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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
MAY, 1944

Sales in country general stores averaged 9 per cent higher in May, 1944 than for the same month last year according to reports received from 566 general merchandise stores located in the smaller towns and rural areas of Canada. Gains were reported in all regions of the country ranging from 2 per cent in Manitoba to 14 per cent in the Maritimes. Sales in Quebec increased by 4 per cent; Ontario, 5 per cent; Saskatchewan and Alberta, 12 per cent and 9 per cent in British Columbia.

Making allowances for the difference in number and sales importance of the business days of May this year and last, also for normal seasonal movements, sales in May were 9 per cent over May sales a year ago, and increased by 10 per cent over April of this year. There was one more business day in May, 1944 than in the same month last year, although there were only four Saturdays in May of the current year compared with five in May, 1943.

Percentage Change in Country General Store Sales by Regions

Region	May, 1944 May, 1943			Region	May, 1944 May, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime				Saskatchewan:			
Provinces:	70	52	+14.1	North	38	30	+10.9
Quebec:				South	50	41	+13.0
South	40	24	+ 5.5	TOTAL	88	71	+12.1
North	37	22	+ 2.9	Alberta:			
TOTAL	77	46	+ 4.4	North	46	28	+ 6.2
Ontario:				South	76	64	+13.9
East	39	24	+ 4.7	TOTAL	122	92	+11.8
North	29	16	+ 3.8	British			
West	46	27	+ 6.0	Columbia:	47	34	+ 9.7
TOTAL	114	67	+ 4.9	CANADA	566	392	+ 8.7
Manitoba:	48	30	+ 2.3				

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
May, 1936	104.0	96.1	109.9	104.5	111.3	92.7	98.8	96.9	102.9
May, 1937	113.1	104.5	123.4	120.2	121.2	98.9	101.9	97.1	110.9
May, 1938	111.0	105.6	123.8	124.3	114.5	100.9	92.0	93.6	112.4
May, 1939	108.0	99.6	117.5	122.2	113.5	96.7	87.8	92.1	108.0
May, 1940	116.5	106.8	123.6	132.9	120.2	100.7	98.6	105.8	111.1
May, 1941	126.9	112.6	133.4	148.2	132.6	116.1	102.8	111.6	116.8
May, 1942	141.6	130.1	151.1	168.7	143.9	128.5	115.8	126.6	123.7
May, 1943	161.1	148.9	176.5	191.0	154.8	153.7	136.1	147.4	139.3
May, 1944	172.3	159.4	198.8	194.0	163.4	158.1	151.5	161.7	153.8
<u>1943</u>									
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	136.9	160.6	149.4	152.5	129.8	130.0	120.6	131.2	133.3
April	155.5	175.9	161.2	167.5	141.9	160.2	151.5	167.2	131.8
May	172.3	159.4	198.8	194.0	163.4	158.1	151.5	161.7	153.8
% Change,									
Jan.-May, 1944 ..	+10.4	-	+15.8	+27.7	+ 6.0	+ 4.6	+16.8	+12.4	+ 8.9
Jan.-May, 1943 ..									

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

