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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

SEPTEMBER, 1938

Country general store sales in Canada averaged 4 per cent lower in September this year than last according to returns submitted by more than 700 of these stores selling a general line of merchandise in the smaller towns and rural areas. The southern sections of Saskatchewan reported a 27 per cent improvement over September last year and sales in southern Alberta were up by 6 per cent. While these gains were partially offset by declines in the northern sections, total sales for these provinces were up by 9 per cent and 1 per cent respectively from September, 1937. Sales in all other provinces were lower in September this year than last, percentage declines being as follows: Maritime Provinces and Manitoba, 10 per cent; Quebec and Ontario, 8 per cent; British Columbia, 3 per cent.

Cumulative totals for the first nine months of the current year compared with last show no change in the dollar value of sales, declines in the Maritimes, Quebec, Ontario and British Columbia just being offset by gains in the Prairie Provinces.

Percentage Change in Country General Store Sales by Regions

Region	<u>September, 1938</u> <u>September, 1937</u>			Region	<u>September, 1938</u> <u>September, 1937</u>		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces	87	22	- 9.5	Saskatchewan:			
				North	60	26	- 2.6
Quebec				South	59	49	+27.3
South ...	55	25	- 2.5	TOTAL	119	75	+ 8.5
North ...	45	13	-10.2	Alberta			
TOTAL ...	100	38	- 7.7	North	56	21	- 6.1
Ontario				South	86	53	+ 5.8
East	51	13	-10.6	TOTAL	142	74	+ 1.3
North ...	40	10	- 9.3	British			
West	58	20	- 4.0	Columbia ...	54	28	- 3.2
TOTAL ...	149	43	- 7.5	CANADA	710	298	- 3.9
Manitoba ..	59	18	- 9.7				

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	116.3	108.7	98.4	116.4	107.4	113.7	105.2
October	128.2		118.1		125.9		117.6	
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126.7	
% Change, 9 mos. $\frac{1938}{1937}$	- 0.2	-	- 3.7	-	- 7.9	-	- 2.7	-

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	98.8	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	131.2	129.5	131.2	117.4	113.6
October	140.3		142.3		132.6		117.5	
November	119.2		114.7		117.0		105.5	
December	137.9		111.8		132.9		125.0	
% Change, 9 mos. $\frac{1938}{1937}$	+ 3.3	-	+ 1.8	-	+ 1.2	-	- 0.8	-



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