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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. 2

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

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES  
FEBRUARY, 1945

Sales of country general stores in Canada were 3 per cent higher in February, 1945 compared with the same month a year ago and recorded a fractional increase in business over January of this year. These results are based on returns submitted by 765 country general stores located throughout all parts of Canada. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 127.6 for February, 1945, 127.0 for January, 1945 and 123.9 for February, 1944.

Gains of 6 per cent in the Maritime Provinces and Manitoba were the largest among the provincial results. Increases of a lesser degree occurred in all other regions with the exception of Saskatchewan where sales were practically unchanged from February a year ago.

The index with adjustments for differences in numbers of business days and for normal seasonal variations advanced from 166.0 in January to 172.4 in February, reaching the highest point attained since April of last year when the index stood at 176.0.

Percentage Change in Country General Store Sales, by Regions

Region	February, 1945			Region	February, 1945		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	131	78	+ 6.2	Manitoba:	55	39	+ 6.0
Quebec:				Saskatchewan:			
South ...	46	29	+ 4.8	North .....	59	37	+ 1.0
North ...	60	30	- 0.8	South .....	59	32	- 2.2
TOTAL .....	106	59	+ 1.0	TOTAL .....	118	69	- 0.2
Ontario:				Alberta:			
East .....	74	36	(a)	North .....	46	21	+ 3.5
North ...	40	24	+ 6.1	South .....	66	42	+ 4.0
West .....	70	42	+ 2.4	TOTAL .....	112	63	+ 3.8
TOTAL .....	184	102	+ 2.5	British Columbia:	59	33	+ 5.3
				CANADA .....	765	443	+ 3.4

(a) Unchanged.

INDEX 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
February, 1936 .....	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937 .....	75.0	103.3	82.0	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938 .....	77.7	107.0	87.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939 .....	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940 .....	79.7	105.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941 .....	82.1	110.8	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942 .....	95.1	128.5	105.4	99.1	100.7	91.9	76.4	91.5	94.1
February, 1943 .....	110.2	149.1	124.6	112.0	110.0	110.7	96.9	112.5	100.7
February, 1944 .....	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
February, 1945 .....	127.6	172.4	157.6	125.9	124.2	125.3	111.5	126.0	123.8
<u>1944</u>									
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 .....	127.0	166.0	153.4	123.7	122.6	110.6	120.2	129.4	125.3
February .....	127.6	172.4	157.6	125.9	124.2	125.3	111.5	126.0	123.8
% Change,									
<u>Jan.-Feb., 1945</u> .....	+ 4.6	-	+ 7.4	+ 2.3	+ 3.9	+ 5.8	+ 4.0	+ 4.7	+ 7.4
<u>Jan.-Feb., 1944</u> .....									

