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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MAY, 1946

Country general store sales in Canada were 14 per cent higher in May, 1946 than in April and stood 17 per cent above May, 1945. The increase over May, 1945 was on a par with the gain recorded in April of this year compared with last. The average gain for the first quarter of this year over last was only 8 per cent but, when the 17 per cent increases for the two later months are included, the cumulative gain for the first five months stands at 12 per cent. Heavy sales of feed, building supplies and materials, were mentioned by some retailers to be among the more important factors contributing to the recent sales expansion. Unadjusted indexes (on the base, 1935 to 1939 = 100) stood at 213.4 for May, 1946, 186.7 for April, 1946 and 182.1 for May, 1945.

The increases throughout all sections of the country were unusually uniform and provincial average increases were in almost all cases very close to the average gain for the country as a whole. British Columbia, where a pronounced sales increase of 26 per cent occurred between May of 1945 and 1946, was the single exception.

A slight recession took place in the adjusted index which moved from 201.5 in April of this year to 196.4 in the month under review.

Percentage Change in Country General Store Sales, by Regions

Region	May, 1946 May, 1945			Region	May, 1946 May, 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:	126	97	+15.9	Manitoba:	52	44	+15.0
Quebec:				Saskatchewan:			
South . . . .	43	30	+13.2	North . . . . .	61	52	+13.6
North . . . .	55	45	+17.2	South . . . . .	52	43	+16.2
TOTAL . . . . .	98	75	+15.9	TOTAL . . . . .	113	95	+14.5
Ontario:				Alberta:			
East . . . . .	66	52	+19.9	North . . . . .	48	30	+ 9.7
North . . . .	40	32	+22.1	South . . . . .	57	51	+21.2
West . . . . .	64	57	+17.7	TOTAL . . . . .	105	81	+16.8
TOTAL . . . . .	170	141	+19.5	British Columbia:	54	45	+26.0
				CANADA . . . . .	718	578	+17.2

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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	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
May, 1936 .....	104.0	96.1	109.9	104.5	111.3	92.7	98.8	96.9	102.9
" 1937 .....	113.1	104.5	123.4	120.2	121.2	98.9	101.9	97.1	110.9
" 1938 .....	111.0	105.6	123.8	124.3	114.3	100.9	92.0	93.6	112.4
" 1939 .....	108.0	99.6	117.5	122.2	113.5	96.7	87.8	92.1	108.0
" 1940 .....	116.5	106.8	123.6	132.9	120.2	100.7	98.6	105.8	111.1
" 1941 .....	126.9	112.7	133.4	148.2	132.6	116.1	102.8	111.6	116.8
" 1942 .....	143.5	131.8	152.7	172.9	145.5	132.4	115.7	126.6	124.6
" 1943 .....	162.8	150.4	180.6	189.7	158.4	159.4	137.7	145.7	141.4
" 1944 .....	180.2	166.5	206.8	211.5	167.7	174.5	155.3	160.1	157.5
" 1945 .....	183.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
<u>1945</u>									
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	202.3
<u>1946</u>									
January .....	133.1	130.0	168.8	135.4	135.6	110.3	123.7	132.7	148.2
February .....	139.8	127.9	170.4	135.7	133.6	130.4	126.0	158.4	151.3
March .....	168.8	197.3	191.0	180.8	165.6	158.4	144.9	156.4	177.0
April .....	186.7	201.5	194.6	202.7	167.3	188.7	179.1	194.3	178.6
May .....	215.4	196.4	244.0	239.5	195.7	192.5	187.5	197.6	222.0
<u>% Change,</u>									
Jan.-May, 1946 .	+12.2	-	+10.8	+11.2	+11.9	+ 9.7	+11.5	+13.1	+21.4
Jan.-May, 1945 .									

