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Monthly Indexes of Retail Sales in Canada, July, 1945
(1935-1939 = 100)

The high level of retail trading recorded in June was continued in July according to indexes of sales computed from returns received from a sample number of firms representing 14 different retail trades. July sales, while receding seasonally from the June figure, stood 10 per cent higher than the dollar volume of business transacted in July a year ago. This is identical with the corresponding increase recorded in June of this year compared with last while sales for the first seven months of 1945 averaged 8 per cent higher than in the corresponding seven-month period of 1944. The general retail sales index for July, unadjusted for differences in the numbers of business days or for normal seasonal changes, (on the base, 1935-1939=100) stood at 170.7 for July, at 196.6 for June and at 155.1 for July a year ago.

Various factors may be quoted as contributing to the high level of retail trading but just what contribution each factor has made to the general result it is impossible to gauge. The return of service personnel from overseas and their re-establishment in civilian life, population shifts from some war production and military centres to other areas, continued improvement in the supply situation together with the continued high level of purchasing power may all be quoted as stimulants to retail purchasing.

The spread in retail sales between July of this year and last conformed closely with the corresponding results for June in the case of the general merchandise and food groups of stores. On the other hand, the July spread over last year was somewhat smaller than the June figure for the clothing group and, reflecting the continued improvement in the supply situation of durable merchandise, it exceeded the June figure for stores specializing in household effects.

Country general store sales in July were practically unchanged from June and stood 7 per cent higher than in July a year ago while sales for the first seven months of the year were 6 per cent above the corresponding period of 1944. July sales of department stores receded 21 per cent below June but averaged 14 per cent above July, 1944 with sales for the year to date standing 10 per cent above the corresponding period of last year. Variety stores continue to report gains over 1944 with July sales recording an advance of 9 per cent compared with a similar gain in June and an increase of 8 per cent for the year to date.

July sales of food stores averaged 9 per cent higher than in July a year ago, a result conforming closely with the 8 per cent gain recorded in the June comparison and the 7 per cent increase recorded for the first seven months of the current year compared with the corresponding period a year ago. Restaurants transacted 6 per cent more business in July of this year than last compared with a similar percentage increase in June and a gain of 3 per cent for the year to date.

Gains in July of this year over last were smaller for all branches of the clothing trade than the corresponding June increases. Family clothing store sales were 14 per cent higher than in July a year ago, gains for men's and for women's specialty shops were similar at 7 per cent while shoe store sales were up 15 per cent.

Drug store sales averaged 6 per cent higher in July of this year than last, results for all regions of the country excepting British Columbia conforming closely with this average. Here a marked gain of 16 per cent was recorded, a result conforming with the major increases which occurred in most branches of retail trading in that province.

Improvement in the supply position and the heavy demand for household effects are reflected in July sales for stores specializing in consumers' durable goods. July sales of furniture stores were 18 per cent above July a year ago with sales for the first seven months of the year standing 13 per cent above the corresponding period of 1944. The July increase for hardware stores was 19 per cent while that for radio and electrical stores was 18 per cent. Cumulative results for the first seven months of this year compared with last show gains of 14 and 4 per cent respectively for these two types of business.

Jewellery stores continue to record major increases in dollar turnover with July sales this year ranging 24 per cent above those of July, 1944 and cumulative figures for the first seven months of the year up 15 per cent over the corresponding period a year ago.

The usual monthly survey of chain candy firms shows July sales for this trade 3 per cent higher than last year. Sales for the year to date are up by a similar percentage.

Maritime Provinces

Retail sales in this region averaged 8 per cent higher in July of this year than last with all trades for which figures are available contributing to the increase. Three trades reported increases of more than 15 per cent compared with July, 1944. Hardware stores and women's clothing stores reported increases of 18 per cent while family clothing stores reported a 20 per cent gain. The average overall gain in the Maritime Provinces for the first seven months of this year compared with last amounted to 7 per cent.

Quebec

Quebec sales in July ranged 9 per cent above the corresponding period of 1944 with sales for the first seven months of the current year averaging 8 per cent above the corresponding period of last year. A marked increase of 20 per cent over July, 1944 was recorded for department stores. Other major gains included increases of 16 per cent for furniture and radio and electrical stores, 22 per cent for hardware and 31 per cent for jewellery stores.

Ontario

Retail sales in Ontario averaged 11 per cent higher in July of this year than last with results for the first seven months of the year showing an average increase of 8 per cent. Restaurant receipts were practically unchanged in July of this year compared with last while all other trades recorded substantial increases, ranging as high as 29 per cent for jewellery stores. Other important gains included a 24 per cent increase for hardware stores, 22 per cent for furniture, 18 per cent for shoe stores, 16 per cent for family clothing stores, and 15 per cent for department stores.

Prairie Provinces

The July increase in sales in this region was similar to that for the Maritime Provinces, standing at 8 per cent. Apart from a marked gain for the radio and electrical trade, the increases recorded for other trades in this region were generally lower than those reported elsewhere. Cumulative totals for the first seven months of the year reveal an average increase of 6 per cent.

British Columbia

A marked increase of 13 per cent in this province forms an outstanding feature of the comparison of retail sales between July of this year and last. Seven of the 14 kinds of business for which figures are compiled reported increases of 15 per cent or more compared with July a year ago. These increases were as follows: 15 per cent for department stores, 16 per cent for drug stores, 17 per cent for hardware stores, 19 per cent for shoe, furniture and radio and electrical stores, and 22 per cent for jewellery stores. British Columbia sales for the first seven months of the year averaged 9 per cent higher than in the corresponding period of 1944.

Departmental Analysis of Department Store Sales

Total sales of 17 firms which reported separate figures for selected departments were 14 per cent greater in July this year compared with July a year ago. The improved supply situation in some lines is reflected in 20 per cent increases which occurred in sales of hardware, radio and music and shoe departments. Although women's apparel as a whole recorded a gain which was similar to the average increase for all departments, there were notable increases among the component items, particularly dresses, coats, suits and millinery. Sales of household appliances increased by 9 per cent over July of last year and sales of drug departments registered a 10 per cent gain. Results for other departments revealed increases which were within narrow limits of the average gain for all departments.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business
 (Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in July, 1945			Sales in Jan.-July, 1945	
	Compared With Sales In			Compared With Sales In	
	July, 1941	July, 1944	June, 1945	Jan.-July, 1941	Jan.-July, 1944
	%	%	%	%	%
GENERAL INDEX	+37.1	+10.1	-13.2	+42.4	+ 7.6
General Merchandise Group:					
Country General Stores	+44.6	+ 6.7	- 0.8	+51.8	+ 5.7
Department Stores	+30.1	+13.9	-21.3	+37.5	+ 9.6
Variety Stores	+29.3	+ 8.7	- 7.3	+37.5	+ 8.2
Food Group:					
Food Stores	+34.3	+ 8.5	-15.3	+41.0	+ 6.6
Restaurants	+57.2	+ 6.0	+ 4.2	+66.2	+ 2.9
Clothing Group:					
Family Clothing Stores	+53.0	+13.8	-17.1	+51.7	+10.8
Men's Clothing Stores	+36.8	+ 7.1	-28.1	+41.1	+ 6.2
Women's Clothing Stores	+48.6	+ 7.0	-24.1	+56.6	+ 9.3
Shoe Stores	+63.4	+15.3	-27.6	+56.2	+12.4
Household and Personal Effects Group:					
Drug Stores	+39.9	+ 6.2	- 3.3	+46.6	+ 6.3
Furniture Stores	+19.8	+18.4	-13.8	+11.4	+12.8
Hardware Stores	+37.3	+19.1	- 3.9	+40.9	+14.2
Jewellery Stores (b)	+64.2	+23.8	- 5.4	+69.2	+14.7
Radio and Electrical Stores	-22.7	+17.6	- 6.8	-18.9	+ 3.8

(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1944 and July, 1945

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

	July, 1944	July, 1945	% Change, 1945/1944
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	20,652,934	23,610,880	+14.3
1. Women's dresses, coats and suits	1,922,029	2,382,708	+24.0
2. Girls' and infants' wear	658,722	741,586	+12.6
3. Hosiery and gloves	722,065	785,518	+ 8.8
4. Lingerie and corsets	1,025,287	1,016,482	- 0.9
5. Millinery	143,527	172,147	+19.9
6. Women's and children's apparel - (Total, 1-5)	4,471,630	5,098,441	+14.0
7. Men's and boys' clothing and furnishings	2,091,622	2,348,664	+12.3
8. Drugs and toilet articles and preparations ...	740,969	817,641	+10.3
9. Piece goods	1,741,121	1,990,481	+14.3
10. Smallwares	744,796	841,784	+13.0
11. Food and kindred products	2,045,681	2,296,599	+12.3
12. Furniture (including mattresses and springs)..	1,422,922	1,603,089	+12.7
13. Home furnishings	1,546,828	1,765,786	+14.2
14. Household appliances and electrical supplies .	393,255	429,123	+ 9.1
15. Hardware and kitchen utensils	921,884	1,101,234	+19.5
16. Radios, musical instruments and supplies	148,763	177,876	+19.6
17. Shoes and other footwear	1,471,857	1,765,865	+20.0
18. Stationery, books and magazines	311,903	361,595	+15.9
19. All other departments, total	2,599,703	3,012,702	+15.9

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
July, 1939	91.3	103.8	104.9	99.0	75.0	101.2	108.3	112.2
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1942	140.0	149.7	141.2	130.9	112.6	145.5	176.3	176.2
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1944	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
1944								
August	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
September ...	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.6	184.2	183.5	172.6	169.1	160.6	212.3	193.9
July	170.7	189.4	182.1	176.3	133.0	178.7	196.8	203.9

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
July, 1939	100.8	107.5	96.2	92.0	(a)	(a)	79.7	101.1
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1942	151.8	153.8	153.9	146.2	139.3	160.6	124.5	150.6
July, 1943	159.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1944	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
1944								
August	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
September ...	175.8	158.0	192.4	184.7	184.0	189.1	175.2	172.6
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.6	189.0	207.5	200.4	179.3	215.5	152.4	192.5

(a) Not available.

(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1939	80.0	99.0	89.6	100.4	99.6	102.2	78.8	104.9
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1942	137.7	162.6	143.5	155.7	142.3	145.0	118.3	152.1
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1944	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
1944								
August	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
September ...	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	160.0	155.5
July	165.4	203.2	189.1	214.5	178.6	186.3	137.9	183.6

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
July, 1939	118.3	109.7	75.1	(a)	84.0	109.8
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1942	163.0	145.4	136.6	161.4	120.0	138.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1944	176.3	162.8	176.2	216.5	91.9	110.2
1944						
August	178.7	166.9	190.8	198.0	94.8	104.1
September ...	182.3	153.1	201.2	223.1	112.2	100.4
October	184.4	164.2	200.2	224.4	113.9	99.3
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.9	195.4	218.1	268.1	108.1	129.7

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
July, 1942	166.2	133.6	135.6	220.9	172.0	236.6	146.6
July, 1943	194.0	165.9	139.9	237.8	207.6	260.8	193.4
July, 1944	194.8	177.7	139.3	232.0	205.6	268.7	187.0
1945							
June	233.0	193.4	198.0	278.8	234.0	260.9	258.1
July	211.2	194.4	149.9	249.9	218.5	279.4	223.7
% Change,							
July, 1945	+ 8.4	+ 9.4	+ 7.6	+ 7.7	+ 6.3	+ 4.0	+19.6
July, 1944							
% Change,							
Jan.-July, 1945	+ 6.9	+ 7.5	+ 7.2	+ 7.2	+ 6.1	+ 2.3	+10.3
Jan.-July, 1944							
Quebec							
July, 1942	141.3	169.1	108.2	196.1	141.2	138.9	151.0
July, 1943	153.1	186.9	108.8	206.8	157.3	165.1	172.4
July, 1944	153.1	195.1	109.6	204.3	154.5	173.4	160.3
1945							
June	210.6	212.0	189.5	252.0	220.2	195.9	230.5
July	167.4	201.1	131.4	216.7	166.1	197.0	178.2
% Change,							
July, 1945	+ 9.3	+ 3.1	+19.9	+ 6.1	+ 7.5	+13.6	+11.2
July, 1944							
% Change,							
Jan.-July, 1945	+ 7.6	+ 4.0	+12.2	+ 8.2	+ 6.0	+ 9.3	+ 9.6
Jan.-July, 1944							
Ontario							
July, 1942	134.2	143.9	105.6	162.5	148.0	147.8	124.8
July, 1943	142.1	158.3	101.4	165.4	160.8	183.2	131.4
July, 1944	141.9	160.5	104.6	162.7	152.7	191.1	132.1
1945							
June	184.7	165.7	161.0	193.3	194.3	196.7	183.0
July	157.7	173.7	120.7	183.5	166.9	194.3	153.5
% Change,							
July, 1945	+11.1	+ 8.2	+15.4	+12.8	+ 9.3	+ 1.7	+16.2
July, 1944							
% Change,							
Jan.-July, 1945	+ 8.3	+ 6.7	+11.0	+10.1	+ 6.8	+ 0.4	+13.2
Jan.-July, 1944							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery ^(b)	Radio and Electrical
Maritime Provinces							
193.3	159.0	167.6	171.4	156.6	161.8	226.7	151.3
237.2	194.6	216.9	194.3	161.7	187.2	295.9	124.2
225.3	190.8	209.0	200.3	169.6	202.9	296.6	110.3
284.7	295.6	302.4	218.6	237.1	231.8	361.9	160.2
243.2	225.5	239.6	212.4	193.6	238.4	326.9	116.8
+ 7.9	+18.2	+14.6	+ 6.0	+14.2	+17.5	+10.2	+ 5.9
+ 5.3	+13.5	+11.9	+ 5.6	+ 7.5	+ 7.3	+11.1	+ 6.6
Quebec							
127.1	134.3	132.9	139.0	112.7	185.4	115.7	117.9
137.1	142.5	151.3	150.3	100.5	178.6	130.7	107.0
133.9	134.4	141.8	160.6	107.5	187.9	136.5	106.6
207.3	218.5	237.6	178.7	155.9	238.5	204.2	130.8
137.2	138.7	158.1	168.7	125.0	228.6	179.0	123.3
+ 2.5	+ 3.2	+11.5	+ 5.0	+16.3	+21.7	+31.1	+15.7
+ 2.2	+ 5.6	+12.4	+ 6.9	+12.0	+16.4	+18.0	+ 4.3
Ontario							
111.4	137.9	139.8	139.5	115.3	149.3	131.0	105.3
125.1	148.8	152.6	153.1	100.2	144.2	151.3	78.8
127.1	156.1	159.8	161.1	103.1	147.5	163.6	72.1
204.7	215.4	262.4	174.9	146.2	194.9	224.9	95.0
139.9	169.8	189.2	169.7	125.7	183.3	211.6	79.3
+10.1	+ 8.8	+18.4	+ 5.3	+21.9	+24.3	+29.3	+10.0
+ 9.2	+11.9	+12.1	+ 5.7	+14.3	+15.5	+18.7	+ 0.6

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
July, 1942	137.5	127.5	109.2	177.3	170.9	160.6	131.4
July, 1943	159.2	157.1	110.8	190.7	197.2	202.4	179.4
July, 1944	164.4	161.8	120.2	191.3	194.9	210.4	179.1
1945							
June	187.9	170.7	156.2	192.6	222.8	197.8	231.5
July	178.2	172.0	132.7	196.6	211.1	222.8	202.2
% Change,							
July, 1945	+ 8.4	+ 6.3	+10.4	+ 2.8	+ 8.3	+ 5.9	+12.9
July, 1944							
% Change,							
Jan.-July, 1945	+ 6.0	+ 4.5	+ 7.3	+ 2.8	+ 6.5	+ 2.4	+ 9.5
Jan.-July, 1944							
British Columbia							
July, 1942	147.5	125.1	135.5	143.0	158.0	150.0	159.5
July, 1943	161.0	138.5	140.5	141.7	175.1	192.0	180.8
July, 1944	162.4	152.1	144.1	141.9	167.3	192.3	180.6
1945							
June	201.6	185.0	185.2	152.1	216.4	184.0	217.1
July	183.8	170.4	166.2	152.2	186.8	212.7	197.1
% Change,							
July, 1945	+13.2	+12.0	+15.3	+ 7.3	+11.7	+10.6	+ 9.1
July, 1944							
% Change,							
Jan.-July, 1945	+ 9.2	+ 9.9	+ 9.8	+ 7.7	+ 8.2	+ 1.9	+10.4
Jan.-July, 1944							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Prairie Provinces							
123.2	128.6	146.4	140.0	109.6	158.4	139.9	123.0
166.6	159.1	177.0	167.2	118.0	169.3	195.4	123.5
164.0	161.5	186.9	173.7	134.6	197.0	209.8	118.7
206.3	196.7	251.0	189.3	153.3	224.0	230.4	146.8
168.1	168.4	201.8	182.3	156.1	219.1	235.8	164.2
+ 2.5	+ 4.3	+ 8.0	+ 5.0	+16.0	+11.2	+12.4	+38.3
+ 1.1	+ 6.9	+10.3	+ 5.1	+13.3	+10.8	+ 3.5	+ 7.8
British Columbia							
129.4	151.5	173.2	146.2	132.6	179.1	144.4	171.1
151.4	172.4	194.3	172.9	139.0	171.7	187.0	113.4
142.2	177.7	193.8	187.7	151.6	198.5	196.5	104.0
211.5	227.9	303.8	217.9	184.2	247.3	228.6	118.0
160.2	188.9	230.4	217.7	180.8	231.9	240.4	123.7
+12.7	+ 6.3	+18.9	+16.0	+19.3	+16.8	+22.3	+18.9
+12.7	+ 7.9	+17.2	+11.2	+14.8	+16.7	+13.8	+ 5.3

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

