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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES SEPTEMBER, 1945

Country general store sales in Canada increased 4 per cent in September, 1945 compared with September, 1944 and were 6 per cent lower than in the immediately preceding month of August, 1945, according to reports submitted by 727 stores handling a general line of merchandise and located in smaller communities and rural areas. The margin of increase over September, 1944 is slightly lower than the average increase of 6 per cent for the first nine months of this year over last. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 176.6 for September, 1945, 170.4 for September, 1944 and 187.6 for August, 1945.

Ontario stores maintained approximately the same percentage gain as that experienced during the first nine months of the year, a gain of 9 per cent in September comparing with an 8 per cent increase in the cumulative comparison. British Columbia and Quebec, with gains of 7 and 6 per cent, were the only other provinces where September sales increases exceeded that for the Dominion. The Maritime Provinces and Alberta recorded small gains while sales of Manitoba and Saskatchewan stores fell off slightly below September, 1944 volume.

After adjustments for differences in the number of business days and for normal seasonal movements, the September index stood at 165.3. The index for September is the lowest recorded for the current year, indexes for the earlier months having ranged from 166.0 in January to 179.7 in March.

Percentage Change in Country General Store Sales, by Regions

Region	September, 1945 September, 1944			Region	September, 1945 September, 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;	127	79	+ 3.9	Manitoba;	50	23	- 3.4
Quebec;				Saskatchewan;			
South	45	28	+ 7.2	North	60	28	- 2.6
North	58	36	+ 5.2	South	52	30	- 0.9
TOTAL	103	64	+ 5.8	TOTAL	112	58	- 2.0
Ontario;				Alberta;			
East	74	54	+ 9.7	North	44	20	- 1.1
North	40	29	+12.6	South	54	29	+ 4.1
West	72	44	+ 6.2	TOTAL	98	49	+ 2.1
TOTAL	186	127	+ 8.9	British Columbia;	51	30	+ 6.6
				CANADA	727	430	+ 3.6

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
September, 1936	112.9	101.7	98.4	98.9	103.6	131.5	151.0	119.9	104.3
September, 1937	117.2	106.1	108.8	110.5	112.4	142.7	123.0	127.1	115.6
September, 1938	112.1	100.2	98.7	101.9	104.0	128.9	132.5	127.7	109.6
September, 1939	126.1	109.0	108.0	111.5	112.7	148.6	168.9	141.5	112.3
September, 1940	111.0	103.6	102.4	104.0	105.8	120.0	130.2	121.1	101.1
September, 1941	124.1	115.9	117.0	125.9	120.9	131.3	128.9	129.6	116.5
September, 1942	140.6	130.9	131.2	139.0	135.3	156.1	151.7	150.3	126.5
September, 1943	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	134.8
September, 1944	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
September, 1945	176.6	165.3	178.7	170.9	162.9	178.2	191.4	191.9	172.9
1944									
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	183.5	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	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.6	165.3	178.7	170.9	162.9	178.2	191.4	191.9	172.9
% Change,									
Jan.-Sept., 1945 ...	+ 5.6	-	+ 7.5	+ 4.8	+ 7.8	+ 1.9	+ 2.9	+ 4.9	+ 9.1
Jan.-Sept., 1944 ...									

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