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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1946

February sales of country general stores were practically unchanged from January and were 10 per cent higher than in February a year ago. The margin of increase over February last year was about on a par with that recorded in the corresponding January comparison, cumulative sales for the first two months of 1946 standing 9.3 per cent above the similar two-month period a year ago. Unadjusted indexes of sales on the base, 1935-1939 = 100 stood at 139.8 for February, 138.1 for January and at 127.3 for February, 1945.

In continuation of the marked increase recorded in British Columbia in January, February sales in this province gained 23 per cent over February of last year. Much more moderate gains were recorded in all other regions, percentage changes in sales in February of this year compared with last standing at 10 per cent for Alberta, 11 per cent for Saskatchewan, 6 per cent for Manitoba, 8 per cent for Ontario, 6 per cent for Quebec and 9 per cent for the Maritime Provinces.

The index of sales, adjusted for differences in number of business days and for normal seasonal movements, advanced from 180.0 in January to 187.8 in February.

These results are based on returns received from a sample group of 718 stores, carrying a general line of merchandise and located in places of 2,000 population or less.

Percentage Change in Country General Store Sales, by Regions

Region	February, 1946			Region	February, 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:	126	91	+ 8.5	Manitoba:	54	37	+ 5.6
Quebec:				Saskatchewan:			
South	48	28	+ 2.9	North	61	47	+ 8.7
North	52	39	+10.2	South	48	40	+13.9
TOTAL	100	67	+ 7.9	TOTAL	109	87	+10.7
Ontario:				Alberta :			
East	68	46	+ 7.8	North	41	26	+ 9.8
North	39	26	+10.7	South	64	52	+10.8
West	66	49	+ 7.7	TOTAL	105	78	+10.4
TOTAL	173	121	+ 8.4	British Columbia:	51	43	+23.2
				CANADA	718	524	+ 9.8

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-	Alberta	British
	A	B	A	A	A	A	chewan	A	Columbia
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	110.8	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	95.1	128.5	105.4	99.1	100.7	91.9	76.4	91.5	94.1
February, 1943	110.2	149.1	124.6	112.0	110.0	110.7	96.9	112.5	100.7
February, 1944	124.1	162.3	148.0	124.8	121.3	118.2	112.9	121.3	117.3
February, 1945	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
 <u>1945</u>									
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	195.4	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	205.2	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
 <u>1946</u>									
January	138.1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.8	172.3	134.7	133.2	129.9	125.8	139.0	150.7
 % Change,									
Jan.-Feb., 1946	+ 9.3	-	+ 9.4	+ 8.7	+ 9.6	+ 2.8	+ 6.2	+ 8.8	+ 21.2
Jan.-Feb., 1945									

(a) Not available.

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