

DOMINION BUREAU OF STATISTICS - CANADA

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, July, 1937

(Value of Turnover in Comparison With Previous Year)

Retail sales of general merchandise stores in small towns and rural areas in Canada showed an increase of almost 14 per cent in dollar volume for July, 1937, as compared with the same month in 1936. This increase is in continuation of earlier gains of 9 per cent for June, 8 per cent for May and 9 per cent for April. The more substantial gain for July is due in part at least to differences in the sales importance of different days of the week and the occurrence of five Saturdays in July this year compared with four a year ago.

Quebec sales were up 22 per cent and the Maritime Provinces, 17 per cent, while Ontario and British Columbia both averaged 15 per cent higher than a year ago. Gains in Ontario ranged from 10 per cent for the northern sections of the province to 21 per cent in the eastern parts. The western section reported an improvement of 16 per cent.

Gains in dollar value of sales over July last year were also generally reported in the Prairie Provinces but smaller percentage increases reflect the much less favourable agricultural outlook in these parts. Manitoba reported an increase of 10 per cent; Saskatchewan was up 7 per cent, and Alberta, 3 per cent.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales, by Regions

Region	Per cent Change in Sales				July 1937 July 1936	
	March 1937 1936	April 1937 1936	May 1937 1936	June 1937 1936	Number of stores reporting	Per cent increase
Maritime Provinces	10.2	9.7	12.3	8.1	65	16.9
Quebec South	11.1	13.7	18.9	15.7	33	25.2
" North	21.0	12.7	13.3	14.5	32	19.0
" Total	16.2	13.1	15.7	15.0	65	21.6
Ontario East	17.4	6.7	15.8	10.3	35	21.2
" North	14.4	6.0	7.6	7.3	30	9.6
" West	7.8	1.7	4.6	3.8	36	15.5
" Total	13.6	4.9	9.2	7.1	101	15.4
Manitoba	16.4	10.0	6.8	6.8	43	10.1
Saskatchewan North	13.6	9.3	5.2	7.8	41	8.7
" South	14.6	9.0	- .3	.9	41	5.4
" Total	14.0	9.1	2.4	4.7	82	7.3
Alberta North	17.6	14.1	1.4	6.4	43	4.9
" South	5.6	3.4	- .6	1.0	57	2.5
" Total	9.3	6.3	- .1	2.4	100	3.2
British Columbia	8.8	8.4	7.8	14.6	41	15.0
CANADA	13.7	8.9	8.4	8.6	497	13.7

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