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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JANUARY, 1945

Dollar volume of sales in country general stores increased 6 per cent in January, 1945 over January, 1944, according to reports submitted by 745 such stores located in the smaller towns and rural areas of Canada. Approximately two-thirds of the firms which submitted figures reported sales higher in January this year than last, while the remainder experienced a reduction in sales below January a year ago. The unadjusted index of sales for Canada (on the base, 1935 to 1939 = 100) stood at 126.4 for January, 1945, 196.3 for December, 1944 and 119.5 for January, 1944.

Sales of stores located in Eastern Ontario and Northern Alberta were practically unchanged from January last year. Increases, ranging up to 11 per cent in Northern Saskatchewan, were recorded elsewhere.

After adjustment for differences in number of business days and for normal seasonal movements, the index for January, 1945 was 165.2, slightly higher than the adjusted index of 163.1 for December, 1944.

Percentage Change in Country General Store Sales, by Regions

Region	January, 1945 January, 1944			Region	January, 1945 January, 1944		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	127	86	+ 7.5	Manitoba:	53	34	+ 4.0
Quebec:				Saskatchewan:			
South	49	29	+ 2.9	North	57	44	+10.6
North	62	40	+ 3.4	South	59	37	+ 4.1
TOTAL	111	69	+ 3.2	TOTAL	116	81	+ 8.2
Ontario:				Alberta:			
East	78	45	- 0.4	North	44	29	- 0.1
North	40	28	+ 7.5	South	60	48	+10.4
West	67	43	+ 6.7	TOTAL	104	77	+ 6.4
TOTAL	185	116	+ 4.5	British Columbia:	49	33	+ 9.7
				CANADA	745	496	+ 5.9

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
January, 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941	83.9	108.3	89.2	88.1	86.7	81.3	68.6	82.7	87.3
January, 1942	101.2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6
January, 1943	109.7	143.4	122.9	110.8	111.3	112.5	94.2	108.9	106.6
January, 1944	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
January, 1945	126.4	165.2	151.9	123.0	121.6	108.9	120.1	130.3	125.5
<u>1944</u>									
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	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196.1	217.5	188.7
<u>1945</u>									
January	126.4	165.2	151.9	123.0	121.6	108.9	120.1	130.3	125.5
% Change, <u>January, 1945</u> January, 1944	+ 5.9	-	+ 7.5	+ 3.2	+ 4.5	+ 4.0	+ 8.2	+ 6.4	+ 9.7