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MONTHLY INDEXES OF COUNTRY GZNERLL STORE SILES

## October 1241

Country general store sales averaged 8 per cent higher in Oetober this year than last according to returns received from 670 of these general merchandise stores located in the smaller towns and rural areas. fll regions of the country excep. the southorn section of Saskatchewan and the northorn part of ilberta reported gains ranging from 9 per cent for the liaritime Provinces and Ontario to 28 per cent for the northern section of quebec. Sales in lianitoba increased by 14 per cont and British Coluabia 15 per cont. h decline of 12 per cont in tho southern soction of Saskatchowan was partially offsot by an increase of 4 por cont for tho northorn part rosulting in a decline of 2 per cont for the province as a whole. A docroaso of 9 per cent in the northorn part of hiborta was partially offsot by an incroase in the southorn soctions resulting in a duclino of 3 per cont for the province as a wholo.
fllowing for difforencos in number of businoss days and normal soasonal moverionts, sales in October wore up by 8 por cent ovor Octobor a yocr ago and increasod by 2 por cent over Septomber of this yoar. Thero was the same numbor of business dzys in Octobor this yeer es last.

Porcontage Chenge in Country Gonorel Store Salas by Rogions

| $\frac{\text { October, } 1941}{\text { Octobor, } 1940}$ |  |  |  | $\text { October, } 1941$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Rogion | $\begin{aligned} & \text { Number of } \\ & \text { storas } \\ & \text { noparting } \end{aligned}$ | Numbor reporting en inerange | Por cont chnnga. | Rogion | Numbor of storos raporting | Numbor roporting cn incrong | Por cont _rangen |
| Haritinc Provincos: | 83 | 59 | $+8.5$ | Sasketchowan: North . ..... | 59 | 36 | + 4.2 |
| Quoboc: |  |  |  | South........ | 51 | 14 | -12.3 |
| South .... | 49 | 40 | +14.1 | TOTLL . . . . . . | 110 | 50 | - 1.9 |
| North , .... | 45 | 39 | +17.7 |  |  |  |  |
| TOTKL . . . . | 94 | 79 | $+16.5$ | Hislborta: <br> :Sorth | 56 | 24 | - 8.9 |
| Onterio: |  |  |  | South ..... | 82 | 45 | $+0.9$ |
| Eest | 49 | 43 | +10.5 | TOTML | 138 | 69 | - 2.8 |
| North ..... | 36 | 21 | $+8.9$ |  |  |  |  |
| West ..... | 53 | 41 | +8.8 | $\begin{aligned} & \text { British } \\ & \text { Columbia: } \end{aligned}$ | 55 | 43 | +14.6 |
| TOTAL .... | 138 | 105 | + 9.4 |  |  |  |  |
| Linitobe: | 52 | 42 | +14.3 | Conivadis: | 670 | 447 | +8.1 |

## INDBXRS OF COUNTRT GENERLL STORE SALES--(hverage for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of businoss days and seasonal variations.

| Year and | CANADA |  | Maritimes |  |  |  | Ontario |  |  | toba | Saskatchewan |  | Alberta |  | British Columbia |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Month | h | B | d | B | h | B | 4 | B | s | B | $h$ | B | 4 | B | 6 | B |
| October, 1936... | 119.6 | 100.5 | $112 \cdot 6$ | 102.1 | 103.4 | 94.6 | 108.3 | 100.1 | 132.0 | 104.2 | 159.9 | 107.0 | 130.1 | 97.1 | 106.2 | 97.2 |
| October, $1937 \ldots$ | 124.6 | 108.7 | 118.2 | 110.9 | 119.6 | $113 \cdot 3$ | 116.2 | 111.1 | 137.3 | 113.0 | 144.8 | $100 \cdot 3$ | 130.1 | 100.5 | 115.6 | 109.5 |
| October, 1938 ... | 114.6 | 99.9 | 102.0 | 96.1 | 110.3 | 104.9 | 99.8 | 95.8 | 115.2 | 95.2 | 136.8 | 95.1 | 137.5 | 106.6 | 111.5 | 106.0 |
| October, 1939 ... | 119.2 | 106.7 | 100.6 | 97.8 | 114.2 | 112.1 | 103.8 | 102.9 | 121.7 | 103.8 | 161.4 | 115.8 | 132.9 | 106.3 | 104.5 | 102.5 |
| October, $1940 \ldots$ | 122.2 | 107.0 | 114.7 | 108.0 | 124.7 | 118.6 | 110.6 | 106.2 | 116.3 | 96.1 | 140.9 | 97.9 | 137.3 | 106.5 | 107.0 | 101.8 |
| October, $1941 .$. | 132.1 | 115.5 | 124.4 | 116.3 | $145 \cdot 3$ | 137.1 | 121.0 | 115.2 | 132.9 | 108.9 | 138.2 | $95 \cdot 3$ | 133.5 | 102.7 | 122.6 | $115 \cdot 7$ |
| 1940 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| November | 116.1 | 108.6 | 117.3 | 109.4 | 115.9 | 110.2 | 109.7 | 108.6 | 128.4 | 119.7 | 219.4 | 201.6 | 124.0 | 110.4 | 102.7 | 102.7 |
| December . | 128.3 | 113.3 | 130.3 | 21* 4 | 132.2 | 122.3 | 123.2 | 110.0 | 137.6 | 116.6 | 11.8 .6 | 10\%. | 138.2 | 112.8 | 121.9 | 108.9 |
| 1242 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -anuary ...... | 83.9 | 109.4 | 89.2 | 102.1 | 88.1 | 116.9 | 85. 7 | 109.4 | 81.3 | 114.1 | 68.6 | 101.9 | 82.7 | 111.4 | 87.3 | 107.4 |
| February ...... | 82.1 | 111.7 | 95.0 | 118.7 | 84.9 | 118.6 | 6. 6 | 109.5 | 76.6 | 114.3 | 66.8 | 102.6 | 78.2 | 115.2 | 8:? | 110.2 |
| March. | 95.0 | 112.2 | 98.1 | 113.7 | 104.4 | 116.9 | 97.0 | 111.2 | 92.4 | $115 \cdot 4$ | 78.6 | 104.9 | 89.1 | 109.9 | 98.8 | 113.2 |
| Lpril | 108.2 | 117.5 | 103.6 | 113.5 | 117.9 | 130.5 | 112.2 | 118.0 | 108.4 | 124.2 | 93.7 | 103.7 | 110.0 | 115.5 | 105.2 | 108.2 |
| May . . . . . . . . | 126.9 | 112.8 | 133.4 | 106.9 | 148.2 | 123.0 | 132.6 | 111.1 | 116.1 | 117.1 | 102.8 | 104.8 | 111.6 | 11.1 | 116.8 | $105 \cdot 4$ |
| June ......... | 115.8 | 115.3 | 108.2 | 109.9 | 134.4 | 123.2 | 114.7 | 113.1 | 111.7 | 116.9 | 102.7 | 112.0 | 108.7 | 118.5 | 116.9 | 108.1 |
| July | 125.9 | 118.6 | 120.1 | 115.8 | 149.0 | 128.4 | 131.5 | 116.5 | 123.3 | 118.9 | 103.1 | 111.6 | 114.4 | 121.1 | 116.7 | 109.3 |
| \&ugust ........ | 131.6 | 121.3 | 126.1 | 123.5 | 144.2 | 130.7 | 131.4 | 122.6 | 137.1 | 114.7 | 122.1 | 112.8 | 130.0 | 119.0 | 201.8 | 111.6 |
| September ..... <br> October | 124.2 | 112.9 | 116.8 | 118.0 | 126.0 | 126.0 | 120.6 | 116.1 | 131.4 | 102.0 | 129.3 | 96.1 | 128.9 | 304.8 | 118.1 | 111.6 |
| October ....... | 132.1 | $115 \cdot 5$ | 124.6 | 116.3 | 145.3 | 137.1 | 121.0 | 115.2 | 132.9 | 108.9 | 138.2 | 95.3 | $133 \cdot 5$ | 202.7 | 122.6 | 115.7 |
| \% Change, Jan.-Oct.,1941 | $+8.6$ | - | $+7.8$ | - | +14.0 | - | $+8.6$ | - | +11.0 | - | $+2.2$ | - | + 5.8 | - | + 7.0 | - |

