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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
AUGUST, 1945

Country general store sales in Canada increased 8 per cent in August, 1945 compared with August, 1944 and were 3 per cent higher than in the immediately preceding month of July, 1945, according to reports submitted by 710 stores handling a general line of merchandise and located in smaller communities and rural areas. The 8 per cent margin over August, 1944 compares with a 6 per cent gain in sales during the first eight months of this year over last. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 187.9 for August, 1945, 174.6 for August, 1944 and 182.0 for July, 1945.

Variations in the results for different sections of the country were greater than those revealed in the figures for earlier months. The larger increases, ranging from 13 to 15 per cent, occurred in the eastern part of Canada. Although British Columbia's increase was on a par with the average gain for the country as a whole, results for the Prairie Provinces indicated but slight gains or, in some areas, minor decreases compared with sales in August of last year.

After adjustments for the number of business days and for normal seasonal movements, the August index stood at 172.1, somewhat lower than the 176.1 recorded in July but on a par with the average monthly index in the January-to-August period.

Percentage Change in Country General Store Sales, by Regions

Region	August, 1945 August, 1944			Region	August, 1945 August, 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:	126	98	+13.0	Manitoba; ..	49	28	- 0.5
Quebec:				Saskatchewan;			
South	47	34	+12.5	North	53	32	+ 3.4
North	58	39	+ 5.2	South	51	29	- 1.3
TOTAL	105	73	+ 7.5	TOTAL	104	61	+ 1.7
Ontario:				Alberta;			
North				North	40	27	+ 5.5
East	69	53	+15.1	South	60	30	+ 2.7
North	40	32	+14.7	TOTAL	100	57	+ 3.8
West	67	54	+13.0	British			
TOTAL	176	139	+14.1	Columbia; ..	50	32	+ 7.0
				CANADA	710	488	+ 7.6

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	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
August, 1936	108.3	100.2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
August, 1937	111.5	106.3	107.3	118.4	112.5	121.6	99.0	109.5	113.6
August, 1938	110.1	101.8	102.5	113.1	108.0	121.6	108.3	111.5	111.5
August, 1939	107.7	99.7	102.4	108.0	104.8	114.2	109.0	112.2	109.1
August, 1940	118.4	105.5	112.6	121.5	122.5	117.4	113.6	122.2	112.8
August, 1941	131.6	121.0	126.1	144.2	131.4	137.1	122.1	130.0	120.8
August, 1942	146.6	135.3	145.8	162.7	143.8	145.3	133.1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
August, 1945	187.9	172.1	205.2	199.1	177.2	167.0	183.7	189.9	176.6
1944									
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	150.0	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	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.9	172.1	205.2	199.1	177.2	167.0	183.7	189.9	176.6
% Change,									
Jan.-Aug., 1945 ..	+ 5.9	-	+ 8.0	+ 4.6	+ 7.8	+ 2.8	+ 3.8	+ 5.3	+ 9.3
Jan.-Aug., 1944 ..									

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