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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, DECEMBER, 1937 (Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 7 per cent higher in December, 1937, than in the corresponding month in 1936 according to monthly statements received from some 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country with the exception of Saskatchewan and Northern Alberta reported increased business. Sales in Quebec were up 16 per cent compared with December, 1936. The increase in Manitoba was only slightly less at 13 per cent. Increases for other regions were 8 per cent in Ontario, 7 per cent in the Maritime Frovinces and 6 per cent in British Columbia. A 7 per cent increase in Southern Alberta was modified by a decline of 2 per cent in the more northern parts of the province, resulting in a net gain of 4 per cent for the province as a whole. Saskatchewan sales were down by 8 per cent.

These percentage changes in sales are based upon calendar-month totals with no allowances made for differences in number of business days or for the varying sales importance of different days of the week.

Percentage Change in Country General Store Sales by Regions

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	Per Cent Change in Sales			December 1937 December 1936		
Region	August	September			Number of	
	1 <u>93</u> 7 1 <u>93</u> 6	1 <u>93</u> 7 1 <u>93</u> 6	1937 1936		stores reporting	Per cent
Nami time Promi						
Maritime Provinces	3.6	10.6	5.0	4.3	81	+ 6.6
Quebec South	20.0	15.0	11.7	13.2	55	+ 14.7
North	11.8	10.3	17.4	10.3	53 108	+ 16.7
		140)	74.2	11.0	100	15.7
Ontario East	7.0	9.7	7.9	3.7	54	+ 9.2
West	2.2	9.1	7.4	3.7	43 57	+ 7.3 + 7.0
" Total	4.3	8.0	7.1	3.8	154	÷ 7.8
Manitoba	-0.4	8.5	448	21.3	52	+ 13.3
Saskatchewan North	-12.1	-18.2	-13.6	6.9	64	- 6.8
South	-16.4	-19.1	-2.5	12.2	54	- 9.4
Total	-14.0	-18.6	-10.2	9.0	118	- 7.7
Alberta North	3.8	6.1	-0.3	10.0	49	- 2.3
South	1.8	6.0	0.2	14.9	87	+ 6.5
	£ e ⁺ 7	0.0	and and an	13.5	136	+ 3.8
British Columbia	4.6	10.0	8.9	7.2	50	+ 6.3
CANADA	3.0	5.0	5.1	9.0	699	+ 6.6



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