

DOMINION BUREAU OF STATISTICS - CANADA

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Internal Trade Branch

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, NOVEMBER, 1937

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 9 per cent higher in November of this year compared with last according to monthly statements submitted by a representative number of these general merchandise stores located in the smaller towns and rural areas. Improved agricultural revenue in Manitoba is reflected in an increase of 21 per cent in country general store sales in that province. Alberta also reported a marked gain of 14 per cent. Quebec sales were up 12 per cent and Saskatchewan reported an improvement of 9 per cent over November a year ago. Sales in British Columbia advanced 7 per cent while a more moderate increase of 4 per cent was general for all sections of Ontario and in the Maritime Provinces.

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 the different days of the week. There was one more business day in November of this year than last.

Percentage Change in Country General Store Sales, by Regions

Region	Per Cent Change in Sales				November 1937 November 1936	
	July 1937 1936	August 1937 1936	September 1937 1936	October 1937 1936	Number of stores reporting	Per cent change
Maritime Provinces	16.9	3.6	10.6	5.0	73	+ 4.3
Quebec South	25.2	20.0	15.0	11.7	36	+13.2
" North	19.0	11.8	10.3	17.4	33	+10.3
" Total	21.6	15.7	12.5	14.2	69	+11.8
Ontario East	21.2	7.0	9.7	7.9	45	+ 3.7
" North	9.6	3.4	5.6	6.2	38	+ 3.7
" West	15.5	2.2	9.1	7.4	54	+ 4.0
" Total	15.4	4.3	8.0	7.1	137	+ 3.8
Manitoba	10.1	-0.4	8.5	4.8	42	+21.3
Saskatchewan North	8.7	-12.1	-18.2	-13.6	49	+ 6.9
" South	5.4	-16.4	-19.1	-2.5	50	+12.2
" Total	7.3	-14.0	-18.6	-10.2	99	+ 9.0
Alberta North	4.9	3.8	6.1	-0.3	36	+10.0
" South	2.5	1.8	6.0	0.2	69	+14.9
" Total	3.2	2.4	6.0	---	105	+13.5
British Columbia	15.0	4.6	10.8	8.9	49	+ 7.2
CANADA	13.7	3.0	5.0	5.1	574	+ 9.0



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TABLE 1		TABLE 2		TABLE 3	
Year	Value	Year	Value	Year	Value
1980	100	1980	100	1980	100
1981	105	1981	105	1981	105
1982	110	1982	110	1982	110
1983	115	1983	115	1983	115
1984	120	1984	120	1984	120
1985	125	1985	125	1985	125
1986	130	1986	130	1986	130
1987	135	1987	135	1987	135
1988	140	1988	140	1988	140
1989	145	1989	145	1989	145
1990	150	1990	150	1990	150
1991	155	1991	155	1991	155
1992	160	1992	160	1992	160
1993	165	1993	165	1993	165
1994	170	1994	170	1994	170
1995	175	1995	175	1995	175
1996	180	1996	180	1996	180
1997	185	1997	185	1997	185
1998	190	1998	190	1998	190
1999	195	1999	195	1999	195
2000	200	2000	200	2000	200
2001	205	2001	205	2001	205
2002	210	2002	210	2002	210
2003	215	2003	215	2003	215
2004	220	2004	220	2004	220
2005	225	2005	225	2005	225
2006	230	2006	230	2006	230
2007	235	2007	235	2007	235
2008	240	2008	240	2008	240
2009	245	2009	245	2009	245
2010	250	2010	250	2010	250
2011	255	2011	255	2011	255
2012	260	2012	260	2012	260
2013	265	2013	265	2013	265
2014	270	2014	270	2014	270
2015	275	2015	275	2015	275
2016	280	2016	280	2016	280
2017	285	2017	285	2017	285
2018	290	2018	290	2018	290
2019	295	2019	295	2019	295
2020	300	2020	300	2020	300