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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALESFEBRUARY, 1942

Country general store sales averaged 15 per cent higher in February of this year than last according to reports received from 675 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 10 per cent for the southern part of Saskatchewan to 24 per cent for the eastern section of Ontario. Sales in British Columbia increased by 9 per cent; the Maritime Provinces, 11 per cent; Saskatchewan, 14 per cent; Alberta, 17 per cent and Quebec, Ontario and Manitoba, 18 per cent.

Allowing for the differences in number and sales importance of the business days of February of this year and last and also for normal seasonal movements sales in February were up by 17 per cent over February a year ago and increased by 1 per cent over January of this year. There was the same number of business days in February this year as last.

Percentage Change in Country General Store Sales by Regions

Region	<u>February, 1942</u> <u>February, 1941</u>			Region	<u>February, 1942.</u> <u>February, 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:	85	64	+11.0	Saskatchewan:	62	51	+15.7
Quebec:				North.....	62	51	+15.7
South....	48	40	+13.4	South.....	50	31	+10.0
North....	45	32	+19.4	TOTAL.....	112	82	+13.6
TOTAL	93	72	+17.5	Alberta:			
Ontario:				North.....	56	46	+18.0
East	47	39	+24.4	South	83	70	+16.2
North ...	39	31	+11.3	TOTAL	139	116	+16.9
West.....	53	45	+16.7	British Columbia:	56	42	+ 9.2
TOTAL	139	115	+17.9	CANADA:.....	676	532	+15.3
Manitoba:	52	41	+17.8				

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
February, 1936	(a)	(a)	(a)	(a)	(a)	(a)	76.2	92.5	65.9	92.2	63.5	91.4	68.6	94.7	(a)	(a)
February, 1937	75.0	103.3	82.0	102.6	74.9	104.5	82.0	106.3	67.1	100.1	65.7	100.9	69.3	102.1	77.5	101.6
February, 1938	77.7	107.0	87.2	109.0	78.2	109.2	80.4	104.1	75.9	113.3	68.5	105.1	71.2	104.8	81.2	106.5
February, 1939	70.8	97.6	76.7	95.9	72.7	101.6	73.4	95.1	67.0	100.0	61.4	94.3	65.2	96.0	77.9	102.1
February, 1940	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
February, 1941	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
February, 1942	94.7	130.4	105.5	131.9	99.8	139.4	99.7	129.2	90.2	134.7	75.9	116.6	91.4	134.7	91.8	120.4
<u>1941</u>																
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
February.....	94.7	130.4	105.5	131.9	99.8	139.4	99.7	129.2	90.2	134.7	75.9	116.6	91.4	134.7	91.8	120.4
% Change,																
Jan.-Feb., 1942.	+18.0	-	+14.6	-	+18.6	-	+20.0	-	+20.1	-	+17.7	-	+20.0	-	+13.2	-
Jan.-Feb., 1941.																

Indexes for January and February, 1942 are subject to revision.

(a) Not available.

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