

Published by Authority of the HON. W. D. EULER, M.P.,
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

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

Substantial increases in country general store sales in October of this year compared with last amounting to 14 per cent in Quebec, 9 per cent in British Columbia and 7 per cent in Ontario were modified by lesser gains of 5 per cent in the Maritimes and in Manitoba, no change in Alberta and a 10 per cent decline in Saskatchewan, resulting in a net increase of 5 per cent for the country as a whole. This is a continuation of gains recorded in each of the corresponding-month comparisons for this year and last, increases for earlier months being 5 per cent for September, 3 per cent for August and 14 per cent for July. The 10 per cent decline in Saskatchewan for October compares with declines of 19 per cent in September and 14 per cent in August. Figures for earlier months showed improvements over the corresponding periods a year ago.

These percentage changes are based upon calendar-month totals with no allowances for differences in the number of business days or for the varying sales importance of the different days of the week. There was one more business day in October a year ago compared with this.

Percentage Change in Country General Store Sales, by Regions

Region	Per Cent Change in Sales				October 1937 October 1936	
	June 1937 1936	July 1937 1936	August 1937 1936	September 1937 1936	Number of stores reporting	Per cent change
Maritime Provinces	8.1	16.9	3.6	10.6	71	+ 5.0
Quebec South	15.7	25.2	20.0	15.0	41	+11.7
" North	14.5	19.0	11.8	10.3	32	+17.4
" Total	15.0	21.6	15.7	12.5	73	+14.2
Ontario East	10.3	21.2	7.0	9.7	51	+ 7.9
" North	7.3	9.6	3.4	5.6	42	+ 6.2
" West	3.8	15.5	2.2	9.1	56	+ 7.4
" Total	7.1	15.4	4.3	8.0	149	+ 7.1
Manitoba	6.8	10.1	-0.4	8.5	52	+ 4.8
Saskatchewan North	7.8	8.7	-12.1	-18.2	41	-13.6
" South	0.9	5.4	-16.4	-19.1	27	- 2.5
" Total	4.7	7.3	-14.0	-18.6	68	-10.2
Alberta North	6.4	4.9	3.8	6.1	37	- 0.3
" South	1.0	2.5	1.8	6.0	55	+ 0.2
" Total	2.4	3.2	2.4	6.0	92	. ---
British Columbia	14.6	15.0	4.6	10.8	37	+ 8.9
CANADA	8.6	13.7	3.0	5.0	542	+ 5.1



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Year	Month	Day	Temperature (°C)			Remarks
			Max	Min	Avg	
1950	Jan	1	-10.0	-15.0	-12.5	Clear, cold
1950	Jan	2	-8.0	-12.0	-10.0	Partly cloudy
1950	Jan	3	-5.0	-10.0	-7.5	Snow, light
1950	Jan	4	-3.0	-8.0	-5.5	Cloudy
1950	Jan	5	-1.0	-6.0	-3.5	Drizzle
1950	Jan	6	0.0	-5.0	-2.5	Snow, heavy
1950	Jan	7	2.0	-3.0	-0.5	Clear, mild
1950	Jan	8	4.0	-1.0	1.5	Sunny
1950	Jan	9	6.0	1.0	3.5	Partly cloudy
1950	Jan	10	8.0	3.0	5.5	Clear, warm
1950	Jan	11	10.0	5.0	7.5	Sunny
1950	Jan	12	12.0	7.0	9.5	Partly cloudy
1950	Jan	13	14.0	9.0	11.5	Clear, hot
1950	Jan	14	16.0	11.0	13.5	Sunny
1950	Jan	15	18.0	13.0	15.5	Partly cloudy
1950	Jan	16	20.0	15.0	17.5	Clear, very hot
1950	Jan	17	22.0	17.0	19.5	Sunny
1950	Jan	18	24.0	19.0	21.5	Partly cloudy
1950	Jan	19	26.0	21.0	23.5	Clear, hot
1950	Jan	20	28.0	23.0	25.5	Sunny
1950	Jan	21	30.0	25.0	27.5	Partly cloudy
1950	Jan	22	32.0	27.0	29.5	Clear, very hot
1950	Jan	23	34.0	29.0	31.5	Sunny
1950	Jan	24	36.0	31.0	33.5	Partly cloudy
1950	Jan	25	38.0	33.0	35.5	Clear, hot
1950	Jan	26	40.0	35.0	37.5	Sunny
1950	Jan	27	42.0	37.0	39.5	Partly cloudy
1950	Jan	28	44.0	39.0	41.5	Clear, very hot
1950	Jan	29	46.0	41.0	43.5	Sunny
1950	Jan	30	48.0	43.0	45.5	Partly cloudy
1950	Jan	31	50.0	45.0	47.5	Clear, hot