Note: "This Bureau is co-operating in the conservation of paper on account of the present critical shortage thereof. If this bulletin is not needed by you', please notify the Dominion Statistician and your name will be removed from our mailing list."

Published by Authority of the HON. JANES A. MacKINNON, M.P.,
Minister of Trade and Conmerce
DET AITMENT OF TRADE AND COMAERCE
DOMINION BUREAU OR STATISTICS
MERCIANDISING AND SERVICES BRANCH

> OTPANA, CANADA

Dominion Statistician:
S.A. Cudmore, M.A. (oxon.) F.S.S., F.R.S.C. Chief, Merchandising and jervices Branch:A.C. Stcedman, B.A.
Vol. $8-N 0.10-$
Year's Subscription, $\$ 1.00$
.10
$\frac{\text { MONTHY INDEXES OF COUTTRY GEAZRAL STORE SALES }}{\text { OCTOBER, } 1344}$
Country general store salcs realized in October of this year advanced 6 per cent over the dollar volume of business trunsacted in Octobor, 1943, uccording to statements received from 782 of these general morchandise stores situated in the smaller towns and rural areas of Canada. Gains ranging from 1 to 15 per cent were reported by all resions of the country except the eastern and western areas of ontario. Sales declined by 3 per cent in custern Ontario while western ontario business remained on a par witi octover, 1943. Increases registered by the provinces pre as follows: Maritime Frovinces, 7 per cent; quebec, 6 per cent; Manitoba, 4 per cent; Saskatchewan, 13 per cent; Alberta, 5 por cent; British Columbia, 14 per cent. Ontario seles decreased by 1 per cent. The penerul unadjusted index of sales on the base, 1935-1939 $=100$, stunds at 174.6 for October, 1944, compared with 171.5 for September, 1944 , and 163.5 for october, 1943. Agrregate figures for the first ten months of 1944 stand 10 per cent higher than for the same period of 1943.

Allowing for the difference in number and sales importance of the business days of October this year and last and for normal seasonal movenents, sales in october this year were up by 10 per cont over October a year ago and increased by 5 per cent over September of this yeur. There was the sume number of business day in in October this year and last, but October, 1343 had 5 Saturdays compared witis 4 Saturdays in October, 1944.

Percentace Chance in Country seneral Store Sales by Resions

| Region | $\begin{aligned} & \text { october, } 2944 \\ & \text { Octover, } 1943 \end{aligned}$ |  |  | Resion | $\text { October, } 1944$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\left\|\begin{array}{c} \text { Number of } \\ \text { stores } \\ \text { reporting } \end{array}\right\|$ | Number reporting an increase | 1er Cent Chan: |  | $\begin{gathered} \text { Number of } \\ \text { stores } \\ \text { reporting } \end{gathered}$ | Nuaber reporting an increase | Per Cent Change |
| Maritime |  |  |  | Saskate hewan: |  |  |  |
| Provinces: | 130 | 86 | $+7.1$ | Nor'th | 60 | 47 | +15.2 |
|  |  |  |  | South | 63 | 45 | +10.5 |
| Quebec: <br> Souti |  |  |  | TOTAL | 123 | 92 | +12.8 |
| North. | 53 | 38 | +3.0 +9.1 | Alberta |  |  |  |
| TOTAL | 109 | 67 | $+6.0$ | North | 47 | 27 | $+3.4$ |
|  |  |  |  | South | 73 | 51 | + 5.9 |
| ontario: |  |  |  | TOTAL | 120 | 78 | +5.1 |
| tast. | 74 | 34 | $-3.0$ | 10ram | 120 | \% | $+5.1$ |
| North | 43 | 20 | $+1.4$ | British |  |  |  |
| i.est. | 68 | 28 | -0.2 | Colunbia: | 60 | 46 | $+13.7$ |
| TOTIL | 185 | 82 | -0.9 |  |  |  |  |
| Manitoba: | 55 | 28 | $+4.3$ | Candada | 786 | 479 | + 6.1 |

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)
A. Unad justed. B. Index ad justed for number of business days and scasonal variations.


The monthly indexes of country ceneral store sales from January, 1342 onvard jave recentiy beon revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1941 and all subsequent months are based on the largor sample of reporting firms.

