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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES JUNE, 1945

Country general store sales in Canada were 9 per cent higher in June of this year compared with June, 1944, according to reports submitted by some 765 stores handling a general line of merchandise and located in smaller communities and rural areas. The June increase exceeds the 5 per cent increase in the comparison of cumulative sales for the first six months of this year and last, a result which may be partially explained by the occurrence of five Saturdays in June of this year compared with four Saturdays in June, 1944. The lateness of seeding in most parts of the country and the consequent delay in purchasing ordinarily attendant upon these activities has been an additional factor in accelerating June sales.

Regional results indicate that expansion in business between June of the two years was greater in Ontario than elsewhere. The average increase for the province amounted to 13 per cent, with gains in the eastern and northern divisions exceeding the 10 per cent gain for Western Ontario. Total sales in Quebec were up by 6 per cent, but the 14 per cent gain for the southern division of the province was far in excess of the 2 per cent increase in northern areas. Gains recorded in Manitoba and Alberta approximated the average increase for the country, but Saskatchewan sales advanced only 3 per cent over June a year ago. The Maritime Provinces and British Columbia recorded increases of 8 and 9 per cent respectively.

Unadjusted indexes of sales stood at 183.2 for June, 1945, 182.1 for May, 1945 and 170.0 for June of last year.

Percentage Change in Country General Store Sales, by Regions

Region	June, 1945 June, 1944			Region	June, 1945 June, 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	94	+ 8.1	Manitoba;	52	37	+ 8.3
Quebec;				Saskatchewan;			
South	52	38	+14.2	North	60	37	+ 3.9
North	57	33	+ 2.3	South	58	36	+ 1.0
TOTAL	109	71	+ 6.1	TOTAL	118	73	+ 2.8
Ontario;				Alberta;			
East	75	63	+13.5	North	49	37	+10.2
North	38	29	+16.4	South	66	49	+ 7.7
West	74	58	+ 9.9	TOTAL	115	86	+ 8.7
TOTAL	187	150	+12.6	British Columbia ...	55	39	+ 9.0
				CANADA	765	550	+ 8.5

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
June, 1936	100.4	97.2	101.7	106.5	103.8	94.4	92.1	93.9	102.7
June, 1937	109.4	106.0	109.9	122.3	110.8	100.9	96.8	96.9	117.6
June, 1938	110.9	107.1	104.1	125.8	109.3	110.9	101.4	100.7	117.1
June, 1939	102.4	98.0	100.1	114.5	103.5	99.0	86.0	93.8	114.9
June, 1940	110.2	106.9	104.8	125.0	110.4	102.5	97.5	104.8	115.1
June, 1941	115.8	116.1	108.2	134.4	114.7	111.7	102.7	108.7	116.9
June, 1942	133.1	129.2	128.1	160.5	131.8	130.2	107.7	122.2	133.4
June, 1943	153.9	150.6	154.7	177.7	142.3	150.4	149.7	143.3	141.4
June, 1944	170.0	164.4	178.1	198.5	147.4	155.4	165.3	161.9	167.3
June, 1945	183.2	172.4	192.5	210.6	166.0	168.3	169.9	176.0	182.4
1944									
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	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.2	172.4	192.5	210.6	166.0	168.3	169.9	176.0	182.4
% Change,									
Jan.-June, 1945 ..	+ 5.4	-	+ 7.0	+ 4.0	+ 6.4	+ 4.2	+ 3.8	+ 5.1	+ 9.2
Jan.-June, 1944 ..									

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