

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,  
 Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
 DOMINION BUREAU OF STATISTICS  
 MERCHANDISING AND SERVICES BRANCH  
 OTTAWA, CANADA

Dominion Statistician: S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.  
 Chief, Merchandising and Services Branch: A. C. Steedman, B. A.  
 Vol. 8 - No. 1 Year's Subscription, \$1.00  
 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES  
January, 1944

Country general store sales averaged 9 per cent higher in January this year than last according to reports received from 570 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the northern and western parts of Ontario reported gains ranging from 5 per cent for the southern section of Quebec to 19 per cent for the southern part of Saskatchewan. Slight declines in the northern and western parts of Ontario were offset by an increase in the eastern section resulting in a gain of 3 per cent for the province as a whole. Sales in Manitoba increased by 6 per cent; Quebec, 8 per cent; British Columbia, 9 per cent; Alberta, 11 per cent; the Maritime Provinces, 15 per cent and Saskatchewan, 17 per cent.

Allowing for the difference in number and sales importance of the business days of January this year and last and also for normal seasonal movements, sales in January were up by 13 per cent over January a year ago and increased by 1 per cent over December last year. There was the same number of business days in January this year as last but only four Saturdays as against five a year ago.

Percentage Change in Country General Store Sales by Regions

Region	January, 1944 January, 1943			Region	January, 1944 January, 1943		
	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:	70	49	+15.2	Saskatchewan:			
				North .....	48	38	+16.2
				South .....	47	42	+19.2
Quebec:				TOTAL .....	95	80	+17.3
South ....	40	27	+ 5.0	Alberta:			
North ....	36	25	+ 9.3	North .....	47	35	+13.6
TOTAL .....	76	52	+ 7.9	South .....	74	54	+ 9.6
Ontario:				TOTAL .....	121	89	+11.1
East .....	38	22	+ 8.6	British			
North ....	29	14	- 0.9	Columbia:	46	32	+ 9.0
West .....	48	21	- 0.4	CANADA .....	570	393	+ 9.4
TOTAL .....	115	57	+ 2.5				
Manitoba ..	47	34	+ 6.2				

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
January, 1936 .....	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937 .....	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938 .....	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939 .....	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940 .....	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941 .....	83.9	109.4	89.2	88.1	86.7	81.3	68.6	82.7	87.3
January, 1942 .....	100.9	128.4	104.1	104.2	105.9	100.2	84.9	101.8	101.6
January, 1943 .....	108.4	143.3	119.1	109.0	110.0	113.9	93.9	108.9	105.0
January, 1944 .....	118.6	161.2	137.2	117.6	112.8	121.0	110.1	121.0	114.5
1943									
February .....	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
March .....	122.1	144.1	130.8	137.8	121.3	120.6	98.7	113.6	121.1
April .....	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May .....	160.0	147.9	174.2	187.1	155.6	154.8	135.6	145.7	140.2
June .....	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July .....	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August .....	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September .....	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October .....	164.1	143.2	157.2	173.6	140.9	172.1	183.3	130.8	141.4
November .....	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December .....	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1944									
January .....	118.6	161.2	137.2	117.6	112.8	121.0	110.1	121.0	114.5
% Change, January, 1944 January, 1943	+ 9.4	-	+15.2	+ 7.8	+ 2.5	+ 6.2	+17.3	+11.1	+ 9.0

Indexes for December and January, 1944 are subject to revision.

1010708827

