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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

JANUARY, 1942

Country general store sales averaged 21 per cent higher in January of this year than last according to reports received from approximately 650 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 17 per cent for British Columbia and the northern areas of Quebec to 26 per cent for the southern part of Quebec and the eastern part of Ontario. Sales in the Maritime Provinces increased by 18 per cent; Quebec, 20 per cent; Ontario, Manitoba and Saskatchewan, 22 per cent and Alberta, 23 per cent.

Allowing for differences in the number and sales importance of the business days of January of this year and last and also for normal seasonal movements sales in January were up by 18 per cent over January a year ago and increased by 1 per cent over December of last year. There was the same number of business days in January this year as last but five Saturdays as compared with January a year ago.

Percentage Change in Country General Store Sales by Regions

Region	<u>January, 1942</u> <u>January, 1941</u>			Region	<u>January, 1942</u> <u>January, 1941</u>		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	76	64	+18.4	Saskatchewan:	60	53	+23.7
Quebec:				North	60	53	+23.7
South....	46	45	+25.5	South.....	52	41	+18.3
North....	42	31	+16.7	TOTAL	112	94	+21.7
TOTAL.....	88	76	+19.5	Alberta:			
Ontario:				North.....	54	43	+19.3
East.....	46	41	+26.0	South.....	80	69	+25.0
North....	36	28	+17.8	TOTAL.....	134	112	+22.8
West.....	52	45	+21.6	British Columbia:	52	43	+17.1
TOTAL.....	134	114	+22.1	CANADA.....	646	547	+20.5
Manitoba :	50	44	+22.4				

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	83.9	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
January, 1942	101.1	128.5	105.6	117.7	105.3	136.1	105.9	130.0	99.5	135.9	83.5	120.9	101.6	133.2	102.2	122.3
<u>1941</u>																
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	116.1	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	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.1	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.7	123.0	122.4	117.2	120.1	137.4	133.3	121.0	106.6	124.9	116.0	112.8	118.1
December	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
<u>1942</u>																
January	101.1	128.5	105.6	117.7	105.3	136.1	105.9	130.0	99.5	135.9	83.5	120.9	101.6	133.2	102.2	122.3
% Change, January, 1942 January, 1941	+20.5	-	+18.4	-	+19.5	-	+22.1	-	+22.4	-	+21.7	-	+22.9	-	+17.1	-

Indexes for December, 1941 and January, 1942 are subject to revision.

(a) Not available

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