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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1940

Country general store sales averaged 12 per cent higher in February of this year than last according to reports received from over 700 general merchandise stores located in the smaller towns and rural areas of the country. All parts of the Dominion registered increases ranging from 3 per cent in Northern Ontario to 21 per cent in the Maritime Provinces. Increases for the other provinces were: Alberta, 16 per cent; Ontario, Manitoba and Saskatchewan, 12 per cent; Quebec, 9 per cent and British Columbia, 4 per cent.

Sales for the first two months of 1940 increased by 12 per cent from 1939, results for Quebec, Ontario, Manitoba and Saskatchewan showing little variation from the Dominion average. The Maritime Provinces increased 19 per cent, Alberta, 14 per cent and British Columbia, 5 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 February this year than last.

Percentage Change in Country General Store Sales by Regions

<u>February, 1940</u> <u>February, 1939</u>				<u>February, 1940</u> <u>February, 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:	87	70	+ 21.2	Saskatchewan:	64	50	+ 16.2
Quebec:				North	56	31	+ 4.3
South	53	36	+ 10.9	SOUTH	120	81	+ 11.8
North	48	28	+ 8.6	TOTAL			
TOTAL	101	64	+ 9.3	Alberta:	58	43	+ 19.7
Ontario:				North	85	71	+ 13.8
East	49	41	+ 19.8	SOUTH	143	114	+ 16.0
North	37	22	+ 2.5	TOTAL			
West	56	45	+ 12.0	British Columbia ...	57	31	+ 4.3
TOTAL	142	108	+ 12.3	CANADA:	703	571	+ 12.5
Manitoba:	53	43	+ 12.0				

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	82.5	76.6	93.7	76.6	83.5	74.3	83.3
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	126.1		124.0		127.9		120.0	
% Change, 2 months, $\frac{1940}{1939}$	+12.3		+18.6		+11.5		+11.3	

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	77.3	60.4	67.4	66.4	77.0	79.1	82.0
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	133.2		120.8		138.6		118.9	
% Change, 2 months, $\frac{1940}{1939}$	+11.8		+12.3		+13.9		+ 5.1	

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



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