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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
APRIL, 1945

Country general store sales in Canada averaged 3 per cent higher in April of this year compared with April a year ago according to reports submitted by approximately 750 stores dealing in a general line of merchandise and located in places of less than 2,000 population. The 3 per cent increase in April compared with a much higher increase of 13 per cent in March may be attributed in the main to two factors. In the first instance, there were five Saturdays in March of this year and four in March a year ago. In April the situation was reversed with four Saturdays this year and five last. Secondly, the Easter trade was concentrated entirely in the month of March this year whereas in 1944 a good deal of pre-Easter business was transacted in April.

Results on a regional basis reveal increases in April of this year over last of 6 per cent in the Maritime Provinces, 9 per cent in Quebec, 5 per cent in Ontario, 1 per cent in Manitoba, and 6 per cent in British Columbia. Declines of 6 and 4 per cent below April a year ago were reported for Saskatchewan and Alberta respectively.

The index of sales, without adjustment for number of business days or for normal seasonal movements, stands at 160.9 for April, at 157.9 for March, and at 156.1 for April, 1944. These indexes are based on the average for the period 1935 - 1939 as 100.

Percentage Change in Country General Store Sales, by Regions

Region	April, 1945 April, 1944			Region	April, 1945 April, 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;	134	92	+ 6.3	Manitoba	55	27	+ 1.0
Quebec;				Saskatchewan;			
South	48	35	+15.5	North	61	26	- 8.0
North	61	39	+ 5.3	South	54	26	- 3.8
TOTAL	109	74	+ 8.6	TOTAL	115	52	- 6.4
Ontario;				Alberta;			
East	71	46	+13.4	North	49	18	- 6.7
North	40	23	+ 1.3	South	63	27	- 2.6
West	66	42	+ 0.8	TOTAL	112	45	- 4.2
TOTAL	177	111	+ 5.1	British Columbia;	51	32	+ 6.1
				CANADA	753	433	+ 2.9

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
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.0	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	124.1	133.7	118.9	139.2	129.0	126.3	104.8	121.8	113.9
April, 1943	141.2	151.0	143.5	149.9	134.4	151.4	133.0	145.3	129.8
April, 1944	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
April, 1945	160.9	179.2	175.4	181.7	149.5	160.4	141.4	159.4	145.3
<u>1944</u>									
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	127.2	171.8	159.2	124.8	122.7	123.0	112.5	126.0	122.7
March	157.9	179.2	175.0	167.3	157.9	149.6	140.1	149.1	154.3
April	160.9	179.2	175.4	181.7	149.5	160.4	141.4	159.4	145.3
<u>% Change,</u>									
Jan.-Apr., 1945	+ 6.4	-	+ 8.7	+ 5.6	+ 7.5	+ 5.8	+ 3.7	+ 4.9	+ 8.6
Jan.-Apr., 1944									

