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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALESFebruary, 1944

An average increase of 12 per cent in country general store sales was registered in February this year compared with February a year ago according to reports received from approximately 570 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for Manitoba and northern Alberta to 21 per cent for southern Saskatchewan. Sales in Ontario and Alberta increased by 8 per cent; British Columbia, 12 per cent; Quebec, 13 per cent; Saskatchewan, 15 per cent and the Maritime Provinces, 18 per cent.

Allowing for the difference in number and sales importance of the business days of February this year and last and also for normal seasonal movements, sales in February were up by 8 per cent over February a year ago and increased by 2 per cent over last month. There was one more business day in February this year than last.

Percentage Change in Country General Store Sales by Regions

Region	<u>February, 1944</u>			<u>February, 1944</u>			Per Cent Change
	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	
Maritime Provinces:	72	59	+18.4	Saskatchewan:			
				North	42	31	+10.6
				South	49	47	+21.3
Quebec:				TOTAL	91	78	+14.6
South ...	41	31	+14.1	Alberta:			
North ...	37	26	+12.7	North	48	30	+ 4.2
TOTAL	78	57	+13.1	South	69	52	+10.1
Ontario:				TOTAL	117	82	+ 7.9
East	40	29	+11.0	British Columbia:			
North ...	31	22	+ 6.4	46	38	+12.0
West	47	25	+ 6.3	CANADA	572	422	+11.6
TOTAL	118	76	+ 7.9				
Manitoba:	50	32	+ 3.9				

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	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
February, 1936	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937	75.0	103.3	82.0	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938	77.7	107.0	87.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940	79.7	105.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941	82.1	111.7	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	94.9	130.7	105.2	99.8	99.7	90.8	76.8	91.5	92.9
February, 1943	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
February, 1944	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
<u>1943</u>									
March	122.1	144.1	130.8	137.8	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.6	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
<u>1944</u>									
January	118.6	161.2	137.2	117.6	112.8	121.0	110.1	121.0	114.5
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
% Change,									
Jan.-Feb., 1944	+10.5	-	+16.8	+10.6	+ 5.2	+ 5.1	+15.9	+ 9.5	+10.5
Jan.-Feb., 1943									

(a) Not available.

Indexes for January and February, 1944 are subject to revision.

