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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
April, 1944

Country general store sales averaged 11 per cent higher in April this year than last according to reports received from 579 of these general merchandise stores located in the smaller towns and rural areas. The 11 per cent gain reflects an increase in trading activities in all regions of the country, gains ranging from 1 per cent in the northern part of Ontario to 17 per cent in the southern section of Alberta. Sales increased by 2 per cent in British Columbia, 5 per cent in Manitoba, 6 per cent in Ontario, 9 per cent in Quebec, 14 per cent in Saskatchewan, 15 per cent in Alberta, and 16 per cent in the Maritime Provinces.

Allowing for the difference in number and sales importance of the business days of April this year and last and also for normal seasonal movements, sales in April were 17 per cent over April a year ago and increased by 10 per cent over March, 1944. There were five Saturdays in April of the current year as compared with four Saturdays in April, 1943, but there was one more business day in April of last year than this.

Percentage Change in Country General Store Sales by Regions

Region	<u>April, 1944</u>			<u>April, 1944</u>			Per Cent Change,
	Number of stores reporting	Number reporting an increase	Per Cent Change	Region	Number of stores reporting	Number reporting an increase	
Maritime Provinces:	75	58	+16.3	Saskatchewan:			
Quebec:				North	41	35	+15.3
South	40	25	+ 3.2	South	49	41	+12.4
North	36	27	+15.0	TOTAL	90	76	+13.7
TOTAL	76	52	+ 9.0	Alberta:			
Ontario:				North	50	32	+11.9
East	41	21	+11.2	South	72	64	+17.1
North	30	19	+ 0.8	TOTAL	122	96	+15.4
West	46	27	+ 6.3	British Columbia:			
TOTAL	117	67	+ 6.4	49	33	+ 2.0
Manitoba:	50	34	+ 5.4	CANADA	579	416	+11.0

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	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.5	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	123.0	133.1	117.0	138.3	127.7	123.3	104.7	121.8	113.2
April, 1943	140.8	151.3	139.2	150.9	131.7	153.4	134.9	146.4	130.4
April, 1944	155.5	175.9	161.2	167.5	141.9	160.2	151.5	167.2	131.8
<u>1943</u>									
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
<u>1944</u>									
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
April	155.5	175.9	161.2	167.5	141.9	160.2	151.5	167.2	131.8
% Change,									
Jan.-April, 1944	+13.6	-	+16.0	+11.3	+ 6.2	+ 5.5	+17.0	+13.2	+ 7.6
Jan.-April, 1943									

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

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