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16-4030

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 a gain of approximately 11 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 ago.

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 13 per cent was reported by the Maritime Provinces, Quebec and Ontario.

When adjusted for differences in the number of business days and for normal seasonal variations, the index moved upward 197.3 for March to 202.1 for April, surpassing the March peak by 4.8 points.

Percentage Change in Country General Store Sales, by Regions

		April, 1940 April, 194			April, 1946 April, 1945			
Region	Number of stores reporting	Number report- ing an increase	Per cent change	Region	Number of stores reporting	Number report- ing an increase	Per cent change	
Maritime				Manitobas	51	38	+17.6	
Provinces:	122	88	+12.9	Saskatchewans	O.			
Quebec:				North	59	54	+25.5	
South	43	31	+14.8	South	48	41	+25.5	
North	53	39	+11.9	TOTAL	107	95	+25.5	
TOTAL	96	70	+12.8	Alberta			H 10 5 11 1	
Ontario:				North	45	36	+25.1	
East	66	47	+ 7.2	South	60	57	+22.6	
North	41	36	+22.6	TOTAL	105	93	+23.5	
West	67	53	+12.6	British				
TOTAL	174	136	+13.2	Columbia;	53	47	+23.5	
				CANADA	708	567	+16.9	

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	В	A	A	A	A	A	A	A
April, 1936	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	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	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	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	104.8	121.8	113.9
April, 1943	141.2	151.0	143.5	149.9	134.4	151.4	133.0	145.3	129.8
April, 1944	155.8	175.7	167.0	166.7	139.8	158.4	152.0	165.8	137.1
April, 1945	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
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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	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	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
					10000		20000		20000
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
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% Change,					The Lates of the l			The Desire	
JanApr., 1946 .	+10.7	-	+ 9,9	+ 9.8	+ 9,5	+ 7.8	+10.4	+11.8	+20.0
JanApr., 1945 .									