

## MONTHLY IMDEXES OF COUNTRY GENERAL STORE SALES

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\text { December, } 1943
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Country general store sales averaged 11 per cent higher in Decemier this yea: than last according to reports received from approximately 600 of these general mefchandise stores located in the smaller town and rural areas. All regions of thes inurity reported gains ranging from 4 per cent for the western part of ontaric to 19 per cent for the southern part of Saskatchewan. Salcs for the province of cnteric $2 s$ a whole increased by $\epsilon$ per cent; Que:ec, 8 per cent; lianitoba and British Columitin. ? per cent; flicerta, 11 per cent; tha laritime Provinces, 17 per cent and SaskatcheFras, 18 por cint.

All provinces reported increased sales for the year 1943 over the precedirg twelvemonth pericd, gairs ranging from 8 per cent in Ontario to 17 per cent in the Maritime movinces eing recorded. Increases for the other provinces were 10 per cent for Quebec, 13 per cent for Manitoba, 15 per cent for Saskatchewan, 11 per cant. for Alherta suj. 3 per cont for British Columbia. The increase for Canada as a whole anounted to 12 per cert.

Allowing for the difference in number and sales importance of the usiress days of December this year and last and also for normal seasonal movements, sales in Decmber were up by 12 per cent over December a year ago and increased by 7 per cent over November of this year. There was one business day less in December this year than last.

Forcertage Change in Country General Store Sales by Recions

| Region | December, 1943 December, 1542 |  |  | $\text { December, } 1943$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number of stores reporting | Number <br> report- <br> ing an <br> increase | Per Cent Change | Eegion | $\begin{aligned} & \text { Number of } \\ & \text { stores } \\ & \text { reporting } \end{aligned}$ | Number reporting an increase | Per Cent Chance |
| $\begin{aligned} & \text { Maritime } \\ & \text { Provinces: } \end{aligned}$ | 71 | 62 | +16. 8 | Saskatchewan: <br> ivorth ...... <br> South $\square$ | $\begin{aligned} & 48 \\ & 50 \end{aligned}$ | $\begin{aligned} & 36 \\ & 40 \end{aligned}$ | $\begin{aligned} & +14.2 \\ & +19.1 \end{aligned}$ |
| Quebec: <br> South .... <br> North .... | $\begin{aligned} & 42 \\ & 37 \end{aligned}$ | $\begin{aligned} & 34 \\ & 8.7 \end{aligned}$ | $\begin{array}{r} +14.0 \\ +\quad 5.8 \end{array}$ | TOTAL | 98 | 76 | +17.6 |
| TOTAL ..... | 73 | 61 | + 8.4 | Alberta: North...... | 48 77 | $\begin{aligned} & 39 \\ & 63 \end{aligned}$ | $\begin{aligned} & +17.6 \\ & +6.8 \end{aligned}$ |
| Ontaric: East. .... | 39 33 | $\begin{aligned} & 31 \\ & 22 \end{aligned}$ | +7.2 +7.1 | TOTAL ....... | 125 | 102 | +10.8 |
| West ..... | 45 | 25 | + 4.4 |  |  |  |  |
| TOTAL ..... Manitoba: | 138 49 | 78 39 | + 6.0 $+\quad 9.2$ | CANADA.... | $\begin{array}{r} 45 \\ 585 \end{array}$ | $\begin{array}{r} 35 \\ 453 \\ \hline \end{array}$ | $\begin{array}{r}+9.3 \\ +10.7 \\ \hline\end{array}$ |

A. Unadjusted. A. Inder adjusted for munter of business days and seasonal variations.


Indexes for November and December, 1543, are subject to revision.

