

63-D-03

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, JUNE, 1938.
(Value of Turnover in Comparison with Previous Year)

Country general store sales were 2 per cent higher in June 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. Improved agricultural conditions in the West lead to marked gains in consumer purchasing by rural dwellers in the Prairie Provinces. Sales in Manitoba were up 10 per cent over June, 1937. Gains of 10 per cent in Southern Saskatchewan and 1 per cent in the northern districts resulted in an increase of 5 per cent for the province as a whole. Alberta sales were up by 4 per cent, increases ranging from 6 per cent in the southern to 1 per cent in the northern districts being recorded. Quebec sales were up by 3 per cent while sales in British Columbia remained unchanged from June last year. Declines of 1 per cent in Ontario and 5 per cent in the Maritime Provinces were reported.

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

Percentage Change in Country General Store Sales by Regions

Region	June, 1938 June, 1937			Region	June, 1938 June, 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	31	- 5.3	Saskatchewan:			
Quebec:				North ...	66	35	+ 1.3
South ...	56	36	+ 4.1	South ...	67	52	+ 10.4
North ...	47	28	+ 2.4	TOTAL ..	133	87	+ 4.7
TOTAL ..	103	64	+ 2.9	Alberta:			
Ontario:				North ...	58	30	+ 1.3
East	53	23	- 1.4	South ...	86	53	+ 5.7
North ...	37	11	- 5.1	TOTAL ..	144	83	+ 4.0
West	53	24	+ 0.9	British Columbia ..	54	23	- 0.4
TOTAL ..	143	58	- 1.3	CANADA	716	390	+ 1.6
Manitoba ...	53	39	+ 9.9				

Indexes of Country General Store Sales
(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask- atchewan	Alberta	British Columbia
June, 1936	101.9	101.6	112.1	105.0	96.5	90.5	95.7	104.3
June, 1937	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
June, 1938	112.5	104.0	132.5	110.6	113.3	99.7	102.6	119.0



1010708693