

63-0-03

C. 2

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 STATISTICS**  
**OTTAWA, CANADA**

Dominion Statistician: **Herbert Marshall**  
Director, Division of Census of Industry and Merchandising: **W. H. Losee**  
Chief, Merchandising and Services Statistics: **A. C. Steedman**  
Vol. 10 - No. 12 16-4030

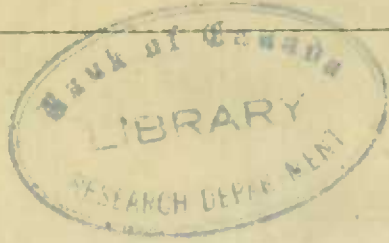
MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, DECEMBER, 1946  
(1935-1939=100)

Sales of country general stores in Canada were 6.6 per cent higher in December, 1946 than in December, 1945 and were approximately 10 per cent above the November level according to reports received from a sample of 721 of these stores located in the smaller towns and rural areas and carrying a general line of merchandise. The increase in December, 1946 over 1945 was considerably less than the gains recorded in earlier months of the year, sales for the calendar year 1946 averaging 11 per cent above 1945. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stand at 223.4 for December, 202.3 for November, 1946 and 209.6 for December, 1945.

Increased sales in December, 1946 over 1945 were general throughout the country, gains ranging as high as 12.4 per cent for the northern districts of Ontario being reported. Regional increases for December, 1946 over 1945 with average gains for the year in brackets are as follows; Maritime Provinces, 3.5 per cent (10.6 per cent); Quebec, 7.1 per cent (9.1 per cent); Ontario, 7.9 per cent (11.8 per cent); Manitoba, 7.5 per cent (10.9 per cent); Saskatchewan, 3.5 per cent (10.2 per cent); Alberta, 6.1 per cent (11.9 per cent); British Columbia, 13.1 per cent (17.5 per cent).

Percentage Change in Country General Store Sales, by Regions

Region	December, 1946			Region	December, 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:	120	66	+ 3.5	Manitoba:	50	34	+ 7.5
Quebec:				Saskatchewan:			
South .....	44	26	+ 6.0	North .....	61	34	+ 4.2
North .....	56	37	+ 7.7	South .....	56	33	+ 2.7
TOTAL .....	100	63	+ 7.1	TOTAL .....	117	67	+ 3.6
Ontario:				Alberta:			
East.....	71	43	+ 6.6	North .....	40	24	+ 3.9
North .....	40	26	+12.4	South .....	66	47	+ 7.5
West .....	67	44	+ 6.5	TOTAL .....	106	71	+ 6.1
TOTAL .....	178	113	+ 7.9	British Columbia:	50	39	+13.1
				CANADA .....	721	453	+ 6.6



Year's Subscription, \$1.00  
Single Copies, .10

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
December, 1936 .....	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937 .....	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938 .....	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939 .....	123.5	105.6	124.1	121.5	118.6	130.3	122.9	136.0	117.0
December, 1940 .....	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941 .....	147.4	123.4	146.5	160.5	140.4	158.8	128.8	160.5	134.8
December, 1942 .....	166.3	139.4	172.3	169.8	153.2	187.9	160.7	182.2	147.3
December, 1943 .....	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
December, 1944 .....	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
December, 1945 .....	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January .....	137.6	179.4	158.0	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	208.6	168.7	206.2	228.8	230.2	212.3
November .....	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December .....	223.4	191.3	249.4	220.5	204.1	237.9	201.6	242.8	236.0
% Change,									
Jan.-Dec., 1946 .....	+11.1	-	+10.6	+ 9.1	+11.8	+10.9	+10.2	+11.9	+17.5
Jan.-Dec., 1945 .....									

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA  
1010708897