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## ShF MMPER, 1941

September sales transacted by country general store merchants wore valued 16 per cont higher than the dollar business realized in september, 1343 , uccordin: to reports received from 765 of these ecnerul merchandise stores situated in the smaller towns and rural areas of Canada. The 16 per cent increase is greater, than gains recorded in the earlier month comparisons, gains ranging from 4 per cent in July to 12 per cent ir february and larch being recorded. The general unadjusted index of sales on the base $1935-1939=100$, stands at 172.0 for September, $1344 ; 174.4$ for August, 1944; and 149.5 for September, 1943.

The marked increase in country General store sales in September compared with earlier months reflects increased purchasing power arising from active grain and livestock markets. The number of bushels of train delivered to elevators was more than 50 per cent greater in September of this year than last. Cattle, calves and sheep marketing were also at lith levels. These factors were practicularly effectfive in stimulating retail sales in the western provinces, gains ranging as high as 30 per cent for the northern part of 3askatciewan being, recorded.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movemints stands at 104.3 for September, 1944, 4 per cent below the seasonally adjusted sales index of 101.0 for August, 1744 . There were 25 business days and 4 Saturdays in September, 1943, while September this year had : 5 business days and 5 Saturdays.

Fercontage Change in Country General Store Sales by Regions

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

| Year and Month | CNIADA |  | Waritimes | Quebec | Onterio | Manitoba | Jiaskatchewan | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | $\bar{A}$ | Ė | A | A | A | A | A |
| Septeriber, 1936 | 112.9 | 101.7 | 98.4 | 98.9 | 103.6 | 131.5 | 151.0 | 119.9 | 104.3 |
| Septuriber, 1937. | 117.2 | 106.1 | 108.8 | 110.5 | 112.4 | 142.7 | 123.0 | 127.2 | 115.6 |
| September, 1338 | 112.1 | 100.2 | 98.7 | 101.9 | 104.0 | 128.9 | 132.5 | 227.7 | 109.6 |
| Septernber, 1939 | 126.1 | 109.0 | 108.0 | 111.5 | 122.7 | 148:0 | 168.9 | 141.5 | 112.3 |
| September, 1910 | 111.0 | 103.6 | 102.1 | 104.0 | 105.8 | 120.0 | 130.2 | 121.1 | 101.1 |
| jeptember, 1941 | 124.1 | 115.9 | 117.0 | 125.9 | 120.9 | 131.3 | 128.9 | 129.6 | 116.5 |
| Jeptember, 1942 | 140.6 | 130.9 | 131.2 | 139.0 | 135.3 | 156.1 | 151.7 | 150.3 | 126.5 |
| Septeriber, 134\% | 149.5 | 139.1 | 152.6 | 143.0 | 141.8 | 155.2 | 157.6 198.6 | 156.9 188.8 | 134.8 161.9 |
| Senterber, 1344 | 172.0 | 154.3 | 173.5 | 160.8 | 151.6 | 183.3 | 138.6 | 188.8 | 161.9 |
| $\frac{1343}{0 c t o b e r}$ | 103.5 | 146.1 | 161.0 | 175.7 | 2.37 .1 | 170.6 | 178.2 | 180. 8 | 143.1 |
| November | 156.1 | 150.8 | 160.3 | 100.5 | 24.0.0 | 177.4 | 207.3 | 155.3 | 126.3 |
| Decermber | 184.5 | 257.0 | 202.8 | 184.2 | 163.9 | 201.4 | 185.4 | 203.5 | 166.7 |
| 1944 |  |  |  |  |  |  |  |  |  |
| January | 113.3 | 200.5 | $211 . .5$ | 129.8 | 116. i | 204.7 | 111.0 | 222.5 | 11.4 .4 |
| Tebruary | 123.9 | 106.2 | 118.4 | 124.7 | 121.\% | 118.2 | 111.7 | 121.4 | 117.6 |
| Narch | 139.1 | 163.1 | 155.1 | 154.5 | 134.3 | 131.3 | 122.0 | 127.1 | 135.5 |
| April | 156.1 | 176.0 | 16.5 .0 | 167.3 | 142.8 | 158.8 | 151.1 | 166.1 | 136.9 |
| I:ay | 177.7 | 104.1 | 206.4 | 206.1 | 167.7 | 108.0 | 156.3 | 152.3 | 137.0 |
| June | 163.1 | 160.4 | 173.1 | 193.4 | 146.7 | 156.0 | 163.5 | 161.1 | 167.3 |
| July | 170.5 | 153.3 | 176.7 | 136.6 | 161.0 | 104.7 | 157.1 | 162.9 | 151.2 |
| fingust | 274.4 | 161.0 | 18れ. 1 | 185.7 | 156.8 | 164.3 | 177.7 | 182.1 | 165.6 |
| september ...... | 172.0 | 154.3 | 173.5 | 100.8 | 15\%.6 | 183.3 | 198.6 | $188 . \varepsilon$ | 161.9 |
| \% Chante, $\frac{\text { Jan. - Se t. }}{\text { Jan.-Sert. } 2344}$ | +10.2 | - | +15.6 | $+3.1$ | + 3.9 | + 3.1 | +11.8 | +11.9 | +13.1 |

The monthly indexes of country eeneral store siles from January, l942 onvard have recently been revised to inelude reports from an increased number of fims. Indexes appearinf. in tho reports for July, 1944 and all subsequent months are based on tie larger sample of reporting firms.

