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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1943

Country general store sales averaged 8 per cent higher in August this year than last according to reports received from approximately 580 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the northern and western parts of Ontario reported gains ranging from 1 per cent for southern Alberta to 18 per cent for northern Saskatchewan. Decreases in northern and western Ontario were offset by an increase in the eastern part resulting in a gain of 3 per cent for the province as a whole. Alberta and British Columbia increased by 5 per cent; Quebec, 8 per cent; Manitoba, 9 per cent; the Maritime Provinces, 10 per cent and Saskatchewan, 16 per cent.

Allowing for the difference in number and sales importance of the business days of August this year and last and for normal seasonal movements, sales in August were up 11 per cent over August last year but decreased by 4 per cent from July. There were four Saturdays in August this year compared with five in August a year ago.

Sales for the first eight months of this year increased over the corresponding period of 1942 in all provinces, increases ranging from 10 per cent for Quebec and British Columbia to 22 per cent for Saskatchewan; Alberta increased by 15 per cent; the Maritime Provinces, 17 per cent; Manitoba, 18 per cent and Ontario, 19 per cent. For Canada as a whole the increase was 13 per cent for the eight-month period.

Percentage Change in Country General Store Sales by Regions

<u>August, 1943</u> August, 1942				<u>August, 1943</u> August, 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:	77	56	+ 9.5	Saskatchewan:			
				North	49	42	+17.6
				South	48	37	+14.3
Quebec:				TOTAL	97	79	+16.4
South	38	26	+ 6.0				
North	34	20	+ 8.5	Alberta:			
TOTAL	72	46	+ 7.7	North	48	29	+10.1
				South	74	34	+ 1.2
Ontario:				TOTAL	122	63	+ 4.6
East	41	32	+13.4				
North	28	11	- 0.2	British Columbia:			
West	45	23	- 2.7		48	35	+ 4.7
TOTAL	114	66	+ 3.2	CANADA	579	376	+ 7.7
Manitoba:	49	31	+ 8.6				

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	98.3	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	145.3	134.5	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
August, 1943	156.5	149.3	154.4	156.6	173.9	163.2	146.9	141.8	158.1	136.8	154.9	148.1	154.2	146.0	140.5	134.4
<u>1942</u>																
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	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
<u>1943</u>																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	122.1	143.9	130.8	151.5	137.8	153.7	121.3	138.9	120.6	151.4	98.7	130.8	113.6	140.6	121.1	138.2
April	140.2	150.6	138.1	150.0	149.8	164.0	133.1	139.6	152.0	172.0	132.7	145.3	145.3	151.7	129.2	131.3
May	160.0	148.9	174.2	145.0	187.1	161.2	155.6	135.4	154.5	161.8	135.6	143.6	145.7	155.9	140.2	131.3
June	151.2	147.0	151.8	150.0	170.1	151.8	139.7	134.1	152.2	154.9	148.9	158.0	143.3	152.0	141.1	127.0
July	164.3	154.9	160.7	154.4	188.6	161.9	157.8	139.2	173.0	166.1	154.2	166.2	157.3	165.9	139.1	129.7
August	156.5	149.3	154.4	156.6	173.9	163.2	146.9	141.8	158.1	136.8	154.9	148.1	154.2	146.0	140.5	134.4
<u>% Change,</u>																
Jan.-Aug., 1943	+12.9	-	+17.4	-	+ 9.6	-	+19.1	-	+18.3	-	+21.8	-	+14.5	-	+ 9.6	-
Jan.-Aug., 1942																

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