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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1939

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Inclement weather conditions and reduced agricultural revenue combined to effect a nine per cent decline in country general store sales in February of this year compared with February a year ago, according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas of the country.

Decreases below February of last year were registered in all regions of the Dominion. The Maritimes and Manitoba showed the greatest loss with February sales 11 per cent lower than in the corresponding month a year ago; Saskatchewan sales were down 10 per cent; Alberta and Ontario, 9 per cent; Quebec, 7 per cent; and British Columbia, 5 per cent.

February sales of country general stores for Canada as a whole, when compared with the same month in 1937 show a decline of 5 per cent and a loss of 1 per cent when compared with February of 1936.

Percentage Change in Country General Store Sales by Regions

Region	February, 1939 February, 1938			Region	February, 1939 February, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	86	19	- 11.2	Saskatchewan:			
				North	67	11	- 12.0
Quebec:				South	59	17	- 7.3
South	56	22	- 6.7	TOTAL	126	28	- 10.3
North	48	15	- 7.4	Alberta:			
TOTAL	104	37	- 7.2	North	57	12	- 16.5
Ontario:				South	91	33	- 3.8
East	49	8	- 12.1	TOTAL	148	45	- 8.6
North	42	8	- 8.9	British Columbia: ..	56	20	- 4.7
West	55	16	- 6.3	CANADA:	722	192	- 8.8
TOTAL	146	32	- 8.8				
Manitoba: .	56	11	- 11.1				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.7	89.8	80.9	83.7	77.9	80.0	76.0
February	80.4	73.3	87.1	77.3	82.3	76.4	81.4	74.2
March	91.1		90.6		104.8		94.6	
April	104.2		98.5		110.5		105.5	
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.1		97.8	
December	121.4		115.9		122.3		115.8	
% Change, 2 months, 1939. 1938	- 7.4		-10.6		- 7.0		- 6.9	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.5	66.0	64.9	76.3	71.3	84.7	80.4
February	77.6	69.0	66.9	60.0	72.6	66.4	82.5	78.6
March	90.1		73.8		84.7		93.9	
April	104.2		95.4		105.3		106.4	
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 2 months, 1939. 1938	-10.1		- 6.0		- 7.5		- 4.9	

Note: Indexes for January and February, 1939, are subject to revision.



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