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| :---: | :---: |
| Statistician: | Yoar's Subscription, $\$ 1.00$ |

## MONTHLY INDEXES OF COUNTRY GENYRLIL STORE SILES

## May. 1942

Country general store sules averagod 12 por cent higher in liay of this
year than last according to reports roceived from 650 of these general merchandise stores located in the smaller towns and rurel areas. With the exception of Northern Ontario all regions of the country reported gains ranging from 8 per cent for British Columbia and the southern part of Sasketchown to 20 per cent for the southern part of Quebec. is slight decrease in seles in northern Ontario was offset by increases in other parts of the province resulting in a gein of 10 per cent for the province as a whole. Sales in Manitoba incroasod by 12 por cent; the Mrritimo Provinces and Saskatchewan, 13 por cent and Quobec and kiberta, 14 por cent.
kllowing for the differonces in number and seles importance of the businoss days of Nay of this year and last and also for normal soaconal movements salas in May wero up by 16 per cent over Nay a yoar ago but doclined by 2 por cont compared with ipril of this year. There was one business day less in May of this year than last.

Porcontage Change in Country General Store Sales by Regions

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

| Year and Month | CH |  | Mari | imes |  |  | Ont | rio | Man | oba | Saskat | hewan |  | rta |  | sh bia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | A | B | A | B | A | B | A | B | A | B | A | B | 4 | B |
| May, 1936 ...... | 104.0 | 96.1 | $109 \cdot 9$ | 91.1 | 104.5 | 89.7 | 111.3 | 96.4 | $92 \cdot 7$ | 96.7 | 98.8 | 104.1 | 96.9 | 103.3 | 102.9 | 96.0 |
| Liay, $1937 \ldots$ | 113.1 | 104.5 | 123.4 | 102.7 | 120.2 | 103.6 | 121.2 | 105.4 | 98.9 | 103.5 | 101.9 | 107.9 | 97.1 | 104.0 | 110.9 | 103.8 |
| May, 1938 ....... | 111.0 | 105.6 | 123.8 | 106.2 | 124.3. | 110.4 | 114.3 | $102 \cdot 5$ | 100.9 | 108.9 | 92.0 | 100.4 | 93.6 | 103.3 | 112.4 | 108.5 |
| Niay, 1939 ....... | 108.0 | 99.6 | 117.5 | 97.8 | 122.2 | 105.3 | 113.5 | 98.7 | 96.7 | 101.3 | 87.8 | 92.9 | 92.1 | 98.6 | 108.0 | 101.2 |
| Nay, 1940 ....... | 116.5 | 106.8 | 123.6 | 102.1 | 132.9 | 113.6 | 120.2 | 103.7 | 100.7 | 104.6 | 98.6 | 103.5 | 105.8 | 112.3 | 111.1 | 103.2 |
| May, 1941 ....... | 126.9 | 112.6 | 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 |
| May, $1942 \ldots$. | 141.8 | 130.3 | 150.9 | 125.1 | 163.7 | 144.8 | 143.3 | 124.1 | 129.5 | $135 \cdot 1$ | 115.9 | 122.2 | 126.8 | 135.2 | $125 \cdot 7$ | 117.2 |
| 1241 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| August | 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 | 120.8 | 111.6 |
| September ..... | 124.1 | 112.9 | 117.0 | 118.2 | 125.9 | 125.9 | 120.9 | 116.4 | 131.3 | 101.9 | 128.9 | 95.8 | 129.6 | $105 \cdot 3$ | 116.5 | 110.2 |
| October <br> November ...... | 132.0 121.7 | 115.4 118.4 | 124.8 121.5 | 116.6 | 144.8 | 136.6 | 120.4 | 114.7 | $133 \cdot 5$ | 109.4 | 137.8 | 95.0 | 133.7 | 102.8 | 123.3 | 116.3 |
| November ...... <br> December ...... | 121.7 | 118.4 | 121.5 | 117.8 | 123.0 | 121.6 | 117.2 | 120.5 | 137.4 | 133.2 | 121.0 | 107.0 | 124.9 | 115.5 | 112.8 | 117.2 |
| December ...... | 147.4 | 126.7 | 146.5 | 125.2 | 160.5 | 144.5 | 140.4 | 122.0 | 158.8 | 131.2 | 128.8 | 110.0 | 160.5 | 127.4 | 134.8 | 117.2 |
| 1942 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 100.9 | 128.4 | 104.1 | 116.1 | 104.2 | 134.8 | $105 \cdot 9$ | $130 \cdot 0$ | $100 \cdot 2$ | 136.9 | 84.9 | 123.0 | 101.8 | 133.4 | 101.6 | 121.7 |
| February ....... | 94.9 | 130.7 | 105.2 | 131.5 | 99.8 | 139.4 | 99.7 | 129.2 | 90.8 | 135.6 | 76.8 | 118.0 | 91.5 | 134.8 | 92.9 | 121.8 |
| March <br> lipril | 107.9 123.3 | 131.4 133.4 | 107.9 116.9 | 128.9 | 122.6 | 141.5 | 109.0 | 128.7 | $102 \cdot 7$ | 132.2 | 92.7 | 127.5 | 102.0 | 129.6 | 104.0 | 122.8 |
| Mpril <br> May | $123 \cdot 3$ | 133.4 | 116.9 | $127.6$ | 138.9 | 153.3 | $127 \cdot 7$ | 134.9 | 123.1 | 140.5 | 104.4 | 115.2 | 122.1 | 127.7 | $115 \cdot 9$ | 118.8 |
| May - ・ッホ | 141.8 | 130.3 127 | 150.9 | $125 \cdot 1$ | 168.7 | 144.8 | $143 \cdot 3$ | 124.1 | 129.5 | $135 \cdot 1$ | 115.9 | 122.2 | 126.8 | $135 \cdot 2$ | $125 \cdot 7$ | 117.2 |
| $\text { Jan.-ilay, } 1942$ | $+14 \cdot 7$ | - | $+12 \cdot 7$ | - | +16.7 | - | +14.4 | - | $+15 \cdot 1$ | - | $+15 \cdot 6$ | - | +15.4 | - | + 9.7 | - |

Indexes for Lapril and May, 1942 are subject to revision.

