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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1941

Country general store sales averaged 11 per cent higher in August of this year than last according to returns received from 660 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the southern section of Saskatchewan to 19 per cent for both the northern and southern parts of Quebec. Sales in British Columbia increased by 6 per cent; Ontario and Alberta, 7 per cent; Saskatchewan, 8 per cent; the Maritime Provinces, 12 per cent; Manitoba, 16 per cent and Quebec, 19 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in August were up by 15 per cent over August a year ago and increased by 2 per cent over July of this year. There was one business day more in August last year than this.

Percentage Change in Country General Store Sales by Regions

Region	August, 1941			Region	August, 1941		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	57	+ 12.2	Saskatchewan: North	64	49	+ 11.4
Quebec: South	44	37	+ 18.9	South	54	22	+ 1.7
North	41	37	+ 19.0	TOTAL	118	71	+ 7.8
TOTAL	85	74	+ 19.0	Alberta: North	55	42	+ 8.3
Ontario: East	47	29	+ 8.2	South	79	57	+ 6.7
North	35	19	+ 6.6	TOTAL	134	99	+ 7.3
West	52	35	+ 7.2	British Columbia:	52	31	+ 5.5
TOTAL	134	83	+ 7.4	CANADA:	660	461	+ 11.3
Manitoba:	55	46	+ 16.4				.

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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
August, 1936	108.3	100.2	103.6	101.9	103.5	94.2	108.1	101.2	122.1	102.5	114.8	106.5	106.8	98.1	108.6	100.8
August, 1937	111.5	106.3	107.3	108.8	118.4	111.1	112.5	108.7	121.6	105.3	99.0	94.7	109.5	103.7	113.6	108.7
August, 1938	110.1	101.8	102.5	100.8	113.1	103.0	108.0	101.2	121.6	102.1	108.3	100.5	111.5	102.5	111.5	103.4
August, 1939	107.7	99.7	102.4	100.7	108.0	98.3	104.8	98.2	114.2	95.9	109.0	101.1	112.2	103.1	109.1	101.2
August, 1940	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
August, 1941	131.8	121.5	126.3	123.7	144.6	131.1	131.6	122.8	136.7	114.3	122.5	113.6	131.1	120.0	119.0	109.9
1940																
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
1941																
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	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	115.1	116.8	105.4
June	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	121.0	116.7	148.8	128.2	131.2	116.2	123.8	119.4	103.1	111.6	114.4	121.1	116.6	109.2
August	131.8	121.5	126.3	123.7	144.6	131.1	131.6	122.8	136.7	114.3	122.5	113.6	131.1	120.0	119.0	109.9
% Change, Jan.-Aug., 1941	+ 8.3	-	+ 7.0	-	+12.8	-	+ 7.8	-	+10.7	-	+ 3.6	-	+ 7.4	-	+ 4.6	-
Jan.-Aug., 1940																

Indexes for July and August are subject to revision.

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