

63-D-03

C.2



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

ANS'D  
NO REPLY  
PASSED  
TO

Dominion Statistician: S A Cudmore, M.A. (Oxon.), LL.D. (Tor.), F.S.S., F.R.S.C.  
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.  
Statistician: A.M. Chipman, M.B.A.

Vol. 9 - No. 5

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

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES  
MAY, 1945

Country general store sales in Canada averaged 2 per cent higher in May of this year compared with May 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 margin of increase over May, 1944 is somewhat smaller than the 5 per cent gain recorded in the first five months of this year over last. The V-E Day celebrations on May 7th and 8th were marked by the closing of many business places, thus reducing the number of days on which business was transacted. This factor would have had some effect in reducing the volume of May sales.

May results on a regional basis reveal that sales maintained approximately the same margin over last year in Saskatchewan, Alberta and British Columbia as that prevailing in earlier months of the year. In the Maritime Provinces, the gain in May sales amounted to only one per cent, while Manitoba, Quebec and Ontario results indicated declines of from one to three per cent.

The unadjusted indexes of sales stood at 182.0 for May, 1945, 160.1 for April, 1945 and 180.2 for May, 1944. These indexes are based on the average monthly sales from 1935 to 1939 taken as 100.

Percentage Change in Country General Store Sales, by Regions

Region	May, 1945 May, 1944			Region	May, 1945 May, 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	129	67	+ 1.4	Manitoba	50	24	- 1.3
Quebec				Saskatchewan			
South	50	19	- 6.2	North	59	40	+ 6.6
North	57	24	- 1.3	South	57	42	+ 2.7
TOTAL	107	43	- 2.9	TOTAL	116	82	+ 5.2
Ontario				Alberta			
East	66	20	- 7.0	North	49	35	+10.6
North	42	29	+ 4.4	South	68	45	+ 3.5
West	68	32	- 3.0	TOTAL	117	80	+ 6.2
TOTAL	176	81	- 2.5	British Columbia	57	41	+11.7
				CANADA	752	418	+ 1.6

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
May, 1936 .....	104.0	96.1	109.9	104.5	111.3	92.7	98.8	96.9	102.9
May, 1937 .....	113.1	104.5	123.4	120.2	121.2	98.9	101.9	97.1	110.9
May, 1938 .....	111.0	105.6	123.8	124.3	114.3	100.9	92.0	93.6	112.4
May, 1939 .....	108.0	99.6	117.5	122.2	113.5	96.7	87.8	92.1	108.0
May, 1940 .....	116.5	106.8	123.6	132.9	120.2	100.7	98.6	105.8	111.1
May, 1941 .....	126.9	112.7	133.4	148.2	133.6	116.1	102.8	111.6	116.8
May, 1942 .....	143.5	131.8	152.7	172.9	145.5	132.4	115.7	126.6	124.6
May, 1943 .....	162.8	150.4	180.6	189.7	158.4	159.4	137.7	145.7	141.4
May, 1944 .....	180.2	166.5	206.8	211.5	167.7	174.5	155.3	160.1	157.5
May, 1945 .....	182.0	168.6	209.7	205.4	163.5	172.2	163.4	170.0	175.9
1944									
June .....	170.0	164.4	178.1	198.5	147.4	155.4	165.3	161.9	167.3
July .....	170.6	160.1	177.7	195.1	160.5	165.6	158.9	163.1	152.1
August .....	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
September .....	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
October .....	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
November .....	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
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 .....	182.0	168.6	209.7	205.4	163.5	172.2	163.4	170.0	175.9
% Change,									
Jan.-May, 1945 .....	+ 4.9	-	+ 6.7	+ 3.3	+ 5.0	+ 3.9	+ 4.1	+ 4.3	
Jan.-May, 1944 .....									

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA  
1010708860

