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Herbert Marshall, B.A., F.S.S.  
A.C. Steedman, B.A.

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# MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

OCTOBER, 1945

Country general store sales in Canada increased 11 per cent in October, 1945 compared with October, 1944 and were 9 per cent above September, 1945, according to reports from 739 such stores located in smaller communities and rural areas. The margin of increase over October, 1944 is somewhat greater than the 6 per cent gain which occurred during the first ten months of this year over last, a result attributable in part to the occurrence of an extra business day in October of this year. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 192.6 for October, 1945, 173.2 for October, 1944 and 176.5 for September, 1945.

The increase in sales over October, 1944 was general throughout the country, gains in most cases being within narrow limits of the Canadian average. Quebec sales were 8 per cent higher and the gain for Southern Saskatchewan amounted to only 6 per cent, but elsewhere the over-all trend was maintained. Ontario's 14 per cent gain was the only regional increase appreciably higher than the Dominion average. A significant item in the Ontario results is the extent to which sales of stores in that province's northern areas have increased with the current step-up in mining activity, a gain of 17 per cent being recorded in October. An analysis of cumulative results for the January-to-October period on a provincial basis shows increases ranging from 3 per cent in Manitoba to 10 per cent in British Columbia, with gains in other provinces within one or two percentage points of the average increase for Canada.

The index with adjustments for differences in number of business days and for normal seasonal movements, advanced in October to 172.4 from the index of 165.2 for September and compared with an index of 171.8 for August of this year.

## Percentage Change in Country General Store Sales, by Regions

Region	October, 1945 October, 1944			Region	October, 1945 October, 1944		
	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	129	99	+11.9	Manitoba;	56	44	+10.7
Quebec;				Saskatchewan;			
South ...	49	33	+ 8.9	North .....	54	42	+12.5
North ...	54	36	+ 7.9	South .....	55	36	+ 5.8
TOTAL ....	103	69	+ 8.2	TOTAL .....	109	78	+10.0
Ontario;				Alberta;			
East ....	72	59	+14.3	North .....	48	35	+12.6
North ...	38	31	+17.2	South .....	60	45	+12.2
West ....	70	56	+12.9	TOTAL .....	108	80	+12.4
TOTAL ....	180	146	+14.4	British Columbia;	54	35	+13.6
				CANADA .....	739	551	+11.2

# 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	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
October, 1936 .....	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937 .....	124.6	108.7	118.2	119.6	116.2	137.3	144.8	130.1	115.6
October, 1938 .....	114.6	99.9	102.0	110.3	99.8	115.2	136.8	137.5	111.5
October, 1939 .....	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940 .....	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941 .....	132.0	117.9	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942 .....	155.0	133.4	144.4	160.3	130.8	169.1	181.3	171.5	135.3
October, 1943 .....	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
October, 1944 .....	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
October, 1945 .....	192.6	172.4	194.7	201.4	154.8	192.5	221.3	210.8	181.9
1944									
November .....	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December .....	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January .....	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February .....	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March .....	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April .....	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May .....	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June .....	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July .....	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August .....	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September .....	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October .....	192.6	172.4	194.7	201.4	154.8	192.5	221.3	210.8	181.9
% Change,									
Jan.-Oct., 1945 ..	+ 6.2	-	+ 7.8	+ 5.2	+ 8.4	+ 3.2	+ 3.7	+ 5.8	+ 9.6
Jan.-Oct., 1944 ..									

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