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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JANUARY, 1938

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged one per cent higher in January, 1938, than in the corresponding month a year ago according to monthly statements received from almost 700 of these general merchandise stores located in the smaller towns and rural areas. Quebec and Manitoba reported better than average increases; sales in Ontario and Saskatchewan were down from a year ago, while results for the Maritimes, Alberta and British Columbia were similar to that for the Dominion as a whole.

Quebec reported 7 per cent more business than in January of last year, the gain for the southern part of the province being especially good at 10 per cent. Sales in Manitoba were up 4 per cent. Eastern Ontario also made a good showing with a gain of 8 per cent but this was offset by declines of 6 per cent in the western and the northern parts, resulting in a net decrease of 2 per cent for the province. Saskatchewan sales were down by 3 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

Region	Per Cent Change in Sales				January 1938 January 1937	
	September 1937	October 1937	November 1937	December 1937	Number of stores reporting	Per cent change
	1936	1936	1936	1936		
Maritime Provinces	10.6	5.0	4.3	6.6	67	+ 0.5
Quebec South	15.0	11.7	13.2	14.7	50	+ 10.0
" North	10.3	17.4	10.3	16.7	56	+ 3.7
" Total	12.5	14.2	11.6	15.7	106	+ 6.5
Ontario East	9.7	7.9	3.7	9.2	51	+ 0.2
" North	5.6	6.2	3.7	7.3	37	- 6.3
" West	9.1	7.4	4.0	7.0	51	- 6.3
" Total	8.0	7.1	3.6	7.8	139	- 1.6
Manitoba	8.5	4.8	21.3	13.3	50	+ 4.2
Saskatchewan North	-18.2	-13.6	6.9	- 6.8	60	- 3.9
" South	-19.1	- 2.5	12.2	- 9.4	56	- 0.9
" Total	-18.6	-10.2	9.0	- 7.7	116	- 2.6
Alberta North	6.1	- 0.3	10.0	- 2.3	45	+ 0.5
" South	6.0	0.2	14.9	6.5	87	+ 2.1
" Total	6.0	---	13.5	3.8	132	+ 1.6
British Columbia	10.8	8.9	7.2	6.3	49	+ 0.6
CANADA	5.0	5.1	9.0	6.6	687	+ 1.1

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