

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; Herbert Marshall, B.A., F.S.S.
Chief, Merchandising and Services Branch; A.C. Steedman, B.A.

Vol. 9 - No. 11

Year's Subscription \$1.00

Single Copies .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

NOVEMBER, 1945

Sales of country general stores in Canada during November, 1945 were higher by 9 per cent than in November, 1944 but fell off 6 per cent from October, 1945 volume. These results are based on reports submitted by 728 stores located in smaller communities and rural areas throughout the country. The average gain in sales for the first eleven months of 1945 over 1944 amounted to 6.5 per cent. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 161.4 for November, 1945, 165.9 for November, 1944 and 192.3 for October, 1945.

While all regions of the country shared in the expanded business, gains were most pronounced in Ontario, British Columbia, the Maritime Provinces and Manitoba where increases amounted to 14, 13, 12 and 11 per cent respectively. Moderate advances recorded in other sections were as follows; 8 per cent in Quebec, 6 per cent in Alberta and 5 per cent in Saskatchewan.

After adjusting for differences in number of business days and for normal seasonal fluctuations, the November, 1945 index moved slightly upward to 174.1 from the 172.1 result for the immediately preceding month of October.

Percentage Change in Country General Store Sales, by Regions

Region	November, 1945 November, 1944			Region	November, 1945 November, 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;	126	100	+11.5	Manitoba;	50	36	+11.0
Quebec;				Saskatchewan;			
South	45	31	+ 7.4	North	59	36	+ 4.1
North	58	44	+ 7.5	South	51	34	+ 6.9
TOTAL	103	75	+ 7.5	TOTAL	110	70	+ 5.1
Ontario;				Alberta;			
East	73	60	+15.9	North	43	26	+ 5.0
North	36	31	+16.2	South	63	50	+ 5.9
West	69	52	+12.1	TOTAL	106	76	+ 5.6
TOTAL	178	143	+14.3	British Columbia;	55	42	+13.2
				CANADA	728	542	+ 9.3

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	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.6	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
November, 1944	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
November, 1945	181.4	174.1	192.7	180.1	165.2	201.5	192.2	186.7	162.6
1944									
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	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.4	174.1	192.7	180.1	165.2	201.5	192.2	186.7	162.6
% Change,									
Jan.-Nov., 1945 ..	+ 6.5	-	+ 7.9	+ 5.5	+ 8.9	+ 4.2	+ 3.8	+ 5.7	+10.0
Jan.-Nov., 1944 ..									



1010708871