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## KONTHLY INDEXAS OF COUNTRY GENERAL STORE SSLES

## July, 1941

Country general store salas averaged 13 per cent higher in July of this year than last, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 8 per cent for British Columbia to 20 per cent for the southern part of Quebec. Sales for Ontario increased by 10 per cont; Saskatchewan, 12 per cent; ilberta, 13 per cent; Quebec, 15 per cent; the Maritime Provinces, 16 per cent and Nanitoba, 17 per cent.
illowing for differences in number of business days and normal seasonal movemonts, sales in July were up by 13 per cent over July a year ago and increased by 3 per cent over June of this year. There was the seme number of business days in July this yoar as last.

Porcentage Change in Country Genoral Store Salas by Rogions

| $\frac{\text { July }}{5 u 2 y_{e}} 1941$ |  |  |  | $\frac{\text { July }}{\text { July }} \frac{1941}{1240}$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Region | Number of stores roporting | Numbor roporting an incroaso | Per cont change | Region | Number of storss roporting | Number roporting an incroaso | Por cent chango |
| Naritime Provinoes: | 84 | 60 | $+16.9$ | Saskatohowan: |  | 46 |  |
| Quoboc: |  |  |  | South ...... | 54 | 41 | $+17.9$ |
| South ... | 49 | 42 | $+20.2$ |  |  |  |  |
| North .... | 45 | 32 | + 12.9 | TOThL ...... | 117 | 87 | $+12 \cdot 3$ |
| TOTAL .... | 94 | 74 | + 15.2 | Alburta: | 56 | 48 | + 24.6 |
| Onterio: |  |  |  | South ...... | 87 | 67 | $+12.5$ |
| Eest ..... | 47 | 34 | + 11.2 |  |  |  |  |
| North .... | 38 | 27 | + 8.9 | TOTAL . . . . . | 143 | 115 | $+23 \cdot 3$ |
| Wost ..... | 54 | 39 | $+\quad 8.8$ | $\left\lvert\, \begin{gathered} \text { British } \\ \text { Columbia: } \end{gathered}\right.$ | 59 | 39 | + 8.4 |
| TOTAL .... | 139 | 100 | $+10.0$ |  |  |  |  |
| Manitoba: | 54 | 45 | $+16.9$ | ChNhDS: | 690 | 520 | $+13.2$ |

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

| Year and <br> Month | ChNisdi |  | Maritimes |  | Quebec |  | Ontario |  | Manitoba |  | Saskatchewan |  | Alberta |  | British Columbia |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | A | B | A | B | h | B | A | B | 1. | B | n | B | 12 | B |
| July, 1936 | 102.0 | 95.7 | 102.4 | 97.9 | 107.3 | 91.8 | 108.3 | 95.1 | 102.1 | 97.6 | 89.5 | 96.1 | 95.0 | 99.8 | 103.1 | 95.8 |
| July, 1937 | 116.6 | 105.7 | 119.7 | 111.2 | 129.8 | 107.8 | 125.6 | 207.1 | 112.3 | 104.3 | 96.2 | 100.2 | 98.2 | 100.1 | 118.6 | 106.9 |
| July, 1938 | 111.1 | 104.4 | 103.4 | 99.3 | 124.5 | 106.9 | 118.6 | 104.5 | 112.9 | 108.4 | 97.8 | 105.4 | 97.4 | 102.7 | 110.6 | $103 \cdot 2$ |
| July, 1939 | 104.9 | 99.0 | 97.8 | 94.4 | 120.6 | 104.0 | 109.2 | 96.7 | 106.4 | 102.6 | 88.9 | 96.2 | 93.7 | 99.2 | 106.7 | 99.9 |
| July, 1940 | 111.2 | 104.7 | 103.5 | 99.8 | 129.2 | 111.3 | 119.3 | 105.6 | 105.9 | 102.1 | 91.8 | 99.3 | 101.0 | 107.0 | 107.6 | 100.8 |
| July, 1941. | 125.9 | 118.6 | 121.0 | 116.7 | 148.8 | 128.2 | 131.2 | 116.2 | 123.8 | 119.4 | $103 \cdot 1$ | 111.6 | 114.4 | 121.1 | 116.6 | 109.2 |
| 1940 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| isugust | 118.4 | 105.5 | 112.6 | 106.7 | 121.5 | 106.5 | 122.5 | 110.5 | 117.4 | 94.9 | 113.6 | 101.5 | 122.2 | 108.1 | 112.8 | 100.8 |
| September | 111.0 | 103.6 | 102.4 | 106.9 | 104.0 | 107.5 | 105.8 | $105 \cdot 3$ | 120.0 | 96.3 | 130.2 | 100.0 | 121.1 | 101.7 | 101.1 | 98.8 |
| October. | 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 |
| November | 116.1 | 108.6 | 117.3 | 109.4 | 115.9 | 110.2 | 109.7 | 108.6 | 128.4 | 119.7 | 119.4 | 101.6 | 124.0 | 110.4 | $102 \cdot 7$ | $102 \cdot 7$ |
| December. | 128.3 | 113.3 | 130.3 | 114.4 | 132.2 | 122.3 | 123.2 | 110.0 | 137.4 | 116.6 | 118.6 | 104.2 | 138.2 | 112.8 | 121.9 | 108.9 |
| 1941 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January. | 83.9 | 109.4 | 89.2 | 102.1 | 98.1 | 116.9 | 86.7 | 109.4 | 81.3 | 114.1 | 68.6 | 101.9 | $82 \cdot 7$ | 111.4 | 87.3 | 107.4 |
| February ...... | 82.1 | 111.7 | 95.0 | 118.7 | 84.9 | 118.6 | 84.6 | 109.5 | 76.6 | 114.3 | 66.8 | 102.6 | 78.2 | 115.2 | 84.1 | 110.2 |
| March | 95.0 | 112.2 | 98.1 | 113.7 | 104.4 | 116.9 | 97.0 | 111.2 | 92.4 | 115.4 | 78.6 | 104.9 | 89.1 | 109.9 | 98.8 | 113.2 |
| hpril | 108.2 | 117.5 | 103.6 | 113.5 | 117.9 | 130.5 | 111.2 | 118.0 | 108.4 | 124.2 | 93.7 | 103.7 | 110.0 | 115.5 | 105.2 | 108.2 |
| Hey ${ }^{\text {Jone }}$ | 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 | 115.1 | 116.8 | 105.4 |
| June . | 115.9 | $115 \cdot 5$ | 108.8 | 110.5 | 134.6 | 123.4 | 114.9 | 113.3 | 110.9 | 116.1 | 102.8 | 112.1 | 109.3 | 119.2 | 116.0 | $107 \cdot 3$ |
| July . | $125 \cdot 9$ | 118.6 | 121.0 | 116.7 | 148.8 | 128.2 | 131.2 | 116.2 | $123 \cdot 8$ | 119.4 | 103.1 | 111.6 | 114.4 | 121.1 | 116.6 | 109.2 |
| Jan.-July, 1941 | $+7.8$ | $=$ | $+6.3$ | - | +11.8 | - | $+7.9$ | - | $+9.1$ | - | $+2.9$ | - | $+7 \cdot 5$ |  | $+4 \cdot 3$ | - |

[^0]
[^0]:    Indexes for June and July are subject to revision.

