

## DOMINION BUREAU OF STATISTICS - CANADA

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MAY, 1938.  
(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 2 per cent lower in May this year than last according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Decreases below May last year were recorded for three provinces and gains for all the others. Sales in the northern parts of Saskatchewan were down by 15 per cent and in the southern parts by 1 per cent, resulting in a loss of 10 per cent for the province as a whole. Ontario sales were down by 6 per cent and Alberta, 4 per cent. Quebec sales were up by 3 per cent; Manitoba, 2 per cent; and British Columbia, 1 per cent. Sales in the Maritimes gained fractionally by less than 1 per cent.

These percentage changes are based on calendar-month totals with no allowances for differences in the number of business days in various months. There was one more Saturday in May last year than this. Average daily sales for May were practically unchanged from a year ago.

Percentage Change in Country General Store Sales by Regions

Region	May, 1938 May, 1937			Region	May, 1938 May, 1937		
	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	39	+ 0.3	Saskatchewan:			
Quebec:				North ..	63	12	- 14.9
South ..	50	22	+ 0.9	South ..	60	28	- 1.2
North ..	47	25	+ 4.6	Total ..	123	40	- 9.8
Total ..	97	47	+ 3.4	Alberta:			
Ontario:				North ..	52	31	- 1.9
East ...	54	20	- 1.4	South ..	85	35	- 4.4
North ..	38	15	- 8.6	Total ..	137	66	- 3.5
West ...	64	17	- 7.4	British Columbia ..	55	30	+ 1.3
Total ..	156	52	- 5.7	CANADA .....	711	307	- 2.2
Manitoba ...	57	33	+ 2.0				

Indexes of Country General Store Sales  
(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
May, 1936 .....	105.5	109.8	110.0	112.6	94.7	97.1	98.7	104.5
May, 1937 .....	114.4	123.3	126.6	122.7	101.1	100.2	98.9	112.7
May, 1938 .....	111.9	123.7	130.9	115.7	103.1	90.4	95.4	114.2

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