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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1947
(1935-1939=100)

February sales in country general stores throughout Canada moved 1 per cent ahead of volume for January and were 8 per cent above sales in February of last year. The increase over February a year ago was about the same as the gain which took place in January and represents a continuation of the moderate but steady advancement in sales which general merchants in small localities and rural areas have enjoyed in recent months. Unadjusted indexes (on the base, 1935-1939=100) stood at 150.7 for February, 1947, 140.2 for February, 1946 and 149.2 for January, 1947.

The underlying level of trade was at a high point in February and the index adjusted for seasonal variations stood at 202.5. February was only the second month in which the adjusted index has exceeded the 200 per cent mark in relation to the five-year base period 1935-1939, April, 1946 being the only other instance when this occurred.

Stores located in Ontario reported an increase of 13 per cent, somewhat higher than the overall increase for the country as a whole. Saskatchewan stores, on the other hand, increased their sales by less than 1 per cent over February a year ago. In all other sections of the country sales increases were fairly close to the average gain of 8 per cent.

Percentage Change in Country General Store Sales, by Regions

Region	February, 1947 February, 1946			Region	February, 1947 February, 1946		
	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	+ 6.0	Manitoba;	49	28	+ 6.4
Quebec;				Saskatchewan;			
South	46	25	+ 7.0	North	56	31	+ 0.3
North	57	36	+ 9.5	South	50	29	+ 1.2
Total	103	61	+ 8.7	Total	106	60	+ 0.6
Ontario;				Alberta;			
East	68	47	+12.0	North	46	27	+ 4.8
North	40	29	+13.7	South	59	41	+ 6.6
West	63	43	+12.5	Total	105	68	+ 5.9
Total	171	119	+12.6	British Columbia;	52	30	+ 8.8
				CANADA	713	445	+ 7.5

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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
February, 1936	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937	75.0	103.3	82.0	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938	77.7	107.0	87.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940	79.7	105.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941	82.1	110.8	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	95.1	128.5	105.4	99.1	100.7	91.9	76.4	91.5	94.1
February, 1943	110.2	149.1	124.6	112.0	110.0	110.7	96.9	112.5	100.7
February, 1944	124.1	162.3	148.0	124.8	121.3	118.2	112.9	121.3	117.3
February, 1945	127.6	172.4	158.4	125.2	124.1	122.8	113.8	126.0	122.5
February, 1946	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
1946									
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212.3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.7	191.6	251.6	220.9	204.6	237.6	202.0	241.2	235.5
1947									
January	149.2	193.0	186.5	150.3	147.4	118.7	125.3	145.8	162.3
February	150.7	202.5	180.1	147.8	152.1	138.6	126.9	146.6	164.8
% Change,									
Jan.-Feb., 1947 ..	+ 8.0	-	+ 8.5	+ 9.9	+11.2	+ 6.6	+ 1.2	+ 5.8	+ 8.6
Jan.-Feb., 1946 ..									

(a) Not available.

