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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1942

Country general store sales averaged 10 per cent higher in August 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 6 per cent for Manitoba to 15 per cent for the southern portion of Alberta. Sales in Saskatchewan increased by 9 per cent; the Maritime Provinces and Quebec, 11 per cent; Alberta and British Columbia, 13 per cent. A decrease of 4 per cent for Northern Ontario was offset by increases in Eastern and Western Ontario resulting in a gain of 8 per cent for the province as a whole.

Allowing for the differences in number and sales importance of the business days of August this year and last and also for normal seasonal movements, sales in August were up by 10 per cent over August a year ago, and increased by 3 per cent compared with July of this year. There was the same number of business days in August this year as last.

Percentage Change in Country General Store Sales by Regions

<u>August, 1942</u> <u>August, 1941</u>				<u>August, 1942</u> <u>August, 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:	78	56	+10.9	Saskatchewan:			
				North .....	56	38	+ 6.7
				South .....	49	41	+14.0
Quebec:				TOTAL .....	105	79	+ 9.4
South ...	43	35	+14.2	Alberta:			
North ...	41	31	+ 9.3	North .....	56	40	+ 9.5
TOTAL ....	84	66	+10.9	South .....	80	62	+14.9
Ontario:				TOTAL .....	136	102	+12.8
East ....	44	31	+ 9.9	British Columbia:	46	33	+12.5
North ...	33	16	- 4.3	CANADA .....	629	462	+10.0
West ....	51	45	+12.4				
TOTAL ....	128	92	+ 7.6				
Manitoba :	52	34	+ 6.2				

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
August, 1936 ....	108.3	100.2	103.6	101.9	103.5	94.2	108.1	101.2	122.1	102.5	114.8	106.5	106.8	98.1	108.6	100.8
August, 1937 ....	111.5	106.3	107.3	108.8	118.4	111.1	112.5	108.7	121.6	105.3	99.0	94.7	109.5	103.7	113.6	108.7
August, 1938 ....	110.1	101.8	102.5	100.8	113.1	103.0	108.0	101.2	121.6	102.1	108.3	100.5	111.5	102.5	111.5	103.4
August, 1939 ....	107.7	99.7	102.4	100.7	108.0	98.2	104.8	98.2	114.2	95.9	109.0	101.1	112.2	103.1	109.1	101.2
August, 1940 ....	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
August, 1941 ....	131.6	121.5	126.1	123.7	144.2	131.1	131.4	122.8	137.1	114.3	122.1	113.6	130.0	120.0	120.8	109.9
August, 1942 ....	144.8	133.9	139.8	137.6	159.9	145.5	141.4	132.4	145.6	122.2	133.6	123.9	146.6	134.7	135.9	126.1
<u>1941</u>																
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 .....	132.2	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 .....	139.3	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
August .....	144.8	133.9	139.8	137.6	159.9	145.5	141.4	132.4	145.6	122.2	133.6	123.9	146.6	134.7	135.9	126.1
% Change, Jan.-Aug., 1942	+13.3	-	+12.2	-	+15.5	-	+12.2	-	+13.4	-	+12.8	-	+14.5	-	+ 9.4	-
Jan.-Aug., 1941																

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