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

Total sales of general merchants in the smaller communities and rural areas of Canada were 3 per cent higher in April, 1947 than in April, 1946 and increased 8 per cent over March, 1947. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 193.5 for April, 1947, 187.3 for April, 1946 and 178.6 for March, 1947.

There was a decided lack of uniformity in the sales increases for different sections of the country. British Columbia continued to lead other areas with a gain of 11 per cent in April. Stores located in the Maritime Provinces recorded an average increase of 8 per cent. Throughout the northern and western parts of Ontario sales were quite high, averaging 10 per cent above April a year ago, but eastern Ontario merchants barely maintained their sales volume at last year's level. Saskatchewan alone among the Prairie Provinces reported lower sales this year than last, though increases in Manitoba and Alberta were quite moderate and a decline occurred in the northern section of Alberta. Quebec stores had approximately the same volume of trade in April this year as in April, 1946.

Percentage Change in Country General Store Sales, by Regions

Region	April, 1947 April, 1946			Region	April, 1947 April, 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	76	+ 7.8	Manitoba:	51	29	+ 1.1
Quebec:				Saskatchewan:			
South	48	22	- 2.2	North	48	14	- 7.3
North	52	20	+ 1.1	South	52	22	+ 0.6
Total	100	42	(a)	Total	100	36	- 4.4
Ontario:				Alberta:			
East	65	25	+ 0.2	North	46	23	- 2.4
North	44	27	+10.5	South	64	40	+ 7.7
West	69	51	+10.4	Total	110	63	+ 3.9
Total	178	103	+ 7.0	British Columbia:	52	34	+11.1
				CANADA	717	383	+ 3.3

(a) Change of less than 0.1 per cent.

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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
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.0	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	124.1	133.7	118.9	139.2	129.0	126.3	104.8	121.8	113.9
April, 1943	141.2	151.0	143.5	149.9	134.4	151.4	133.0	145.3	129.8
April, 1944	155.8	175.7	167.0	166.7	139.8	158.4	152.0	165.8	137.1
April, 1945	160.7	178.9	176.5	182.2	148.6	156.7	142.0	157.2	146.3
April, 1946	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
1946									
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	193.0	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	178.6	209.5	192.4	190.2	172.8	170.7	155.8	165.8	205.1
April	193.5	209.6	209.9	204.1	181.1	188.1	171.1	202.3	199.8
% Change,									
Jan.-Apr., 1947 .	+ 6.1	-	+ 6.4	+ 5.3	+ 8.3	+ 5.4	+ 1.5	+ 5.1	+11.0
Jan.-Apr., 1946									

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