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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MARCH, 1947
(1935-1939=100)

Country general store sales in Canada in March were 18 per cent above those for February and 6 per cent higher than in March a year ago. Unadjusted indexes (on the base 1935-1939=100) stood at 178.4 for March, 1947, 168.9 for March, 1946 and 151.1 for February of this year. These results are based on returns from 692 general merchants operating in the smaller communities and rural areas throughout the country.

A 15 per cent increase was reported for British Columbia, the gain exceeding by a fair margin increases in other sections of the country. Manitoba and Saskatchewan increases also exceeded the Canada average of 6 per cent. Results for Quebec, Ontario and Alberta showed increases which approximated the overall increase for the country. In Ontario, however, there were marked differences for certain sections of the province, northern areas showing a major increase of 15 per cent while in western Ontario sales declined 1 per cent compared with March a year ago. Sales in the Maritime Provinces were only slightly ahead of last year's volume for the same month.

Percentage Change in Country General Store Sales, by Regions

Region	March, 1947 March, 1946			Region	March, 1947 March, 1946		
	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 Provinces:	126	65	+ 1.1	Manitoba:	51	37	+ 9.5
Quebec:				Saskatchewan:			
South	44	27	+ 6.5	North	62	39	+ 9.3
North	51	23	+ 2.4	South	46	26	+ 5.9
Total	95	50	+ 3.7	Total	108	65	+ 8.0
Ontario:				Alberta:			
East	65	37	+ 5.1	North	45	24	+ 6.7
North	38	26	+15.2	South	58	34	+ 5.4
West	62	27	- 1.3	Total	103	58	+ 5.9
Total	165	90	+ 4.7	British Columbia:	44	33	+15.2
				CANADA	692	398	+ 5.6

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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
March, 1936	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	111.8	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942	108.7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
March, 1943	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
March, 1944	139.9	163.5	156.1	155.0	133.3	133.3	123.4	130.8	135.6
March, 1945	158.2	179.6	174.2	169.7	156.5	149.3	141.2	148.9	155.3
March, 1946	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
1946									
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	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212.3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.7	191.6	251.6	220.9	204.6	237.6	202.0	241.2	235.5
1947									
January	149.2	195.0	186.5	150.3	147.4	118.7	125.3	145.8	162.3
February	151.1	203.0	179.7	148.3	152.7	137.8	129.1	146.3	164.5
March	178.4	209.7	191.4	189.4	173.1	171.2	155.9	165.8	205.0
% Change,									
Jan.-Mar., 1947 ..	+ 7.2	-	+ 5.7	+ 7.5	+ 8.9	+ 7.5	+ 4.2	+ 5.7	+11.0
Jan.-Mar., 1946 ..									

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