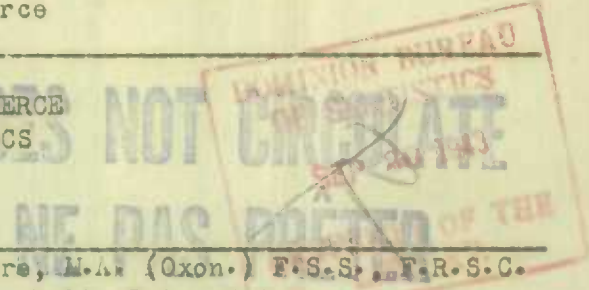


DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA



Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A.C. Steedman, B.A.
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, AUGUST, 1943

Sales of Canadian department stores in August, 1943, including the mail order business of department stores, were 6 per cent lower than in August, 1942, and were up 7 per cent from July of this year. Sales during the first eight months of the current year were 0.5 per cent higher than in the corresponding period a year ago. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 119.9 for August, 1943, 126.9 for August, 1942 and 112.5 for July, 1943.

The index with adjustments for differences in number of business days and for normal seasonal variations moved slightly upward from July, standing at 147.1 for the month under review as compared with 144.7 for the immediately preceding month. The adjusted index for the first eight months of this year averaged 147.7.

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

	<u>1942</u> <u>August</u>	<u>June</u>	<u>1943</u> <u>July</u>	<u>August</u>
Unadjusted indexes	126.9	136.8	112.5	119.9
Adjusted indexes	154.5	130.9	144.7	147.1

Dollar volume of sales in the Maritime Provinces was on a par in August this year with sales reported in August a year ago, but declines below August, 1942, occurred in all other regions of the country. Sales for the year-to-date were up 2 per cent in the Maritime Provinces as compared with the similar period a year ago. Regional comparisons for August, with average results for the first eight months in brackets, were as follows: Maritime Provinces, unchanged (+2 per cent); Quebec, -4 per cent (+1 per cent); Ontario, -10 per cent (-4 per cent); Prairie Provinces, -1 per cent (+5 per cent); and British Columbia, -7 per cent (+4 per cent).

Sales of 19 departmental firms which reported sales by departments were 8 per cent lower in August this year than last. Declines occurred in all commodity groupings with the exceptions of smallwares, stationery and miscellaneous departments. Sales of stationery and books were 11 per cent higher, with minor increases recorded for the other two departments. Men's clothing, women's apparel and the footwear department all reported declines of 5 per cent in sales below August of last year. A decline of 9 per cent in food sales may be attributed, at least partially, to the occurrence of only four Saturdays in August of this year and five Saturdays in the same month of 1942. Declines of 4 per cent in drug sales and of 12 per cent in sales of piece goods were recorded. Among the durable goods departments, home furnishings was the only classification to maintain sales close to last year's volume, a decline of only 5 per cent being recorded. Decreases for other household groups were as follows: hardware, 17 per cent; furniture, 25 per cent; radios and music, 27 per cent and household appliances, 34 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 5 per cent higher in August this year than last, while sales in the first eight months of this year averaged 15 per cent above the same eight months of 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1942 and August, 1943

(Based on dollar sales of 19 firms including mail order houses)

	August, 1942	August, 1943	% Change, 1943/1942
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,451,040	20,628,232	- 8.1
1. Women's dresses, coats and suits	2,481,406	2,274,976	- 8.3
2. Girls' and infants' wear	697,505	740,175	+ 6.1
3. Hosiery and gloves	776,388	765,844	- 1.4
4. Lingerie and corsets	930,082	840,182	- 9.7
5. Millinery	194,644	216,734	+11.3
6. Women's and children's apparel--(Total, 1-5) ..	5,080,025	4,837,911	- 4.8
7. Men's and boys' clothing and furnishings	2,141,628	2,026,382	- 5.4
8. Drugs and toilet articles and preparations	665,887	641,389	- 3.7
9. Piece goods	1,969,259	1,731,029	-12.1
10. Smallwares	737,096	738,686	+ 0.2
11. Food and kindred products	2,045,677	1,856,171	- 9.3
12. Furniture (including mattresses and springs) ..	1,852,282	1,385,962	-25.2
13. Home furnishings	1,683,019	1,606,149	- 4.6
14. Household appliances and electrical supplies ..	726,514	477,244	-34.3
15. Hardware and kitchen utensils	954,325	793,767	-16.8
16. Radios, musical instruments and supplies	313,419	229,169	-26.9
17. Shoes and other footwear	1,494,417	1,417,059	- 5.2
18. Stationery, books and magazines	306,820	339,657	+10.7
19. All other departments, total	2,480,672	2,547,657	+ 2.7



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Year	Value	Value	Value
1950	10,000	10,000	10,000
1951	10,000	10,000	10,000
1952	10,000	10,000	10,000
1953	10,000	10,000	10,000
1954	10,000	10,000	10,000
1955	10,000	10,000	10,000
1956	10,000	10,000	10,000
1957	10,000	10,000	10,000
1958	10,000	10,000	10,000
1959	10,000	10,000	10,000
1960	10,000	10,000	10,000
1961	10,000	10,000	10,000
1962	10,000	10,000	10,000
1963	10,000	10,000	10,000
1964	10,000	10,000	10,000
1965	10,000	10,000	10,000
1966	10,000	10,000	10,000
1967	10,000	10,000	10,000
1968	10,000	10,000	10,000
1969	10,000	10,000	10,000
1970	10,000	10,000	10,000