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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1938

Dollar volume of country general store sales averaged 5 per cent lower in December, 1938 than in the corresponding month of 1937, and declined to a greater extent in Eastern and Central Canada than in the West, according to reports received from more than 700 general merchandise stores located in the smaller towns and rural areas of the country. Increases of 13 per cent and 3 per cent in the southern districts of Saskatchewan and Alberta reflect improved purchasing power in these areas. All other regions reported declines. The Maritime Provinces were down 9 per cent; Quebec, 7 per cent; Ontario, 9 per cent; Manitoba, 6 per cent and British Columbia, 2 per cent.

Sales for the calendar year were off by 2 per cent from 1937. The Maritime Provinces reported 6 per cent less business in 1938 than in the preceding year; Ontario was down by 5 per cent and British Columbia by 2 per cent. Results for other provinces for 1938 ranged within one per cent of those for 1937.

Percentage Change in Country General Store Sales by Regions

Region	December, 1938 / December, 1937			Region	December, 1938 / December, 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:	82	18	- 9.0	Saskatchewan: North	67	25	- 4.5
Quebec: South	56	15	- 7.0	South	58	44	+ 13.3
North	47	16	- 6.4	TOTAL	125	69	+ 2.1
TOTAL	103	31	- 6.6	Alberta: North	60	17	- 10.6
Ontario: East	52	12	- 12.1	South	85	40	+ 3.2
North	41	9	- 12.0	TOTAL	145	57	- 2.0
West	56	16	- 4.2	British Columbia ...	56	24	- 2.1
TOTAL	149	37	- 8.7				
Manitoba ..	57	21	- 5.6	CANADA	717	257	- 4.9

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Indexes of Country General Store Sales
(Average Monthly Sales in 1936=100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0	115.8	108.7	98.6	116.4	107.3	113.7	105.2
October	128.2	117.9	118.1	101.9	125.9	116.1	117.6	101.0
November	111.2	104.2	111.1	97.4	112.2	105.1	103.3	97.8
December	126.9	120.7	126.9	115.5	130.7	122.1	126.7	115.7
% Change, 12 mos. $\frac{1938}{1937}$ ..	- 2.0	-	- 5.9	-	- 0.9	-	- 4.6	-

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1937	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82.5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114.2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
September	145.8	131.7	120.9	130.2	129.5	130.1	117.4	111.4
October	140.3	117.7	142.3	134.5	132.6	140.0	117.5	113.3
November	119.2	110.0	114.7	112.1	117.0	110.3	105.5	97.4
December	137.9	130.2	111.8	114.1	132.9	130.2	125.0	122.4
% Change, 12 mos. $\frac{1938}{1937}$ ..	- 0.7	-	+ 0.5	-	+ 0.6	-	- 1.9	-

Note: Indexes for December, 1938, are subject to revision.

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