

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, FEBRUARY, 1938.

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 4 per cent higher in February, 1938 than in the same month a year ago according to monthly statements received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Manitoba reported 13 per cent more business than in February of last year. Sales in the Maritime Provinces were up 6 per cent followed by Quebec and British Columbia each with a gain of 5 per cent. Saskatchewan sales were up by 4 per cent and Alberta, 3 per cent. Sales in Ontario were up 3 per cent in the eastern sections and remained unchanged in the northern parts, while inclement weather conditions in the southwestern portion of the province lead to a reduction of 7 per cent below February of last year. Sales for the province were down by 1 per cent.

These percentage changes in sales are based upon calendar-month totals with no allowances made for differences in number of business days or for the varying sales importance of different days of the week. There were the same number of business days in February of this year and last.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales			February, 1938 February, 1937		
	November 1937 1936	December 1937 1936	January 1938 1937	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces ...	4.3	6.6	+ 0.5	93	50	+ 6.4
Quebec South	13.2	14.7	+10.0	54	33	+ 8.2
" North	10.3	16.7	+ 3.7	52	31	+ 2.4
" Total	11.8	15.7	+ 6.5	106	64	+ 5.3
Ontario East	3.7	9.2	+ 8.2	56	34	+ 2.8
" North	3.7	7.3	- 6.3	38	20	- 0.2
" West	4.0	7.0	- 6.3	55	22	- 6.5
" Total	3.8	7.8	- 1.6	149	76	- 1.2
Manitoba	21.3	13.3	+ 4.2	58	45	+13.1
Saskatchewan North ...	6.9	- 6.8	- 3.9	65	39	+ 6.0
" South ...	12.2	- 9.4	- 0.9	61	30	+ 1.1
" Total ...	9.0	- 7.7	- 2.6	126	69	+ 3.9
Alberta North	10.0	- 2.3	+ 0.5	55	34	+ 3.5
" South	14.9	6.5	+ 2.1	90	47	+ 2.5
" Total	13.5	3.8	+ 1.6	145	81	+ 2.9
British Columbia	7.2	6.3	+ 0.6	56	38	+ 4.8
CANADA	9.0	6.6	+ 1.1	733	423	+ 3.7



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