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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1942

Country general store sales averaged 11 per cent higher in July of this year than last according to reports received from approximately 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the northern part of Ontario all regions of the country reported gains ranging from 5 per cent for British Columbia to 16 per cent for the southern portion of Alberta. Sales in the Maritime Provinces increased by 7 per cent; Quebec and Manitoba, 13 per cent; Saskatchewan, 14 per cent and Alberta, 15 per cent. A decrease of 5 per cent for Northern Ontario was offset by increases in both Eastern and Western Ontario resulting in a gain of 7 per cent for the province as a whole.

Allowing for the differences in number and sales importance of the business days of July this year and last and also for normal seasonal movements sales in July were up by 10 per cent over July a year ago and increased by 2 per cent compared with June of this year. There was the same number of business days in July of this year as last.

Percentage Change in Country General Store Sales by Regions

<u>July, 1942</u> <u>July, 1941</u>				<u>July, 1942</u> <u>July, 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:	79	51	+ 6.9	Saskatchewan:			
				North .....	52	43	+13.5
Quebec:				South .....	52	41	+15.3
South ...	40	31	+12.5	TOTAL .....	104	84	+14.2
North ...	41	30	+12.6	Alberta:			
TOTAL ....	81	61	+12.6	North .....	54	38	+15.3
Ontario:				South .....	80	64	+15.5
East ....	45	33	+12.1	TOTAL .....	134	102	+15.4
North ...	31	15	- 4.7	British Columbia ...	55	39	+ 5.1
West ....	50	39	+10.4	CANADA .....	632	465	+10.6
TOTAL ....	126	87	+ 7.3				
Manitoba .	53	41	+12.7				

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
July, 1936 .....	102.0	97.7	102.4	97.9	107.3	91.8	108.3	95.1	102.1	97.6	89.5	96.1	95.0	99.8	103.1	95.8
July, 1937 .....	116.6	105.7	119.7	111.2	129.8	107.8	125.6	107.1	112.3	104.3	96.2	100.2	98.2	100.1	118.6	106.9
July, 1938 .....	111.1	104.4	103.4	99.3	124.5	106.9	118.6	104.5	112.9	108.4	97.8	105.4	97.4	102.7	110.6	103.2
July, 1939 .....	104.9	99.0	97.8	94.4	120.6	104.0	109.2	96.7	106.4	102.6	88.9	96.2	93.7	99.2	106.7	99.9
July, 1940 .....	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
July, 1941 .....	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
July, 1942 .....	139.3	130.2	128.4	122.8	167.8	143.5	141.1	123.9	139.0	133.0	117.7	126.3	132.0	138.6	122.7	113.9
<u>1941</u>																
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 .....	132.0	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	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December .....	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
<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 .....	132.7	127.8	127.8	125.8	160.7	142.7	129.3	123.6	130.1	131.9	107.5	113.6	123.3	130.3	132.9	119.1
July .....	139.3	130.2	128.4	122.8	167.8	143.5	141.1	123.9	139.0	133.0	117.7	126.3	132.0	138.6	122.7	113.9
% Change, Jan.-July, 1942	+13.9	-	+12.6	-	+16.4	-	+13.0	-	+14.8	-	+13.6	-	+15.0	-	+ 9.0	-
Jan.-July, 1941																

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