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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1939

Country general store sales averaged 12 per cent higher in September this year than last and were 20 per cent above the August level, indexes of sales on the 1936 base standing at 129.8 for September, 110.1 for August and 115.8 for September a year ago. This is the first increase in sales over the corresponding month in the preceding year recorded since June, 1938. All regions reported increased sales, Saskatchewan leading with a gain of 27 per cent while increases for the other provinces were as follows: Maritime Provinces, 10 per cent; Quebec, 9 per cent; Ontario, 9 per cent; Manitoba, 15 per cent; Alberta, 11 per cent and British Columbia, 3 per cent.

Cumulative figures for the first nine months show a decline of 4 per cent compared with the same period last year; results for the individual provinces show but little variation from the Dominion average.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in September of this year as last but the occurrence of an extra Saturday this year is a factor to be considered.

Percentage Change in Country General Store Sales by Regions

September, 1939 September, 1938				September, 1939 September, 1938			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	87	64	+ 9.6	Saskatchewan:			
Quebec:				North	62	48	+ 25.7
South	53	35	+ 8.7	South	52	45	+ 30.1
North	45	34	+ 9.4	TOTAL	114	93	+ 27.3
TOTAL	98	69	+ 9.2	Alberta:			
Ontario:				North	57	35	+ 7.3
East	48	35	+ 8.9	South	88	64	+ 12.6
North	38	24	+ 6.2	TOTAL	145	99	+ 10.6
West	55	43	+ 9.9	British Columbia:	54	29	+ 3.2
TOTAL	141	102	+ 8.7	CANADA	695	499	+ 12.1
Manitoba:	56	43	+ 14.8				

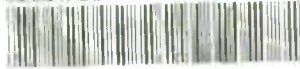
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Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
August	112.6	110.1	102.4	102.2	119.1	112.7	109.3	106.5
September	115.8	129.8	98.6	108.1	107.3	117.2	105.2	114.4
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 9 months, $\frac{1939}{1938}$...	- 4.2		- 4.9		- 5.3		- 5.2	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
August	124.3	116.8	106.5	106.4	113.6	114.7	113.3	111.9
September	131.7	151.2	130.2	165.7	130.1	143.9	111.4	115.0
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 9 months, $\frac{1939}{1938}$...	- 4.9		- 2.0		- 2.8		- 2.8	

Note: Indexes for August and September, 1939, are subject to revision.



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