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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1945

June sales of department stores in Canada, including the mail order business of such firms, were 4 per cent higher than in May and were up 13 per cent compared with June, 1944. The 13 per cent increase over June last year is in contrast to a decline of 2 per cent recorded in the comparison between May of this year and last, a result which can be attributed, at least in part, to the closing of most firms on V-E Day and, in some instances, on the following day also. Unadjusted indexes (on the base, 1935-1939=100) stand at 169.3 for June, and 162.8 for May of this year and at 150.5 for June, 1944. Cumulative figures for the first six months of the year reveal an increase of 9 per cent over the corresponding period of 1944.

The adjusted index, in which account is taken for differences in number of business days and normal seasonal movements, stands at 160.8 for June compared with 157.3 for May and 171.7 for April.

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

	1944		1945	
	June	April	May	June
Unadjusted Indexes	150.5	164.8	162.8	169.3
Adjusted Indexes	143.4	171.7	157.3	160.8

All five economic areas of the country shared in the increase in department store sales in June of this year over last. Quebec came first with a gain of 21 per cent, followed by Ontario with 15 per cent; British Columbia, 11 per cent; Maritime Provinces, 9 per cent; and the Prairie Provinces, 7 per cent.

All departments for which separate figures are compiled also registered gains over June, 1944, ranging as high as 19 per cent for the furniture department and the shoe department. Increases for other important departments stood at 13 per cent for women's and children's wear, 11 per cent for men's and boys' clothing and furnishings, 9 per cent for the food department, 15 per cent for piece goods, 18 per cent for smallwares, 7 per cent for home furnishings and 18 per cent for hardware and kitchen utensils.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 23 per cent higher in June, 1945 compared with June, 1944 and averaged 12 per cent greater in the first six months of this year compared with last.



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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1944 and June, 1945

(Based on dollar sales of 17 firms including mail order houses)

	June, 1944	June, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS .....	26,865,419	30,455,406	+13.4
1. Women's dresses, coats and suits .....	3,068,997	3,629,380	+18.3
2. Girls' and infants' wear .....	944,036	1,088,098	+15.3
3. Hosiery and gloves .....	1,000,864	1,089,984	+ 8.9
4. Lingerie and corsets .....	1,326,870	1,339,086	+ 0.9
5. Millinery .....	283,981	332,714	+17.2
6. Women's and children's apparel - (Total, 1-5) ..	6,624,748	7,479,262	+12.9
7. Men's and boys' clothing and furnishings .....	3,039,712	3,377,589	+11.1
8. Drugs and toilet articles and preparations .....	818,668	923,238	+12.8
9. Piece goods .....	2,118,025	2,439,604	+15.2
10. Smallwares .....	882,112	1,038,390	+17.7
11. Food and kindred products .....	2,332,937	2,552,579	+ 9.4
12. Furniture (including mattresses and springs) ...	1,680,072	2,001,107	+19.1
13. Home furnishings .....	2,061,001	2,205,802	+ 7.0
14. Household appliances and electrical supplies ...	459,601	534,901	+16.4
15. Hardware and kitchen utensils .....	1,166,689	1,381,930	+18.4
16. Radios, musical instruments and supplies .....	190,263	191,308	+ 0.5
17. Shoes and other footwear .....	2,136,621	2,534,409	+18.6
18. Stationery, books and magazines .....	360,621	415,409	+15.2
19. All other departments, total .....	2,994,349	3,379,878	+12.9