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

Country general store sales in Canada averaged 5 per cent higher in August than in July and were up 18 per cent compared with August a year ago according to reports received from a sample number of 720 stores selling a general line of merchandise and located in places of less than 2,000 population. The 18 per cent increase in August, 1946 over August a year ago is the largest recorded this year in corresponding-month comparisons with 1945. The rate of expansion has increased gradually throughout the year and the cumulative gain for the first eight months of 1946 now amounts to 13 per cent, having advanced to that point from an average increase of 8 per cent in the first quarter of the year. The August index of sales was 219.3, a figure which compares with indexes of 186.1 in August, 1945 and 208.3 in July, 1946.

The margin of increase over August of last year was somewhat wider in western sections of the country. Increases in Saskatchewan, Alberta and British Columbia were all above 20 per cent and a high of 25 per cent was reached in the latter province. Manitoba stores had a sales increase of 17 per cent. Ontario's country general stores, which have maintained a high sales volume level in recent months, again recorded a prominent increase, sales being 19 per cent higher in August this year than last. Less pronounced, but nevertheless substantial, were gains of 15 and 14 per cent which occurred in the Maritime Provinces and Quebec respectively.

Percentage Change in Country General Store Sales, by Regions

Region	August, 1946 August, 1945			Region	August, 1946 August, 1945		
	Number of stores reporting	Number report- ing an increase	Per cent change		Number of stores reporting	Number report- ing an increase	Per cent change
Maritime				Manitoba;	54	43	+17.0
Provinces;	128	99	+14.9	Saskatchewan;			
Quebec;				North	52	42	+16.2
South	42	27	+ 7.3	South	51	47	+27.0
North	55	42	+16.3	TOTAL	103	89	+20.2
TOTAL	97	69	+13.4	Alberta;			
Ontario;				North	43	29	+14.7
East	72	61	+21.9	South	62	57	+25.9
North	39	32	+21.1	TOTAL	105	86	+21.6
West	67	57	+15.8	British			
TOTAL	178	150	+19.1	Columbia;	55	47	+24.6
				CANADA	720	583	+17.8

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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	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
August, 1936	108.3	100.2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
August, 1937	111.5	106.3	107.3	118.4	112.5	121.6	99.0	109.5	113.6
August, 1938	110.1	101.8	102.5	113.1	108.0	121.6	108.3	111.5	111.5
August, 1939	107.7	99.7	102.4	108.0	104.8	114.2	109.0	112.2	109.1
August, 1940	118.4	105.5	112.6	121.5	122.5	117.4	113.6	122.2	112.8
August, 1941	131.6	121.0	126.1	144.2	131.4	137.1	122.1	130.0	120.8
August, 1942	146.6	135.3	145.8	162.7	143.8	145.3	133.1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
August, 1945	186.1	170.5	201.0	198.5	174.6	168.8	180.2	187.1	180.2
1945									
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	208.5	182.4
November	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	228.8	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
May	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	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.3	196.0	230.9	225.1	207.9	197.4	216.6	227.6	224.6
% Change,									
Jan.-August, 1946 ..	+12.9	-	+12.6	+11.2	+13.6	+11.1	+12.2	+13.5	+19.3
Jan.-August, 1945 ..									



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