



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, MARCH, 1938.

(Value of Turnover in Comparison with Previous Year)

Country general store sales were maintained at a slightly higher level in March this year than last, dollar volume of business for more than 700 reporting firms averaging 0.5 per cent above the amount recorded a year ago. Quebec reported an increase of 8 per cent over March last year and Manitoba was up by 5 per cent. An increase of 4 per cent in the eastern section of Ontario was modified by a smaller gain of 2 per cent in the western parts and a decline of 1 per cent in the northern, resulting in a net gain of 2 per cent for the province as a whole. Sales in British Columbia remained unchanged from a year ago. Declines below March, 1937, were reported for the other provinces, amounting to 2 per cent for the Maritimes and Alberta, and 8 per cent in Saskatchewan.

These percentage changes are based upon calendar-month totals with no allowances made for differences in the number of business days in different months. There were the same number of business days in March of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales			March, 1938 - March, 1937		
	December 1937 1936	January 1938 1937	February 1938 1937	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces ...	+ 6.6	+ 0.5	+ 6.4	87	44	- 2.1
Quebec, South	+14.7	+10.0	+ 8.2	55	38	+ 7.2
" North	+16.7	+ 3.7	+ 2.4	48	29	+ 7.7
" Total	+16.1	+ 5.7	+ 4.3	103	67	+ 7.5
Ontario, East	+ 9.2	+ 8.2	+ 2.8	49	29	+ 4.0
" North	+ 7.3	- 6.3	- 0.2	39	18	- 1.1
" West	+ 7.0	- 6.3	- 6.5	58	30	+ 1.6
" Total	+ 7.8	- 1.5	- 1.9	146	67	+ 1.7
Manitoba	+13.3	+ 4.2	+13.1	53	39	+ 4.8
Saskatchewan, North ..	- 6.8	- 3.9	+ 6.0	66	24	- 8.2
" South ..	- 9.4	- 0.9	+ 1.1	60	19	- 7.1
" Total ..	- 7.8	- 2.8	+ 4.2	126	43	- 7.8
Alberta, North	- 2.3	+ 0.5	+ 3.5	51	23	- 7.6
" South	+ 6.5	+ 2.1	+ 2.5	86	39	+ 0.8
" Total	+ 3.2	+ 1.5	+ 2.9	137	62	- 2.4
British Columbia	+ 6.3	+ 0.6	+ 4.8	56	32	- 0.1
CANADA	+ 6.6	+ 1.1	+ 3.7	708	364	+ 0.5



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Date		Description		Amount	
1911	Jan	1	100	100	100
1911	Feb	2	200	200	200
1911	Mar	3	300	300	300
1911	Apr	4	400	400	400
1911	May	5	500	500	500
1911	Jun	6	600	600	600
1911	Jul	7	700	700	700
1911	Aug	8	800	800	800
1911	Sep	9	900	900	900
1911	Oct	10	1000	1000	1000
1911	Nov	11	1100	1100	1100
1911	Dec	12	1200	1200	1200
1912	Jan	13	1300	1300	1300
1912	Feb	14	1400	1400	1400
1912	Mar	15	1500	1500	1500
1912	Apr	16	1600	1600	1600
1912	May	17	1700	1700	1700
1912	Jun	18	1800	1800	1800
1912	Jul	19	1900	1900	1900
1912	Aug	20	2000	2000	2000
1912	Sep	21	2100	2100	2100
1912	Oct	22	2200	2200	2200
1912	Nov	23	2300	2300	2300
1912	Dec	24	2400	2400	2400
1913	Jan	25	2500	2500	2500
1913	Feb	26	2600	2600	2600
1913	Mar	27	2700	2700	2700
1913	Apr	28	2800	2800	2800
1913	May	29	2900	2900	2900
1913	Jun	30	3000	3000	3000
1913	Jul	31	3100	3100	3100
1913	Aug	32	3200	3200	3200
1913	Sep	33	3300	3300	3300
1913	Oct	34	3400	3400	3400
1913	Nov	35	3500	3500	3500
1913	Dec	36	3600	3600	3600
1914	Jan	37	3700	3700	3700
1914	Feb	38	3800	3800	3800
1914	Mar	39	3900	3900	3900
1914	Apr	40	4000	4000	4000
1914	May	41	4100	4100	4100
1914	Jun	42	4200	4200	4200
1914	Jul	43	4300	4300	4300
1914	Aug	44	4400	4400	4400
1914	Sep	45	4500	4500	4500
1914	Oct	46	4600	4600	4600
1914	Nov	47	4700	4700	4700
1914	Dec	48	4800	4800	4800
1915	Jan	49	4900	4900	4900
1915	Feb	50	5000	5000	5000
1915	Mar	51	5100	5100	5100
1915	Apr	52	5200	5200	5200
1915	May	53	5300	5300	5300
1915	Jun	54	5400	5400	5400
1915	Jul	55	5500	5500	5500
1915	Aug	56	5600	5600	5600
1915	Sep	57	5700	5700	5700
1915	Oct	58	5800	5800	5800
1915	Nov	59	5900	5900	5900
1915	Dec	60	6000	6000	6000