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S.A. Cudmore, N.A., (Ozon.) F.S.S., F.R.S.C. Herbert Larshall, B.A., F.S.S. A.C. Stoodman, B. A. $\begin{array}{lr}\text { Year's Subscription, } & 1.00 \\ \text { Single copies, } & .10\end{array}$

WONTHY INDAXES OF COUNTRY GANERIL STORE SKLES
Ways 2943
Country general store sales averaged 14 per cent higher in Nay this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. ill rosions of the country reported gains ranging from 5 per cent for the northempart of Ontario to 27 per cent for the southern part of Saskatchemen. Sales for Ontario increased by 8 per cent; Quebec and British Columbia, 13 per cent; hlborta, 16 por cent; the liaritime Provinces, 17 per cent; Saskatchewan, 18 par cent and Manitoba, 20 per cent.

Allowing for the difference in number and sales importance of the business days of May this year and last and for normal seasonal movements sales in Nay were up by 14 per cont over hay last year but decreased by 2 por cont from April. There was the same number of business days in Nay this yoar as last.

Porcentage Change in Country Genoral Store Salos by RoEions

|  |  | $\frac{\text { May, }}{2943}$ |  |  |  | $\frac{\text { May }, ~}{\text { Lay, }} \frac{1943}{1942}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Region | Number of stores reporting | $\left\{\begin{array}{c} \text { Number } \\ \text { roporting } \\ \text { an } \\ \text { incrasse } \end{array}\right.$ | Per Cont Change | Region | Number of stores reporting | Number reporting an inceases | Par Cont Change |
| Maritime Provinces: | 73 | 56 | +16.8 | Saskatchewan <br> North <br> South <br> Sout | 50 50 | 39 46 | $\begin{aligned} & +11.8 \\ & +27.3 \end{aligned}$ |
| Quebec: <br> South .... <br> North ... | $\begin{aligned} & 40 \\ & 35 \end{aligned}$ | $\begin{aligned} & 30 \\ & 29 \end{aligned}$ | +9.9 +14.7 | TOTAL ....... | 100 | 85 | $+17.5$ |
| TOTAL ..... | 75 | 59 | $+13.2$ | Alberta: <br> North <br> South | 53 74 | $\begin{aligned} & 42 \\ & 62 \end{aligned}$ | $\begin{aligned} & +21.0 \\ & +13.2 \end{aligned}$ |
| Ontario: <br> Iast ..... <br> North .... <br> West ..... | $\begin{aligned} & 44 \\ & 32 \\ & 47 \end{aligned}$ | 32 22 35 | +9.0 +5.3 +7.9 | T02aL ....... | 127 | 104 | $+16.2$ |
| TCTKL.... | 123 | 89 | +7.6 | Columbia: <br> CANADA $\qquad$ | 49 595 | 41 477 | $\begin{aligned} & +12.6 \\ & +13.8 \end{aligned}$ |
| lianitoba: | 48 | 43 | +19.6 |  |  |  |  |

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 | 1 | B | A | B | A | B |
| May, 1936 | 104.0 | 96.1 | 109.9 | 91.1 | 104.5 | 89.7 | 111.3 | 96.4 | 92.7 | 96.7 | 98.8 | 104.1 | 96.9 | 103.3 | 102.9 | 96.0 |
| May, 1937 | 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 |
| Hiay, 1938 | 111.0 | 105.6 | 123.8 | 106.2 | 124.3 | 110.4 | 114.3 | 102.5 | 100.9 | 108.9 | 92.0 | 100.4 | 93.6 | 103.3 | 112.4 | 108.5 |
| May, 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 |
| May, 1940 | 116.5 | 106.8 | 123.6 | 102.1 | 132.9 | 113.6 | 120.2 | 103.7 | 100.7 | 104.6 | 93.6 | 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 |
| Miay, 1942 | 141.6 | 130.1 | 151.1 | 125.3 | 168.7 | 144.8 | 143.9 | 124.6 | 128.5 | 134.0 | 115.8 | 122.1 | 126.6 | 134.9 | 123.7 | 115.4 |
| Way, 1943 | 161.1 | 148.9 | 176.5 | 146.9 | 191.0 | 164.6 | 154.8 | 134.6 | 153.7 | 161.0 | 136.1 | 144.1 | 147.4 | 157.5 | 139.3 | 130.5 |
| 1242 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| June | 132.2 | 127.4 | 126.4 | 124.4 | 160.6 | 142.7 | 129.6 | 123.9 | 130.5 | $132 \cdot 3$ | 106.6 | 112.6 | 122.2 | 129.2 | 132.0 | 118.3 |
| July | 139.7 | 130.7 | 129.7 | 124.1 | 167.6 | 143.3 | 142.2 | 124.9 | 138.7 | 132.7 | 119.1 | $127 \cdot 9$ | 130.4 | 137.0 | 124.1 | $115 \cdot 3$ |
| Ausust | 145.3 | 133.9 | 141.0 | 138.7 | 161.5 | 147.0 | $142 \cdot 3$ | $133 \cdot 3$ | 145.6 | 122.2 | 133.1 | 123.4 | 147.4 | 135.5 | 134.2 | 124.5 |
| Sepiember | $139 \cdot 7$ | 126.6 | 127.4 | 128.6 | 139.4 | 139.4 | 134.0 | 129.1 | 157.8 | 122.5 | 150.6 | 111.9 | 150.3 | 122.1 | 125.1 | 118.3 |
| October ...... | 153.9 | 129.4 | 140.6 | 127.5 | 159.3 | 145.8 | 130.0 | 120.1 | 170.1 | 135.2 | 181.1 | 121.9 | 171.5 | 128.0 | 133.5 | 122.2 |
| November | 139.2 | 138.8 | 137.7 | $137 \cdot 2$ | 141.1 | $143 \cdot 3$ | 128.3 | $135 \cdot 6$ | 155.0 | 154.4 | 153.5 | 139.5 | 144.9 | 137.7 | 116.1 | 124.0 |
| December ...... | 165.4 | 142.6 | 168.6 | 144.6 | 168.8 | 152.5 | 152.6 | 133.1 | 194.2 | 161.1 | 158.4 | 135.8 | 182.2 | 145.2 | 146.3 | 127.7 |
| $1243$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 108.4 | 138.6 | 119.1 | 133.0 | 109.0 | 146.5 | 110.0 | 140.4 | 113.9 | 161.7 | 93.9 | 141.3 | 108.9 | 148.4 | 105.0 | 130.6 |
| February | 110.1 | 152.0 | 123.3 | 154.1 | 114.6 | 160.0 | 108.1 | 140.0 | 112.1 | 167.4 | 96.7 | 148.6 | 112.5 | 165.6 | 98.8 | 129.5 |
| Narch ......... | 122.1 | 143.9 | 130.8 | 151.5 | 137.8 | 153.7 | 121.3 | 139.9 | 120.6 | 151.4 | 98.7 | 130.8 | 113.6 | 140.6 | 121.1 | 138.2 |
| hpril | 140.8 | 151.3 | 139.2 | 150.7 | 150.9 | 165.2 | 131.7 | 138.1 | 153.4 | 173.6 | $13 \div 49$ | $147 \cdot 7$ | 146.4 | 151.9 | 130.4 | $132.6$ |
| May .. | 161.1 | 148.9 | 176.5 | 146.9 | 191.0 | $16 i r .6$ | 154.8 | $13: 6$ | $153 \cdot 7$ | 161.0 | 136.1 | 144.1 | 147.1 | 157.5 | 139.3 | 130.5 |
| \% Change, Jan.-Hays 1943 | $+13.1$ | - | +17.7 | - | +11.0 | - | $+6.8$ | - | +19.8 | - | +18.0 | - | $+15.6$ | - | +11.1 | - |

Indexes for April and Ney, 1943 are subject to revision.

