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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, NOVEMBER, 1946

(1935-1939=100)

Sales of country general stores in Canada for November, 1946 were 11 per cent higher than for November, 1945, but declined 2 per cent below the preceding month of October, 1946. The average increase in sales for the first eleven months of 1946 compared with the similar period of 1945 amounted to 12 per cent. Unadjusted indexes (on the base, 1935-1939=100) stood at 201.8 for November, 1946, 182.5 for November, 1945 and 205.4 for October, 1946. These results are based on sales reports of 708 general merchants located in small communities and rural areas throughout Canada.

The table below shows the increases for November, 1946 over November, 1945 in different sections of the country. British Columbia continues to lead other regions, and a 19 per cent increase in November compares with an average gain of 18 per cent for that province during the first eleven months of the year. The November increase of 16 per cent for Alberta exceeded the 13 per cent gain in the eleven-month cumulative comparison. Increases for Quebec were more moderate than those for other regions, in both the November and January-to-November comparisons.

Percentage Change in Country General Store Sales, by Regions

Region	November, 1946			Region	November, 1946		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	128	92	+11.1	Manitoba:	52	37	+11.6
Quebec:				Saskatchewan:			
South	43	29	+ 8.0	North	54	35	+ 7.5
North	53	29	+ 2.6	South	54	37	+11.2
TOTAL	96	58	+ 4.3	TOTAL	108	72	+ 8.9
Ontario:				Alberta:			
East	71	52	+11.0	North	44	38	+19.3
North	39	33	+15.0	South	59	46	+13.8
West	60	51	+11.9	TOTAL	103	84	+15.9
TOTAL	170	136	+12.3	British Columbia:	51	40	+18.6
				CANADA	708	519	+10.6

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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
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.5	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
November, 1944	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
November, 1945	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
1945									
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	189.3	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	205.4	183.2	204.8	208.5	168.7	206.2	228.8	230.2	212.3
November	201.8	188.2	215.6	192.1	184.2	225.7	210.4	214.8	194.6
% Change,									
Jan.-Nov., 1946	+11.6	-	+11.6	+ 9.2	+12.3	+11.2	+10.9	+12.5	+18.2
Jan.-Nov., 1945									

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