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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

ROOM 8 100

August, 1940

Country general store sales averaged 10 per cent higher in August this year than last and increased 8 per cent over July, 1940, according to returns from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported gains ranging from 3 per cent for Manitoba and Northern Saskatchewan to 20 per cent for Eastern Ontario. Sales in Ontario were up by 17 per cent; Quebec reported a gain of 12 per cent; Alberta, 7 per cent; and Saskatchewan and British Columbia, 5 per cent.

Part of the increase over August last year must be attributed to a difference in business days. There were five Saturdays in August this year and four a year ago. On making allowance for this factor and also for normal seasonal movements, sales in August, 1940, were up by 1 per cent over July and were 6 per cent above the level of August, 1939.

Percentage Change in Country General Store Sales by Regions

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Region	August, 1940			Region	August, 1940		
	Number of stores reporting	Number reporting an increase	Per Cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	83	56	+ 9.6	Saskatchewan:	64	33	+ 2.9
Quebec:				North	55	28	+ 7.1
South	53	35	+ 13.7	South	119	61	+ 4.5
North	47	35	+ 11.8	TOTAL	60	36	+ 8.4
TOTAL	100	70	+ 12.4	Alberta:	84	56	+ 6.3
Ontario:				North	144	92	+ 7.1
East	48	43	+ 19.6	South	52	30	+ 4.9
North	31	26	+ 15.0	TOTAL	693	457	+ 9.8
West	54	47	+ 16.6	British Columbia:			
TOTAL	139	116	+ 17.2	CANADA			
Manitoba:	56	32	+ 2.9				

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
August, 1936	110.2	102.2	103.5	101.8	109.0	99.3	109.4	98.3	124.8	104.8	112.8	104.7	108.8	100.0	110.3	102.3
" 1937	113.5	108.6	107.2	108.7	124.7	117.0	113.9	110.0	124.3	107.6	97.3	93.0	111.6	105.7	115.4	110.4
" 1938	112.6	104.5	102.4	100.7	119.1	108.4	109.3	102.4	124.3	104.4	106.5	98.8	113.6	104.3	113.3	105.1
" 1939	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
" 1940	121.1	108.2	112.1	106.2	127.8	112.1	124.3	112.1	120.1	97.2	111.9	100.0	122.4	108.3	116.2	103.8
<u>1939</u>																
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	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	112.4	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
August	121.1	108.2	112.1	106.2	127.8	112.1	124.3	112.1	120.1	97.2	111.9	100.0	122.4	108.3	116.2	103.8
% Change, January-August, 1940	+ 8.7	-	+ 9.2	-	+10.4	-	+10.0	-	+ 5.5	-	+ 9.1	-	+ 9.7	-	+ 3.4	-
January-August, 1939																

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

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