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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
January, 1943

Country general store sales averaged 8 per cent higher in January this year than last according to reports received from over 560 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the eastern part of Ontario to 14 per cent for the northern section of Alberta. Sales for Ontario as a whole increased by 4 per cent; British Columbia, 5 per cent; Alberta, 7 per cent; Quebec, 8 per cent; Saskatchewan, 11 per cent; the Maritime Provinces, 12 per cent and Manitoba, 13 per cent.

Allowing for the difference in number and sales importance of the business days of January this year and last and for normal seasonal movements, sales in January were up by 15 per cent over January a year ago and increased by 2 per cent over December, 1942. There was one business day less in January this year than last.

Percentage Change in Country General Store Sales by Regions

<u>January, 1943</u> January, 1942				<u>January, 1943</u> January, 1942			
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:	69	48	+11.6	Saskatchewan:			
				North	50	38	+10.8
				South	48	37	+10.8
Quebec:				TOTAL	98	75	+10.8
South	42	29	+ 9.1				
North	38	27	+ 6.7	Alberta:			
TOTAL	80	56	+ 7.5	North	47	28	+14.3
				South	67	43	+ 3.2
Ontario:				TOTAL	114	71	+ 7.4
East	42	25	+ 2.2				
North	29	17	+ 3.9	British Columbia:			
West	44	32	+ 6.2		42	30	+ 4.9
TOTAL	115	74	+ 4.3	CANADA	567	393	+ 7.9
Manitoba:	49	39	+12.6				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935 - 1939 = 100)

A. Unadjusted index. 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
January, 1936	(a)	(a)	(a)	(a)	(a)	(a)	74.1	93.4	67.5	94.6	63.2	93.9	70.8	95.3	(a)	(a)
January, 1937	77.3	101.9	89.5	103.7	75.2	101.1	80.2	102.3	72.9	103.5	66.8	100.4	73.8	100.5	82.9	103.2
January, 1938	78.2	106.0	89.9	107.0	79.5	109.9	79.1	103.7	75.9	110.7	65.0	100.4	74.9	104.9	83.4	106.7
January, 1939	73.1	99.5	80.5	96.2	73.7	102.1	75.1	98.9	68.7	100.6	63.7	98.8	70.0	98.4	79.0	101.5
January, 1940	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
January, 1941	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
January, 1942	100.9	128.4	104.1	117.7	104.2	136.1	105.9	130.0	100.2	135.9	84.9	120.9	101.8	133.2	101.6	122.3
January, 1943	108.9	147.3	116.2	137.7	112.0	154.0	110.5	144.2	112.8	163.8	94.1	144.8	109.3	152.3	106.6	135.7
<u>1942</u>																
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	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
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
<u>1943</u>																
January	108.9	147.3	116.2	137.7	112.0	154.0	110.5	144.2	112.8	163.8	94.1	144.8	109.3	152.3	106.6	135.7
February		151.6														
% Change, January, 1943 January, 1942	+ 7.9	-	+11.6	-	+ 7.5	-	+ 4.3	-	+12.6	-	+10.8	-	+ 7.4	-	+ 4.9	-

Indexes for December, 1942 and January, 1943 are subject to revision.

(a) Not available.

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