



63-D-03

C 2

Published by Authority of the HON. W. D. EULER, M.P.,  
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)  
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.  
Statistician: A. C. Steedman, B.A.

Vol. 2.

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JULY, 1938  
(Indexes of Value)

No. 8.

Country general store sales in Canada averaged 4 per cent lower in July this year than last according to monthly statements received from some 700 of these general merchandise stores located in the smaller towns and rural areas of the country. Improved agricultural outlook in the southern parts of Saskatchewan as compared with a year ago lead to an increase of 12 per cent in sales in July of this year compared with last for this region. Sales for the province were up by 2 per cent. Manitoba sales were up by 1 per cent while all other regions recorded losses ranging from 1 per cent for Alberta to 14 per cent for the Maritime Provinces. Quebec sales were down by 4 per cent; Ontario, 6 per cent and British Columbia, 7 per cent.

These percentage changes are based on calendar-month totals with no allowances made for differences in number of business days. Part of the decline in July of this year compared with last must be attributed to the fact that there was one extra business day in July last year.

Percentage Change in Country General Store Sales by Regions

Region	July, 1938 July, 1937			Region	July, 1938 July, 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	83	16	- 13.6	Saskatchewan:			
Quebec:				North ....	61	25	- 4.4
South ....	52	19	- 8.0	South ....	56	45	+ 11.7
North ....	42	16	- 2.3	TOTAL ....	117	70	+ 1.6
TOTAL ....	94	35	- 4.1	Alberta:			
Ontario:				North ....	53	22	- 1.6
East ....	48	17	- 6.8	South ....	90	43	- 0.5
North ....	38	12	- 8.6	TOTAL ....	143	65	- 0.9
West ....	59	27	- 3.5	British Columbia .	58	25	- 6.7
TOTAL ....	145	56	- 5.6	CANADA .....	697	296	- 4.2
Manitoba ...	57	29	+ 0.5				

Indexes of Country General Store Sales

(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	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
July, 1936 .....	103.5	102.3	113.0	109.6	104.3	88.0	96.8	104.8
July, 1937 .....	117.7	119.6	136.7	127.1	114.8	94.6	100.1	120.5
July, 1938 .....	112.8	103.3	131.1	120.0	115.4	96.1	99.2	112.4



1010708695