

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

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A.C. Steedman, B.A.

Vol. 5 - No. 4

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

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1941

Country general store sales averaged 13 per cent higher in April 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 April a year ago were reported by all regions of the country except the northern section of Saskatchewan and ranged from 3 per cent for the province of British Columbia to 25 per cent for the eastern section of Ontario and the northern district of Quebec. Sales for the province of Manitoba increased by 9 per cent; the Maritime Provinces, 10 per cent; Ontario, 15 per cent; Alberta, 18 per cent and Quebec, 23 per cent. A decrease of 4 per cent in the northern section of Saskatchewan was offset by increased sales in the southern portion, resulting in an increase of 2 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in April were up by 5 per cent over March of this year and increased by 14 per cent over April a year ago. There was the same number of business days in April this year as last.

Percentage Change in Country General Store Sales by Regions

<u>April, 1941</u> <u>April, 1940</u>				<u>April, 1941</u> <u>April, 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:	82	56	+ 9.6	Saskatchewan:			
				North	64	32	- 4.3
Quebec:				South	52	35	+ 13.7
South	50	42	+ 20.3	TOTAL	116	67	+ 2.4
North	43	37	+ 24.9	Alberta:			
TOTAL	93	79	+ 23.4	North	56	39	+ 14.6
Ontario:				South	84	69	+ 19.9
East	44	39	+ 25.0	TOTAL	140	108	+ 17.9
North	38	25	+ 9.2	British Columbia:	58	38	+ 2.9
West	53	39	+ 10.7	CANADA:	678	487	+ 13.3
TOTAL	135	103	+ 15.1				
Manitoba:	54	36	+ 8.8				

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
April, 1936	89.3	96.4	91.4	99.8	84.0	92.6	96.1	101.6	79.5	90.7	86.3	95.2	90.4	94.6	95.4	97.8
April, 1937	97.2	104.1	100.3	108.6	95.0	104.0	100.4	105.3	87.4	99.0	94.2	103.1	97.2	100.8	103.3	105.0
April, 1938	102.3	106.8	98.6	103.9	104.9	111.9	104.2	106.4	102.0	112.4	97.0	103.4	103.3	104.4	104.7	103.7
April, 1939	89.4	97.0	88.0	96.4	88.6	98.1	87.8	93.2	91.1	104.3	84.8	94.0	93.8	98.5	99.4	102.2
April, 1940	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
April, 1941	108.4	117.6	104.1	114.0	117.8	130.4	111.5	118.3	109.0	124.9	93.5	103.5	110.4	115.9	105.3	108.3
<u>1940</u>																
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	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
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
April	108.4	117.6	104.1	114.0	117.8	130.4	111.5	118.3	109.0	124.9	93.5	103.5	110.4	115.9	105.3	108.3
% Change, Jan.-April, 1941	+ 6.4	-	+ 3.2	-	+12.1	-	+ 7.6	-	+ 6.2	-	- 1.2	-	+ 7.6	-	+ 3.4	-
Jan.-April, 1940																

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



1010708761

1010708761