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DEPARTEENT OF TRADE AND SOINETOE
    DO:INION BUREAU OF STATISITCS
    INTERNAL TRADE BRANCH
    OTTA IA, CANADA
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## MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

## September 1943

Country general store sales averaged 6 per cent higher in September this year than last according to reports received from over 560 of these general merchandise stores located in the sraallor towns and rural areas. Gains ranging from 4 per cent to 15 per cont were reported by all regions of the country except Manitoba and the southern parts of Saskatchewan and Alberta where there were decreases of 1 per cont. In Saskatchewan and Alberta these decreases were offset by increases in the northern sections reacting in increases of 4 per cent for the province as a whole in each case. Sales in British Columbia increased by 4 per cent; Ontario and quebec, 6 per cent and the
Maritime Provinces, 15 per cent.
Allowing for the difference in number and sales importance of the business days of September this year and last and for normal seasonal movements sales in Soptembor this year decreased by 10 per cont compared with the previous month. There was the same number of business days in September this year as last.

Percentage Change in Country General Store Sales by Regions


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 <br> and | CANADA |  | Mari | imes | Quebec |  | Ont | rio | wanitoba |  | Saskatchewan |  | Alberta |  | British <br> Columbia |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sonth | A | B | A | B | A | B | A | B | A | B | A | B | A | B | A | B |
| September, 1936 | 112.9 | 101.7 | 98.4 | 97.8 | 98.9 | 99.4 | 103.6 | 100.3 | 131.5 | 102.5 | 151.0 | $112 \cdot 7$ | 119.9 | 97.9 | 104.3 | 99.1 |
| September, 1937 | 117.2 | 106.1 | 108.8 | 109.9 | 110.5 | 210.5 | 112.4 | 108.2 | 142.7 | 110.7 | 123.0 | 91.4 | 127.1 | 103.3 | 115.6 | 109.3 |
| Sept ember, 1938. | 112.1 | 100.2 | 98.7 | 98.9 | 101.9 | 101.2 | 104.0 | 99.4 | 128.9 | 99.3 | 132.5 | 97.6 | 127.7 | 103.0 | 109.6 | 102.8 |
| September, 1939. | 126.1 | 109.0 | 108.0 | 105.2 | 111.5 | 107.6 | 112.7 | 104.8 | 148.6 | 111.3 | 168.9 | 121.1 | 141.5 | 111.0 | 112.3 | 102.5 |
| Sept ember, 1940. | 111.0 | 103.6 | 102.4 | 106.9 | 104.0 | 107.5 | 105.8 | 105.3 | 120.0 | 96.3 | $130 \cdot 2$ | $\bigcirc .00 .0$ | 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 | 126.7 | 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 |
| Septamber, 1943. | 147.7 | 133.7 | 146.0 | 146.9 | $147 \cdot 3$ | 146.7 | 141.4 | 135.6 | 156.4 | 120.9 | 157.2 | 116.4 | 156.2 | 126.4 | 130.4 | 122.8 |
| 1942 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| October | 153.9 | 129.4 | 140.6 | 127.5 | 159.3 | 145.8 | 130.0 | $120 \cdot 1$ | 170.1 | 135.2 | 181.1 | 121.9 | 171.5 | 128.0 | 133.5 | 122.2 |
| November | 139.2 | 138.8 | 137.7 | 137.2 | 141.1 | $143 \cdot 3$ | 128.3 | 135.6 | 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 | $127 \cdot 7$ |
| 1943 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 108.4 | 138.6 | 119.1 | 138.0 | 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 |
| March | 122.1 | 143.9 | 130.8 | 151.5 | 137.8 | 153.7 | 121.3 | 238.9 | 120.6 | 151.4 | 98.7 | 130.8 | 113.6 | 240.6 | 121.1 | 138.2 |
| April | 140.2 | 150.6 | 138.1 | 150.0 | 149.8 | 164.0 | 133.1 | 139.6 | 152.0 | 172.0 | 132.7 | 145.3 | 145.3 | 151.7 | 129.2 | 131.3 |
| May | 160.0 | 148.9 | 174.2 | 145.0 | 187.1 | 161.2 | 155.6 | 135.4 | 154.5 | 161.8 | 135.6 | 143.6 | 145.7 | 155.9 | 140.2 | 131.3 |
| June | 151.2 | 147.0 | 151.8 | 150.0 | 170.1 | 151.8 | 139.7 | 134.1 | 152.2 | 154.9 | 148.9 | 158.0 | 143.3 | 152.0 | 141.1 | 127.0 |
| July | 164.6 | 155.1 | 159.9 | 153.6 | 188.4 | 161.7 | 162.4 | 143.2 | 170.7 | 164.0 | 152.2 | 164.0 | 157.4 | 166.0 | 138.9 | 129.5 |
| August ... | 156.5 | 149.3 | 154.4 | 156.6 | 173.9 | 165.2 | 146.9 | 141.8 | 158.1 | 136.8 | 154.7 | 148.1 | 154.2 | 146.0 | 140.5 | 134.4 |
| September | 147.7 | 133.7 | 146.0 | 146.9 | 147.3 | 146.7 | 141.4 | $135 \cdot 6$ | 156.4 | 120.9 | 157.2 | 116.4 | 156.2 | 126.4 | 130.4 | 122.8 |
| ```% Change, Jan.-Sept., 1943``` | +12.1 | - | +17.0 | - | $+9 \cdot 1$ | - | $+7.4$ | - | +15.4 | - | +18.9 | - |  |  |  |  |

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[^0]:    Indexes for August and September, 1943 are subject to revision.

