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### MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

MARCH, 1945

Country general store sales in Canada recorded a pronounced increase of 13 per cent in March, 1945 compared with March a year ago and were 24 per cent greater than in the preceding month of February. The increases were high for most sections of the country and were influenced considerably by the unseasonable weather prevailing in almost all parts of the country during March. These results are based on returns submitted by 764 country general stores across Canada. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 157.5 for March, 1945, 127.2 for February, 1945 and 139.1 for March, 1944.

Among the regional results, those for Ontario appear most interesting. While sales in the eastern sections of the province gained 11 per cent, sales in the northern and western areas ranged 20 and 21 per cent respectively above sales in March, 1944, resulting in an average gain of 17 per cent for Ontario as a whole. Quebec sales were 8 per cent higher in March this year than last, with gains fairly uniform in the northern and southern regions. The sales increases in the Maritime Provinces and in each of the western provinces were within narrow limits of that for the country as a whole.

The index, with adjustments for differences in number of business days and for seasonal variations, continued an upward trend, moving from 171.8 in February to 178.9 in March.

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

Region	March, 1945 March, 1944			Region	March, 1945 March, 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:	125	89	+12.9	Manitoba:	52	38	+13.4
Quebec:				Saskatchewan:			
South ....	52	42	+ 9.2	North .....	66	52	+13.8
North ....	62	38	+ 7.9	South .....	57	42	+13.7
TOTAL .....	114	80	+ 8.3	TOTAL .....	123	94	+13.8
Ontario:				Alberta:			
East .....	69	50	+10.5	North .....	50	32	+ 9.6
North .....	46	37	+19.8	South .....	65	59	+16.7
West .....	67	60	+21.1	TOTAL .....	115	91	+14.0
TOTAL .....	182	147	+17.3	British Columbia:	53	35	+12.2
				CANADA .....	764	574	+13.3

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	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
March, 1936 .....	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937 .....	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938 .....	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939 .....	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940 .....	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941 .....	95.0	111.8	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942 .....	108.7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
March, 1943 .....	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
March, 1944 .....	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
March, 1945 .....	157.5	178.9	175.4	167.3	157.5	149.6	138.8	149.5	152.0
1944									
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
1945									
January .....	127.0	166.0	153.4	123.7	122.6	110.6	120.2	129.4	125.3
February .....	127.2	171.8	159.2	124.8	122.7	123.0	112.5	126.0	122.7
March .....	157.5	178.9	175.4	167.3	157.5	149.6	138.8	149.5	152.0
% Change,									
Jan.-Mar., 1945 ....	+ 7.6	-	+ 9.6	+ 4.4	+ 8.3	+ 8.0	+ 7.8	+ 9.1	+ 8.8
Jan.-Mar., 1944 ....									