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DEPARTMENT OF TRADE AND COMMERCE
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Acting Dominion Statistician: S. A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C.
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A. C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

MARCH, 1942

Country general store sales averaged 14 per cent higher in March of this year than last according to reports received from approximately 665 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 6 per cent for British Columbia to 24 per cent for the southern part of Saskatchewan. Sales in the Maritime Provinces increased by 11 per cent; Manitoba and Ontario, 12 per cent; Alberta, 15 per cent and Quebec and Saskatchewan, 18 per cent.

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

Percentage Change in Country General Store Sales by Regions

| Region | <u>March, 1942</u> <u>March, 1941</u> | | | Region | <u>March, 1942</u> <u>March, 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 | 59 | +10.7 | Saskatchewan: | | | |
| | | | | North..... | 64 | 47 | +14.3 |
| Quebec: | | | | South | 52 | 42 | +23.5 |
| South ... | 46 | 37 | +21.1 | TOTAL | 116 | 89 | +17.7 |
| North.... | 43 | 31 | +16.0 | Alberta: | | | |
| TOTAL | 89 | 68 | +17.6 | North..... | 53 | 39 | +15.5 |
| Ontario: | | | | South..... | 83 | 63 | +14.3 |
| East | 45 | 32 | + 9.9 | TOTAL | 136 | 102 | +14.8 |
| North.... | 37 | 24 | + 9.3 | British Columbia.. | 52 | 31 | + 6.1 |
| West | 53 | 42 | +16.1 | CANADA | 664 | 477 | +13.8 |
| TOTAL | 135 | 98 | +12.4 | | | | |
| Manitoba . | 51 | 30 | +11.5 | | | | |

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 |
| March, 1936 | 78.8 | 96.2 | 84.0 | 100.4 | 78.6 | 90.7 | 81.6 | 96.4 | 72.3 | 93.1 | 71.3 | 98.1 | 77.3 | 93.2 | 85.0 | 100.4 |
| March, 1937 | 89.3 | 105.7 | 92.6 | 107.4 | 92.6 | 103.7 | 91.9 | 105.3 | 84.1 | 105.0 | 81.3 | 103.5 | 85.2 | 105.1 | 92.5 | 106.0 |
| March, 1938 | 90.0 | 106.3 | 90.7 | 105.1 | 99.5 | 111.4 | 93.5 | 107.2 | 88.2 | 110.1 | 75.1 | 100.1 | 83.1 | 102.4 | 92.4 | 105.9 |
| March, 1939 | 82.8 | 97.1 | 83.6 | 96.2 | 91.0 | 101.0 | 83.1 | 94.5 | 81.5 | 100.9 | 71.2 | 94.2 | 77.1 | 94.3 | 88.4 | 100.5 |
| March, 1940 | 89.6 | 105.7 | 93.5 | 108.0 | 94.2 | 105.1 | 89.6 | 102.2 | 87.1 | 108.3 | 80.4 | 106.8 | 86.9 | 106.7 | 93.6 | 106.8 |
| March, 1941 | 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 |
| March, 1942 | 108.1 | 131.7 | 108.6 | 129.8 | 122.8 | 141.7 | 109.0 | 128.7 | 103.0 | 132.6 | 92.5 | 127.3 | 102.3 | 130.0 | 104.8 | 123.8 |
| <u>1941</u> | | | | | | | | | | | | | | | | |
| 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 | 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 | 94.7 | 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 |
| March | 108.1 | 131.7 | 108.6 | 129.8 | 122.8 | 141.7 | 109.0 | 128.7 | 103.0 | 132.6 | 92.5 | 127.3 | 102.3 | 130.0 | 104.8 | 123.8 |
| % Change, | | | | | | | | | | | | | | | | |
| Jan.-Mar., 1942 | +16.4 | - | +12.7 | - | +17.8 | - | +17.3 | - | +17.2 | - | +18.4 | - | +18.2 | - | +10.4 | - |
| Jan.-Mar., 1941 | | | | | | | | | | | | | | | | |

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

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