> CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

# Vol. 11 <br> <br> MONTHLY INDEXES OF RETAIL SALES 

 <br> <br> MONTHLY INDEXES OF RETAIL SALES}

IN<br>CANADA<br>FEBRUARY 1941

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## IONTHLY INDEXPS OF ROTAIE SALES, FEBRUARY, 1941

$(1935-1939=100)$
General Summary
Retail sales in Fobruary wore held at the January volume and excoodod by 12 per cont the amount of business transacted in hemay a year ago. The increase over Fobruary last year was about on a par with the gain recorded in the January comparison, cumulative fisures for the firsi two months of the current year exceoding by 13 per cent the dollar volume for the corresponding poriod of 1940. The composite indox for twelve lines of business for which date are available stands at 101.3 for February, 1941, 102.3 for January, 1941 and at 90.4 for February a yoar ago. The number of businoss days in February is normally less than in any other month of the year. On adjusting for differences in number of business days and also for normal seasonal variations, the seasonally adjusted index stands at 130.2 for February, compared with 124.5 for January and 130.9 for Decembar, 1940.

Increases ovor February last your were general for all trades and for all sections of the country. Shoe store salas were 22 per cent above February, 1940, mon's clothing store sales gained by a similar margin, womon's clothing stores and radio and oloctrical stores wore up 17 por cont and furniture and hardwere stores 16 por cent. Sales of condy chains ranged 33 por cent highor than list yoar and variety store cheins warc up 20 per cont. Increasos for other linus of bueiness includod in the survey woro 12 per cont for rostrurants and for drug stores, 11 por cent for departmont storos and 8 por cent for grocery and ment stores. The lioritime Provincus continue to lond in point of viow of incroased businoss oxcopt in the case of grocery and moat stores whero gains in Ontario and British Columbic woro slightly highor.

## Rosults for Individuri Trados

Salos of boot and shoo storos minod 22 por cont in Fobruasy this yorr ovor lest and worol? por cont lowor then in Januery. In tho iinritimo Frovincos, salos advencod 33 por cont, while Onterio and Quoboc rocordod increas3s of 25 end 24 per cent. Improvemont of 17 por cont wes sho:m for tho Prairio Provinces end British Columbie. salos woro up 8 por cont. Tho index adjustod for difforoncos in numbor of business deys and for normel sonsomal verirtions ravod sharply upverd from 114.2 in Janu:ry to 134.2 in tho latost month.

Tho incrorso in candy store salos, which anountod to 33 por cont over Fobruary, 1940, wes groator then for any othor trada. The extent of Valentine's Dey businoss is rofloctod in a 50 por cont incroaso ovor Jenuary of this yoar. Tho soasonally c.djustod indox jumpod fron 117.2 in January to 139.9 in Fobrunry.

Mon's clothing storo salos gainod 22 por cent over Fobrunry, 1940, but purchasos woro 10 por cont lowor than in January. Increesos in verious rogions of the country woro as follows: 32 per cont in tho Maritimo Provinces, 25 por cont in Onterio, 20 por cont in tho Prario Provinces, 25 por cont in Quoboc end 14 por cont in British Columbia. Tho seasonally adjustod indox advancod from 121.4 in January to 139,3 in Fobruary.

Solos of womon's clothing storus woro grantor by 17 por cont in Fobruary, 1941 than in tho samo month of 1940 , but wero down 10 por cont from January. Salos wore up 32 por cont in tho Meritimo Provincos, 19 por cont in quoboc, 18 por cont in Ontario, 13 por cont in British Columbia and 5 por cent in tho Prairio Provincos. The adjustid indox advencod from 121.3 in Jnumery to 136.3 in Fobruary.

Conedien dupartnont storos roportod seios volumo 11 por cont groatur than in Fobrucry a yoer ago, end 2 por cont nbovo Jonuary, 1941. Incroasos in verious soctions of tho country rengod from 18 por cont in tho likritimo Provincos to 9 por cont in tho Proirio Provinces. British Columbic. selos incrocsod 16 por cont; Ontario, 11 par cent end Quoboc, 10 por cont. Tho soesonelly c.djustod index stood at 125.4 in Fobrungy, slightly highor then tho 123.3 rocordod in Jnnuery of this yocr.

Soles of those dopertment stores which roported solos by doprrtmonts evoragod 12 por cont highor in Fobruery this yoar ovor last. Incrorsos woro reportod for c.11 dopertmonts, but furnituro continued to show largor incrosses then othor dopertmonts, with improvoment of 29 por cont ovor Fobrucry, 1940. Othor dopartmonts showing noticoablo imprevoment woro housohold appliencos with ogein of 17 por cont and hardwere with en advenco of 14 por cont. Scilos of men's end vomen's clothing woro both up 10 por cont.

An incronso of 12 por cont in drug store selos wes rocordod in Fobrunry, 1941 ovor Fobrunry, 1940, whilo tho adjustod indox movod slightly upkerd from 124.1 in Jinuery to 124.6 in Fobrusry. Rogional rosults rovoslod incrocsos of 17 por cont in tho Licritimo Provincos, 15 por cont in Ontario, 11 por cont in British Columbia, 10 por cont in tho Preirio Provinces and 6 por cont in Queboc.

Soles of furnituro storos increasod 16 por cont ovor Fobrunry of last yonr whilo tho ndiustod indox roso from 124.6 in January to 133.5 in tho month undor roviov:

Grocary and moat storo salos in Fobruncy this yonr oxcooded by 8 per cont s.llos in tho seme month s. yoar ago. The secsomally adjusted indox was $127 \cdot 3$ for Fobrucry, 1941, comparod vith 122.0 in January. British Columbis lod othor rogions in this group with a grin of 11 par cont, closely followod by Ontario and tho winritimo Provincos whore geins of 10 por cont voro rocordod. Quobec selos wero up 6 per cont and the Praric Provincos roported a 4 per cent advanco.

Herdware storo selos avoregod 16 por cont highor then in Fobruery, 1940, whilo doclining 7 por cont belov: Jonuery. The adjustod index movod upurd from 134.3 in Jenuary to 140.7 in Fobruery.

Silos of radio and oloctricel storos woro up 17 por cent over Fobruery, 1940, but decronsod 6 per cont bolow Jenuery. The secsonelly adjustod indox was 146.3 for Februngy comperod with 143.1 in Jnnunry. Rostaurnnt rocoipts woro 12 por cont highor thon in Fobrucry :- yocr ego end dociinod 5 por cont bolow Jnnurry.
h grin of 20 por cont in varioty storo selos for Conede es n thole rosultod from tho following incronses in various rogions of tho country: 34 por cent in tho Naritimo Provinces, 21 por cont in Quobec, 20 por cont in Cnt-rio, 13 por cont in tho Preirio Provinces and 9 por cont in British Columbis. Solos for this trado were 7 per cont higher in Februery than in Jenuary of tho current yorr. The r.djustod indox movod uptred from 151.4 in Januery to 153.6 in Februncy.

The summary of boot and shoo store salos and jowellory storo solos, which epporrs bsio., givos results for both Jenurry and Fobruary, cmparisons for Jnnun.ry hrvins beon omittod from tho bullotin for that month. Joviollory store silos 8.voragod 30 por cent highor in Fobrucry this yoer. Ontario, ith 5 gein of 40 por cont, and British Columbia, with improveront of 35 par cont, lod all othor rogions. Quoboc selos gainod 24 por cont; the Mirritimo Provinces, 13 por cent and tho Prairlo Provincos, 10 por cont.

Comprrison of Rotril Silas of Boot cnd Shoo Storos snd Jowollury Storos Jonury and Fobruary, 1940 and 1941


Comparison of Retail Sales in Canada, for 1940 and 1241 by Kinds of Business

| Kind of Business | $\begin{array}{r} \text { February, } 1941 \\ + \text { or por cent compared with } \\ \hline \end{array}$ |  |  | Cumulative <br> Indoxes |
| :---: | :---: | :---: | :---: | :---: |
|  | Fobruary $1230$ | $\begin{gathered} \text { February } \\ 1940 \\ \hline \end{gathered}$ | $\begin{aligned} & \text { January } \\ & 1941 \\ & \hline \end{aligned}$ | $\frac{\text { Jan. Fob. }}{\text { Jan. Feb. }} \frac{1941}{1240}$ |
| General Index . | - 7.0 | + 12.1 | - 1.0 | + 12.9 |
| Boots and Shoos | - 31.6 | + 22.1 | - 16.5 | $+17.2$ |
| Candy . . . . . . . | - 25.1 | + 32.8 | $+50.1$ | $+26.9$ |
| Sien's Clothing | - 1.3 | $+21.6$ | - 10.3 | +18.8 |
| Women's Clothing | -216 | + 16.6 | - 10.0 | $+17.7$ |
| Departmental | - 13.1 | $+11.3$ | + 1.5 | + 109 |
| Drugs | $+1.0$ | + 12.1 | - 4.7 | $+13.7$ |
| Furniture | $-5.8$ | $+25.6$ | $+25.4$ | + 14.3 |
| Graceries and Meats | + 0.9 | + 8.2 | - 0.9 | $+10.6$ |
| Hardware ................ | - 9.3 | $+15.5$ | - 6.6 | $+14.1$ |
| Radio and Iloctrical ... | - 21.6 | + 17.2 | - 5.6 | +22.3 |
| Restaurant .............. | - 32.0 | + 12.2 | - 5.4 | $+13.7$ |
| Variety ...... | $+65.9$ | $+19.6$ | $+7.0$ | $+19.8$ |

$\therefore$ Unadjusted. B. Ladusted for Number of Business Days and Seasonal Veriations.

| Year and Ionth | General Index |  | Boots |  | Candy $(h)$ |  |  | (c) | $\mathrm{Clot}$ | $a^{1} s$ | Drugs |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Ind | . |  | B | - | - B |  | B | - | 8. | 4 | B | - - | B |
| Fobruary, 1929 | 115.3 | 143.9 | 108.1 | 166.8 | 170.8 | 201. 1 | 145.1 | 249.5 | 97.3 | 152.5 | 106.8 | 135.2 | 114.8 | 123.6 |
| February, 1930 | 108.9 | 134.7 | 97.6 | 150.6 | 172.4 | 203.0 | 83.4 | 143.4 | 101.2 | 158.7 | 108.6 | 137.5 | 111.2 | 119.7 |
| February, 1931 | 97.2 | 120.0 | 79.5 | 126.4 | 127.6 | 150.3 | 67.3 | 115.7 | 81.0 | 127.0 | 99.4 | 125.8 | 102.8 | 110.6 |
| Fobicuary, 1932 | 83.2 | 99.8 | 65.0 | 104.7 | 108.8 | 124.5 | 54.7 | 91.8 | 71.2 | 108.9 | 81.3 | 99.2 | 99.6 | 104.2 |
| February, 1933 | 65.7 | 81.2 | 52.2 | 92.7 | 88.4 | 104.1 | 35.5 | 67.9 | 59.6 | 93.4 | 64.8 | 82.0 | 80.5 | 86.6 |
| Tebruary, 1934 | 71.0 | 88.4 | 49.9 | 93.2 | 83.8 | 104.6 | 52.8 | 90.8 | 59.2 | 92.8 | 71.9 | 91.0 | 81.5 | 87.7 |
| February, 1935 | 73.0 | 92.5 | 48.5 | 93.9 | 95.5 | 103.5 | 56.2 | 96.6 | 62.5 | 98.0 | 71.2 | 94.7 | 86.3 | 92.9 |
| Feoruary, 1936 | 78.7 | 93.8 | 55.1 | 99.2 | 105.8 | 105.4 | 58.5 | 97.2 | 57.7 | 95.9 | 75.6 | $95 \cdot 3$ | 83.8 | 92.9 |
| February, 1937 | 80.1 | 102.5 | 57.8 | 114.0 | 94.9 | 102.8 | 62.7 | 106.1 | 60.1 | 103.3 | 76.7 | 102.0 | 94.7 | 105.1 |
| February, 1938 | 80.9 | $103 \cdot 3$ | 52.6 | 103.7 | 92.9 | 100.7 | 60.7 | 102.7 | 61.2 | 105.2 | 75.4 | 100.2 | 90.7 | 100.6 |
| February, 1939 | 77.9 | 99.2 | 46.7 | 93.8 | 85.8 | 93.0 | 56.7 | 96.0 | 56.4 | 97.0 | 71.0 | 94.4 | 95.0 | 105.4 |
| February, 1940 | $90 .{ }_{5}$ | 111.5 | 54.7 | 106.4 | 97.2 | 101.9 | 67.7 | 110.9 | 68.0 | 113.1 | 84.8 | 108.2 | 100.2 | 107.3 |
| February, 1941 | 101.3 | 130.2 | 66.8 | 134.2 | 129.1 | 139.9 | 82.3 | $139 \cdot 3$ | 79.3 | 136.3 | 94.4 | 125.4 | 112.3 | 124.6 |
| $1240$ | 105.9 | 112.3 | 83.6 | 100.3 | 158.5 | 115.6 | 90.5 | 105.6 | 102.7 | 106.0 | 95.4 | 105.8 | 109.4 | 110.0 |
| hpril | 110.1 | 110.0 | 106.9 | 101.5 | 80.0 | 98.7 | 101.5 | 102.6 | 129.4 | 111.8 | 105.2 | 106.2 | 103.9 | 108.3 |
| liay. | 119.9 | 113.7 | 117.8 | 100.9 | 108.3 | 108.4 | 107.8 | 109.9 | 118.1 | 112.4 | 111.9 | 108.1 | 107.t | 109.5 |
| June | 121. ${ }^{\text {i }}$ | 116.6 | 14.4 .3 | 103.1 | 85.7 | 110.9 | 118.5 | 109.6 | 116.5 | 102.0 | 108.7 | 106.5 | 105.2 | 110.3 |
| Juiy | 103.2 | 11\%. 5 | 101.3 | 106.6 | $8 \div 5$ | 101.0 | 9.4 .9 | 116.1 | 96.0 | 114.7 | 88.0 | 114.6 | 108.0 | 111.2 |
| bugust | 113.2 | 119.8 | 97.8 | 122.7 | 106.6 | 110.8 | 97.4 | 122. ${ }^{4}$ | 96.0 | 125.8 | 99.8 | 116.6 | 115.5 | 112.8 |
| Soptember | 113.9 | 116.5 | 113.2 | 98.0 | 96.8 | 109.6 | 107.3 | 112.1 | 11.r.0 | 125.3 | 11:. 1 | 116.7 | 112.3 | 11 r. 3 |
| Gctober | 131.9 | 120.1 | 113.7 | 104. 4 | 109.5 | 114.0 | 145.5 | 115.9 | 148.6 | 120.3 | 141.1 | 120.9 | $124 \cdot 1$ | 119.5 |
| 2iovember | 135.7 | 123.0 | 128.6 | 130.4 | 105.1 | 120.5 | 160.3 | 120.1 | 146.8 | 124.9 | 150.9 | 123.5 | 116.9 | 115.5 |
| December | $17{ }_{\text {c }} \cdot 1$ | 130.9(f) | 14.6 .8 | 107.0(f) | 226.5 | 124.0 | 199.7 | 125.6(f) | 193.6 | 133.0(f) | 210.2 | 132.2 | 161.9 | 131.6(t) |
| $+1 .$ |  | 12.6. 5 | 30.0 | 11:. 2 | 86.0 | 117.2(f) | 91.8 | 121. \% | 88.1 | 121.3 | 93.0 | 123.3(f) | 117.9 | 124.1 |
| Februsry | 101.3 | 130.2 | 66.8 | 136.2 | 129.1 | 139.9 | 82.3 | 139.3 | $79 \cdot 3$ | 136.3 | 94.4 | 125.4 | 112.3 | 124.6 |

(c) Includes men's furnishings.
(f) Final figures.
(h) Candy Indexes are based largely upon returns from retail candy chains.
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

| Year and lionth | Furniture |  | Groceries and heats |  | Radio and Electrical. |  |  |  | Restaurants |  | Varioty |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  | 250.8 | 164.0 | 185.7 | 54.2 | 78.1 |
| February, 1929 | 148.6 | 173.7 | 116.5 | 126.8 | 95.0 | 148.4 732.3 | 205.4 138.8 | 250.8 169.5 | 164.0 | 173.3 | 62.5 | 90.0 |
| February, 1930 | 110.6 | 129.3 | 115.8 | 126.1 | 84.7 | 132.3 | 138.8 | 169.5 162.4 | 123.4 | 139.7 | 62.4 | 89.9 |
| February, 1931 | 99.3 | 116.1 | 105.5 | 114.9 | 73.7 | 116.9 | 133.0 | 105.4 | 101.9 | 111.4 | 61.1 | 85.5 |
| February, 1932 | 76.7 | 37.4 | 93.2 | 99.4 | 64.0 | 98.9 | 52.7 | 64.4 | 78.5 | 88.9 | 54.2 | 78.1 |
| Fobruary, 1933 | 50.4 | 61.6 | 70.6 | 83.4 | 38.0 | 64.1 | 52.7 64.0 | 78.2 | 80.2 | 90.8 | 53.8 | 77.5 |
| February, 1934 | 60.8 | 77.9 | 82.1 | 89.4 | 43.7 | 77.4 | 64.0 | 90.7 | 83.3 | 94.3 | 56.8 | 84.1 |
| February, 1935 | 69.6 | 89.2 | 84.0 | 91.5 | 45.9 47.1 | 84.1 85.8 | 7.2 72.2 | 93.2 | 93.1 | $100 \cdot 7$ | 62.1 | 83.9 |
| February, 1936. | 73.8 | 89.0 | 94.3 | 93.3 | 47.1 | 98.5 | $8{ }^{8 .} 2$ | 113.2 | 96.3 | 109.0 | 65.8 | 97.4 |
| February, 1937 | 85.3 | 109.3 | 91.8 | 99.9 105.4 | 58.7 | 107.5 | 75.2 | 101.1 | 92.7 | 105.0 | 70.6 | 104.5 |
| February, 1938 | 79.2 | 101.5 | 96.8 | 105.4 103.9 | 58.7 56.0 | 107.5 102.6 | 71.0 | 95.5 | 82.1 | 93.0 | 69.7 | 103.2 |
| February, 1939 | 75.1 | 76.3 171.3 | 95.4 108.0 | 103.9 113.8 | 66.5 | 116.9 | 92.8 | 119.8 | 92.8 | 101.4 | 86.7 | 124.2 |
| February, $19 \% 0$ | 90.1 | 111.3 133.5 | 108.0 116.9 | 113.8 127.3 | 76.8 | 140.7 | 108.8 | 146.3 | 104.1 | 117.8 | 103.7 | 153.6 |
| February, 1941 | 104.2 | 133.5 | 116.9 | $127 \cdot 3$ | 76.8 | 140.7 |  |  |  |  |  |  |
| 1240 |  | 112.2 | 124.5 | 119.6 | 79.1 | $115 \cdot 3$ | 97.2 | 122.4 | 100.8 | 102.0 | 108.6 | 125.8 |
| April | 93.0 117.4 | 112.2 104.7 | 116.2 | 119.6 116.2 | 110.2 | 103.9 | 119.1 | 125.6 | 99.0 | 99.4 | 104.2 | 120.6 |
| April Lay. | 1176.6 | 127.0 | 123.9 | 120.8 | 148.3 | 110.2 | 150.4 | 129.4 | 103.6 | 101.4 | 124.8 | 125.2 |
| liay | 123.0 | 125.7 | 131.8 | 127.8 | 139.6 | 119.7 | 146.2 | 163.9 | 99.8 | 100.6 | 132.7 | 125.3 |
| July | 100.6 | 129.3 | 111.1 | 114.7 | 121.1 | 108.0 | 106.1 | 133.4 | 106.0 | 101.0 | 125.8 | 126.7 |
| hugust | 125.2 | 118.3 | 124.2 | 122.6 | 126.2 | 115.7 | 108.6 | 133.2 | 113.5 | 103.8 | 135.0 | 134.6 |
| Septornber | 124.0 | 111.8 | 108.9 | 116.2 | 130.2 | $115 \cdot 3$ | 133.9 | 119.6 | 111.0 | 108.7 | $125 \cdot 5$ | 137.9 |
| Cctober | 135.2 | 113.4 | 120.8 | 120.8 | 141.6 | 120.8 | 148.2 | 115.4 | 112.5 | 110.4 | 146.9 | 141.7 |
| ivovember | 122.9 | 112.1 | 126.1 | 119.0 | 126.0 | 123.6 | 146.2 | 114.7 | 109.2 | 113.9 | 153.8 276.2 | 146.0 |
| Decrmber | 165.8 | 145.3(f) | 135.5 | 120.1(f) | 146.2 | 136.0 (f) | 224.4 | $165.9(1)$ | 11.8 | . 1 (1) |  |  |
| 1941 |  |  |  |  |  |  |  |  | 110.0 | 115.7 | 96.9 | 151.4(1) |
| January | 83.1 | 124.6 133.5 | 118.0 116.9 | 122.0 127.3 | 82.2 76.8 | 134.3 140.7 | 108.8 | 146.3 | 104.1 | 117.8 | $103 \cdot 7$ | 153.6 |
| Pebruary | 104.2 | $133 \cdot 5$ | 116.9 | 127.3 | 76.8 |  |  |  |  |  |  |  |

(f) Final figures.


UTADUSTAD INDNOS OF RBATL SAIES BX PROVACSS (Avarace for 1935-1939 =100)

| Yoar and lionth | CAIVADA | Writime | Quebec | Ontario | Prairie Province | Britis Colum |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Men's Clothin; Stores(c) |  |  |  |  |  |
| Fobruary, 1936. | 53.5 | 59.1 | 57.1 | - 61.2 | 51.6 | 57.7 |
| Fobruary, 1937. | 62.7 | 61.3 | 60.1 | 66.8 | 54.8 | 60.9 |
| Fobruary, 1938. | 60.7 | 66.8 | 60.1 | 62.1 | 53.3 | 60.4 |
| February, 1939. | 56.7 | 57.5 | 54.2 | 59.2 | 49.8 | 60.2 |
| February, 1940. | 67.7 | 81.3 | 65.7 | 68.3 | 61.0 | 68.3 |
| Fobruary, 1941. | 82.3 | 106.9 | 75.3 | 85.5 | 73.4 | $77 \cdot 7$ |
| $\underline{-19}$ Septeraber | 107.3 | 130. |  | 106 |  |  |
| October. | 145.5 | 165.2 | 134. | 106. | 109.9 | 106.7 |
| November | 160.3 | 182.9 | 150.3 | $145 \cdot 3$ | 166.0 | 130.2 |
| December | 199.7(f) | 250.8 | 271.9 | 212.0 | 178.8 | 137.3 |
| 1941 |  |  |  |  |  |  |
| January | 31.8 | 120.4 | 79.8 | 96.7 | 79.5 | 94.2 |
| Fobruary | 82.3 | 106.9 | 75.3 | 85.5 | 73.4 | 77.7 |
| If Change, |  |  |  |  |  | 17.7 |
| $\frac{\text { February, }}{\text { Fobruary, }}$ - 1941 | $+21.6$ | $+315$ | $+146$ | +25 2 | $+20 \cdot 3$ | $+13.8$ |
| \% Change, |  |  |  |  |  |  |
| Jan:-Fob 1941 | $+18.8$ | $+33.0$ | +10.5 | +21.5 | +16. 5 | +15.6 |


| February, 1936 | 57.7 | 56 | 61.7 | 57.3 | 55.0 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| February, 1937 | 60.1 | 55.4 | 63.5 | 59.3 | 59.4 | 57.2 |
| February, 1938 | 61.2 | 58.4 | 64.9 | 60.5 | 59.2 | 59.0 |
| February, 1939. | 56.4 | 52.2 | 57.8 | 56.2 | 53.6 | 60.1 |
| Februarys 1940 .. | 63.0 | 70.0 | 66.6 | 67.9 | 68.5 | 70.9 |
| February, 1941 .. | 79.3 | 92.1 | 79.4 | 80.2 | 71.8 | 79.8 |
| $\frac{1240}{\text { September }}$. |  |  |  |  |  |  |
| October. | 144.6 | 130.1 172.6 | 103.1 | 119.1 | 106.3 | 123.3 |
| November | 146.8 | 178.3 | 127.9 | 147.4 151.5 | 160.8 | 140.8 |
| December | 193.6(f) | 227.6 | 182.7 | 205.1 | 178.0 | 173.7 |
| $\frac{1941}{51}$ |  |  |  |  |  |  |
| January ${ }_{\text {February }}$ | 88.1 | 111.0 | 75.4 | 94.6 | 30.6 | 91.9 |
| Fobruary ....... | 79.3 | 92.1 | 79.4 | 80.2 | 71.8 | 79.8 |
| $\text { February, } \frac{1941}{\text { February }} 1940$ | + 2.6 .6 | +32.6 | +19.2 | +18.1 | + 4.8 | +12.6 |
| \% Change, |  |  |  |  |  |  |
| Jan. - Feb e 1941 | +17.7 | +28.5 | +13.1 | +19.6 | + 8.0 | +15.8 |


| February, 1936 <br> February, 1937 <br> February, 1938 <br> February, 1939 <br> February, 1940 <br> Fobruary, 1941 <br> 1240 <br> Soptember <br> October <br> November <br> December <br> .224 <br> Jenuary <br> February <br> \% Change, <br> February, 1941 <br> February, 1940 <br> \% Change, <br> Jane-FB. 1241 <br> Jan. - Feb. 1940 | $\begin{array}{r} 94.3 \\ 91.8 \\ 96.8 \\ 95.4 \\ 108.0 \\ 116.9 \\ 108.9 \\ 120.8 \\ 126.1 \\ 135.5(1) \\ 118.0 \\ 116.9 \\ +8.2 \\ +10.6 \end{array}$ | (E) | 100.4 | 93.2 | 85.7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | (g) | 92.9 | 92.7 | 83.7 | 91.3 |
|  |  | ( g ) | 98.9 | 98.2 | 87.1 | 97.3 |
|  |  | 92.8 | 103.3 | 98.5 | 77.5 | 87.3 |
|  |  | 106.6 | 110.7 | 109.6 | 99.7 | 105.0 |
|  |  | 117.1 | 117.4 | 120.7 | 104.0 | 116.2 |
|  |  |  | 117.4 | 120.7 | 104.0 | 116.2 |
|  |  | 118.4 | 102.0 | 106.5 | 124.6 |  |
|  |  | 122.2 | 114.8 | 121.6 | 130.4 | 121.4 |
|  |  | 127.5 | 118.8 | 130.2 | 129.1 | 124.2 |
|  |  | 136.3 | 130.6 | 141.6 | 128.6 | 130.9 |
|  |  |  |  |  |  |  |
|  |  | 116.4 | 116.5 | 124.1 | 104.4 |  |
|  |  | 117.1 | 117.4 | 120.7 | 104.0 | 116.2 |
|  |  |  |  |  |  |  |
|  |  | $+9.8$ | $+6.1$ | +10.1 | $+4.3$ | +10.7 |
|  |  |  |  |  |  |  |
|  |  | +11.0 |  |  |  |  |
|  |  | $+11.0$ | $+7 \cdot 7$ | +12.8 | $+7.9$ | +13.6 |

[^0]




[^1]
##  <br> FIBRU'RY, 1240 and FHBRUARY, 1241 <br> (Based on sales of 19 firms)



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[^0]:    (c) Includes men's furnishings.
    (f) Final ficuros.
    (5) Not available.

[^1]:    (f) Final figuros

