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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
DECEMBER, 1944

Reports submitted by 756 country general stores situated in the smaller towns and rural areas of Canada, indicated an overall increase of 7 per cent in sales for December, 1944 over December, 1943. All regions of the country reported increased sales in December, 1944 over the corresponding month of the preceding year and, while the range of the gains was within the relatively narrow limits of 1 to 11 per cent, there was evidence of greater expansion in the western provinces than elsewhere. The unadjusted index of sales for Canada (on the base, 1935 to 1939 = 100) stood at 196.7 for December, 1944, 165.9 for November, 1944 and 184.5 for December, 1943.

After allowances for differences in number of business days and for normal seasonal variations, the index of country general store sales for Canada stood at 163.4 for December, 1944, slightly above the seasonally adjusted index of 160.2 recorded for November, 1944. There were 25 business days in December, 1944 as compared with 26 days in December, 1943.

Percentage Change in Country General Store Sales by Regions

Region	December, 1944 December, 1943			Region	December, 1944 December, 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:	125	86	+ 7.3	Manitoba:	54	38	+ 6.4
Quebec:				Saskatchewan:			
South	50	29	+ 4.8	North	56	38	+ 9.8
North	58	43	+ 5.6	South	60	45	+ 9.0
TOTAL	108	72	+ 5.2	TOTAL	116	83	+ 9.4
Ontario:				Alberta:			
East	74	42	+ 1.0	North	47	26	+ 3.3
North	42	29	+ 6.4	South	69	50	+ 8.9
West	68	48	+ 4.0	TOTAL	116	76	+ 7.2
TOTAL	184	119	+ 3.5	British Columbia:	53	44	+10.9
				CANADA	756	518	+ 6.7



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
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.5	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941	147.4	123.4	146.5	160.5	140.4	158.8	158.8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	153.2	187.9	160.7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
December, 1944	196.7	163.4	217.6	194.0	169.8	214.3	200.8	217.3	184.9
1944									
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	139.1	163.1	155.4	154.5	134.3	151.9	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	157.0
June	169.1	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	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.7	163.4	217.6	194.0	169.8	214.3	200.8	217.3	184.9
% Change,									
Jan.-Dec., 1944	+ 9.1	-	+11.5	+ 8.1	+ 4.7	+ 5.0	+13.3	+10.9	+12.9
Jan.-Dec., 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.

