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DOMINION BUREAU OF STATISTICS
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALESJune, 1939

Country general store sales in Canada averaged 8 per cent lower in June this year than last, the index on the 1936 base standing at 103.8 for June, 1939 compared with 108.8 for May, 1939 and 112.5 for June a year ago. All provinces reported decreased sales, percentage declines from June last year for the various regions standing at 4 per cent for the Maritimes, 10 per cent for Quebec, 5 per cent for Ontario, 10 per cent for Manitoba, 15 per cent for Saskatchewan, 7 per cent for Alberta and 1 per cent for British Columbia.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in June of this year as last.

Percentage Change in Country General Store Sales by Regions

<u>June, 1939</u> <u>June, 1938</u>				<u>June, 1939</u> <u>June, 1938</u>			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	89	37	- 4.0	Saskatchewan:			
Quebec:				North	64	16	- 12.9
South	54	19	- 11.2	South	58	7	- 17.3
North	46	15	- 8.7	TOTAL	122	23	- 14.5
TOTAL	100	34	- 9.5	Alberta:			
Ontario:				North	54	11	- 10.3
East	47	12	- 7.0	South	87	30	- 4.6
North	39	13	- 4.4	TOTAL	141	41	- 6.8
West	57	24	- 4.3	British Columbia:			
TOTAL	143	49	- 5.2	55	26	- 0.9	
Manitoba ..	54	11	- 10.0	CANADA	704	221	- 7.7

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	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.8	123.7	116.9	130.9	128.3	115.7	115.6
June	112.5	103.8	104.0	99.8	132.5	119.9	110.6	104.8
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, 6 months, $\frac{1939}{1938}$	- 7.6		- 8.2		- 8.3		- 7.5	

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	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.3	90.4	86.2	95.4	93.7	114.2	109.6
June	113.3	102.0	99.7	85.2	102.6	95.6	119.0	117.9
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, 6 months, $\frac{1939}{1938}$	- 8.9		- 8.7		- 6.6		- 3.8	

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



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