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OTTAWA, CANADADominion Statistician;
Chief, Merchandising and Services Branch;
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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 202.2 for April, surpassing the March peak by 4.8 points.

Percentage Change in Country General Store Sales, by Regions

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

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.

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