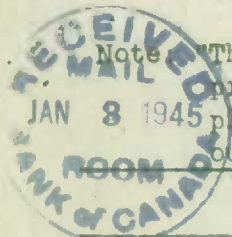


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Published by Authority of the HON. JAMES A. MACKINNON, M.P.,
Minister of Trade and Commerce

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

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Vol. 8 - No. 11

Year's Subscription, \$1.00
Single Copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
NOVEMBER, 1944

Sales transacted by country general stores during November, 1944, were valued 7 per cent higher than the volume of business realized in November of last year, according to statements received from 771 of these general merchandise stores situated in the smaller towns and rural areas of Canada. Eastern Ontario suffered a decline of 3 per cent in sales, while all other regions of the country recorded increases, gains ranging from 3 to 15 per cent. The general unadjusted index of sales on the base, 1935-1939=100, stands at 166.1 for November, 1944; 174.0 for October, 1944; and 156.1 for November, 1943.

The increase recorded in country general store sales reflects a greater purchasing power resultant from grain and livestock movements. Deliveries of grain to elevators were over 100 per cent higher in October of this year than last, while November deliveries were 9 per cent in excess of the number of bushels of grain received by elevators in November, 1943. Cattle, calves and sheep marketings were also higher than the November, 1943, level of trading.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 160.4 for November, 1944, on a par with the seasonally adjusted index of 160.6 for October, 1944. There were 26 business days and 4 Saturdays in both November of this year and last.

Percentage Change in Country General Store Sales by Regions

Region	November, 1944 November, 1943			Region	November, 1944 November, 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:	134	84	+ 3.7	Manitoba:	52	35	+ 3.2
Quebec:				Saskatchewan:			
South	51	29	+ 2.8	North	58	41	+10.4
North	58	36	+ 5.6	South	56	41	+ 6.5
TOTAL	109	65	+ 4.1	TOTAL	114	82	+ 8.5
Ontario:				Alberta:			
East	78	34	- 2.8	North	45	35	+15.4
North	41	21	+ 1.9	South	70	61	+15.0
West	67	46	+ 4.8	TOTAL	115	96	+15.1
TOTAL	186	101	+ 1.0	British Columbia:	61	51	+14.4
				CANADA	771	514	+ 7.0

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
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.6	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
November, 1944	166.1	160.4	172.5	168.1	144.5	183.1	182.2	176.6	144.5
<u>1943</u>									
December	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
<u>1944</u>									
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	133.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	137.0
June	163.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	166.1	160.4	172.5	168.1	144.5	183.1	182.2	176.6	144.5
% Change,									
Jan.-Nov., 1944 .	+ 9.4	-	+12.0	+ 8.4	+ 4.9	+ 6.2	+13.7	+11.6	+13.2
Jan.-Nov., 1943 .									

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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