

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. III - No. 7 Year's Subscription, \$1.00
Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1939

Country general store sales averaged 6 per cent lower in July of this year than last and were 2 per cent above the June level, indexes of sales on the 1936 base standing at 105.8 for July, 103.8 for June and 112.8 for July a year ago. All regions with the exception of the southern districts of Alberta reported decreased sales. Percentage declines from July last year for the various provinces were as follows: Maritime Provinces, 6 per cent; Quebec, 3 per cent; Ontario, 8 per cent; Manitoba, 6 per cent; Saskatchewan, 11 per cent; Alberta, 4 per cent; British Columbia, 4 per cent.

Cumulative figures for the first seven months of 1939 show a decline of 7 per cent compared with the same period last year; results for individual provinces show but little variation from the Dominion average.

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 July of this year as last.

Percentages Change in Country General Store Sales by Regions

<u>July, 1939</u> <u>July, 1938</u>				<u>July, 1939</u> <u>July, 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:	85	34	- 6.4	Saskatchewan:			
Quebec:				North	63	12	- 10.5
South	56	27	- 3.9	South	57	9	- 10.4
North	49	22	- 2.9	TOTAL	120	21	- 10.5
TOTAL	105	49	- 3.2	Alberta:			
Ontario:				North	56	16	- 10.8
East	47	13	- 5.3	South	84	39	+ 0.2
North	37	12	- 7.7	TOTAL	140	55	- 4.0
West	56	10	- 9.9	British Columbia:	59	20	- 4.1
TOTAL	140	35	- 7.9	CANADA	707	229	- 6.2
Manitoba ..	58	15	- 6.2				

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	76.5	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	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.8	104.0	99.8	132.5	119.9	110.6	104.8
July	112.8	105.8	103.3	96.7	131.1	126.9	120.0	110.5
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, 7 months, $\frac{1939}{1938}$	- 7.4		- 7.8		- 7.3		- 7.7	

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	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	102.0	99.7	85.2	102.6	95.6	119.0	117.9
July	115.4	108.2	96.1	86.0	99.2	95.2	112.4	107.8
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, 7 months, $\frac{1939}{1938}$	- 8.4		- 9.0		- 6.2		- 6.2	

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



1010708719