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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1940

Country general store sales averaged 4 per cent higher in December this year than last according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over December a year ago were reported by all regions of the country except Saskatchewan and ranged from 1 per cent for southern Alberta to 11 per cent for Northern Quebec. Sales for the province of Quebec as a whole increased by 9 per cent; the Maritime Provinces and Manitoba 5 per cent; Ontario and British Columbia 4 per cent, and the province of Alberta as a whole 2 per cent. Sales for Saskatchewan decreased by 4 per cent.

Allowing for 4 Saturdays in December this year as compared with 5 last year and also for normal seasonal movements, sales in December were up by 4 per cent over November of this year and 7 per cent higher than December a year ago.

Annual sales for 1940 averaged 6 per cent higher than in 1939, increases of 8 per cent in the Maritime Provinces, Quebec and Ontario comparing with smaller gains of 6 per cent in Alberta, 3 per cent in Manitoba and British Columbia and 1 per cent in Saskatchewan.

Percentage Change in Country General Store Sales by Regions

<u>December, 1940</u> <u>December, 1939</u>				<u>December, 1940</u> <u>December, 1939</u>			
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:	79	48	+ 4.8	Saskatchewan:			
Quebec:				North	63	26	- 5.5
South	52	31	+ 6.1	South	56	30	- 1.0
North	46	31	+ 10.7	TOTAL	119	56	- 3.8
TOTAL	98	62	+ 9.2	Alberta:			
Ontario:				North	51	27	+ 3.7
East	48	36	+ 7.2	South	80	42	+ 0.5
North	38	20	+ 3.1	TOTAL	131	69	+ 1.7
West	51	26	+ 2.2	British Columbia:			
TOTAL	137	82	+ 4.1	54	31	+ 4.0
Manitoba:	58	35	+ 5.4	CANADA:	676	383	+ 3.8

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1936 = 100)

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

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
December, 1936	119.0	102.9	119.0	102.0	112.6	101.8	117.5	102.5	121.7	101.0	121.3	104.1	128.8	102.6	117.6	102.6
December, 1937	126.9	111.5	126.9	110.6	130.7	120.0	126.7	112.2	137.9	116.2	111.8	97.4	132.9	107.6	125.0	110.8
December, 1938	120.8	100.2	115.9	95.3	122.3	105.9	115.8	96.8	128.8	102.4	114.0	93.7	130.5	99.7	123.6	103.4
December, 1939	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
December, 1940	130.9	115.9	130.0	124.7	139.7	129.2	124.9	111.6	140.4	119.3	116.2	102.0	141.0	115.0	123.7	110.5
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.6	107.5	103.4	99.7	136.0	117.3	120.7	106.9	108.2	104.4	90.2	97.7	102.9	108.9	109.3	102.4
August	121.2	108.3	112.5	106.6	127.9	112.1	124.0	111.8	120.0	97.1	111.7	99.8	124.5	110.2	114.6	102.4
September	115.4	106.1	102.3	106.8	109.5	113.2	107.1	106.6	122.6	98.4	128.0	98.3	123.4	103.7	102.7	100.4
October	126.7	109.1	114.6	107.9	131.3	124.9	111.9	107.4	118.9	98.3	138.5	96.3	139.9	108.5	108.7	103.4
November	118.4	111.5	118.0	110.1	121.8	115.8	110.9	109.8	131.2	122.4	118.2	100.6	125.1	111.3	104.5	104.5
December	130.9	115.9	130.0	124.7	139.7	129.2	124.9	111.6	140.4	119.3	116.2	102.0	141.0	115.0	123.7	110.5
% Change,																
January-December, 1940	+ 6.2	-	+ 8.4	-	+ 8.1	-	+ 7.6	-	+ 3.3	-	+ 1.0	-	+ 6.2	-	+ 2.6	-
January-December, 1939																

Note:--Indexes for November and December, 1940 are subject to revision.

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