

Note: "This Bureau is co-operating in the conservation of paper on account of the present critical shortage thereof. If this bulletin is not needed by you, please notify the Dominion Statistician and your name will be removed from our mailing list."

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

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.
Vol. 8 - No. 8

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

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
AUGUST, 1944

Country general store sales were 11 per cent higher in August of this year than last, according to statements received from 774 of these general merchandise stores situated in the smaller towns and rural areas of Canada. The 11 per cent gain is larger than the 4 per cent increase recorded in the July comparison but is in line with the pattern of trading witnessed in the first six months of the year. All regions of the country shared in the gain, increases ranging from 5 per cent in the southern areas of Quebec to 21 per cent in the northern part of Alberta. The general unadjusted index of sales, on the base 1935-1939 = 100, stands at 174.2 for August, 1944; 170.5 for July, 1944; and 157.2 for August, 1943. Aggregate figures for the eight months of this year reveal a 10 per cent increase in dollar sales over the January-August period of 1943.

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 stands at 160.7 for August, 1944, on a par with the seasonally adjusted sales index of 159.9 for July, 1944. There were 27 business days including 4 Saturdays in August, 1944 while August last year had 26 business days with 4 Saturdays.

Percentage Change in Country General Store Sales by Regions

Region	August, 1944 August, 1943			Region	August, 1944 August, 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:	127	99	+13.6	Saskatchewan:			
Quebec:				North	60	50	+14.3
South	49	27	+ 5.3	South	53	41	+15.9
North	60	46	+ 7.7	TOTAL	113	91	+15.1
TOTAL	109	73	+ 6.7	Alberta:			
Ontario:				North	50	42	+21.2
East	75	44	+14.0	South	70	65	+15.7
North	43	32	+ 3.1	TOTAL	120	107	+17.5
West	74	52	+ 8.7	British Columbia:	56	49	+17.5
TOTAL	192	128	+ 5.3	CANADA	774	590	+11.4
Manitoba:	57	43	+ 6.8				

REVISED ANNUAL AVERAGE - 1929-1941
132.9
148.0
146.2

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
August, 1936	108.3	100.2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
August, 1937	111.5	106.3	107.3	118.4	112.5	121.6	99.0	109.5	113.6
August, 1938	110.1	101.8	102.5	113.1	108.0	121.6	108.3	111.5	111.5
August, 1939	107.7	99.7	102.4	108.0	104.8	114.2	109.0	112.2	109.1
August, 1940	118.4	105.5	112.6	121.5	122.5	117.4	113.6	122.2	112.8
August, 1941	131.6	121.0	126.1	144.2	131.4	137.1	122.1	130.0	120.8
August, 1942	146.6	135.3	145.8	162.7	143.8	145.3	133.1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.2	160.7	181.4	185.9	156.8	164.2	177.4	181.6	165.4
1943									
September	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	134.8
October	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
November	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
December	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
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	131.9	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	174.2	160.7	181.4	185.9	156.8	164.2	177.4	181.6	165.4
% Change,									
Jan.-Aug., 1944 ...	+ 9.6	-	+13.5	+ 9.3	+ 5.3	+ 3.6	+13.1	+10.6	+12.1
Jan.-Aug., 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.

