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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALESJune, 1942

Country general store sales averaged 15 per cent higher in June of this year than last according to reports received from 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the southern part of Saskatchewan all regions of the country reported gains ranging from 9 per cent for the northern areas of Ontario and Saskatchewan to 22 per cent for the southern part of Quebec. A decrease in sales in southern Saskatchewan was offset by an increase in the northern part resulting in a gain of 5 per cent for the province as a whole. Sales in Alberta and Ontario increased by 13 per cent; British Columbia, 14 per cent; Manitoba, 17 per cent; the Maritime Provinces, 18 per cent and Quebec, 20 per cent.

Allowing for the differences in number and sales importance of the business days of June this year and last and also for normal seasonal movements sales in June were up by 11 per cent over June a year ago but declined by 2 per cent compared with May of this year. There was one more business day in June of this year than last.

Percentage Change in Country General Store Sales by Regions

Region	<u>June, 1942</u> <u>June, 1941</u>			Region	<u>June, 1942</u> <u>June, 1941</u>		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	79	65	+18.1	Saskatchewan:			
				North.....	58	40	+ 9.1
Quebec:				South.....	53	29	+ 2.7
South....	43	39	+22.1	TOTAL	111	69	+ 4.7
North....	41	32	+18.4	Alberta:			
TOTAL.....	84	71	+19.6	North	53	44	+15.3
Ontario:				South.....	76	59	+12.3
East	40	35	+16.5	TOTAL	129	103	+13.4
North....	36	27	+ 8.6	British Columbia....	50	38	+13.7
West	48	39	+12.1	CANADA.....	629	492	+14.6
TOTAL	124	101	+12.7				
Manitoba .	52	45	+16.5				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

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

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
June, 1936	100.4	97.2	101.7	100.1	106.5	94.6	103.8	99.2	94.4	95.8	92.1	97.4	93.9	99.3	102.7	92.1
June, 1937	109.4	106.0	109.9	108.6	122.3	109.1	110.8	106.4	100.9	102.7	96.8	102.7	96.9	102.8	117.6	105.8
June, 1938	110.9	107.1	104.1	102.5	125.8	111.8	109.3	104.5	110.9	112.4	101.4	107.2	100.7	106.4	117.1	105.0
June, 1939	102.4	98.0	100.1	97.7	114.5	100.9	103.5	98.2	99.0	99.6	86.0	90.2	93.8	98.3	114.9	102.1
June, 1940	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
June, 1941	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
June, 1942	132.7	127.8	127.8	125.8	160.7	142.7	129.3	123.6	130.1	131.9	107.5	113.6	123.3	130.3	132.9	119.1
<u>1941</u>																
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	105.3	116.5	110.2
October	132.0	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	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
<u>1942</u>																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	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	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.8	130.3	150.9	125.1	168.7	144.8	143.3	124.1	129.5	135.1	115.9	122.2	126.8	135.2	125.7	117.2
June	132.7	127.8	127.8	125.8	160.7	142.7	129.3	123.6	130.1	131.9	107.5	113.6	123.3	130.3	132.9	119.1
% Change, Jan.--June, 1942	+14.6	-	+13.6	-	+17.2	-	+14.1	-	+15.4	-	+15.8	-	+15.0	-	+10.0	-
Jan.--June, 1941																

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

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