departments recorded a gain of 7 per cent over April, 1942. A gain of 35 per cent in sales for the stationery and book departments was outstanding. An increase of 17 per cent occurred in sales of smallwares. Piece goods departments reported sales 8 per cent above April last year. Food and drug departments both showed gains of 13 per cent. Sales of home furnishings continued to increase, sales in April being 17 per cent higher this year than last. Furniture sales were on a par with those recorded in the same month a year ago. Other durable goods departments reported declines, these ranging from 7 per cent in sales of radios and musical instruments to 36 per cent in sales of household appliances.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 18 per cent higher in April this year than last, while sales in the first four months of this year averaged 14 per cent above the same four months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1942 and April, 1943

(Based on dollar sales of 20 firms including mail order houses)

	April 1942	April 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	26,810,947	29,071,406	+ 8.4
1. Women's dresses, coats and suits	3,375,868	3,782,558	+12.0
2. Girls' and infants' wear	1,057,837	1,333,205	+26.0
3. Hosiery and gloves	1,191,567	1,418,827	+19.1
4. Lingerie and corsets	1,052,992	1,118,774	+ 6.2
5. Millinery	481,164	593,873	+23.4
6. Women's and children's apparel--(Total, 1-5) .	7,159,428	8,247,237	+15.2
7. Men's and boys' clothing and furnishings	3,171,718	3,422,438	+ 7.9
8. Drug and toilet articles and preparations	667,003	753,231	+12.9
9. Piece goods	1,661,089	1,788,607	+ 7.7
10. Smallwares	813,703	951,869	+17.0
11. Food and kindred products	2,261,163	2,559,403	+13.2
12. Furniture (including mattresses and springs) .	1,445,047	1,445,349	(a)
13. Home furnishings	1,906,290	2,225,302	+16.7
14. Household appliances and electrical supplies .	779,351	509,101	-36.3
15. Hardware and kitchen utensils	1,434,277	1,268,451	-11.6
16. Radios, musical instruments and supplies	289,084	270,293	- 6.5
17. Shoes and other footwear	2,086,737	2,228,893	+ 6.8
18. Stationery, books and magazines	291,004	391,771	+34.6
19. All other departments, total	2,825,053	3,009,461	+ 6.5

(a) Change of less than 0.1 per cent.



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