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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

SEP 1 1944

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Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. 8 - No. 7

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

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES JULY, 1944

July dollar sales realized by country general stores increased 4 per cent over the volume of business transacted in July, 1943, according to data received from 731 of these general merchandise stores located in the smaller towns and rural areas of Canada. The 4 per cent gain is smaller than the monthly increases recorded for the first half of the year, when increases ranged from 9 to 12 per cent. Manitoba experienced a minor decline of 1 per cent, while the other regions of the country reported the following increases in sales over 1943: Maritime Provinces, 5 per cent; Quebec, 6 per cent; Ontario, 2 per cent; Saskatchewan, 3 per cent; Alberta, 4 per cent; British Columbia, 11 per cent. The general unadjusted index of sales, on the base, 1935-1939=100, stands at 170.5 for July, 1944; 169.1 for June, 1944 and 164.0 for July, 1943. Cumulative sales for the January-July period advanced 9 per cent above the volume of business transacted in that period last year.

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 stood at 161.3 for July, 1944, down slightly from those for the immediately preceding months which stood at 162.2 for June and 164.1 for May. There were 25 business days including four Saturdays in July, 1944 while there were 26 business days with five Saturdays in July last year.

Percentage Change in Country General Store Sales by Regions

Region	July, 1944 July, 1943			Region	July, 1944 July, 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:	122	81	+ 5.0	Saskatchewan:			
				North	56	34	+ 3.4
Quebec:				South	53	30	+ 2.3
South ...	42	28	+ 5.2	TOTAL	109	64	+ 2.8
North ...	53	36	+ 6.1	Alberta:			
TOTAL	95	64	+ 5.7	North	47	33	+ 1.7
Ontario:				South	72	47	+ 4.5
East	65	36	+ 1.7	TOTAL	119	80	+ 3.6
North ...	42	22	+ 1.7	British			
West	68	36	+ 1.2	Columbia:	55	42	+10.9
TOTAL	175	94	+ 1.5	CANADA	731	459	+ 3.8
Manitoba:	56	34	- 1.4				

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
July, 1936	102.0	95.7	102.4	107.3	108.3	102.1	89.5	95.0	103.1
July, 1937	116.6	105.7	119.7	129.8	125.6	112.3	96.2	98.2	118.6
July, 1938	111.1	104.4	103.4	124.5	118.6	112.9	97.8	97.4	110.6
July, 1939	104.9	99.0	97.8	120.6	109.2	106.4	88.9	93.7	106.7
July, 1940	111.2	104.7	103.5	129.2	119.3	105.9	91.8	101.0	107.6
July, 1941	125.9	118.6	120.1	149.0	131.5	123.3	103.1	114.4	116.7
July, 1942	141.2	132.0	133.6	169.1	143.9	139.1	119.7	130.4	125.1
July, 1943	164.0	154.6	165.9	186.9	158.3	166.9	152.1	157.4	138.5
July, 1944	170.5	161.3	174.2	197.7	160.7	164.6	156.7	162.8	153.6
1943									
August	157.2	150.0	159.7	173.9	148.2	153.7	154.4	154.2	140.8
September	149.5	135.5	152.6	149.0	141.8	155.2	157.6	156.9	134.8
October	163.5	142.9	161.0	175.7	137.1	170.5	178.2	180.8	143.1
November	156.1	150.9	166.3	160.6	142.2	177.4	167.2	153.3	126.3
December	184.5	161.3	202.8	184.2	163.9	201.4	183.4	203.5	166.7
1944									
January	119.5	162.2	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	165.3	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.7	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.7	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	162.2	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	161.3	174.2	197.7	160.7	164.6	156.7	162.8	153.6
% Change,									
Jan.-July, 1944 ..	+ 9.4	-	+13.2	+ 9.7	+ 5.4	+ 3.1	+12.7	+ 9.4	+11.5
Jan.-July, 1943 ..									

