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Published by Authority of the HON. JAMES A. MACKINNON, M.P.,
Minister of Trade and Commerce
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

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Vol. 10 - No. 1 16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JANUARY, 1946

Sales of country general stores in Canada were 9 per cent higher in January, 1946 than in January, 1945. Recession from the high level of trading in the immediately preceding month of December, 1945 amounted to 34 per cent, a trend which is fairly consistent with the normal December-January movement. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 138.6 for January, 1946, 127.0 for January, 1945, and 209.7 for December, 1945. Results for the month under review are based on reports from 710 general merchants located in the smaller communities and rural areas of the country.

A 20 per cent increase for British Columbia stores, between January of the two years, featured the regional results. Sizeable gains, it may be noted, were experienced by stores located in widely dispersed sections of the province. A 14 per cent increase for country general stores in the Maritime Provinces in January follows a series of rather substantial gains in the late months of 1945 over 1944. These stores have not exhibited the same levelling-off tendencies apparent in recent results for many types of specialty stores in the larger population centres of that region. Increases in Quebec and Ontario were 10 and 11 per cent respectively, and gains for the various divisions of these two provinces revealed a marked degree of uniformity. In the Prairie Provinces, there was little change in sales volume between January of this year and last. The over-all gain of 5 per cent for Alberta was due mainly to a 12 per cent increase in northern areas of that province. Saskatchewan stores did 2 per cent more business than in January, 1945, while a decrease of 1 per cent occurred in Manitoba.

The adjusted index, taking into account differences in number of business days and normal seasonal variations, moved upward to a new high mark of 180.7 in January of this year. The previous peak in the adjusted series was recorded for March, 1945 when the index reached 179.7. The January index for the current year represented an advance from the December, 1945 index of 174.3.

Percentage Change in Country General Store Sales, by Regions

Region	January, 1946 January, 1945			Region	January, 1946 January, 1945		
	Number of stores reporting	Number report- ing an increase	Per cent change		Number of stores reporting	Number report- ing an increase	Per cent change
Maritime Provinces;	121	92	+13.8	Manitoba;	54	30	- 1.1
Quebec;				Saskatchewan;			
South	44	31	+ 9.6	North	59	36	+ 2.0
North	58	41	+ 9.4	South	51	32	+ 3.0
TOTAL	102	72	+ 9.5	TOTAL	110	68	+ 2.3
Ontario;				Alberta;			
East	68	52	+ 9.3	North	42	28	+11.9
North	39	28	+10.3	South	56	30	+ 1.4
West	65	54	+12.1	TOTAL	98	58	+ 5.4
TOTAL	172	134	+10.7	British Columbia;	53	48	+20.4
				CANADA	710	502	+ 9.1

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
January, 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941	83.9	108.3	89.2	88.1	86.7	81.3	68.6	82.7	87.3
January, 1942	101.2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6
January, 1943	109.7	143.4	122.9	110.8	111.3	112.5	94.2	108.9	106.6
January, 1944	119.5	160.5	140.8	119.1	116.3	104.7	112.0	122.5	114.1
January, 1945	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
1945									
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.6	180.7	173.9	135.3	135.6	109.4	124.1	136.3	150.4
% Change,									
January, 1946	+ 9.1	-	+13.7	+ 9.5	+10.7	- 1.1	+ 2.3	+ 5.3	+20.4
January, 1945									

(a) Not available.

