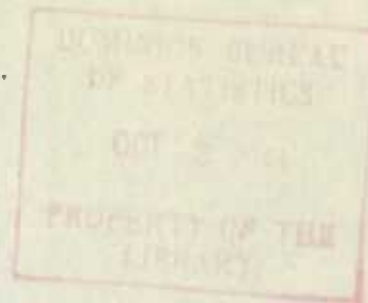


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Minister of Trade and Commerce



**CANADA**  
**DEPARTMENT OF TRADE AND COMMERCE**  
**DOMINION BUREAU OF STATISTICS**  
**MERCHANDISING AND SERVICES BRANCH**

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**SUMMARY**  
**MONTHLY INDEXES**  
**OF**  
**COUNTRY GENERAL STORE SALES**  
**IN**  
**CANADA**  
**1937 - 1943**

Average, 1935-1939 = 100



OTTAWA  
1944

Price 25 cents

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES BRANCH  
OTTAWA, CANADA

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Dominion Statistician: S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.  
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Series, 1943  
No. 6

Price 25 cents

Summary of Monthly Indexes of Country General Store Sales, 1937-1943

(Average, 1935-1939=100)

Introduction

The country general store continues to occupy an important place in the retail marketing structure of Canada. Defined as stores selling a general line of merchandise usually including a substantial volume of groceries and located in places of less than 2,000 population these retail outlets fill a large part of the requirements for convenience goods of persons living in the smaller towns and rural areas of the country. Results of the 1941 Census of Merchandising Establishments show that in that year there were 11,917 country general stores in Canada with annual sales of \$214,747,800, an amount which formed 6.2 per cent of the total retail trade.

Monthly surveys based on reports received from a sample number of these country general stores and designed to indicate the month-to-month trend in the value of business transacted were instituted early in 1936. In recent months the number of reporting firms has been increased by the addition of some 200 stores and the index numbers from January, 1942 onwards have been revised to allow for the more representative coverage. Annual averages for 1937 and subsequent years and the monthly indexes from January, 1938 to December, 1943 are shown in this bulletin.

Trend in Sales, 1942-1943

Compared with a 3.6 per cent increase in urban retail trade between 1942 and 1943, country general store sales increased by 11.4 per cent in the same period. The more substantial gain in country general store business may be attributed in part to the marked increase in farmers' cash income between the two years and in part to the restrictions on automobile transportation with the consequent curtailment of shopping by the farm population in the larger urban centres.

All provinces recorded increases in country general store sales between 1942 and 1943. Percentage increases in sales between these two years for the various regions for which separate figures are compiled with percentage increases between 1941 and 1943 in brackets are as follows: Maritime Provinces, 18.1 per cent (35.2 per cent); Quebec, 9.7 per cent (25.2 per cent); Ontario, 7.2 per cent (20.4 per cent); Manitoba, 11.6 per cent (30.0 per cent); Saskatchewan, 15.1 per cent (35.8 per cent); Alberta, 12.9 per cent (29.4 per cent); and British

Columbia, 9.2 per cent (19.3 per cent). Sales for all provinces combined averaged 27.4 per cent higher in 1943 than in 1941.

Cash income from the sale of farm products as recorded by the Agricultural Branch of the Bureau increased 25.3 per cent in 1943 over 1942, a large portion of this increase representing receipts from sales of the 1942 crop. The increase in cash income in Saskatchewan was particularly large at 59.3 per cent followed by increases of 34.5 per cent for Manitoba, 27.1 per cent for Alberta, 24.9 per cent for British Columbia, 22.7 per cent for the Maritime Provinces, 13.1 per cent for Quebec and 9.8 per cent for Ontario.

That the increase in country general store sales did not parallel that in cash income from the sale of farm products is to be expected. A large portion of the gain in farm revenue was used in making payments on mortgages or other debts incurred in previous years. Bond purchases were an important factor. In addition it should be noted that the trade of country general stores is not restricted to the farm population. These stores also serve dwellers in small urban centres whose income fluctuated to a much smaller degree than that indicated by the figures on cash receipts from the sale of farm products. Farmers do not of course make all their retail purchases in country general stores. But in view of the scarcity of durable consumers goods existing in the period under review it is extremely unlikely that any substantial proportion of the gain in farm cash income would be expended in this direction.

#### Coverage of Stores and Sales

The indexes of country general store sales are computed from returns received from a sample number of firms. Slightly over 900 stores are on the mailing list and these transacted some 19 per cent of the total business of all similar stores. The following table presents a comparison of the stores included in the sample and the totals for the trade as recorded in the results of the Census of Merchandising and Service Establishments for 1941.

#### Coverage of Stores and Sales, by Provinces, 1941

Province	Totals		Monthly Sample			
	Stores	Sales	Stores		Sales	
			Number	Per cent of total	Amount	Per cent of total
		\$			\$	
Maritimes .....	1,566	26,775,600	150	9.6	6,745,543	25.2
Quebec .....	2,943	49,290,600	127	4.3	6,289,687	12.8
Ontario .....	2,350	44,274,600	209	8.9	9,267,946	20.9
Manitoba .....	1,000	16,397,900	67	6.7	2,558,895	15.1
Saskatchewan ....	1,929	32,689,600	153	7.9	5,649,530	17.3
Alberta .....	1,377	27,217,100	146	10.6	7,417,691	27.3
British Columbia.	728	16,057,400	73	10.0	3,400,868	21.2
CANADA (1) ...	11,917	214,747,800	925	7.8	41,330,160	19.2

(1) Includes Yukon and the Northwest Territories

In view of the limited number of stores reporting in the Maritime Provinces, a combined index is constructed for that region. A separate index is computed for each of the other provinces.



In addition to the index numbers, the monthly reports contain a table showing the percentage changes in sales between the month under review and the corresponding month in the previous year. For this table several of the provinces have been subdivided into regions for each of which a separate ratio of sales is computed.

The province of Alberta is divided into a northern and southern region by a line passing slightly to the north of Wetaskiwin. Saskatchewan is similarly divided by a line passing slightly to the south of Yorkton. Ontario is divided into three districts. One district covers the northern part of the province including Parry Sound, Nipissing and all territory north of these regions. The second district covers the southwestern part of the province including the counties of York and Simcoe. The third district covers the remainder of the province and includes that portion lying east of the counties of York and Simcoe and south of Parry Sound and Nipissing. The province of Quebec is divided into two regions, the St. Lawrence River forming the boundary in this case.

#### Adjustments for Seasonal Variations

Conforming with the experience of most other kinds of retail trade, country general store sales are subjected to fairly well defined seasonal variations, sales for certain months standing consistently higher or lower than the average for the year. These seasonal variations are due partially to climatic changes, partially to long established buying habits and, especially in the case of country general stores, to the seasonal distribution of purchasing power.

Sales importance of different days of the week also varies. Other factors remaining constant, a month containing five Saturdays would normally have more business than a month with four. Information received from a sample number of firms regarding the percentage of the weekly business transacted on different days of the week indicates the following distribution:

<u>Percentage of Weekly Business Transacted</u> <u>on Different Days of the Week</u>	
	<u>%</u>
Monday	15
Tuesday	14
Wednesday	13
Thursday	15
Friday	16
Saturday	27
Total	<u>100</u>

In order to obtain an index more indicative of the underlying trend in sales, index numbers have been computed in which adjustments have been made to eliminate the effects of differences in the number of business days in different months, differences in sales importance of different days of the week and also for normal seasonal movements. Corrections for the first two factors were made on the basis of the information submitted by the sample number of firms to which reference was made above. Corrections for seasonal variations were made by means of correction factors based on the average experience of recent years. These seasonal correction factors represent the ratio that sales in each month normally bear to sales in an average month, the word "average" being used merely to designate one-twelfth of the annual turnover. These correction factors vary for the different provinces. They are shown on the following page.

Country General Stores - Seasonal Correction Factors

Month	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
January	85	75	79	75	70	76	81
February	90	77	83	76	71	77	82
March	86	87	85	80	73	78	85
April	92	91	95	96	90	95	98
May	113	113	112	96	92	93	104
June	98	113	105	97	95	95	112
July	99	113	110	101	94	96	104
August	103	107	104	105	107	107	105
September	102	104	108	118	132	119	110
October	104	106	105	114	138	123	106
November	103	102	98	111	114	106	97
December	125	112	116	131	124	135	116

Differences in the seasonal pattern of country general store trading in the several provinces may be more readily observed by grouping the figures in the above table into four month totals. When this is done it is found that about 36 per cent of the annual business of country general stores located in the Maritime Provinces, Quebec, Ontario and British Columbia is transacted in the last four months of the year. Reflecting the less uniform seasonal distribution of farm income in the Prairie Provinces, the corresponding ratios for these provinces are higher, standing at 40 per cent for Manitoba and Alberta and at 42 per cent for Saskatchewan. The proportions of the total annual business transacted in the first eight months of the year in the Prairie Provinces are of course correspondingly lower.

Chart 1

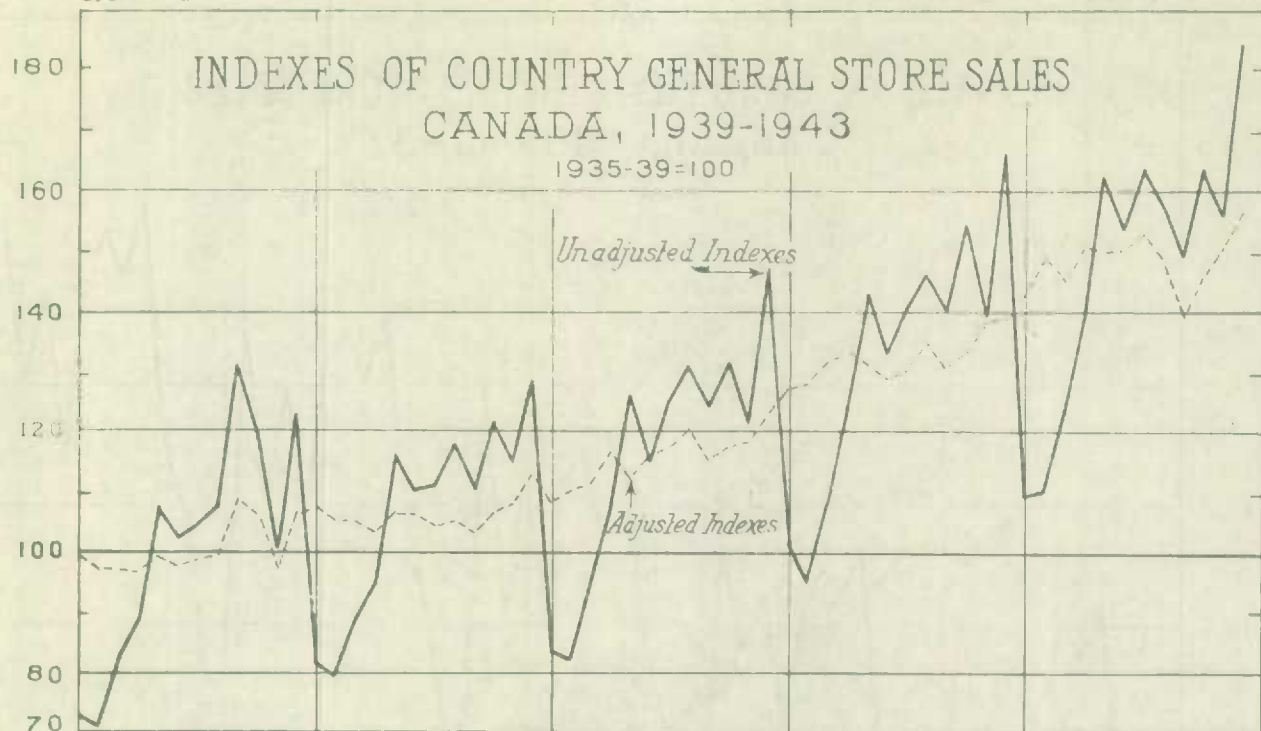


Chart 2

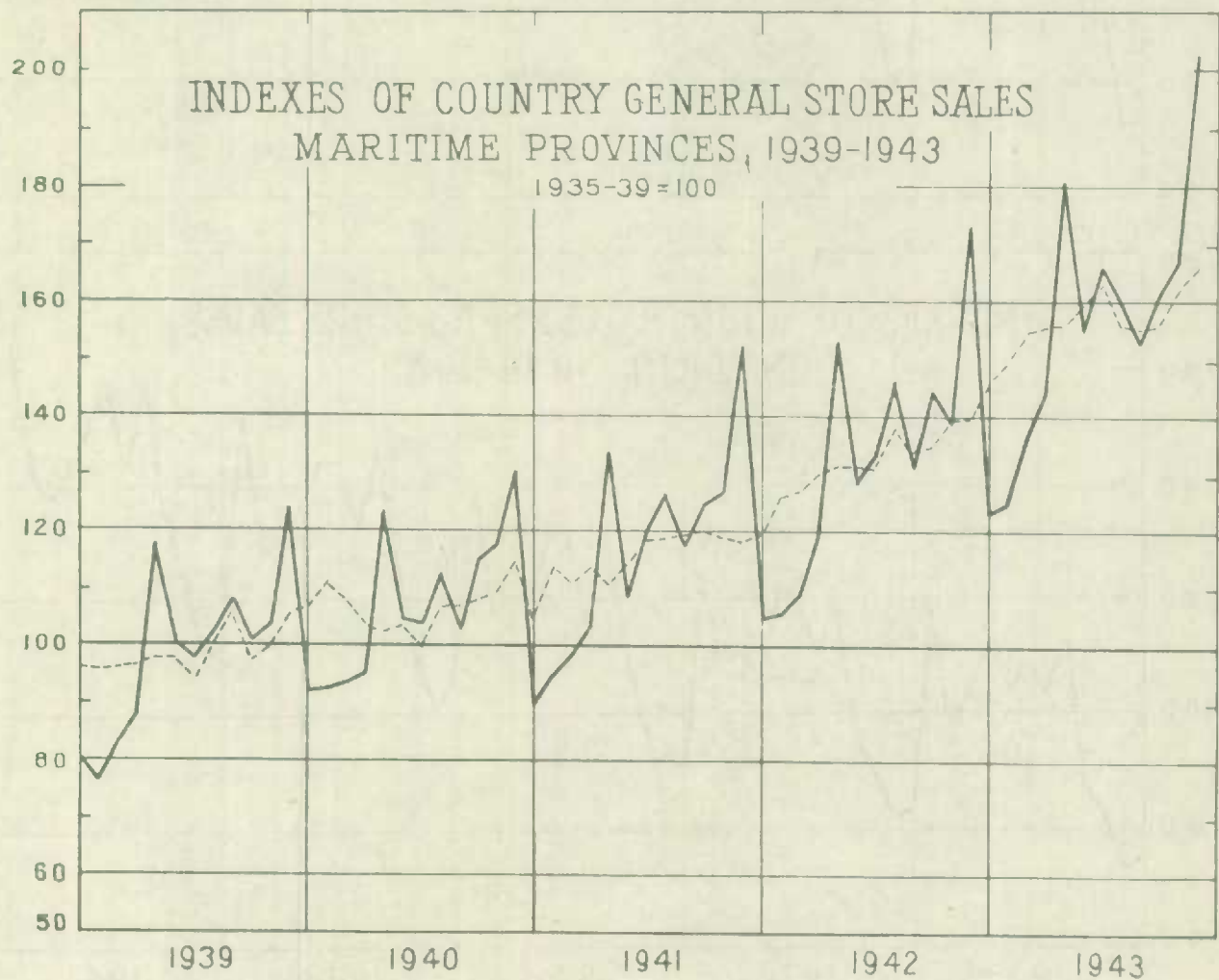




Chart 3

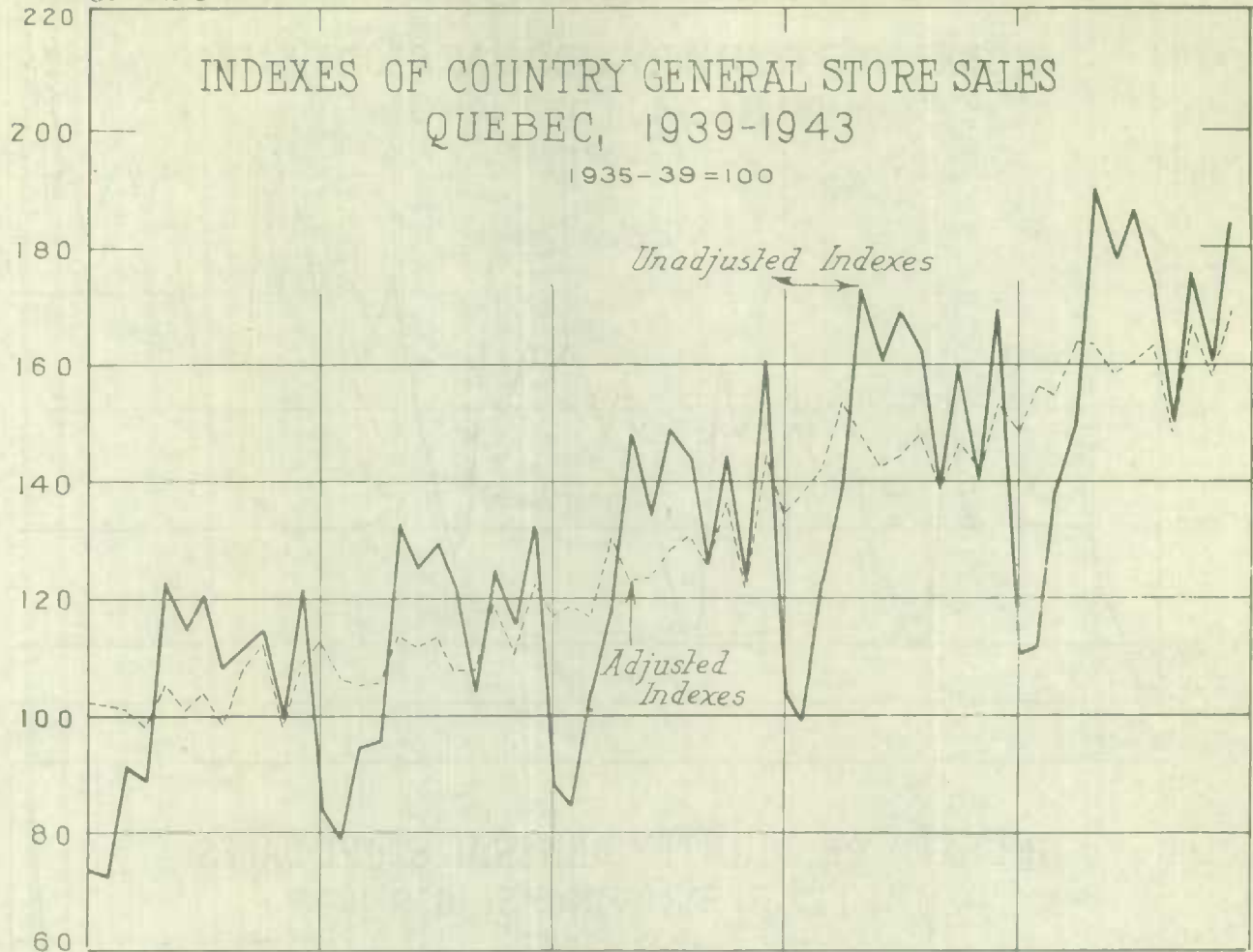


Chart 4

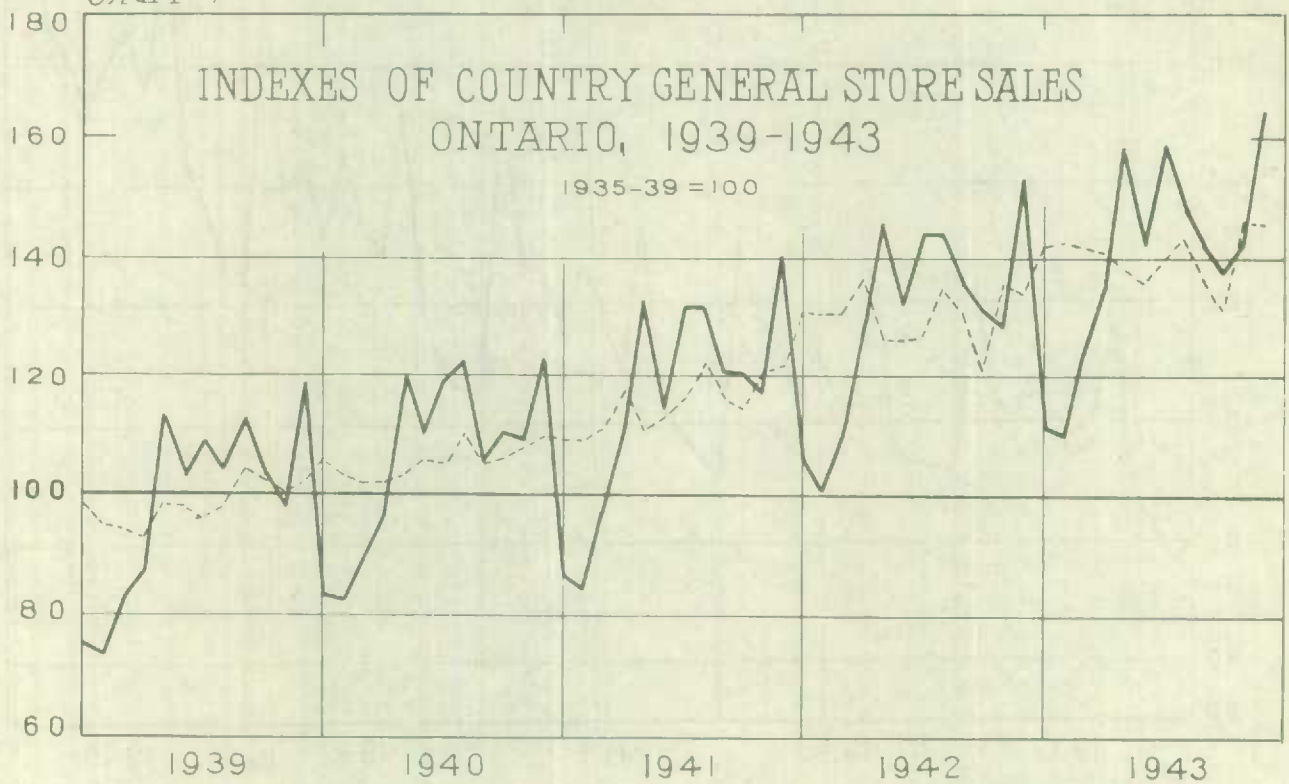


Chart 5

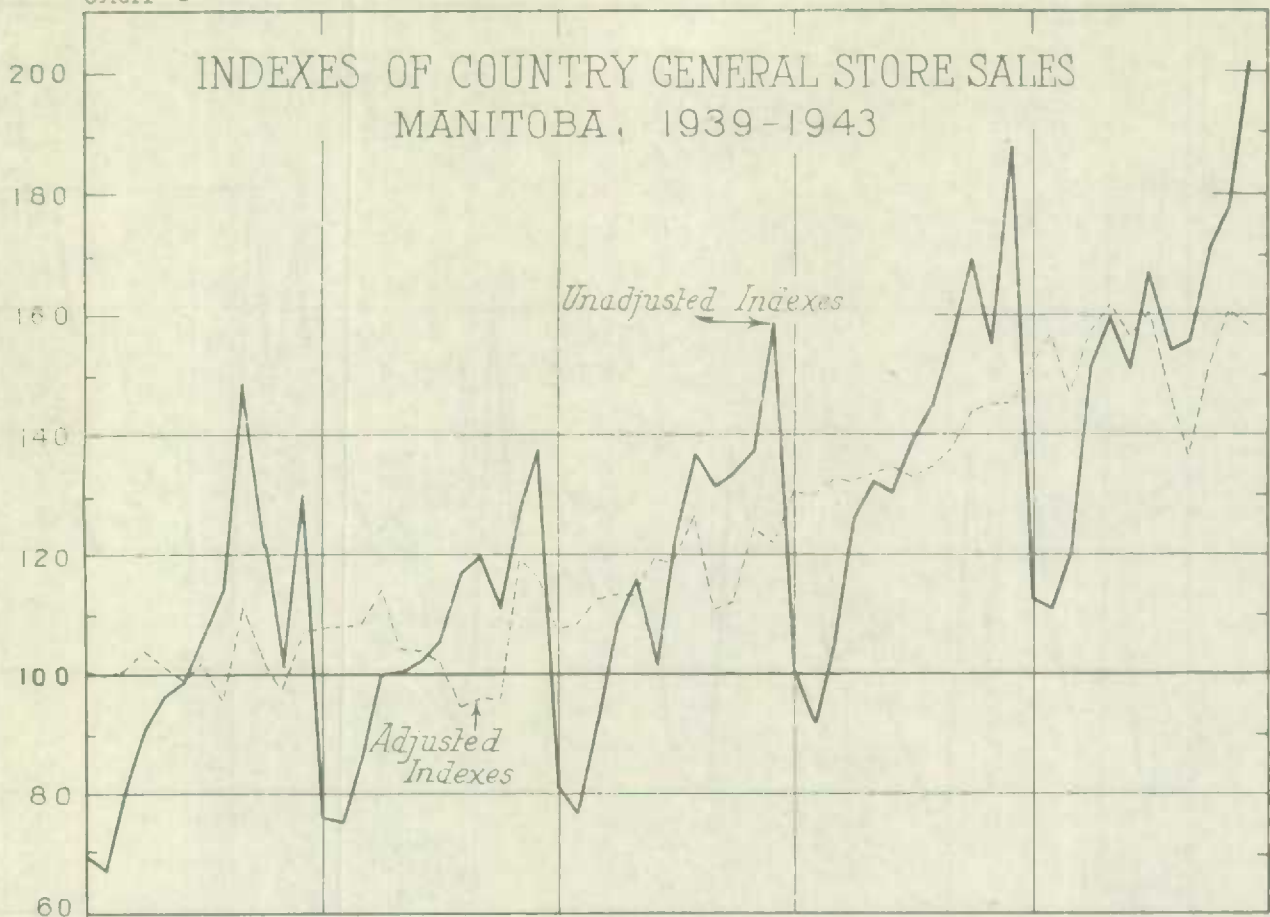


Chart 6

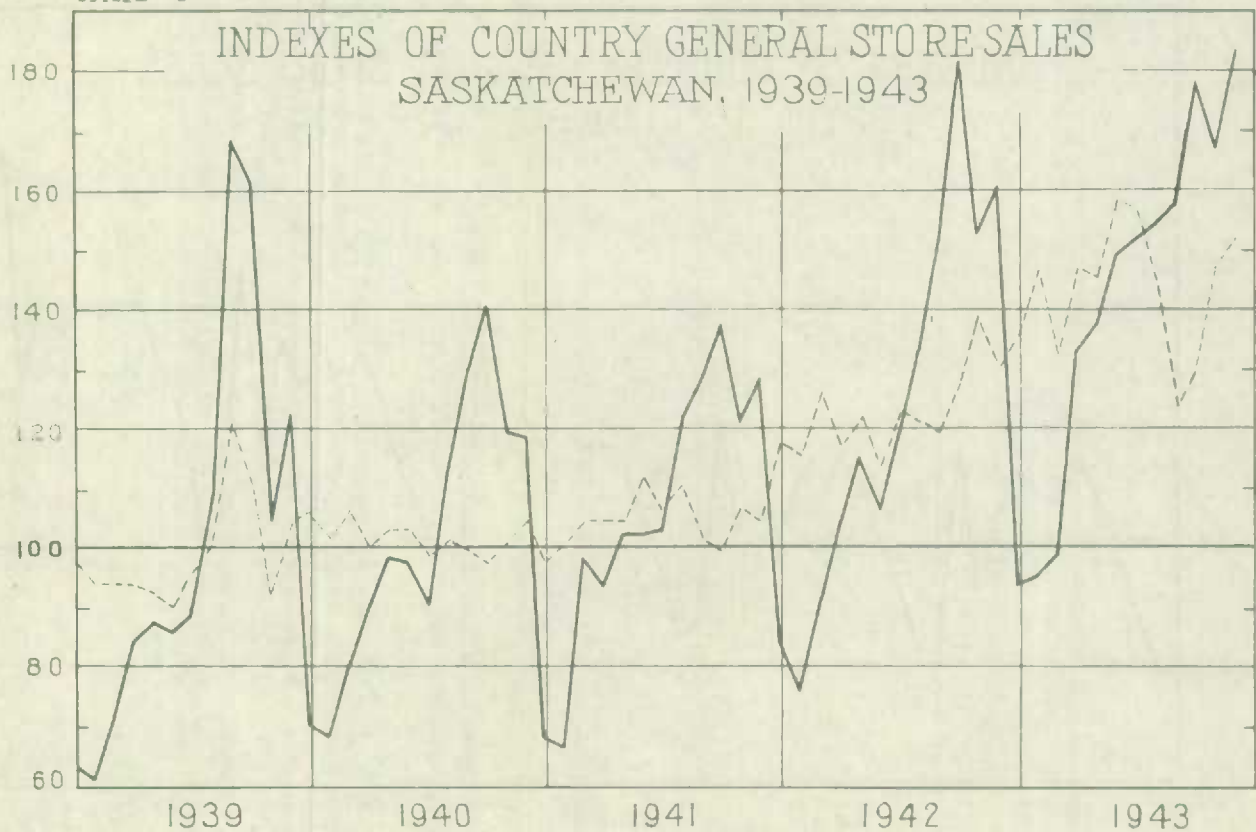




Chart 7

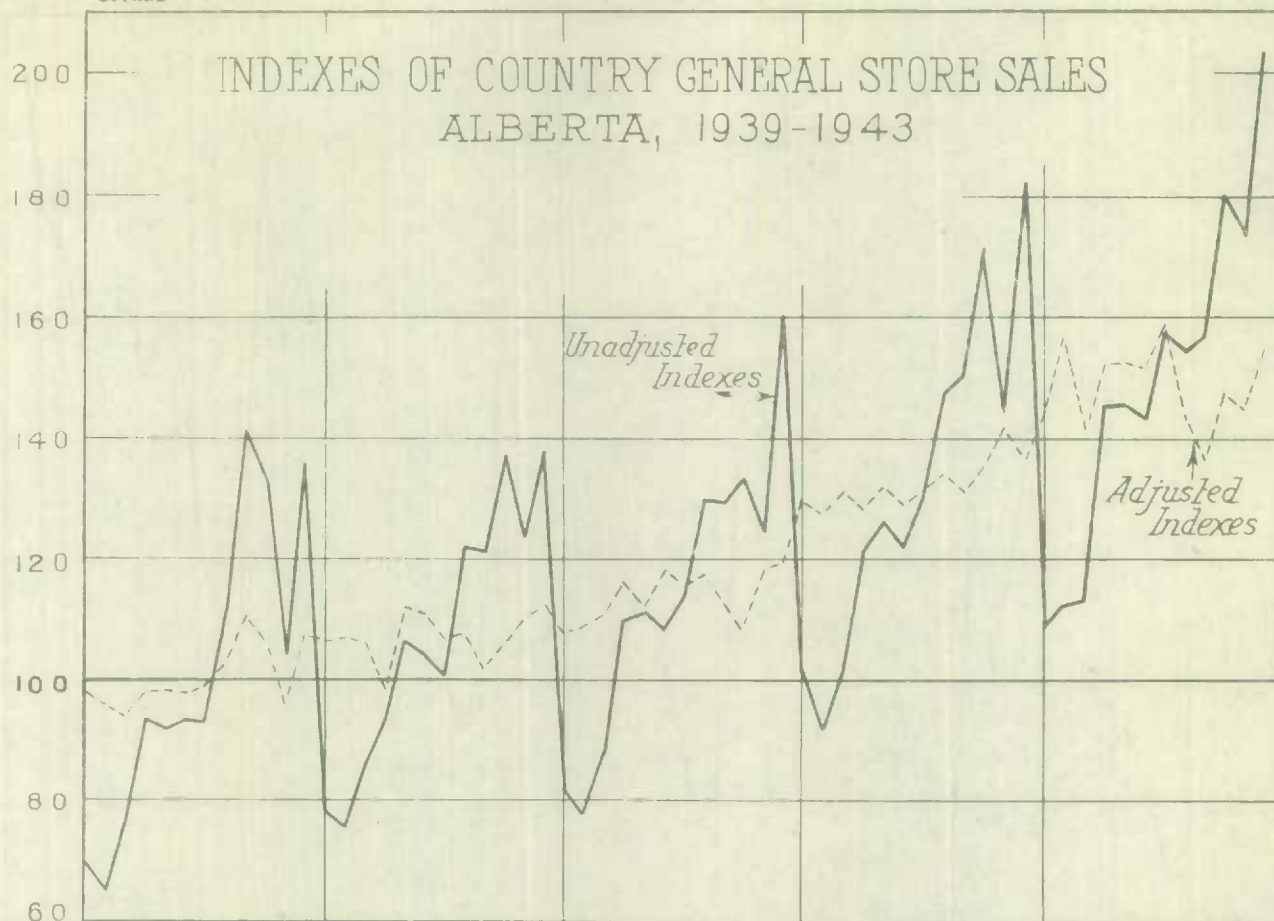
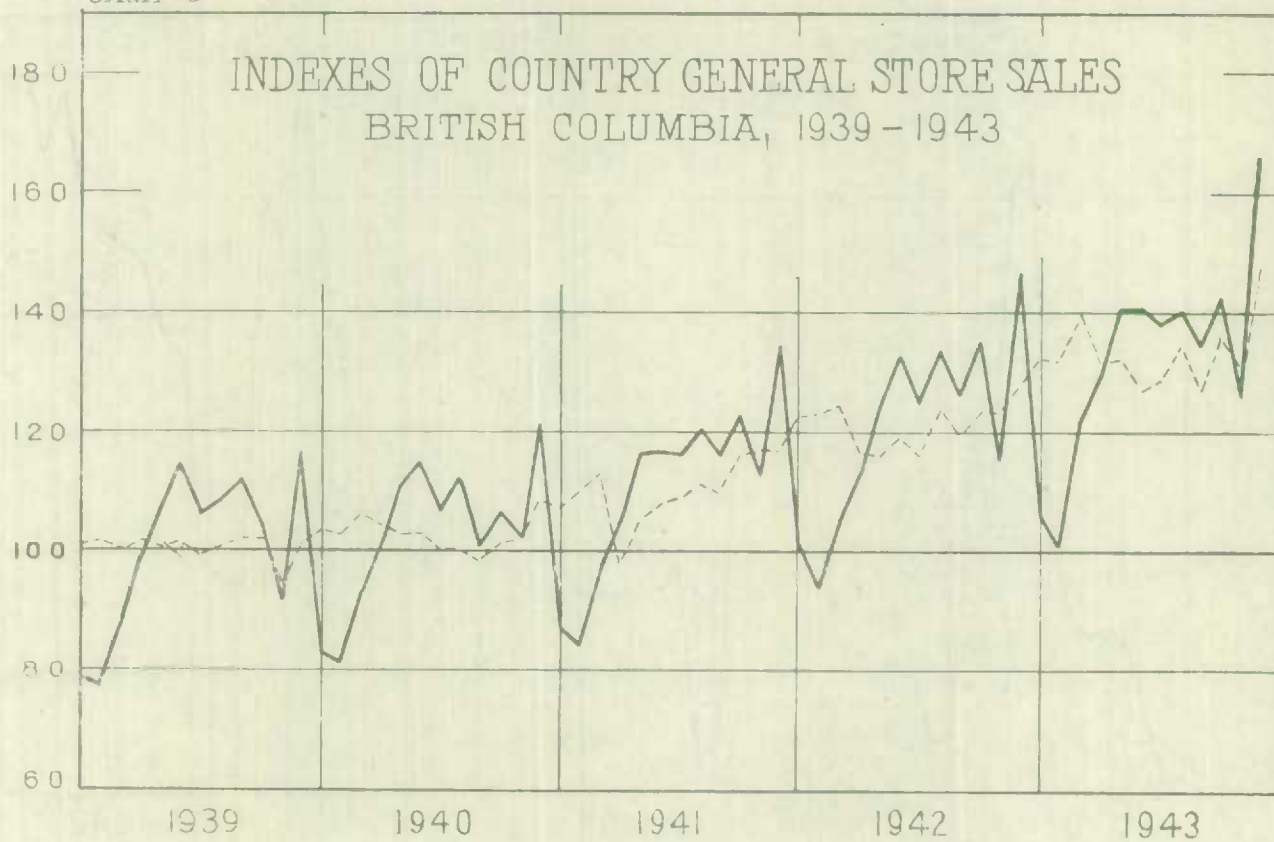


Chart 8



General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, Canada

1937 .....	105.4	1941 .....	116.2
1938 .....	103.2	1942 .....	132.9
1939 .....	100.7	1943 .....	148.0
1940 .....	106.7		

Monthly Indexes, 1938 - 1943 Canada

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	78.2	106.0	73.1	99.5	81.7	107.9
February .....	77.7	107.0	70.8	97.6	79.7	105.7
March .....	90.0	106.3	82.8	97.1	89.6	105.7
April .....	102.3	106.8	89.4	97.0	95.7	103.5
May .....	111.0	105.6	108.0	99.6	116.5	106.8
June .....	110.9	107.1	102.4	98.0	110.2	106.9
July .....	111.1	104.4	104.9	99.0	111.2	104.7
August .....	110.1	101.8	107.7	99.7	118.4	105.5
September .....	112.1	100.2	126.1	109.0	111.0	103.6
October .....	114.6	99.9	119.2	106.7	122.2	107.0
November .....	102.2	99.3	100.6	97.5	116.1	108.6
December .....	118.3	97.7	123.5	105.6	128.3	113.3
	1941		1942		1943	
January .....	83.9	108.3	101.2	127.4	109.7	143.4
February .....	82.1	110.8	95.1	128.5	110.2	149.1
March .....	95.0	111.8	108.7	131.9	123.7	145.4
April .....	108.2	117.0	124.1	133.7	141.2	151.0
May .....	126.9	112.7	143.5	131.8	162.8	150.4
June .....	115.8	116.1	133.1	129.2	153.9	150.6
July .....	125.9	117.6	141.2	130.9	164.0	153.1
August .....	131.6	121.0	146.6	135.3	157.2	149.5
September .....	124.1	115.9	140.6	130.9	149.5	139.1
October .....	132.0	117.9	155.0	133.4	163.5	146.1
November .....	121.7	118.4	139.0	138.5	156.1	150.8
December .....	147.4	123.4	166.3	139.4	184.5	157.0

General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

**Annual Averages, 1937 - 1943, Maritime Provinces**

1937 .....	107.5	1941 .....	115.3
1938 .....	101.2	1942 .....	132.0
1939 .....	98.6	1943 .....	155.9
1940 .....	106.8		

**Monthly Indexes, 1938 - 1943, Maritime Provinces**

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	89.9	107.0	80.5	96.2	92.0	106.6
February .....	87.2	109.0	76.7	95.9	92.2	111.0
March .....	90.7	105.1	83.6	96.2	93.5	108.0
April .....	98.6	103.9	88.0	96.4	95.0	103.7
May .....	123.8	106.2	117.5	97.8	123.6	102.1
June .....	104.1	102.5	100.1	97.7	104.8	103.5
July .....	103.4	99.3	97.8	94.4	103.5	99.8
August .....	102.5	100.8	102.4	100.7	112.6	106.7
September .....	98.7	98.9	108.0	105.2	102.4	106.9
October .....	102.0	96.1	100.6	97.8	114.7	108.0
November .....	97.5	94.5	103.5	99.9	117.3	109.4
December .....	116.0	95.3	124.1	105.6	130.3	114.4
	1941		1942		1943	
January .....	89.2	104.5	104.7	119.5	122.9	145.8
February .....	95.0	113.4	105.4	125.9	124.6	148.8
March .....	98.1	111.0	108.8	127.0	136.2	154.3
April .....	103.6	113.5	118.9	129.8	143.5	155.3
May .....	133.4	110.7	152.7	131.1	180.6	155.7
June .....	108.2	114.4	128.1	131.2	154.7	159.1
July .....	120.1	118.2	133.6	130.4	165.9	162.5
August .....	126.1	118.7	145.8	137.9	159.7	155.6
September .....	117.0	119.3	131.2	133.7	152.6	155.0
October .....	124.8	120.0	144.4	134.7	161.0	155.4
November .....	121.5	118.9	138.5	139.3	166.3	162.1
December .....	146.5	118.2	172.3	139.5	202.8	166.8



General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, Quebec

1937 .....	107.4	1941 .....	127.1
1938 .....	106.5	1942 .....	145.0
1939 .....	103.2	1943 .....	159.1
1940 .....	111.6		

Monthly Indexes, 1938 - 1943, Quebec

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	79.5	109.9	73.7	102.1	84.0	112.9
February .....	78.2	109.2	72.7	101.6	79.0	106.2
March .....	99.5	111.4	91.0	101.0	94.2	105.1
April .....	104.9	111.9	88.6	98.1	95.5	105.4
May .....	124.3	110.4	122.2	105.3	132.9	113.6
June .....	125.8	111.8	114.5	100.9	125.0	111.5
July .....	124.5	106.9	120.6	104.0	129.2	111.3
August .....	113.1	103.0	108.0	96.3	121.5	106.5
September .....	101.9	101.2	111.5	107.6	104.0	107.5
October .....	110.3	104.9	114.2	112.1	124.7	118.6
November .....	100.1	98.9	99.5	97.9	115.9	110.2
December .....	116.1	100.5	121.5	108.9	132.2	122.3
	1941		1942		1943	
January .....	86.1	116.9	104.1	134.7	110.2	148.9
February .....	84.9	118.6	99.1	138.3	112.0	156.4
March .....	104.4	116.9	123.2	142.2	138.4	154.9
April .....	117.9	130.5	139.2	153.6	149.9	164.1
May .....	148.2	123.0	172.9	148.4	189.7	163.5
June .....	134.4	123.2	160.5	142.6	177.7	158.5
July .....	149.0	128.4	169.1	144.6	186.9	160.4
August .....	144.2	130.7	162.7	148.1	173.9	163.2
September .....	125.9	125.9	139.0	139.0	149.0	148.5
October .....	144.8	136.6	160.3	146.7	175.7	166.4
November .....	123.0	121.6	140.1	142.3	160.6	158.0
December .....	160.5	144.5	169.8	153.4	184.2	169.1

General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, Ontario

1937 .....	106.7	1941 .....	115.7
1938 .....	101.8	1942 .....	129.9
1939 .....	98.6	1943 .....	139.5
1940 .....	106.2		

Monthly Indexes, 1938 - 1943, Ontario

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	79.1	103.7	75.1	98.9	83.3	106.3
February .....	80.4	104.1	73.4	95.1	82.7	103.3
March .....	93.5	107.2	83.1	94.5	89.6	102.2
April .....	104.2	106.4	87.8	93.2	96.9	102.4
May .....	114.3	102.5	113.5	98.7	120.2	103.7
June .....	109.3	104.5	103.5	98.2	110.4	106.0
July .....	118.6	104.5	109.2	96.7	119.3	105.6
August .....	108.0	101.2	104.8	98.2	122.5	110.5
September .....	104.0	99.4	112.7	104.8	105.8	105.3
October .....	99.8	95.8	103.8	102.9	110.6	106.2
November .....	96.6	99.4	98.2	100.6	109.7	108.6
December .....	114.4	95.7	118.6	102.7	123.2	110.0
	1941		1942		1943	
January .....	86.7	109.4	106.6	130.9	111.3	142.0
February .....	84.6	109.5	100.7	130.5	110.0	142.5
March .....	97.0	111.2	110.6	130.6	123.8	141.9
April .....	111.2	118.0	129.0	136.3	134.4	140.9
May .....	133.6	111.1	145.5	126.0	158.4	137.8
June .....	114.7	113.1	131.8	126.0	142.3	136.6
July .....	131.5	116.5	143.9	126.4	158.3	139.6
August .....	131.4	122.6	143.8	134.7	148.2	143.1
September .....	120.9	116.4	135.3	130.3	141.8	136.0
October .....	120.4	114.7	130.8	120.9	137.1	131.0
November .....	117.2	120.5	128.0	135.3	142.2	145.7
December .....	140.4	122.0	153.2	133.6	163.9	145.3

General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, Manitoba

1937 .....	106.4	1941 .....	117.3
1938 .....	105.5	1942 .....	136.7
1939 .....	102.2	1943 .....	152.5
1940 .....	105.6		

Monthly Indexes, 1938 - 1943, Manitoba

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	75.9	110.7	68.7	100.6	76.0	107.9
February .....	75.9	113.3	67.0	100.0	75.2	108.2
March .....	86.2	110.1	61.5	100.9	87.1	108.3
April .....	102.0	112.4	91.1	104.3	100.2	114.3
May .....	100.9	108.9	96.7	101.3	100.7	104.6
June .....	110.9	112.4	99.0	99.6	102.5	104.3
July .....	112.9	108.4	106.4	102.6	105.9	102.1
August .....	121.6	102.1	114.2	95.9	117.4	94.9
September .....	128.9	99.3	148.6	111.3	120.0	96.3
October .....	115.2	95.2	121.7	105.8	116.3	96.1
November .....	107.6	104.3	101.4	97.9	128.4	119.7
December .....	126.0	100.2	130.3	107.2	137.4	116.6
	1941		1942		1943	
January .....	81.3	108.0	101.2	130.9	112.5	151.2
February .....	76.6	108.3	91.9	130.0	110.7	156.6
March .....	92.4	112.5	105.8	132.8	120.5	146.8
April .....	108.4	113.9	126.3	132.1	151.4	157.1
May .....	116.1	113.4	132.4	153.8	159.4	161.8
June .....	111.7	119.3	130.2	134.7	150.4	156.3
July .....	123.3	118.9	139.1	133.1	166.9	160.3
August .....	137.1	126.7	145.3	134.8	153.7	147.5
September .....	131.3	115.8	156.1	137.5	155.2	136.3
October .....	133.5	117.1	169.1	143.9	170.5	152.0
November .....	137.4	124.8	155.3	145.0	177.4	160.5
December .....	158.8	122.2	187.9	145.2	201.4	158.0



General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, Saskatchewan

1937 .....	100.0	1941 .....	104.6
1938 .....	100.4	1942 .....	123.4
1939 .....	100.9	1943 .....	142.0
1940 .....	101.8		

Monthly Indexes, 1938 - 1943, Saskatchewan

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	65.0	100.4	63.7	98.8	70.7	106.4
February .....	68.5	105.1	61.4	94.3	68.9	102.0
March .....	75.1	100.1	71.2	94.2	80.4	106.8
April .....	97.0	103.4	84.8	94.0	91.3	100.8
May .....	92.0	100.4	87.8	92.9	98.6	103.5
June .....	101.4	107.2	86.0	90.2	97.5	103.5
July .....	97.8	105.4	88.9	96.2	91.8	99.3
August .....	108.3	100.5	109.0	101.1	113.6	101.5
September .....	132.5	97.6	168.9	121.1	130.2	100.0
October .....	136.8	95.1	161.4	115.8	140.9	97.9
November .....	114.0	100.8	104.5	92.0	119.4	101.6
December .....	116.0	95.3	122.9	104.6	118.6	104.2
	1941		1942		1943	
January .....	68.6	97.6	84.9	117.7	94.2	135.7
February .....	66.8	101.1	76.4	115.6	96.9	146.8
March .....	78.6	104.9	91.7	126.2	99.3	132.5
April .....	93.7	104.9	104.8	116.9	133.0	147.2
May .....	102.8	104.8	115.7	122.0	137.7	145.8
June .....	102.7	112.0	107.7	113.8	149.7	158.8
July .....	103.1	106.8	119.7	123.0	152.1	156.9
August .....	122.1	110.7	133.1	121.1	154.4	144.9
September .....	128.9	101.6	151.7	119.5	157.6	123.7
October .....	137.8	99.9	181.3	127.5	178.2	129.6
November .....	121.0	107.0	152.8	138.9	167.2	147.3
December .....	128.8	104.7	160.7	131.1	183.4	152.0

General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, Alberta

1937 .....	102.5	1941 .....	114.4
1938 .....	103.1	1942 .....	131.1
1939 .....	101.1	1943 .....	148.0
1940 .....	107.5		

Monthly Indexes, 1938 - 1943, Alberta

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	74.9	104.9	70.0	98.4	78.6	107.0
February .....	71.2	104.8	65.2	96.0	75.8	107.5
March .....	83.1	102.4	77.1	94.3	86.9	106.7
April .....	103.3	104.4	93.8	98.5	93.6	97.9
May .....	93.6	103.3	92.1	98.6	103.8	112.3
June .....	100.7	106.4	93.8	98.3	104.8	111.2
July .....	97.4	102.7	93.7	99.2	101.0	107.0
August .....	111.5	102.5	112.2	103.1	122.2	108.1
September .....	127.7	103.0	141.5	111.0	121.1	101.7
October .....	137.5	106.6	132.9	106.3	137.3	106.5
November .....	108.2	100.1	104.3	95.1	124.0	110.4
December .....	128.1	97.9	136.0	107.5	138.2	112.8
	1941		1942		1943	
January .....	82.7	108.4	101.8	129.9	108.9	144.5
February .....	78.2	109.2	91.5	127.8	112.5	157.0
March .....	89.1	111.3	102.0	131.3	113.6	141.8
April .....	110.0	116.7	121.8	128.7	145.3	152.3
May .....	111.6	112.6	126.6	132.0	145.7	152.6
June .....	108.7	118.5	122.2	129.2	143.3	152.0
July .....	114.4	116.0	130.4	131.3	157.4	159.1
August .....	130.0	117.9	147.4	134.2	154.2	144.7
September .....	129.6	113.3	150.3	131.3	156.9	136.6
October .....	133.7	108.7	171.5	135.3	180.8	147.6
November .....	124.9	118.8	144.9	141.6	153.3	145.2
December .....	160.5	119.9	182.2	136.6	203.5	155.0

General Index of Country General Store Sales in Canada  
(Average, 1935 - 1939 = 100)

Annual Averages, 1937 - 1943, British Columbia

1937 .....	106.2	1941 .....	111.2
1938 .....	104.3	1942 .....	121.5
1939 .....	100.9	1943 .....	132.7
1940 .....	103.4		

Monthly Indexes, 1938 - 1943, British Columbia

Month	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations	Indexes of Monthly Sales	Indexes Corrected for Seasonal Variations
	1938		1939		1940	
January .....	83.4	106.7	79.0	101.5	83.5	104.0
February .....	81.2	106.5	77.9	102.1	81.8	103.3
March .....	92.4	105.9	88.4	100.5	93.6	106.8
April .....	104.7	103.7	99.4	102.2	102.3	104.8
May .....	112.4	108.5	108.0	101.2	111.1	103.2
June .....	117.1	105.0	114.9	102.1	115.1	103.6
July .....	110.6	103.2	106.7	99.9	107.6	100.8
August .....	111.5	103.4	109.1	101.2	112.8	100.8
September .....	109.6	102.8	112.3	102.5	101.1	98.8
October .....	111.5	106.0	104.5	102.5	107.0	101.8
November .....	95.9	99.7	92.0	95.3	102.7	102.7
December .....	121.7	101.7	117.0	101.3	121.9	108.9
	1941		1942		1943	
January .....	87.3	107.4	102.6	122.8	106.6	132.7
February .....	84.1	110.2	94.1	123.4	100.7	132.1
March .....	98.8	113.2	105.7	124.8	122.3	140.1
April .....	105.2	108.2	113.9	116.7	129.8	131.9
May .....	116.8	105.4	124.6	116.3	141.4	132.4
June .....	116.9	108.1	133.4	119.6	141.4	127.2
July .....	116.7	109.3	125.1	116.2	138.5	129.1
August .....	120.3	111.6	134.1	124.4	140.8	134.7
September .....	116.5	110.2	126.5	119.6	134.8	127.0
October .....	123.3	116.3	135.3	123.8	143.1	135.6
November .....	112.8	117.2	115.8	123.7	126.3	130.7
December .....	134.2	117.2	147.3	128.5	166.7	147.3



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