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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES APRIL 1946
Country general store sales in Canada averaged 11 per cent higher in April than in March and were almost 17 per cent above the volume of business transacted in April a year ago. The 17 per cent increase over April a year ago compares with a gain of 6 per cent in March of this year over last and with gain of approximately $l l$ per cent in the cumulative comparison for the first four months of the current year over the corresponding four-month period of 1945. The more substantial gain recorded in the April results may be attributed to various factors. There was one more business day in April of this year than last. Furthermore the late Easter date this year had a favourable effect upon retail purchasing when compared with 1945 when the Easter business fell entirely in the month of March. Unadjusted indexes of sales (on the base, 1935-1939 100) stood at 187.2 for April. 1946 compared with 168.8 for March and 160.1 for April a year agc.

While all sections of the country reported increased sales, the gains recorded in the western provinces were outstanding. Saskatchewan sales were up by 26 per cent while Alberta and British Columbia both reported increases of 24 per cent. Manitoba sales were up by 18 per cent while a uniform increase of 23 per cent. was reported by the Maritime Provinces, Quebec and Ontario.

When adjusted for differences in the number of business days and for normail seasonal variations, the index moved upward 197.3 for March to 202.2 for April, surpassing the March peak by 4.8 points.

Percentage Change in Country General Store Sales, by Regions


[^0]A. Unadjusted. Bo Index adjusted for number of business days and seasonal variations.

| Year and Month | CANADA |  | Maritimes | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | A | A | A | A | A | A | A |
| April, $1936 \ldots$. | 89.3 | 96.4 | 91.4 | 84.0 | 96.1 | 79.5 | 86.3 | 90.4 | 95.4 |
| April, $1937 . . . .$. | 97.2 | 104.1 | 100.3 | 95.0 | 100.4 | 87.4 | 94.2 | 97.2 | 103.3 |
| April, $1938 \ldots .$. | 102.3 | 106.8 | 98.6 | 104.9 | 104.2 | 102.0 | 97.0 | 103.3 | 104.7 |
| April. 1939 ........ | 89.4 | 97.0 | 88.0 | 88.6 | 87.8 | 91.1 | 84.8 | 93.8 | 99.4 |
| April, $1940 \ldots$ | 95.7 | 103.5 | 95.0 | 95.5 | 96.9 | 100.2 | 91.3 | 93.6 | 102.3 |
| April, $1941 \ldots$. | 108.2 | 117.0 | 103.6 | 117.9 | 111.2 | 108.4 | 93.7 | 110.0 | 105.2 |
| April, 1942 ....... | 124.1 | 133.7 | 118.9 | 139.2 | 129.0 | 126.3 | $1 \mathrm{C4.8}$ | 121.8 | 113.9 |
| April, $1943 \ldots$ | 141.2 | 151,0 | 143.5 | 149.9 | 134.4 | 151.4 | 133.0 | 145.3 | 129.8 |
| April, $1944 \ldots$. | 155.8 | 175.7 | 167.0 | 166.7 | 139.8 | 158.4 | 152.0 | 165,8 | 137.1 |
| April, $1945 \ldots$ | 160.1 | 178.2 | 176.4 | 181.0 | 146.9 | 159.0 | 142.1 | 156.8 | 145.3 |
| 1945 |  |  |  |  |  |  |  |  |  |
| 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 $\ldots \ldots \ldots$ | 182.0 | 176.1 | 191.7 | 203.5 | 174.6 | 167.3 | 169.5 | 176.1 | 167.5 |
| August $\ldots \ldots .$. | 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 ........ | 138.1 | 180.0 | 168.8 | 135.4 | 135.6 | 110.3 | 123.7 | 138.7 | 148.8 |
| February ........ | 139.8 | 187.9 | 170.4 | 135.7 | 133.6 | 130.4 | 126.0 | 138.4 | 151.3 |
| March ............ | 168.8 | 197.3 | 191.0 | 180.8 | 165.6 | 158.4 | 144.9 | 156.4 | 177.0 |
| April .......... | 187.2 | 202.1 | 199.2 | 204.2 | 166.3 | 187.0 | 178.3 | 193.7 | 179.4 |
| \% Change, $\frac{\text { Jan.-Apr. } 1946}{\text { Jan.-Apro, } 1945}$. | +10.7 | - | +9.9 | $+9.8$ | + 9,5 | + 7.8 | +10.4 | +11.8 | +20.0 |


[^0]:    Year's Subscription, \$1.00
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