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Published by Authority of the HON. JAMES A. MacKINNON, M.P.
Minister of Trade and Commerce

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

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Vol. IV - No. 7

Year's Subscription, \$1.00
Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1940

Country general store sales averaged 6 per cent higher in July of this year than last and were maintained at the same level as in June, 1940 according to returns from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All sections excepting Manitoba and the southern districts of Saskatchewan reported gains compared with July a year ago. Sales in Ontario and Quebec were up by 9 per cent; Alberta reported a gain of 7 per cent; the Maritime Provinces, 5 per cent; Saskatchewan, 4 per cent and British Columbia, 2 per cent. Sales in Manitoba were down by 1 per cent.

The July index, adjusted for differences in number of business days and for normal seasonal variations declined 1 per cent below the June figure and was 6 per cent above the corresponding index for July, 1939.

Percentage Change in Country General Store Sales by Regions

<u>July, 1940</u> <u>July, 1939</u>				<u>July, 1940</u> <u>July, 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:	82	48	+ 5.3	Saskatchewan:			
Quebec:				North	66	46	+ 7.8
South	51	28	+ 4.5	South	58	26	- 1.5
North	44	29	+ 10.5	TOTAL	124	72	+ 4.4
TOTAL	95	57	+ 8.6	Alberta:			
Ontario:				North	55	36	+ 7.7
East	48	37	+ 13.0	South	85	53	+ 6.4
North	38	27	+ 11.4	TOTAL	140	89	+ 6.9
West	54	30	+ 5.4	British Columbia:			
TOTAL	140	94	+ 9.3	57	32	+ 1.8
Manitoba:	56	27	- 0.9	CANADA:	694	419	+ 6.2

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
July, 1936	103.5	98.0	102.3	97.8	113.0	96.6	109.6	96.3	104.3	99.8	88.0	94.4	96.8	101.6	104.8	97.3
July, 1937	117.7	108.2	119.6	111.1	136.7	113.5	127.1	108.4	114.8	106.6	94.6	98.6	100.1	102.1	120.5	108.7
July, 1938	112.8	107.3	103.3	99.2	131.1	112.6	120.0	105.8	115.4	110.8	96.1	103.6	99.2	104.6	112.4	104.8
July, 1939	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
July, 1940	112.4	107.4	101.8	98.2	137.8	118.8	120.8	107.0	107.2	103.4	89.8	97.2	101.8	107.8	109.7	102.7
<u>1939</u>																
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	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
<u>1940</u>																
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	109.8	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	112.4	108.9	104.1	102.8	132.1	117.9	111.4	107.0	105.4	107.3	97.4	103.4	107.0	113.6	118.8	107.0
July	112.4	107.4	101.8	98.2	137.8	118.8	120.8	107.0	107.2	103.4	89.8	97.2	101.8	107.8	109.7	102.7
% Change,																
January-July, 1940	+ 8.6	-	+ 9.0	-	+ 8.6	-	+ 8.8	-	+ 6.0	-	+10.4	-	+10.2	-	+ 3.4	-
January-July, 1939																

Note:--Indexes for June and July, 1940, are subject to revision.

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