

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

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Vol. III No. 1	Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1939

Sales of country general stores averaged 6 per cent lower in January of this year than last according to returns submitted by 700 general merchandise stores located in the smaller towns and rural areas of the country. All regions reported decreased sales compared with January a year ago. Saskatchewan made the best showing with a decrease of less than 2 per cent while the loss in the Maritime Provinces was greatest at 10 per cent. Decreases below January last year for other provinces were 5 per cent for Ontario, 9 per cent for Manitoba, 7 per cent for Alberta and Quebec, and 5 per cent for British Columbia.

Percentage Change in Country General Store Sales by Regions

Region	<u>January, 1939</u>			<u>January, 1939</u>			Per cent Change
	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores reporting	Number reporting an increase	
Maritime Provinces:	80	19	- 9.9	Saskatchewan:			
				North	69	23	- 1.8
Quebec:				South	60	24	- 1.3
South	55	23	- 4.3	TOTAL	129	47	- 1.6
North	46	16	- 8.1	Alberta:			
TOTAL	101	39	- 6.9	North	56	9	- 15.8
Ontario:				South	82	34	- 0.9
East	50	15	- 6.3	TOTAL	138	43	- 6.6
North	37	8	- 8.9	British Columbia ...	54	23	- 5.1
West	55	24	- 1.8	CANADA	700	232	- 6.0
TOTAL	142	47	- 5.0				
Manitoba ...	56	14	- 9.2				

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		87.1		82.3		81.4	
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.....	120.8		115.9		122.3		115.8	
% Change, $\frac{1939}{1938}$	- 6.0	-	- 9.9	-	- 6.9	-	- 5.0	

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		66.9		72.6		82.5	
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, $\frac{1939}{1938}$	- 9.1	-	- 1.7	-	- 6.6	-	- 5.1	

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

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