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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALESMarch, 1941

Country general store sales averaged 6 per cent higher in March this year than last according to returns received from approximately 675 of these general merchandise stores located in the smaller towns and rural areas. Gains over March a year ago were reported by all regions of the country except the northern section of Saskatchewan and ranged from 1 per cent for the western portion of Ontario and the northern district of Alberta to 17 per cent for the eastern section of Ontario. Sales for the Maritime Provinces, Alberta and British Columbia increased by 3 per cent; Manitoba, 6 per cent; Ontario, 8 per cent and Quebec, 11 per cent. A decrease of 4 per cent in the northern section of Saskatchewan was partially offset by increased sales in the southern portion, resulting in a decline of 2 per cent in sales for the province as a whole.

Allowing for differences in number of days and normal seasonal movements, sales in March were up by 6 per cent over March a year ago. There was the same number of business days in March this year as last.

Percentage Change in Country General Store Sales by Regions

<u>March, 1941</u> <u>March, 1940</u>				<u>March, 1941</u> <u>March, 1940</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:	83	49	+ 3.1	Saskatchewan:			
				North	63	33	- 4.2
Quebec:				South	56	29	+ 1.3
South	48	35	+ 11.6	TOTAL	119	62	- 2.2
North	43	32	+ 10.7	Alberta:			
TOTAL	91	67	+ 11.0	North	53	28	+ 1.6
Ontario:				South	81	43	+ 3.1
East	46	30	+ 16.5	TOTAL	134	71	+ 2.5
North	35	22	+ 6.8	British Columbia:	52	31	+ 3.3
West	52	32	+ 1.4	CANADA:	666	400	+ 5.5
TOTAL	133	84	+ 7.7				
Manitoba:	54	36	+ 6.4				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. 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
March, 1936	78.8	96.2	84.0	100.4	78.6	90.7	81.6	96.4	72.3	93.1	71.3	98.1	77.3	98.2	85.0	100.4
March, 1937	89.3	105.7	92.6	107.4	92.6	103.7	91.9	105.3	84.1	105.0	81.3	108.5	85.2	105.1	92.5	106.0
March, 1938	90.0	106.3	90.7	105.1	99.5	111.4	93.5	107.2	88.2	110.1	75.1	100.1	83.1	102.4	92.4	105.9
March, 1939	82.8	97.1	83.6	96.2	91.0	101.0	83.1	94.5	81.5	100.9	71.2	94.2	77.1	94.3	88.4	100.5
March, 1940	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
March, 1941	94.5	111.7	96.4	111.8	104.6	117.1	96.5	110.6	92.7	115.8	78.6	104.9	89.1	109.9	96.7	110.8
<u>1940</u>																
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	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
<u>1941</u>																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	83.2	114.4	94.6	118.3	89.2	124.5	85.3	110.5	77.1	115.1	65.7	100.9	78.2	115.2	85.6	112.2
March	94.5	111.7	96.4	111.8	104.6	117.1	96.5	110.6	92.7	115.8	78.6	104.9	89.1	109.9	96.7	110.8
% Change, <u>Jan.-March, 1941</u>	+ 4.2	-	+ 0.9	-	+ 9.6	-	+ 5.0	-	+ 5.4	-	- 3.2	-	+ 3.6	-	+ 4.1	-
Jan.-March, 1940																

Indexes for February and March, 1941 are subject to revision.



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