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Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
 Chief, Merchandising and Services Branch: A.C. Steedman, B.A.
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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JULY, 1944

The dollar volume of department store sales in Canada during July (including mail order business transacted by departmental firms) was 4 per cent higher than in July, 1943, but declined 22 per cent below June, 1944. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 116.8 for July, 1944, 150.3 for June, 1944 and 112.5 for July, 1943. Sales in the first seven months of 1944 were 8 per cent above sales in the same period of last year.

There was one more business day in July of last year than this. When allowance was made for this difference, and also for normal seasonal movements, the adjusted index stood at 156.9 for July, 1944. The increase over the adjusted index of 144.7 for July, 1943 amounted to 8 per cent, a gain which is on a par with the average increase in sales for the first seven months of the year.

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

	<u>1943</u>		<u>1944</u>	
	<u>July</u>	<u>May</u>	<u>June</u>	<u>July</u>
Unadjusted indexes	112.5	166.2	150.3	116.8
Adjusted indexes	144.7	160.0	143.2	156.9

Dollar sales of department stores in the Maritime Provinces were 1 per cent lower than in July, 1943. All other sections of the country reported increases, the largest being a 9 per cent gain in the Prairie Provinces. Ontario and British Columbia stores did 3 per cent more business in July this year compared with last, while Quebec sales were up 1 per cent.

Sales of 18 departmental firms which reported sales by departments were 3 per cent higher in July this year over the same month a year ago. Sales of women's apparel declined 3 per cent, men's clothing sales were approximately the same as in July last year, while footwear sales advanced 1 per cent. Furniture sales gained 24 per cent and hardware sales were up 12 per cent. Among other household departments, sales of home furnishings were 3 per cent higher, while declines of 4 and 28 per cent occurred in sales of household appliances, and radio and music. All other departments reported gains over July a year ago and these ranged from 5 per cent for food to 12 per cent for piece goods, although the increases were in all cases reduced from those recorded in the immediately preceding month of June.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 9 per cent higher in July, 1944 over July, 1943, and also averaged 9 per cent higher during the first seven months of this year compared with last.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
July, 1943 and July, 1944
(Based on dollar sales of 18 firms including mail order houses)

	July, 1943	July, 1944	% Change, 1944/1943
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	19,980,084	20,632,550	+ 3.3
1. Women's dresses, coats and suits	2,068,234	1,899,321	- 8.2
2. Girls' and infants' wear	622,075	652,264	+ 4.9
3. Hosiery and gloves	749,226	721,152	- 3.7
4. Lingerie and corsets	976,993	1,017,832	+ 4.2
5. Millinery	158,197	144,323	- 8.8
6. Women's and children's apparel--(Total, 1-5) ..	4,574,725	4,434,892	- 3.1
7. Men's and boys' clothing and furnishings	2,097,205	2,090,230	- 0.3
8. Drugs and toilet articles and preparations	697,328	746,381	+ 7.0
9. Piece goods	1,542,100	1,727,760	+12.0
10. Smallwares	704,414	746,175	+ 5.9
11. Food and kindred products	1,980,978	2,075,370	+ 4.8
12. Furniture (including mattresses and springs) ..	1,167,538	1,441,429	+23.5
13. Home furnishings	1,485,771	1,534,726	+ 3.3
14. Household appliances and electrical supplies ..	406,525	391,888	- 3.6
15. Hardware and kitchen utensils	821,314	923,364	+12.4
16. Radios, musical instruments and supplies	206,328	148,762	-27.9
17. Shoes and other footwear	1,458,081	1,476,098	+ 1.2
18. Stationery, books and magazines	287,506	312,909	+ 8.8
19. All other departments, total	2,550,271	2,582,566	+ 1.3