

DOMINION BUREAU OF STATISTICS - CANADA

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Internal Trade Branch

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, SEPTEMBER, 1937

(Value of Turnover in Comparison With Previous Year)

Country general store sales averaged 5 per cent higher in September this year than in the corresponding month of 1936 according to comparative sales figures reported by 500 of these general merchandise stores located in the smaller towns and rural areas of the country. In contrast with the improvement of 5 per cent for the country as a whole, a sharp drop in sales amounting to almost 19 per cent was recorded in Saskatchewan, both the northern and southern parts of the province reporting similar declines from last year. All other sections of the country reported increased sales. Quebec sales were up by 13 per cent and British Columbia was second with 11 per cent. Increases over September last year for other divisions are: Maritime Provinces, 10.6 per cent; Manitoba, 8.5 per cent; Ontario, 8 per cent, and Alberta, 6 per cent.

These 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

Region	Per Cent Change in Sales				September 1937 September 1936	
	May 1937 1936	June 1937 1936	July 1937 1936	August 1937 1936	Number of stores reporting	Per cent change
Maritime Provinces	12.3	8.1	16.9	3.6	72	+10.6
Quebec South	18.9	15.7	25.2	20.0	38	+15.0
" North	13.3	14.5	19.0	11.8	29	+10.3
" Total	15.7	15.0	21.6	15.7	67	+12.5
Ontario East	15.8	10.3	21.2	7.0	40	+ 9.7
" North	7.6	7.3	9.6	3.4	32	+ 5.6
" West	4.6	3.8	15.5	2.2	32	+ 9.1
" Total	9.2	7.1	15.4	4.3	104	+ 8.0
Manitoba	6.8	6.8	10.1	-0.4	40	+ 8.5
Saskatchewan North	5.2	7.8	8.7	-12.1	38	-18.2
" South	-0.3	0.9	5.4	-16.4	41	-19.1
" Total	2.4	4.7	7.3	-14.0	79	-18.6
Alberta North	1.4	6.4	4.9	3.8	36	+ 6.1
" South	-0.6	1.0	2.5	1.8	59	+ 6.0
" Total	-0.1	2.4	3.2	2.4	95	+ 6.0
British Columbia	7.8	14.6	15.0	4.6	43	+10.8
CANADA	8.4	8.6	13.7	3.0	500	+ 5.0



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1971		1972		1973		Notes
Area	Value	Area	Value	Area	Value	
1-1	100	1-1	100	1-1	100
1-2	100	1-2	100	1-2	100
1-3	100	1-3	100	1-3	100
1-4	100	1-4	100	1-4	100
1-5	100	1-5	100	1-5	100
1-6	100	1-6	100	1-6	100
1-7	100	1-7	100	1-7	100
1-8	100	1-8	100	1-8	100
1-9	100	1-9	100	1-9	100
1-10	100	1-10	100	1-10	100
1-11	100	1-11	100	1-11	100
1-12	100	1-12	100	1-12	100
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1-98	100	1-98	100	1-98	100
1-99	100	1-99	100	1-99	100
1-100	100	1-100	100	1-100	100