

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

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A.C. Steedman, B.A.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1940

Country general store sales averaged 12 per cent higher in January of this year than last according to reports received from approximately 700 general merchandise stores located in the smaller towns and rural areas of the country. All parts of the Dominion registered increases ranging from 6 per cent in British Columbia to 16 per cent for the northern part of Saskatchewan. Increases for the other provinces were: Manitoba, 10 per cent; Ontario, 11 per cent; Saskatchewan and Alberta, 12 per cent and the Maritime Provinces and Quebec, 14 per cent.

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 one more business day in January this year than last.

Percentage Change in Country General Store Sales by Regions

| January, 1940 January, 1939 | | | | January, 1940 January, 1939 | | | |
|--------------------------------|----------------------------------|------------------------------------|--------------------|--------------------------------|----------------------------------|------------------------------------|--------------------|
| 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: | 90 | 74 | + 14.4 | Saskatchewan: | | | |
| Quebec: | | | | North | 60 | 47 | + 15.9 |
| South | 53 | 40 | + 11.4 | South | 55 | 29 | + 6.5 |
| North | 48 | 34 | + 14.7 | TOTAL | 115 | 76 | + 12.4 |
| TOTAL | 101 | 74 | + 13.6 | Alberta: | | | |
| Ontario: . | | | | North | 54 | 42 | + 9.6 |
| East | 49 | 37 | + 12.6 | South | 85 | 69 | + 13.7 |
| North | 39 | 25 | + 7.3 | TOTAL | 139 | 111 | + 12.1 |
| West | 54 | 40 | + 10.6 | British Columbia: | 56 | 36 | + 6.3 |
| TOTAL | 142 | 102 | + 10.5 | CANADA: | 697 | 513 | + 11.9 |
| Manitoba: | 54 | 40 | + 10.3 | | | | |

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

| Month | Canada | | Maritime Provinces | | Quebec | | Ontario | |
|---|--------|------|-----------------------|------|--------|------|---------|------|
| | 1939 | 1940 | 1939 | 1940 | 1939 | 1940 | 1939 | 1940 |
| January | 76.5 | 85.8 | 80.4 | 92.5 | 77.6 | 88.5 | 76.0 | 84.0 |
| February | 73.3 | | 76.6 | | 76.6 | | 74.3 | |
| March | 83.9 | | 83.5 | | 95.8 | | 84.1 | |
| April | 91.2 | | 87.9 | | 93.3 | | 88.9 | |
| May | 108.9 | | 117.4 | | 128.7 | | 114.9 | |
| June | 103.7 | | 100.0 | | 120.6 | | 104.7 | |
| July | 106.4 | | 97.7 | | 127.0 | | 110.5 | |
| August | 110.3 | | 102.3 | | 113.7 | | 106.1 | |
| September | 129.8 | | 107.9 | | 117.4 | | 114.1 | |
| October | 122.4 | | 100.5 | | 120.2 | | 105.0 | |
| November | 102.6 | | 103.4 | | 104.8 | | 99.4 | |
| December | 125.6 | | 124.2 | | 127.7 | | 119.6 | |
| % Change, 1 month, $\frac{1940}{1939}$ | +12.2 | | +15.0 | | +14.0 | | +10.5 | |

| Month | Manitoba | | Saskatchewan | | Alberta | | British Columbia | |
|---|----------|------|--------------|------|---------|------|---------------------|------|
| | 1939 | 1940 | 1939 | 1940 | 1939 | 1940 | 1939 | 1940 |
| January | 70.2 | 77.8 | 62.6 | 70.7 | 71.3 | 79.9 | 80.3 | 85.5 |
| February | 68.5 | | 60.4 | | 66.4 | | 79.1 | |
| March | 83.3 | | 70.0 | | 78.6 | | 89.8 | |
| April | 93.1 | | 83.4 | | 95.6 | | 101.0 | |
| May | 98.8 | | 86.3 | | 93.9 | | 109.7 | |
| June | 101.2 | | 84.5 | | 95.6 | | 116.7 | |
| July | 108.7 | | 87.4 | | 95.5 | | 108.4 | |
| August | 116.7 | | 107.1 | | 114.3 | | 110.8 | |
| September | 151.9 | | 166.0 | | 144.2 | | 114.1 | |
| October | 124.4 | | 158.7 | | 135.4 | | 106.2 | |
| November | 103.6 | | 102.7 | | 106.3 | | 93.5 | |
| December | 132.9 | | 119.5 | | 137.9 | | 117.8 | |
| % Change, 1 month, $\frac{1940}{1939}$ | +10.8 | | +12.9 | | +12.1 | | + 6.5 | |

Note: Indexes for December, 1939, and January, 1940, are subject to revision.



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| 1960-1969 | | 1970-1979 | | 1980-1989 | | 1990-1999 | | Notes |
|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|
| Year | Value | Year | Value | Year | Value | Year | Value | |
| 1960 | 1.00 | 1970 | 1.00 | 1980 | 1.00 | 1990 | 1.00 | 1960-1969 |
| 1961 | 1.01 | 1971 | 1.01 | 1981 | 1.01 | 1991 | 1.01 | 1970-1979 |
| 1962 | 1.02 | 1972 | 1.02 | 1982 | 1.02 | 1992 | 1.02 | 1980-1989 |
| 1963 | 1.03 | 1973 | 1.03 | 1983 | 1.03 | 1993 | 1.03 | 1990-1999 |
| 1964 | 1.04 | 1974 | 1.04 | 1984 | 1.04 | 1994 | 1.04 | 2000-2009 |
| 1965 | 1.05 | 1975 | 1.05 | 1985 | 1.05 | 1995 | 1.05 | 2010-2019 |
| 1966 | 1.06 | 1976 | 1.06 | 1986 | 1.06 | 1996 | 1.06 | 2020-2029 |
| 1967 | 1.07 | 1977 | 1.07 | 1987 | 1.07 | 1997 | 1.07 | 2030-2039 |
| 1968 | 1.08 | 1978 | 1.08 | 1988 | 1.08 | 1998 | 1.08 | 2040-2049 |
| 1969 | 1.09 | 1979 | 1.09 | 1989 | 1.09 | 1999 | 1.09 | 2050-2059 |
| 1970 | 1.10 | 1980 | 1.10 | 1990 | 1.10 | 2000 | 1.10 | 2060-2069 |
| 1971 | 1.11 | 1981 | 1.11 | 1991 | 1.11 | 2001 | 1.11 | 2070-2079 |
| 1972 | 1.12 | 1982 | 1.12 | 1992 | 1.12 | 2002 | 1.12 | 2080-2089 |
| 1973 | 1.13 | 1983 | 1.13 | 1993 | 1.13 | 2003 | 1.13 | 2090-2099 |
| 1974 | 1.14 | 1984 | 1.14 | 1994 | 1.14 | 2004 | 1.14 | 2100-2109 |
| 1975 | 1.15 | 1985 | 1.15 | 1995 | 1.15 | 2005 | 1.15 | 2110-2119 |
| 1976 | 1.16 | 1986 | 1.16 | 1996 | 1.16 | 2006 | 1.16 | 2120-2129 |
| 1977 | 1.17 | 1987 | 1.17 | 1997 | 1.17 | 2007 | 1.17 | 2130-2139 |
| 1978 | 1.18 | 1988 | 1.18 | 1998 | 1.18 | 2008 | 1.18 | 2140-2149 |
| 1979 | 1.19 | 1989 | 1.19 | 1999 | 1.19 | 2009 | 1.19 | 2150-2159 |
| 1980 | 1.20 | 1990 | 1.20 | 2000 | 1.20 | 2010 | 1.20 | 2160-2169 |
| 1981 | 1.21 | 1991 | 1.21 | 2001 | 1.21 | 2011 | 1.21 | 2170-2179 |
| 1982 | 1.22 | 1992 | 1.22 | 2002 | 1.22 | 2012 | 1.22 | 2180-2189 |
| 1983 | 1.23 | 1993 | 1.23 | 2003 | 1.23 | 2013 | 1.23 | 2190-2199 |
| 1984 | 1.24 | 1994 | 1.24 | 2004 | 1.24 | 2014 | 1.24 | 2200-2209 |
| 1985 | 1.25 | 1995 | 1.25 | 2005 | 1.25 | 2015 | 1.25 | 2210-2219 |
| 1986 | 1.26 | 1996 | 1.26 | 2006 | 1.26 | 2016 | 1.26 | 2220-2229 |
| 1987 | 1.27 | 1997 | 1.27 | 2007 | 1.27 | 2017 | 1.27 | 2230-2239 |
| 1988 | 1.28 | 1998 | 1.28 | 2008 | 1.28 | 2018 | 1.28 | 2240-2249 |
| 1989 | 1.29 | 1999 | 1.29 | 2009 | 1.29 | 2019 | 1.29 | 2250-2259 |
| 1990 | 1.30 | 2000 | 1.30 | 2010 | 1.30 | 2020 | 1.30 | 2260-2269 |
| 1991 | 1.31 | 2001 | 1.31 | 2011 | 1.31 | 2021 | 1.31 | 2270-2279 |
| 1992 | 1.32 | 2002 | 1.32 | 2012 | 1.32 | 2022 | 1.32 | 2280-2289 |
| 1993 | 1.33 | 2003 | 1.33 | 2013 | 1.33 | 2023 | 1.33 | 2290-2299 |
| 1994 | 1.34 | 2004 | 1.34 | 2014 | 1.34 | 2024 | 1.34 | 2300-2309 |
| 1995 | 1.35 | 2005 | 1.35 | 2015 | 1.35 | 2025 | 1.35 | 2310-2319 |
| 1996 | 1.36 | 2006 | 1.36 | 2016 | 1.36 | 2026 | 1.36 | 2320-2329 |
| 1997 | 1.37 | 2007 | 1.37 | 2017 | 1.37 | 2027 | 1.37 | 2330-2339 |
| 1998 | 1.38 | 2008 | 1.38 | 2018 | 1.38 | 2028 | 1.38 | 2340-2349 |
| 1999 | 1.39 | 2009 | 1.39 | 2019 | 1.39 | 2029 | 1.39 | 2350-2359 |
| 2000 | 1.40 | 2010 | 1.40 | 2020 | 1.40 | 2030 | 1.40 | 2360-2369 |
| 2001 | 1.41 | 2011 | 1.41 | 2021 | 1.41 | 2031 | 1.41 | 2370-2379 |
| 2002 | 1.42 | 2012 | 1.42 | 2022 | 1.42 | 2032 | 1.42 | 2380-2389 |
| 2003 | 1.43 | 2013 | 1.43 | 2023 | 1.43 | 2033 | 1.43 | 2390-2399 |
| 2004 | 1.44 | 2014 | 1.44 | 2024 | 1.44 | 2034 | 1.44 | 2400-2409 |
| 2005 | 1.45 | 2015 | 1.45 | 2025 | 1.45 | 2035 | 1.45 | 2410-2419 |
| 2006 | 1.46 | 2016 | 1.46 | 2026 | 1.46 | 2036 | 1.46 | 2420-2429 |
| 2007 | 1.47 | 2017 | 1.47 | 2027 | 1.47 | 2037 | 1.47 | 2430-2439 |
| 2008 | 1.48 | 2018 | 1.48 | 2028 | 1.48 | 2038 | 1.48 | 2440-2449 |
| 2009 | 1.49 | 2019 | 1.49 | 2029 | 1.49 | 2039 | 1.49 | 2450-2459 |
| 2010 | 1.50 | 2020 | 1.50 | 2030 | 1.50 | 2040 | 1.50 | 2460-2469 |
| 2011 | 1.51 | 2021 | 1.51 | 2031 | 1.51 | 2041 | 1.51 | 2470-2479 |
| 2012 | 1.52 | 2022 | 1.52 | 2032 | 1.52 | 2042 | 1.52 | 2480-2489 |
| 2013 | 1.53 | 2023 | 1.53 | 2033 | 1.53 | 2043 | 1.53 | 2490-2499 |
| 2014 | 1.54 | 2024 | 1.54 | 2034 | 1.54 | 2044 | 1.54 | 2500-2509 |
| 2015 | 1.55 | 2025 | 1.55 | 2035 | 1.55 | 2045 | 1.55 | 2510-2519 |
| 2016 | 1.56 | 2026 | 1.56 | 2036 | 1.56 | 2046 | 1.56 | 2520-2529 |
| 2017 | 1.57 | 2027 | 1.57 | 2037 | 1.57 | 2047 | 1.57 | 2530-2539 |
| 2018 | 1.58 | 2028 | 1.58 | 2038 | 1.58 | 2048 | 1.58 | 2540-2549 |
| 2019 | 1.59 | 2029 | 1.59 | 2039 | 1.59 | 2049 | 1.59 | 2550-2559 |
| 2020 | 1.60 | 2030 | 1.60 | 2040 | 1.60 | 2050 | 1.60 | 2560-2569 |
| 2021 | 1.61 | 2031 | 1.61 | 2041 | 1.61 | 2051 | 1.61 | 2570-2579 |
| 2022 | 1.62 | 2032 | 1.62 | 2042 | 1.62 | 2052 | 1.62 | 2580-2589 |
| 2023 | 1.63 | 2033 | 1.63 | 2043 | 1.63 | 2053 | 1.63 | 2590-2599 |
| 2024 | 1.64 | 2034 | 1.64 | 2044 | 1.64 | 2054 | 1.64 | 2600-2609 |
| 2025 | 1.65 | 2035 | 1.65 | 2045 | 1.65 | 2055 | 1.65 | 2610-2619 |
| 2026 | 1.66 | 2036 | 1.66 | 2046 | 1.66 | 2056 | 1.66 | 2620-2629 |
| 2027 | 1.67 | 2037 | 1.67 | 2047 | 1.67 | 2057 | 1.67 | 2630-2639 |
| 2028 | 1.68 | 2038 | 1.68 | 2048 | 1.68 | 2058 | 1.68 | 2640-2649 |
| 2029 | 1.69 | 2039 | 1.69 | 2049 | 1.69 | 2059 | 1.69 | 2650-2659 |
| 2030 | 1.70 | 2040 | 1.70 | 2050 | 1.70 | 2060 | 1.70 | 2660-2669 |
| 2031 | 1.71 | 2041 | 1.71 | 2051 | 1.71 | 2061 | 1.71 | 2670-2679 |
| 2032 | 1.72 | 2042 | 1.72 | 2052 | 1.72 | 2062 | 1.72 | 2680-2689 |
| 2033 | 1.73 | 2043 | 1.73 | 2053 | 1.73 | 2063 | 1.73 | 2690-2699 |
| 2034 | 1.74 | 2044 | 1.74 | 2054 | 1.74 | 2064 | 1.74 | 2700-2709 |
| 2035 | 1.75 | 2045 | 1.75 | 2055 | 1.75 | 2065 | 1.75 | 2710-2719 |
| 2036 | 1.76 | 2046 | 1.76 | 2056 | 1.76 | 2066 | 1.76 | 2720-2729 |
| 2037 | 1.77 | 2047 | 1.77 | 2057 | 1.77 | 2067 | 1.77 | 2730-2739 |
| 2038 | 1.78 | 2048 | 1.78 | 2058 | 1.78 | 2068 | 1.78 | 2740-2749 |
| 2039 | 1.79 | 2049 | 1.79 | 2059 | 1.79 | 2069 | 1.79 | 2750-2759 |
| 2040 | 1.80 | 2050 | 1.80 | 2060 | 1.80 | 2070 | 1.80 | 2760-2769 |
| 2041 | 1.81 | 2051 | 1.81 | 2061 | 1.81 | 2071 | 1.81 | 2770-2779 |
| 2042 | 1.82 | 2052 | 1.82 | 2062 | 1.82 | 2072 | 1.82 | 2780-2789 |
| 2043 | 1.83 | 2053 | 1.83 | 2063 | 1.83 | 2073 | 1.83 | 2790-2799 |
| 2044 | 1.84 | 2054 | 1.84 | 2064 | 1.84 | 2074 | 1.84 | 2800-2809 |
| 2045 | 1.85 | 2055 | 1.85 | 2065 | 1.85 | 2075 | 1.85 | 2810-2819 |
| 2046 | 1.86 | 2056 | 1.86 | 2066 | 1.86 | 2076 | 1.86 | 2820-2829 |
| 2047 | 1.87 | 2057 | 1.87 | 2067 | 1.87 | 2077 | 1.87 | 2830-2839 |
| 2048 | 1.88 | 2058 | 1.88 | 2068 | 1.88 | 2078 | 1.88 | 2840-2849 |
| 2049 | 1.89 | 2059 | 1.89 | 2069 | 1.89 | 2079 | 1.89 | 2850-2859 |
| 2050 | 1.90 | 2060 | 1.90 | 2070 | 1.90 | 2080 | 1.90 | 2860-2869 |
| 2051 | 1.91 | 2061 | 1.91 | 2071 | 1.91 | 2081 | 1.91 | 2870-2879 |
| 2052 | 1.92 | 2062 | 1.92 | 2072 | 1.92 | 2082 | 1.92 | 2880-2889 |
| 2053 | 1.93 | 2063 | 1.93 | 2073 | 1.93 | 2083 | 1.93 | 2890-2899 |
| 2054 | 1.94 | 2064 | 1.94 | 2074 | 1.94 | 2084 | 1.94 | 2900-2909 |
| 2055 | 1.95 | 2065 | 1.95 | 2075 | 1.95 | 2085 | 1.95 | 2910-2919 |
| 2056 | 1.96 | 2066 | 1.96 | 2076 | 1.96 | 2086 | 1.96 | 2920-2929 |
| 2057 | 1.97 | 2067 | 1.97 | 2077 | 1.97 | 2087 | 1.97 | 2930-2939 |
| 2058 | 1.98 | 2068 | 1.98 | 2078 | 1.98 | 2088 | 1.98 | 2940-2949 |
| 2059 | 1.99 | 2069 | 1.99 | 2079 | 1.99 | 2089 | 1.99 | 2950-2959 |
| 2060 | 2.00 | 2070 | 2.00 | 2080 | 2.00 | 2090 | 2.00 | 2960-2969 |
| 2061 | 2.01 | 2071 | 2.01 | 2081 | 2.01 | 2091 | 2.01 | 2970-2979 |
| 2062 | 2.02 | 2072 | 2.02 | 2082 | 2.02 | 2092 | 2.02 | 2980-2989 |
| 2063 | 2.03 | 2073 | 2.03 | 2083 | 2.03 | 2093 | 2.03 | 2990-2999 |
| 2064 | 2.04 | 2074 | 2.04 | 2084 | 2.04 | 2094 | 2.04 | 3000-3009 |
| 2065 | 2.05 | 2075 | 2.05 | 2085 | 2.05 | 2095 | 2.05 | 3010-3019 |
| 2066 | 2.06 | 2076 | 2.06 | 2086 | 2.06 | 2096 | 2.06 | 3020-3029 |
| 2067 | 2.07 | 2077 | 2.07 | 2087 | 2.07 | 2097 | 2.07 | 3030-3039 |
| 2068 | 2.08 | 2078 | 2.08 | 2088 | 2.08 | 2098 | 2.08 | 3040-3049 |
| 2069 | 2.09 | 2079 | 2.09 | 2089 | 2.09 | 2099 | 2.09 | 3050-3059 |
| 2070 | 2.10 | 2080 | 2.10 | 2090 | 2.10 | 2100 | 2.10 | 3060-3069 |
| 2071 | 2.11 | 2081 | 2.11 | 2091 | 2.11 | 2101 | 2.11 | 3070-3079 |
| 2072 | 2.12 | 2082 | 2.12 | 2092 | 2.12 | 2102 | 2.12 | 3080-3089 |
| 2073 | 2.13 | 2083 | 2.13 | 2093 | 2.13 | 2103 | 2.13 | 3090-3099 |
| 2074 | 2.14 | 2084 | 2.14 | 2094 | 2.14 | 2104 | 2.14 | 3100-3109 |
| 2075 | 2.15 | 2085 | 2.15 | 2095 | 2.15 | 2105 | 2.15 | 3110-3119 |
| 2076 | 2.16 | 2086 | 2.16 | 2096 | 2.16 | 2106 | 2.16 | 3120-3129 |
| 2077 | 2.17 | 2087 | 2.17 | 2097 | 2.17 | 2107 | 2.17 | 3130-3139 |
| 2078 | 2.18 | 2088 | 2.18 | 2098 | 2.18 | 2108 | 2.18 | 3140-3149 |
| 2079 | 2.19 | 2089 | 2.19 | 2099 | 2.19 | 2109 | 2.19 | 3150-3159 |
| 2080 | 2.20 | 2090 | 2.20 | 2100 | 2.20 | 2110 | 2.20 | 3160-3169 |
| 2081 | 2.21 | 2091 | 2.21 | 2101 | 2.21 | 2111 | 2.21 | 3170-3179 |
| 2082 | 2.22 | 2092 | 2.22 | 2102 | 2.22 | 2112 | 2.22 | 3180-3189 |
| 2083 | 2.23 | 2093 | 2.23 | 2103 | 2.23 | 2113 | 2.23 | 3190-3199 |
| 2084 | 2.24 | 2094 | 2.24 | 2104 | 2.24 | 2114 | 2.24 | 3200-3209 |
| 2085 | 2.25 | 2095 | 2.25 | 2105 | 2.25 | 2115 | 2.25 | 3210-3219 |
| 2086 | 2.26 | 2096 | 2.26 | 2106 | 2.26 | 2116 | 2.26 | 3220-3229 |
| 2087 | 2.27 | 2097 | 2.27 | 2107 | 2.27 | 2117 | 2.27 | 3230-3239 |
| 2088 | 2.28 | 2098 | 2.28 | 2108 | 2.28 | 2118 | 2.28 | 3240-3249 |
| 2089 | 2.29 | 2099 | 2.29 | 2109 | 2.29 | 2119 | 2.29 | 3250-3259 |
| 2090 | 2.30 | 2100 | 2.30 | 2110 | | | | |