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Dominion Statistician: Herbert Marshall, O.B.E., B.A., F.S.S.
Director, Division of Census of Industry and Merchandising: W. H. Losee, B.Sc.
Chief, Merchandising and Services Statistics: A. C. Steedman, B.A.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, OCTOBER, 1946
(1935-1939=100)

Retail trading in Canada's country general stores increased 7 per cent in October, 1946 over the same month a year ago and moved 9 per cent higher than in the preceding month of September. The increase between October of this year and last was somewhat below the average increase in sales for the first ten months of this year over the same period of 1945 which amounted to 12 per cent. These results are based on figures supplied by 721 general merchants located in small communities and rural areas throughout the country. Unadjusted indexes (on the base 1935-1939=100) stood at 205.1 for October, 1946, 191.5 for October, 1945 and 188.6 for September, 1946.

Many sections of the country, most of them in western Canada, experienced substantial expansion in sales during October this year. British Columbia, Alberta, southern Saskatchewan and northern Ontario were areas in which the largest gains occurred, increases ranging from 10 to 17 per cent. Sales of stores operating in northern Saskatchewan showed a reduction of 1 per cent below October, 1945. Increases elsewhere fell within the limits of 3 to 7 per cent.

Percentage Change in Country General Store Sales, by Regions

Region	October, 1946 October, 1945			Region	October, 1946 October, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime				Manitoba;	54	33	+ 5.6
Provinces;	135	83	+ 6.4	Saskatchewan;			
Quebec;				North	54	31	- 0.6
South	44	22	+ 2.5	South	48	31	+11.2
North	53	31	+ 4.8	TOTAL	102	62	+ 3.8
TOTAL	97	53	+ 4.1	Alberta;			
Ontario;				North	46	30	+10.4
East	67	41	+ 6.8	South	62	48	+11.5
North	41	31	+14.8	TOTAL	108	78	+11.1
West	64	47	+ 6.7	British			
TOTAL	172	119	+ 8.7	Columbia	53	41	+16.6
				CANADA	721	469	+ 7.1

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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
October, 1936	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937	124.6	108.7	118.2	119.6	116.2	137.3	144.8	130.1	115.6
October, 1938	114.6	99.9	102.0	110.3	99.8	115.2	136.8	137.5	111.5
October, 1939	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941	132.0	117.9	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942	155.0	133.4	144.4	160.3	130.8	169.1	181.3	171.5	135.3
October, 1943	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
October, 1944	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
October, 1945	191.5	171.4	189.7	202.5	154.0	194.4	218.7	208.5	182.4
1945									
November	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	169.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.1	182.9	201.9	210.7	167.4	205.4	227.0	231.7	212.7
% Change,									
Jan.-Oct., 1946	+11.7	-	+11.4	+ 9.8	+12.2	+11.1	+11.1	+12.2	+18.2
Jan.-Oct., 1945									

