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DEPARTMENT OF TRADE AND CONNFRCE DCRINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION:


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## NONTLLX INDEXES OF COUNTY 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 re* ports received from a sample number of $7 \% 5$ stores selling a general lane of merchandise and located in places of less than $\&, 000$ 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 lid per cent. The July index of sales on the base $1935-1939 \pm 100$ stands at 208.9 compared with cOl. 6 for June ana $16 \dot{\alpha} . \dot{\alpha}$ for July, 1945.

All regions of the country for which separate figures are compiled re* gistered gains of considerable magnitude in July of this year compared with last. Increases of 16 fer 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



Year's Subscription, $\$ 1.00$
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A. Unad justed. B. Index ad justed for number of business days and seasonal variations.

| Year and lionth | CANADA |  | baritimes | Quebec | Ontario | Nanitoba | Sasket chewan | Alberta | British Columbia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | A | B | A |  | A | A | A |  | A |
| July, 1936 | 102.0 | 95.7 | 102.4 | 107.3 | 108.3 | 102.1 | 89.5 | 95.0 | 103.1 |
| July, 1937 ...... | 116.6 | 105.7 | 119.7 | 129.8 | 125.6 | 112.3 | 96.2 | 98.2 | 118.6 |
| July, 1938 ...... | 111.1 | 104.4 | 103.4 | 124.5 | 118.6 | 112.9 | 97.8 | 97.4 | 110.6 |
| July, 1939 ...... | 104.9 | 99.0 | 97.8 | 120.6 | 109.2 | 106.4 | 88.9 | 93.7 | 106.7 |
| July, 1940 ...... | 111.2 | 104.7 | 103.5 | 129.2 | 119.3 | 105.9 | 91.8 | 101.0 | 107.6 |
| July, 1941 | 125.9 | 117.6 | 120.1 | 149.0 | 131.5 | 123.3 | 103.1 | 114.4 | 116.7 |
| July, 1942 | 141.2 | 130.9 | 133.6 | 169.1 | 143.9 | 139.1 | 119.7 | 130.4 | 125.1 |
| July, 1943 | 164.0 | 153.1 | 165.9 | 186.9 | 158.3 | 166.9 | 152.1 | 157.4 | 138.5 |
| July, 1944 | 170.6 | 160.1 | 177.7 | 195.1 | 160.5 | 165.6 | 158.9 | 163.1 | 152.1 |
| July, 1945 | 162.2 | 176.4 | 191.4 | 203.9 | 174.6 | 170.1 | 169,9 | 175.7 | 167.6 |
| 1945 |  |  |  |  |  |  |  |  |  |
| August | 186.1 | 170.5 | 201.0 | 198.5 | 174.6 | 168.8 | 180.2 | 187.1 | 180.2 |
| september | 175.4 | 164.2 | 176.6 | 169.3 | 161.9 | 181.2 | 190.2 | 191.0 | 170.1 |
| October | 191.5 | 171.4 | 189.7 | 202.5 | 154.0 | 194.4 | 218.7 | 218.5 | 182. 4 |
| Noverber | 182.5 | 175.1 | 194.1 | 184.1 | 164.0 | 202. 2 | 193.3 | 185.3 | 164.1 |
| December | 209.6 | 174.2 | 240.9 | 205.8 | 189.1 | 221.4 | 194.6 | 228.e | 208.7 |
| 1946 |  |  |  |  |  |  |  |  |  |
| January | 137.6 | 179.4 | 168.0 | 135.2 | 134.3 | 111.1 | 123.2 | 138.0 | 149.7 |
| February | 140.2 | 188.4 | 170.0 | 136.0 | 135.0 | 130.2 | 126.1 | 138.5 | 151.5 |
| March | 168.9 | 197.3 | 189.3 | 182.7 | 165.3 | 156.4 | 144.4 | 156.6 | 178.1 |
| April | 187.3 | 202.2 | 194.8 | 204.0 | 169.2 | 185.9 | 179.0 | 194.8 | 179.9 |
| kay . | 212.6 | 195.7 | 243.7 | 241.3 | 196.9 | 191.9 | 183.9 | 196.0 | 213.9 |
| June | 201.6 | 197.3 | 220.5 | 226.8 | 181.1 | 189.8 | 186.8 | 187.8 | 208.3 |
| July ........ | 208.9 | 195.6 | 254.7 | 231.9 | 206.4 | 183.\% | 188.3 | 199.0 | 197.6 |
| \% Change |  |  |  |  |  |  |  |  |  |
| $\frac{\text { Jano -July, }}{\text { Jano }- \text { July, }} \frac{1946}{1945}$ | +12.2 | - | +12.1 | +10.9 | +12.7 | +10.2 | +11.0 | +12.4 | +18.6 |

