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## MONTHLY INDEXES OF COUNTRY GENERAL STORE SALE S

November， 1943
Country general store sales averaged 12 per cent higher in November this year than last according to reports received from approximately 560 of these general merchandise stores located in the smaller towns and rural areas．All regions of the country reported gains ranging from 1 per cent for the southern part of Alberta to 22 per cent for the Maritime Provinces．Sales for the province of Alberta as a whole increased by 5 per cent；Saskatchewan and British Columbia， 7 per cent；Ontario， 11 per cent，Manitoba， 12 per cent and Quebec， 14 per cent．

Allowing for the difference in number and sales importance of the business days of November this year and last and for normal seasonal movements，sales in November this year were up by 8 per cent over November a year ago and increased by 6 per cent over October of this year．There was one more business day in November this year than last．

Percentage Change in Country General Store Sales by Regions

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

| Year and Month | CANADA |  | Maritimes | Quebec | Ontario | Manitova | Saskatchewan | Alberta | British Columbia |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | A | A | A | A | A | A | A |  |
| November, 1936 | 100.3 | 100.3 | 106.6 | 95.8 | 98.3 | 96.2 | 107.1 | 101.6 | 96.9 |  |
| November, 1937 | 109.3 | 105.? | 111.2 | 106.6 | 102.1 | 116.6 | 116.7 | 114.8 | 103.8 |  |
| November, 1938 | 102.2 | 99.3 | 97.5 | 100.1 | 96.6 | 107.6 | 114.0 | 108.2 | 95.9 |  |
| November, 1939. | 100.6 | 97.5 | 103.5 | 99,5 | 98.2 | 101.4 | 104.5 | 104.3 | 92.0 |  |
| November, 1940 | 116.1 | 108.6 | 117.3 | 115.9 | 109.7 | 128.4 | 119.4 | 124,0. | 102.7 |  |
| November, 1941 | 121.7 | 118.4 | 121.5 | 123.0 | 11.7:2 | 137.4 | 121.0 | 124.9 | 112.8 |  |
| November, 1942 | 139.2 | 138.8 | 137.7 | 141.1 | 128.3 | 155.1 | 153.5 | 144.9 | 116.1 |  |
| November, 1943 | 155,3 | 150.2 | 167.9 | 160.1 | 142.5 | 173.8 | 164.1 | 152.6 | 124.0 |  |
| December | 165.4 | 142.6 | 168.6 | 158, 8 | 152: 5 | 194.2 | 158,4 | 182.2 | 146.3 |  |
| $1543$ |  |  |  |  |  |  |  |  |  | i |
| January | 108.4 | 143.3 | 119.1 | 109.0 | 110.0 | 113.9 | 93.9 | 108.9 | 105.0 | N |
| Februery | 170 ? | 152.0 | 123.3 | 114.6 | 108.1 | 112:1 | 96.7 | 112.5 | 98.8 |  |
| March. | 122.1 | 141.1 | 130.8 | 137.8 | 121.3 | 120.6 | 98.7 | 113.6 | 121.1 |  |
| April. | 140.2 | 150.6 | 138.6 | 149,8 | 133.1 | 152.0 | 132.7 | 145,3 | $125-2$ |  |
| May ..... | 160.0 | 14? : 3 | 174.2 | 187.1 | 155.6 | 154.5 | 135,6 | 145.7 | 140,2 | = ${ }_{\text {W }}^{\text {W }}$ |
| June | 151.2 | 147.0 | 151.8 | 170.1 | 139.7 | 152.2 | 148.9 | 143.3 | 141.1 |  |
| July :o | 164.6 | 155.1 | 159.9 | 138.4 | 162.4 | 170,7 | 152.2 | 157,4 | $138.9$ |  |
| August | 157.4 | 150.1 | 154.0 | 174,7 | 150,3 | 158,4 | 153.7 | 154.2 | $142.7$ |  |
| September | 148.1 | $134.0$ | $147.7$ | 147,8 | $140.6$ | 156.1 | $156.5$ | $156,9$ | $132.8$ |  |
| October. <br> November. | 162.0 | $141.4$ | $158.0$ | 168.9 | $140.4$ | $172.0$ | $181.3$ | $178.5$ | $136.2$ |  |
| November | 155.3 | 150.2 | 167.9 | 160.1 | 142.5 | 173.8 | 164.1 | 152.6 | 155,3 |  |
| \% Change, Jen - Novo, 1943 | $+11.4$ | - | +17.1 | +9.3 | $+8.0$ | +13.4 | +14.8 | +11.2 | $+8.4$ |  |
| Jan-Nov, 1942 |  |  |  |  |  |  |  |  |  |  |

Indexes for October and November, 1943 , are subject to revision

