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## DEPARTIENT OF TRADE AND CORSRCE DOLIINION BUREAU CF STATISTICS INTERNAL TRADE BRANCH <br> OTTH H , Chivadis

Dominion Statistician:
Chief, Internal Trade Branch:
Statistician:
R.H. Coats, TL.D. F.R.S.C., F.S.S. (Hon.) Herbert Narshall, B.h., F.S.S.
h. C. Steedman, B.ín.

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## RONTHLY INDEYSS OF COUNTRY GZNERI STORE SIIES

## Liay 1242

Country general store sales averaged 9 per cont higher in liay this year than last according to returns received from over 650 of these general merchandise stores located in the smaller towns and rural areas. Gains over May a year ago were reported by all regions of the country and ranged from 2 per cent for the southern section of Saskatchewan to 17 per cent for the northern part of Ontario. Sales for the province of British Columbia increased by 4 per cent; Saskatchevan, 5 per cent; Alberta, 6 per cent; the Maritime Provinces, 8 per cent; Ontario and Quebec, 11 per cent and lianitoba, 14 per cent.

Allowins for differences in number of business days and normal seasonal movements, sales in hay wore up by 5 per cont over May a year ago but declined by 4 por cont from April of this year. There was one more Saturdey in May this year than last.

Percentage Change in Country Genoral Store Salos by Regions

|  | $\frac{\text { May, }}{\text { Hay }}$ | $\frac{1941}{1940}$ |  |  | $\frac{\text { Ma }}{\text { Ha }_{1}} \frac{19}{19}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Region | Number of stores reporting | $\begin{gathered} \text { Nurber } \\ \text { reporting } \\ \text { increase } \end{gathered}$ | Per cent chango | Region | $\begin{aligned} & \text { Numbor of } \\ & \text { stores } \\ & \text { reporting } \end{aligned}$ | Number reporting an increase | $\begin{array}{\|} \text { Por cent } \\ \text { change } \\ \hline \end{array}$ |
| haritimo Province | 82 | 58 | + 7.8 | Saskatcheran: North . ..... | 54 | 46 | + 6.2 |
| Quobec: South. | 49 | 35 | + 8.4 | South ...... | 54 | 28 | + 1.5 |
| North .. | 43 | 33 | + 12.5 | total . . . . . | 108 | 74 | $+4.5$ |
| TOTAL . | 92 | 68 | $+11.2$ | Alberta: <br> North . ..... | 56 | 40 | $+8.8$ |
| Ontario: East | 43 | 32 | + 8.8 | South . . . . . | 84 | 52 | + 3.8 |
| North . | 36 | 24 | $+16.8$ | TOTAL ...... | 140 | 92 | + 5.7 |
| Wost . | 53 | 42 | +8.4 | British Golumbia: | 56 | 34 | $+4.0$ |
| TOTAL | 132 | 98 | $+10.5$ |  |  |  |  |
| Manitoba: | 53 | 43 | + 14.4 | - Canada : | 663 | 467 | + 8.8 |

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


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[^0]:    Indexss for April and May are subject to revision.

