

Published by Authority of the HON. JAMES A. MacKINNON,
Minister of Trade and Commerce
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADA



Dominion Statistician: Herbert Marshall, O.B.E., M.A., F.R.S.S.
Director, Division of Census of Industry and Merchandising: W. H. Fries, B.Sc.
Chief, Merchandising and Services Section: A. C. Steedman, B.A.
Vol. 10 - No. 9 16-4030

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

Country general store sales in Canada increased 8 per cent in September of this year over last, but the dollar volume of business was reduced by 14 per cent from the preceding month of August, 1946. Although the increase in September was on a much reduced scale compared with gains recorded in most of the earlier months of the year, this is partially accounted for by the fact that there were only four Saturdays in September this year and five Saturdays in September, 1945. When results are adjusted to an average daily sales basis, the September increase becomes 10 per cent, a gain which is almost on a par with the average increase of 12 per cent for the first nine months of the year over the similar period of 1945. Unadjusted index of sales for September was 188.7 (on the base 1935-1939 = 100), as compared with 175.4 for September, 1945 and 219.6 for August, 1946. These results were obtained from reports provided by 716 general stores distributed throughout all sections of the country and located in small towns and rural areas.

The experience of country general stores in different sections of the country varied considerably. Manitoba, British Columbia and Saskatchewan stores reported gains of 16, 13 and 12 per cent respectively over September, 1945. The other western province, Alberta, had the lowest among the provincial increases when sales showed only a minor gain of 3 per cent. Gains in eastern areas were more moderate and amounted to 8 per cent in the Maritime Provinces, 6 per cent in Quebec and 4 per cent in Ontario.

Percentage Change in Country General Store Sales, by Regions

Region	September, 1946 September, 1945			Region	September, 1946 September, 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;	55	44	+15.6
Provinces;	126	82	+ 7.5	Saskatchewan;			
Quebec;				North	58	40	+10.8
South	41	24	+ 4.3	South	56	40	+13.2
North	55	32	+ 6.3	TOTAL	114	80	+11.7
TOTAL	96	56	+ 6.0	Alberta;			
Ontario;				North	44	19	- 4.5
East	68	40	+ 2.1	South	59	37	+ 7.3
North	42	32	+10.8	TOTAL	103	56	+ 2.8
West	65	32	+ 2.5	British			
TOTAL	175	104	+ 4.4	Columbia;	47	36	+12.5
				CANADA	716	458	+ 7.6

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.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
September, 1936	112.9	101.7	98.4	98.9	103.6	131.5	151.0	119.9	104.3
September, 1937	117.2	106.1	108.8	110.5	112.4	142.7	123.0	127.1	115.6
September, 1938	112.1	100.2	98.7	101.9	104.0	128.9	132.5	127.7	109.6
September, 1939	126.1	109.0	108.0	111.5	112.7	148.6	168.9	141.5	112.3
September, 1940	111.0	103.6	102.4	104.0	105.8	120.0	130.2	121.1	101.1
September, 1941	124.1	115.9	117.0	125.9	120.9	131.3	128.9	129.6	116.5
September, 1942	140.6	130.9	131.2	139.0	135.3	156.1	151.7	150.3	126.5
September, 1943	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	134.8
September, 1944	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
September, 1945	175.4	164.2	176.6	169.3	161.9	181.2	190.2	191.0	170.1
1945									
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	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.7	181.2	189.9	179.4	169.0	209.5	212.4	196.4	191.4
% Change,									
Jan.-Sept., 1946	+12.3	-	+12.0	+10.7	+12.5	+11.8	+12.2	+12.2	+18.5
Jan.-Sept., 1945									

