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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.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1944

Dollar sales transacted in country general stores in March this year were valued 12 per cent higher than the sales realized in March, 1943, according to reports received from 499 general merchandise stores located in the smaller towns and rural areas. The 12 per cent gain was shared by all regions of the country, increases ranging from 2 per cent in the northern part of Ontario to 30 per cent for the southern part of Saskatchewan. Gains recorded for the provinces were as follows: Maritime Provinces, 13 per cent; Quebec, 11 per cent; Ontario, 6 per cent; Manitoba, 8 per cent; Saskatchewan, 25 per cent; Alberta, 17 per cent; British Columbia, 6 per cent.

Allowing for the difference in number and sales importance of the business days of March this year and last and also for normal seasonal movements, sales in March were up by 11 per cent over March a year ago but declined 3 per cent from February. There was the same number of business days in March this year as last with four Saturdays in both months.

Percentage Change in Country General Store Sales by Regions

Region	March, 1944 March, 1943			Region	March, 1944 March, 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:	68	51	+12.8	Saskatchewan:			
				North	37	34	+17.2
				South	47	45	+30.3
Quebec:				TOTAL	84	79	+24.6
South ...	38	27	+11.7				
North ...	36	24	+ 9.3	Alberta:			
TOTAL	74	51	+10.6	North	37	31	+15.6
				South	56	50	+17.9
Ontario:				TOTAL	93	81	+17.2
East	36	26	+12.5				
North ...	29	16	+ 1.8	British			
West	38	22	+ 4.7	Columbia:	35	26	+ 6.2
TOTAL	103	54	+ 6.4	CANADA	499	385	+11.5
Manitoba:	42	33	+ 8.4				

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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
March, 1936	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	112.2	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942	107.9	131.4	107.9	122.6	109.0	102.7	92.7	102.0	104.0
March, 1943	121.9	143.9	130.7	137.3	121.3	121.3	98.1	114.1	120.6
March, 1944	136.1	159.8	147.5	151.7	129.3	130.7	120.4	132.9	128.6
1943									
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	154.5	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	180.8	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	120.2	163.5	137.4	124.2	112.6	118.5	110.7	122.8	114.3
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
March	136.1	159.8	147.5	151.7	129.3	130.7	120.4	132.9	128.6
% Change,									
Jan.-Mar., 1944	+11.3	-	+15.5	+12.2	+ 5.6	+ 5.5	+18.2	+12.9	+ 8.9
Jan.-Mar., 1943									

Indexes for February and March, 1944 are subject to revision.