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## MONTHLY INDEXES OF COUNTRY GENERLL STORE SKLES

## September. 1942

Country general store sales averaged 12 per cent higher in September thia yoar than last according to reports received from approximately 640 of these general merchandise stores located in the smaller town and rural areas. ill regions of the country reported gains ranging from 3 per cent for the northern part of Ontario to 26 per cent for the southern part of Saskatchewan. Sales in British Columbia increased by 6 per cent; the liaritime Provinces, 9 per cent; Quebec and Ontario, 21 per cent; ilberta, 16 per cent; Saskatchewan, 17 per cent and Manitoba, 20 per cent.

Allowing for the difference in number and sales importance of the business days of Soptember this year and last and elso for normal seasonal movements, sales in September were up by 12 per cent over September a year ago. There was the same number of business days in Soptember this year over last.

Percentase Change in Country General Store Sales by Rogions

| $\frac{\text { September, } \frac{1942}{\text { September, }} 1941}{\text { Sol }}$ |  |  |  | $\frac{\text { Soptember, } 1942}{\text { September, } 1941}$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Region | Number of stores reporting | $\begin{aligned} & \text { Number } \\ & \text { reporting } \\ & \text { ongr } \\ & \text { incerease } \end{aligned}$ | Per cent Change | Region | Number of stores report | Number reporting an increase | Per cont Change |
| Maritime Provinces: | 84 | 62 | + 9.1 | $\begin{aligned} & \text { Saskat chowan: } \\ & \text { North ...... } \\ & \text { South ..... } \end{aligned}$ | 60 49 | $\begin{aligned} & 46 \\ & 43 \end{aligned}$ | +21.7 +26.0 |
| Quebec: <br> South ... <br> North ... | $\begin{aligned} & 45 \\ & 43 \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \end{aligned}$ | $\begin{aligned} & +8.2 \\ & +12.3 \end{aligned}$ | total ...... | 109 | 89 | +17.9. |
| TOTAL .... | 88 | 67 | +12.0 | $\begin{aligned} & \text { North ..... } \\ & \text { South ..... } \end{aligned}$ | $\begin{aligned} & 53 \\ & 79 \end{aligned}$ | $\begin{aligned} & 42 \\ & 64 \end{aligned}$ | $\begin{aligned} & +15.6 \\ & 15.0 \end{aligned}$ |
| Ontario: <br> Eant.... <br> North .. | 41 34 | 29 24 | +8.9 +3.2 | TOTAL ...... | 132 | 106 | +15.8 |
| West ..... | 49 | 43 | +3.2 +16.1 | British Columbia: | 51 | 31 | + 5.8 |
| total .... | 124 | 96 |  | GANADA ..... | 638 | 495 | +12.6 |
| Manitoba: | 50 | 44 | +20.9 |  |  |  |  |

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

| Year and | ChN |  | Miari | imes | Que |  | Ont |  | Man | oba | Saska | chewan | \&1b | ta | $\begin{aligned} & \text { Brit } \\ & \text { Colu } \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Month | A | B | A | B | 1 | B | 4 | B | A | B | \% | B | 4 | B | i | B |
| September, 1936 | 112.9 | 101.7 | 98.4 | 99.8 | 90.5 | $370 \%$ | 1050.6 | $100 \cdot 3$ | 131.5 | 102.5 | 151.0 | 112.7 | 119.9 | 97.9 | $104 \cdot 3$ | 99.1 |
| September, 1937. | 117.2 | 106.1 | 108.8 | 109.9 | 110.5 | 110.5 | 112.4 | 108.2 | 142.7 | 110.7 | 123.0 | 91.4 | 127.1 | 103.3 | 115.6 | $109 \cdot 3$ |
| September, $1938 \ldots$ | 112.1 | 100.2 | 98.7 | 98.9 | 101.9 | 101.2 | 104.0 | 99.4 | 128.9 | $99 \cdot 3$ | 132.5 | 97.6 | $127 \cdot 7$ | 103.0 | 109.6 | 102.8 |
| September, $1939 \ldots$ | 126.1 | 109.0 | 108.0 | 105.2 | 111.5 | 107.6 | $112 \cdot 7$ | 104.8 | 148.6 | 111.3 | 168.9 | 121.1 | 141.5 | 111.0 | $112 \cdot 3$ | 102.5 |
| September, 1940. | 111.0 | 103.6 | 102.4 | 106.9 | 104.0 | 107.5 | 105.8 | 105.3 | 120.0 | 96.3 | $130 \cdot 2$ | 100.0 | 121.1 | 101.7 | 101.1 | 98.8 |
| September, 1941 ... | 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 |
| September, 1942 . | 139.7 | 126.6 | 127.6 | 128.8 | $139 \cdot 7$ | 139.7 | $133 \cdot 7$ | 128.7 | $158 \cdot 7$ | 123.1 | 150.8 | 112.0 | 150.1 | 122.0 | $123 \cdot 3$ | 116.5 |
| 1241 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| October | 132.0 | 115.4 | 124.8 | 116.6 | 144.8 | 136.6 | 120.4 | 114.7 | $133 \cdot 5$ | 109.4 | 137.8 | -95.0 | 133.7 | 102.8 | $123 \cdot 3$ | $116 \cdot 3$ |
| November | 121.7 | 118.4 | 121.5 | 117.8 | 123.0 | 121.6 | 117.2 | $120 \cdot 5$ | 137.4 | 133.2 | 121.0 | 107.0 | 124.9 | 115.5 | 112.8 | 117.2 |
| December | $147 \cdot 4$ | 126.7 | 146.5 | 125.2 | 160.5 | 144.5 | 140.4 | 122.0 | 158.8 | 131.2 | 128.8 | $110 \cdot 0$ | 160.5 | 127.4 | 134.8 | $117 \cdot 2$ |
| 1942 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January ....... | $100 \cdot 9$ | 128.4 | 104.1 | 116.1 | . 104.2 | 134.8 | $105 \cdot 9$ | $130 \cdot 0$ | 100.2 | 136.9 | 84.9 | 123.0 | 101.8 | 133.4 | 101.6 | 121.7 |
| February ...... | 94.9 | 130.7 | $105 \cdot 2$ | 331.5 | 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 | $132 \cdot 2$ | 92.7 | 127.5 | 102.0 | 129.6 | 104.0 | 122.8 |
| April ......... | 123.0 | 133.1 | 117.0 | $127 \cdot 7$ | 138.3 | 152.6 | 127.7 | 134.9 | $123 \cdot 3$ | $140 \cdot 7$ | 104.7 | 115.5 | 121.8 | 127.4 | 113.2 | 116.0 |
| Niay . . . . . . . . | 141.6 | 130.1 | 151.1 | $125 \cdot 3$ | 168.7 | 144.8 | 143.9 | 124.6 | 128.5 | 134.0 | 115.8 | 122.1 | 126.6 | 134.9 129.2 | 123.7 132.0 | 115.4 118.3 |
| June . . . . . . . . | 132.2 | 127.4 | 126.4 | 124.4 | $160 \cdot 6$ | $1 \div 2 \cdot 7$ | 129.6 | 123.9 | 130.5 | 132.3 | 106.6 | 112.6 | 122.2 130.4 | 129.2 137.0 | 132.0 124.1 | $118 \cdot 3$ 115.3 |
| July .......... | 139.7 | 130.7 | 129.7 | 124.1 | $167 \cdot 6$ | $143 \cdot 3$ | 142.2 | 124.9 | 138.7 | $132 \cdot 7$ | 119.1 | 127.9 | $130 \cdot 4$ | 137.0 | 124.1 | $115 \cdot 3$ |
| August . . . . . . | 144.8 | 133.9 | 139.8 | 137.6 | 159.9 | 145.5 | 141.4 | 132.4 | 145.6 | 122.2 | 133.6 | 123.9 | 146.6 | 134.7 | 135.9 123.3 | 126.7 |
| September ..... | 139.7 | 126.6 | 127.6 | 128.8 | $139 \cdot 7$ | $139 \cdot 7$ | 133.7 | 128.7 | 158.7 | $123 \cdot 1$ | 150.8 | 112.0 | $150 \cdot 1$ | 122.0 | $123 \cdot 3$ | 116.5 |
| \% Change, Jan.-Sept. 1242 | +13.2 | - | +11.9 | - | +15.0 | - | $+12 \cdot 1$ | - | +14.4 | - | $+13 \cdot 6$ | - | +14.5 | - | $+9.1$ | - |

Indexes for August and September, 1942 are subject to revision.

