

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

Dominion Statistician: Chief, Internal Trade Branch: Statistician: Vol. 5 - No. 1	R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.
	Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1941

Country general store sales averaged 2 per cent higher in January this year than last according to returns received from approximately 650 of these general merchandise stores located in the smaller towns and rural areas. Gains over January a year ago were reported by all regions of the country except the Maritime Provinces and the northern sections of Saskatchewan and ranged from 1 per cent for the southern portion of Quebec to 7 per cent for the eastern district of Ontario. Sales for the provinces of British Columbia, Ontario and Quebec increased by 4 per cent; Alberta, 5 per cent and Manitoba, 6 per cent. Sales for the Maritime Provinces decreased by 3 per cent while a decrease of 6 per cent in the northern district of Saskatchewan was partially offset by an increase of 3 per cent in the southern section of the province.

Allowing for differences in number of days and for normal seasonal movements, sales in January were up by 4 per cent over January a year ago and were down by 2 per cent from December, 1940. There was the same number of business days in January this year as last.

In order to conform with other series of index numbers issued by the Bureau the indexes of country general store sales have been recomputed using as base the average monthly sales during the five-year period, 1935 to 1939. Beginning with the present issue, indexes of country general store sales are given on the new base. The complete series since the beginning of 1936 will be given in a special bulletin soon to be published.

Percentage Change in Country General Store Sales by Regions

January, 1941 January, 1940				January, 1941 January, 1940			
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:	78	29	- 3.0	Saskatchewan:			
Quebec:				North .....	59	18	- 6.3
South ....	52	20	+ 0.9	South .....	53	29	+ 3.4
North ....	43	30	+ 5.4	TOTAL .....	112	47	- 2.7
TOTAL ....	95	50	+ 4.0	Alberta:			
Ontario:				North .....	58	31	+ 5.4
East .....	49	28	+ 7.2	South .....	76	45	+ 4.6
North ....	38	20	+ 3.7	TOTAL .....	134	76	+ 4.9
West .....	48	24	+ 2.4	British Columbia:			
TOTAL ....	135	72	+ 4.3	.....	52	28	+ 3.9
Manitoba:	54	37	+ 6.2	CANADA:	660	339	+ 2.4

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 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
January, 1936 .....	(a)	(a)	(a)	(a)	(a)	(a)	74.1	93.4	67.5	94.6	63.2	93.9	70.8	95.3	(a)	(a)
January, 1937 .....	77.3	101.9	89.5	103.7	75.2	101.1	80.2	102.3	72.9	103.5	66.8	100.4	73.8	100.5	82.9	103.2
January, 1938 .....	78.2	106.0	89.9	107.0	79.5	109.9	79.1	103.7	75.9	110.7	65.0	100.4	74.9	104.9	83.4	106.7
January, 1939 .....	73.1	99.5	80.5	96.2	73.7	102.1	75.1	98.9	68.7	100.6	63.7	98.8	70.0	98.4	79.0	101.5
January, 1940 .....	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
January, 1941 .....	83.7	109.1	89.2	102.1	87.4	116.1	86.9	109.6	80.7	113.2	68.8	102.2	82.5	111.1	86.8	106.8
<u>1940</u>																
January .....	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
February .....	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
March .....	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
April .....	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
May .....	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
June .....	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July .....	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August .....	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September .....	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October .....	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November .....	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December .....	128.4	111.4	130.1	114.2	132.7	122.8	123.4	110.2	137.4	116.6	118.2	90.9	138.4	112.9	121.8	108.8
<u>1941</u>																
January .....	83.7	109.1	89.2	102.1	87.4	116.1	86.9	109.6	80.7	113.2	68.8	102.2	82.5	111.1	86.8	106.8
% Change, January, 1941 January, 1940	+ 2.4	-	- 3.0	-	+ 4.0	-	+ 4.3	-	+ 6.2	-	- 2.7	-	+ 5.0	-	+ 4.0	-

(a) Not available.

Indexes for December, 1940 and January, 1941 are subject to revision.



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