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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1942

Country general store sales averaged 15 per cent higher in December this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 3 per cent for the eastern part of Ontario to 30 per cent for the southern part of Saskatchewan. Sales in Quebec increased by 6 per cent; Ontario, 9 per cent; British Columbia and Alberta, 14 per cent; the Maritime Provinces, 15 per cent; Manitoba, 24 per cent and Saskatchewan, 27 per cent.

All provinces reported increased sales for the year 1942 over the preceding twelve-month period, gains ranging from 8 per cent in British Columbia to 18 per cent in Saskatchewan being recorded. Increases for other provinces were 12 per cent for the Maritimes, 14 per cent for Quebec, 11 per cent for Ontario, 17 per cent for Manitoba and 16 per cent for Alberta.

Allowing for the difference in number and sales importance of the business days of December this year and last and also for normal seasonal movements, sales in December were up by 14 per cent over December a year ago and increased by 3 per cent over November of this year. There was the same number of business days in December this year as last.

Percentage Change in Country General Store Sales by Regions

<u>December, 1942</u> <u>December, 1941</u>				<u>December, 1942</u> <u>December, 1941</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:	73	55	+14.6	Saskatchewan:			
				North .....	48	44	+25.7
				South .....	49	45	+30.3
Quebec:				TOTAL .....	97	89	+27.4
South ....	43	30	+ 9.3	Alberta:			
North ....	41	26	+ 3.7	North .....	43	28	+11.1
TOTAL .....	84	56	+ 5.5	South .....	77	61	+16.0
Ontario:				TOTAL .....	120	89	+14.1
East .....	46	28	+ 3.2	British Columbia:			
North ....	33	22	+10.0	.....	41	33	+13.7
West .....	49	38	+12.2	CANADA: .....	589	450	+14.6
TOTAL .....	128	88	+ 8.7				
Manitoba:	46	40	+24.2				

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
December, 1936 ...	116.9	100.7	119.1	102.1	106.9	96.6	116.1	101.3	119.1	98.8	123.4	105.8	126.4	105.8	115.7	100.9
December, 1937 ...	124.6	109.2	127.0	110.7	124.1	113.9	125.2	110.9	134.9	113.7	113.7	98.2	130.4	97.1	123.0	109.0
December, 1938 ...	118.3	97.7	116.0	95.3	116.1	100.5	114.4	95.7	126.0	100.2	116.0	95.3	128.1	95.3	121.7	101.7
December, 1939 ...	123.5	105.6	124.1	105.6	121.5	108.9	118.6	102.7	130.3	107.2	122.9	104.6	136.0	104.6	117.0	101.3
December, 1940 ...	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	104.2	121.9	108.9
December, 1941 ...	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
December, 1942 ...	167.2	144.1	167.9	144.0	169.3	152.9	152.6	133.1	197.2	163.6	164.1	140.8	183.1	145.9	153.3	133.7
<u>1942</u>																
January .....	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February .....	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March .....	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April .....	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May .....	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June .....	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July .....	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August .....	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September ....	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October .....	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November .....	139.9	139.5	137.2	136.6	141.0	143.2	128.7	136.0	155.1	154.5	155.4	141.2	144.9	137.7	120.9	129.2
December .....	167.2	144.1	167.9	144.0	169.3	152.9	152.6	133.1	197.2	163.6	164.1	140.8	183.1	145.9	153.3	133.7
% Change,																
Jan.-Dec., 1942	+14.0	-	+12.4	-	+13.6	-	+11.3	-	+16.5	-	+18.2	-	+16.0	-	+ 8.0	-
Jan.-Dec., 1941																

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