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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

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Vol. 9 - No. 12

16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, DECEMBER, 1945

December, 1945 sales of Canada's country general stores were 6 per cent higher than sales in December, 1944 and 15 per cent above November, 1945 volume. The December increase over a year ago, although somewhat below the 11 and 9 per cent increases which occurred in October and November, was almost identical with the 6.5 per cent gain in sales for the full year 1945 over 1944. Results for December are based on reports from 721 general merchants carrying on business in the smaller communities and rural areas of the Dominion. Unadjusted indexes (on the base, 1935-1939=100) stood at 208.7 for December, 1945, 196.5 for December, 1944 and 181.6 for November, 1945.

The Maritime Provinces, Ontario and British Columbia recorded the largest increases, gains ranging from 10 to 12 per cent. Annual increases also, in these areas, exceeded those for other sections of the country. A 6 per cent increase in Quebec for December was similar to the gain in that province for the year. Stores located in the Prairie Provinces were not able to expand sales volume above December, 1944 to any appreciable extent. Manitoba, which had experienced an 11 per cent increase in November, reported sales only 1 per cent greater in December, 1945, than in the same month of the previous year. Alberta sales in December, 1945, were higher by 3 per cent than the dollar volume in December, 1944, but Saskatchewan stores did 1 per cent less business in the same comparison. Cumulative results for the year showed comparatively minor gains, ranging from 3 to 6 per cent, for the Prairie Provinces.

The index with adjustment for differences in number of business days and for normal seasonal variations did not deviate substantially from indexes recorded in the immediately preceding months, standing at 173.6 for the month under review.

Percentage Change in Country General Store Sales, by Regions

Region	December, 1945 December, 1944			Region	December, 1945 December, 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;	124	93	+11.3	Manitoba;	54	32	+ 0.9
Quebec;				Saskatchewan;			
South	47	30	+ 4.5	North	55	33	+ 1.4
North	56	38	+ 5.9	South	53	20	- 3.7
TOTAL	103	68	+ 5.5	TOTAL	108	53	- 0.5
Ontario;				Alberta;			
East	72	55	+11.2	North	45	26	+ 4.3
North	37	26	+ 9.3	South	59	41	+ 2.8
West	68	53	+10.2	TOTAL	104	67	+ 3.4
TOTAL	177	134	+10.3	British Columbia;	51	34	+12.0
				CANADA	721	481	+ 6.2

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Single Copies, .10

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
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.3	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941	147.4	123.4	146.5	160.5	140.4	158.8	128.8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	153.2	187.9	160.7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
December, 1944	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
December, 1945	208.7	173.6	241.3	205.0	188.1	216.0	196.0	224.9	210.0
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	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	208.7	173.6	241.3	205.0	188.1	216.0	196.0	224.9	210.0
% Change.									
Jan.-Dec., 1945 ..	+ 6.5	-	+ 8.4	+ 5.5	+ 9.0	+ 3.8	+ 3.3	+ 5.5	+10.2
Jan.-Dec., 1944 ..									

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