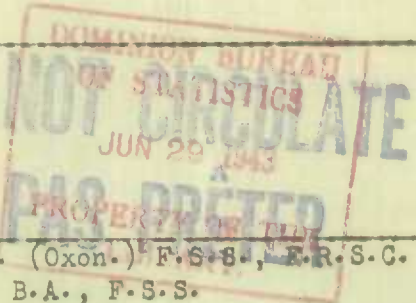


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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1943

The dollar volume of department store sales in Canada was 2 per cent lower in May, 1943, than in May, 1942, and declined 12 per cent from April of this year. During the first five months of the year, sales averaged 2 per cent above the corresponding period a year ago. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 139.4 for May, 1943, 142.2 for May, 1942 and 157.8 for April, 1943.

For the second successive month, the index adjusted for differences in number of business days and for normal seasonal variations declined below that for the preceding month. The adjusted index for May, 1943, at 139.0, was down sharply from the 153.4 recorded for April and compares with an average index of 155.1 for the first four months of this year.

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

	1942		1943	
	May	March	April	May
Unadjusted indexes	142.2	145.4	157.8	139.4
Adjusted indexes	140.1	164.3	153.4	139.0

The decline in sales below May of last year is chiefly due to a falling off in Ontario department store sales, a decline of 8 per cent having occurred in that province. Sales in Ontario for the January to May period averaged 2 per cent below last year. Sales in the Maritime Provinces declined 2 per cent in May, but were up 3 per cent over the five-month period. Increases in May this year over last for other regions, with increases for the year-to-date in brackets, were as follows: Quebec, 3 per cent (2 per cent); Prairie Provinces, 3 per cent, (7 per cent); and British Columbia, 2 per cent (8 per cent).

Sales of 21 firms which reported sales by departments were down 4 per cent in May this year compared with May a year ago. Household appliances, radio and music and also hardware departments reported sales substantially lower than in May of last year, declines amounting to 38, 26 and 14 per cent respectively. The only notable increase was that recorded for stationery and book departments where sales were up 12 per cent from May, 1942. Minor increases or decreases occurred in all other departments. Sales of women's clothing were almost unchanged, men's clothing departments sold 3 per cent less merchandise and footwear sales were 7 per cent below May last year. Drug sales increased 6 per cent, food sales were up fractionally, while furniture and home furnishings reported sales lower by 7 and 5 per cent respectively.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 18 per cent higher in May this year than last, while sales in the first five months of this year averaged 17 per cent above the same five months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1942 and May, 1943

(Based on dollar sales of 21 firms including mail order houses)

	May, 1942	May, 1943	% Change, 1943/1942
TOTAL SALES, ALL DEPARTMENTS	26,137,565	25,188,830	- 3.6
1. Women's dresses, coats and suits	2,925,771	2,959,761	+ 1.2
2. Girls' and infants' wear	909,598	927,029	+ 1.9
3. Hosiery and gloves	1,124,722	1,122,456	- 0.2
4. Lingerie and corsets	1,179,859	1,080,740	- 8.4
5. Millinery	332,011	352,993	+ 6.3
6. Women's and children's apparel--(Total, 1-5) ...	6,471,961	6,442,979	- 0.4
7. Men's and boys' clothing and furnishings	2,705,385	2,632,968	- 2.7
8. Drug and toilet articles and preparations	663,213	701,085	+ 5.7
9. Piece goods	1,753,806	1,697,865	- 3.2
10. Smallwares	776,371	828,104	+ 6.7
11. Food and kindred products	2,406,406	2,417,277	+ 0.5
12. Furniture (including mattresses and springs) ...	1,615,762	1,497,137	- 7.3
13. Home furnishings	2,200,283	2,099,306	- 4.6
14. Household appliances and electrical supplies ...	786,288	484,918	-38.3
15. Hardware and kitchen utensils	1,421,959	1,222,713	-14.0
16. Radios, musical instruments and supplies	284,693	211,739	-25.6
17. Shoes and other footwear	2,039,859	1,893,068	- 7.2
18. Stationery, books and magazines	284,139	318,342	+12.0
19. All other departments, total	2,727,440	2,741,329	+ 0.5



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Year	Value	Value	Description
1951	10,000	10,000	...
1952	10,000	10,000	...
1953	10,000	10,000	...
1954	10,000	10,000	...
1955	10,000	10,000	...
1956	10,000	10,000	...
1957	10,000	10,000	...
1958	10,000	10,000	...
1959	10,000	10,000	...
1960	10,000	10,000	...
1961	10,000	10,000	...
1962	10,000	10,000	...
1963	10,000	10,000	...
1964	10,000	10,000	...
1965	10,000	10,000	...
1966	10,000	10,000	...
1967	10,000	10,000	...
1968	10,000	10,000	...
1969	10,000	10,000	...
1970	10,000	10,000	...