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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JULY, 1946
(1935-1939=100)

Country general store sales in Canada averaged 4 per cent higher in July than in June and were up 15 per cent compared with July a year ago according to reports received from a sample number of 725 stores selling a general line of merchandise and located in places of less than 2,000 population. The 15 per cent gain compared with July a year ago is slightly larger than the average increase for the first seven months of this year compared with last which amounted to 12 per cent. The July index of sales on the base 1935-1939=100 stands at 208.9 compared with 201.6 for June and 182.2 for July, 1945.

All regions of the country for which separate figures are compiled registered gains of considerable magnitude in July of this year compared with last. Increases of 18 per cent were recorded in British Columbia and Ontario. Sales in the Maritime Provinces were up 17 per cent while gains for other regions stand at 14 per cent for Quebec, 13 per cent for Alberta, 11 per cent for Saskatchewan and 8 per cent for Manitoba.

Percentage Change in Country General Store Sales, by Regions

Region	July, 1946			Region	July, 1946		
	July, 1945				July, 1945		
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	124	98	+17.4	Manitoba:	57	41	+ 7.7
Quebec:				Saskatchewan:			
South	45	34	+12.7	North	57	47	+ 9.7
North	57	41	+14.2	South	51	41	+12.8
TOTAL	102	75	+13.7	TOTAL	108	88	+10.9
Ontario:				Alberta:			
East	68	52	+19.6	North	49	34	+10.2
North	37	33	+19.3	South	60	51	+15.2
West	66	56	+16.6	TOTAL	109	85	+13.3
TOTAL	171	141	+18.2	British Columbia:	54	40	+17.9
				CANADA	725	568	+14.7



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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.