

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. 5	Year's Subscription, \$1.00 Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1939

The decline in country general store sales which has characterized corresponding month comparisons for the first four months of this year and last was materially reduced in May when dollar sales were only 3 per cent below the same month a year ago. April sales were down 13 per cent from last year while reductions for earlier months were 8 per cent for March, 9 per cent for February and 6 per cent for January.

May sales in Ontario were maintained at last year's level; Quebec and Alberta reported 2 per cent less business than in May last year; sales in British Columbia were down 4 per cent; Manitoba and Saskatchewan, 5 per cent and the Maritime Provinces, 6 per cent.

These results are based on returns from 724 country general stores. No allowances are made for differences in number of business days in different months. There was one more business day in May of this year than last.

Percentage Change in Country General Store Sales by Regions

Region	<u>May, 1939</u> <u>May, 1938</u>			Region	<u>May, 1939</u> <u>May, 1938</u>		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	88	29	- 5.5	Saskatchewan:			
Quebec:				North	65	31	- 0.6
South	54	30	+ 1.9	South	62	12	- 11.6
North	46	18	- 3.8	TOTAL	127	43	- 4.7
TOTAL	100	48	- 2.0	Alberta:			
Ontario:				North	58	18	- 5.5
East	47	24	+ 2.5	South	94	49	+ 0.4
North	40	11	- 5.3	TOTAL	152	67	- 1.8
West	57	26	+ 0.7	British Columbia:	57	19	- 4.0
TOTAL	144	61	- 0.1	CANADA:	724	282	- 2.8
Manitoba ..	56	15	- 4.7				

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	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.1	98.5	88.0	110.5	92.5	105.5	88.7
May	111.9	108.8	123.7	116.9	130.9	128.3	115.7	115.6
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		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 5 months, <u>1939</u> ... 1938	- 7.6		- 9.0		- 8.1		- 8.1	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.9	95.4	82.8	105.3	95.7	106.4	101.9
May	103.1	98.3	90.4	86.2	95.4	93.7	114.2	109.6
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, 5 months, <u>1939</u> ... 1938	- 8.5		- 7.4		- 6.6		- 4.4	

Note: Indexes for April and May, 1939, are subject to revision.

