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

Sales of general merchandise in small towns and rural areas for May were 8 per cent higher in dollar volume than for May, 1936, according to returns submitted by some 550 country general stores located in all sections of the country. The improvement was similar in extent to that recorded for urban trade as reflected in monthly returns from chain and department stores.

Marked improvement in rural retail trade was reported for Quebec Province where sales were 16 per cent higher in dollar value than a year ago. The Maritime Provinces came next with a gain of 12 per cent. Ontario sales averaged 9 per cent better than a year ago but wide variations for different sections of the province were recorded. The Eastern portion continues to lead in the year-to-year comparison with an improvement over May last year of 16 per cent. More moderate gains of 8 per cent and 5 per cent were reported in the Northern and Western portions of the province.

Manitoba reported an increase of 7 per cent and British Columbia showed an improvement of 8 per cent. Sales in the Northern portion of Saskatchewan were 5 per cent higher than a year ago while in Southern Saskatchewan and in both Northern and Southern Alberta value of rural trade remained unchanged from a year ago.

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

Percentage Change in Country General Store Sales, by Regions

	Per cent Change in Sales (1)				May 1937 May 1936	
Region	January 1937 1936	February 1937 1936	March 1937 1936	April 1937 1936	Number of stores reporting	Per cent change in sales (1)
Maritime Provinces .	(X)	(X)	10.2	9.7	80	12.3
Quebec South " North " Total	(X) (X)	(X) (X)	11.1 21.0 16.2	13.7 12.7 13.1	35 30 65	18.9 13.3 15.7
Ontario East " North " West	16.3 10.2 1.2 10.0	15.7 3.8 3.5 7.5	17.4 14.4 7.8 13.6	6.7 6.0 1.7 4.9	41 36 37 114	15.8 7.6 4.6 9.2
Manitoba	8.0	1.9	16.4	10.0	45	6.8
Saskatchewan North . " South . " Total .	5.7 5.9 5.8	1.1 7.7 4.1	13.6 14.6 14.0	9.3 9.0 9.1	40 49 89	5.2 3 2.4
Alberta North South Total	10.3 .7 3.6	9.1 - 4.0 0.0	17.6 5.6 9.3	14.1 3.4 6.3	45 62 107	1.4
British Columbia	(X)	(X)	8.8	8.4	53	7.8
CANADA	(X)	(X)	13.7	8.9	553	8.4

⁽¹⁾ Except where indicated, the percentage change represents an increase.

(X) Not available.

