CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

SUMMARY OF MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES IN CANADA

1936 - 1940

Revised Base

Average, 1935 - 1939 = 100

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1941

Price 10 cents

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Minister of Trade and Commerce

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OTTAWA, CANADA

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SUMMARY OF MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, 1936 - 1940

(Average, 1935 - 1939 = 100)

Monthly indexes reflecting the trend in country general store sales in Canada and the provinces are now available for the period commencing with 1936. The base used in constructing these index numbers was, until recently, the average monthly sales during 1936. In order to conform with other series of index numbers issued by the Bureau the indexes of country general store sales have recently been recomputed using as base the average monthly sales during the five-year period from 1935 to 1939. Although monthly figures for 1935 are not available, annual sales for that year as reported to the annual survey of retail trade were used in arriving at the base figure. This bulletin gives the complete series of country general store indexes on the new base.

These indexes of country general store sales are computed from returns received monthly from a sample of approximately 750 country general stores and it is estimated that these transact approximately 17 per cent of the total business of all similar stores The number of stores reporting in each province and the estimated coverage of sales in each province is shown below.

Sales Coverage, by Provinces

	Number of stores reporting monthly	Annual sales of stores reporting monthly	Annual sales of all country general stores 1939(1)	Sales coverage in monthly indexes
		$	$	
Maritime Provinces	92	4,349,403	26,752,000	16.3
Quebec	115	5,076,250	45,857,000	11.1
Ontario	148	6,590,535	39,893,000	16.5
Manitoba	58	2,028,090	12,870,000	15.8
Saskatchewan	131	4,847,753	27,614,000	17.6
Alberta	157	6,969,140	22,658,000	30.8
British Columbia	65	2,942,833	15,981,000	18.4
CANADA	766	32,804,004	191,625,000	17.1

(1) From results of annual survey of retail trade for 1939 made by the Internal Trade Branch of the Dominion Bureau of Statistics.

The indexes of country general store sales are computed by the chain method. The index for any month is obtained by multiplying the index number for the corresponding month in the previous year by the ratio that sales in the eample for the month under review bear to the sales of the same sample in the earlier period. The three Maritime Provinces are considered as one district for thie series. Manitoba and British Columbia each constitute a eeparate district. Ontario is divided into three dietricts while Quebec, Saskatchewan and Alberta are each divided into two. Percentage changes in sales for corresponding months of consecutive years are computed for each district and are shown in the regular monthly reporte. Percentage changes for districts within a province are then weighted in proportion to the relative sales importance of each district

in order to give a percentage change for the province as a whole to be used in computing the provincial index numbers. The provincial index numbers are finally weighted in order to give a Dominion figure. Weights assigned to the various provinces are as follows: Maritime Provinces, 14; Quebec, 23; Ontario, 21; Manitoba, 7; Saskatchewan, 15; Alberta, 12 and British Columbia, 8.

Monthly comparisons of country general store sales are affected by differences in number of business days in different months and also by normal seasonal movements. Adjusted indexes are computed in which adjustments are made for the usual seasonal movements as revealed in the experience of the years for which figures are available and also for differences in the number of business days. Allowance is also made for differences in the sales importance of different days of the week as measured by information submitted by a smaller sample of stores regarding the percentage of weekly sales transacted on different days. The average experience in this regard is as follows:

	Per cent of weekly business transacted
	%
Monday	15
Tuesday	14
Wednesday	13
Thursday	15
Friday	16
Saturday	27
	100

December sales exceed the business transacted in any other month in the Maritime Provinces, Quebec, Ontario and British Columbia. September and October are the busiest months in the Prairie Provinces. The seasonal factors used in adjusting the indexes for the various provinces in order to remove the effects of usual seasonal movements are given below. These factors represent the percentages that sales in each month normally form of sales of an average month or one-twelfth the annual turnover.

Factors used in Making Adjustments for Seasonal Variations

	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
January	87	75	79	71	67	74	81
February	86	77	83	72	70	73	82
March	84	87	85	78	73	79	85
April	92	91	95	88	91	96	98
May	117	113	112	93	92	91	104
June	102	113	105	99	95	95	112
July	101	113	110	101	90	92	104
August	99	107	104	116	105	106	105
September	103	104	108	134	140	128	110
October	107	106	105	122	145	130	106
November	104	102	98	104	114	109	97
December	118	112	116	122	118	127	116

INDEXES OF COUNTRY GENERAL STORE SALES (1935 - 1939 = 100)

A. Unadjusted indexes. B. Indexes adjusted for differences in number of business days and for normal seasonal variations.

Year	CANADA		Maritime Provinces		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1936																
January	(X)	(X)	(X)	(X)	(X)	(X)	74.1	93.4	67.5	94.6	63.2	93.9	70.8	95.3	(X)	(X)
February	(X)	(X)	(X)	(X)	(X)	(X)	76.2	92.5	65.9	92.2	63.5	91.4	68.6	94.7	(X)	(X)
March	78.8	96.2	84.0	100.4	78.6	90.7	81.6	96.4	72.3	93.1	71.3	98.1	77.3	98.2	85.0	100.4
April	89.3	96.4	91.4	99.8	84.0	92.6	96.1	101.6	79.5	90.7	86.3	95.2	90.4	94.6	95.4	97.8
May	104.0	96.1	109.9	91.1	104.5	89.7	111.3	96.4	92.7	96.7	98.8	104.1	96.9	103.3	102.9	96.0
June	100.4	97.2	101.7	100.1	106.5	94.6	103.8	99.2	94.4	95.8	92.1	97.4	93.9	99.3	102.7	92.1
July	102.0	95.7	102.4	97.9	107.3	91.8	108.3	95.1	102.1	97.6	89.5	96.1	95.0	99.8	103.1	95.8
August	108.3	100.2	103.6	101.9	103.5	94.2	108.1	101.2	122.1	102.5	114.8	106.5	106.8	98.1	108.6	100.8
September	112.9	101.7	98.4	99.8	98.9	99.4	103.6	100.3	131.5	102.5	151.0	112.7	119.9	97.9	104.3	99.1
October	119.6	100.5	112.6	102.1	103.4	94.6	108.3	100.1	131.0	104.2	159.9	107.0	130.1	97.1	106.2	97.2
November	100.3	100.3	106.6	106.2	95.8	97.3	98.3	103.9	96.2	95.9	107.1	97.4	101.6	96.6	96.9	103.5
December	116.9	100.7	119.1	102.1	106.9	96.6	116.1	101.3	119.1	98.8	123.4	105.8	126.4	100.7	115.7	100.9
Annual Average	(X)	(X)	(X)	(X)	(X)	(X)	98.8	98.4	97.9	97.0	101.7	100.5	98.1	98.0	(X)	(X)
1937																
January	77.3	101.9	89.5	103.7	75.2	101.1	80.2	102.3	72.9	103.5	66.8	100.4	73.8	100.5	82.9	103.2
February	75.0	103.3	82.0	102.6	74.9	104.5	82.0	106.3	67.1	100.1	65.7	100.9	69.3	102.1	77.5	101.6
March	89.3	105.7	92.6	107.4	92.6	103.7	91.9	105.3	84.1	105.0	81.3	108.5	85.2	105.1	92.5	106.0
April	97.2	104.1	100.3	108.6	95.0	104.0	100.4	105.3	87.4	99.0	94.2	103.1	97.2	100.8	103.3	105.0
May	113.1	104.5	123.4	102.7	120.2	103.6	121.2	105.4	98.9	103.5	101.9	107.9	97.1	104.0	110.9	103.8
June	109.4	106.0	109.9	108.6	122.3	109.1	110.8	106.4	100.9	102.7	96.8	102.7	96.9	102.8	117.6	105.8
July	116.6	105.7	119.7	111.2	129.8	107.8	125.6	107.1	112.3	104.3	96.2	100.2	98.2	100.1	118.6	106.9
August	111.5	106.3	107.3	108.8	118.4	111.1	112.5	108.7	121.6	105.3	99.0	94.7	109.5	103.7	113.6	108.7
September	117.2	106.1	108.8	109.9	110.5	110.5	112.4	108.2	142.7	110.7	123.0	91.4	127.1	103.3	115.6	109.3
October	124.6	108.7	118.2	110.9	119.6	113.3	116.2	111.1	137.3	113.0	144.3	100.3	130.1	100.5	115.6	109.5
November	109.3	105.7	111.2	107.3	106.6	104.9	102.1	104.6	116.6	112.6	116.7	102.8	114.8	105.8	103.8	107.4
December	124.6	109.2	127.0	110.7	124.1	113.9	125.2	110.9	134.9	113.7	113.7	99.1	130.4	105.6	123.0	109.0
Annual Average	105.4	105.6	107.5	107.7	107.4	107.3	106.7	106.8	106.4	106.1	100.0	101.0	102.5	102.9	106.2	106.3

(X) Not available.

INDEXES OF COUNTRY GENERAL STORE SALES (1935 - 1939 = 100)

A. Unadjusted indexes. B. Indexes adjusted for differences in number of business days and for normal seasonal variations.

Year	CANADA		Maritime Provinces		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1938																
January	78.2	106.0	89.9	107.0	79.5	109.9	79.1	103.7	75.9	110.7	65.0	100.4	74.9	104.9	83.4	106.7
February	77.7	107.0	87.2	109.0	78.2	109.2	80.4	104.1	75.9	113.3	68.5	105.1	71.2	104.8	81.2	106.5
March	90.0	106.3	90.7	105.1	99.5	111.4	93.5	107.2	88.2	110.1	75.1	100.1	83.1	102.4	92.4	105.9
April	102.3	106.8	98.6	103.9	104.9	111.9	104.2	106.4	102.0	112.4	97.0	103.4	103.3	104.4	104.7	103.7
May	111.0	105.6	123.8	106.2	124.3	110.4	114.3	102.5	100.9	108.9	92.0	100.4	93.6	103.3	112.4	108.5
June	110.9	107.1	104.1	102.5	125.8	111.8	109.3	104.5	110.9	112.4	101.4	107.2	100.7	106.4	117.1	105.0
July	111.1	104.4	103.4	99.3	124.5	106.9	118.6	104.5	112.9	108.4	97.8	105.4	97.4	102.7	110.6	103.2
August	110.1	101.8	102.5	100.8	113.1	103.0	108.0	101.2	121.6	102.1	108.3	100.5	111.5	102.5	111.5	103.4
September	112.1	100.2	98.7	98.9	101.9	101.2	104.0	99.4	128.9	99.3	132.5	97.6	127.7	103.0	109.6	102.8
October	114.6	99.9	102.0	96.1	110.3	104.9	99.8	95.8	115.2	95.2	136.8	95.1	137.5	106.6	111.5	106.0
November	102.2	99.3	97.5	94.5	100.1	98.9	96.6	99.4	107.6	104.3	114.0	100.8	108.2	100.1	95.9	99.7
December	118.3	97.7	116.0	95.3	116.1	100.5	114.4	95.7	126.0	100.2	116.0	95.3	128.1	97.9	121.7	101.7
Annual Average	103.2	103.5	101.2	101.5	106.5	106.7	101.8	102.0	105.5	106.4	100.4	100.9	103.1	103.2	104.3	104.4
1939																
January	73.1	99.5	80.5	96.2	73.7	102.1	75.1	98.9	68.7	100.6	63.7	98.8	70.0	98.4	79.0	101.5
February	70.8	97.6	76.7	95.9	72.7	101.6	73.4	95.1	67.0	100.0	61.4	94.3	65.2	96.0	77.9	102.1
March	82.8	97.1	83.6	96.2	91.0	101.0	83.1	94.5	81.5	100.9	71.2	94.2	77.1	94.3	88.4	100.5
April	89.4	97.0	88.0	96.4	88.6	98.1	87.8	93.2	91.1	104.3	84.8	94.0	93.8	98.5	99.4	102.2
May	108.0	99.6	117.5	97.8	122.2	105.3	113.5	98.7	96.7	101.3	87.8	92.9	92.1	98.6	108.0	101.2
June	102.4	98.0	100.1	97.7	114.5	100.9	103.5	98.2	99.0	99.6	86.0	90.2	93.8	98.3	114.9	102.1
July	104.9	99.0	97.8	94.4	120.6	104.0	109.2	96.7	106.4	102.6	88.9	96.2	93.7	99.2	106.7	99.9
August	107.7	99.7	102.4	100.7	108.0	98.3	104.8	98.2	114.2	95.9	109.0	101.1	112.2	103.1	109.1	101.2
September	126.1	109.0	108.0	105.2	111.5	107.6	112.7	104.8	148.6	111.3	168.9	121.1	141.5	111.0	112.3	102.5
October	119.2	106.7	100.6	97.8	114.2	112.1	103.8	102.9	121.7	103.8	161.4	115.8	132.9	106.3	104.5	102.5
November	100.6	97.5	103.5	99.9	99.5	97.9	98.2	100.6	101.4	97.9	104.5	92.0	104.3	96.1	92.0	95.3
December	123.5	105.6	124.1	105.6	121.5	108.9	118.6	102.7	130.3	107.2	122.9	104.6	136.0	107.5	117.0	101.3
Annual Average	100.7	100.5	98.6	98.6	103.2	103.1	98.6	98.7	102.2	102.1	100.9	99.6	101.1	100.6	100.8	101.0

INDEXES OF COUNTRY GENERAL STORE SALES (1935 - 1939 = 100)

A. Unadjusted indexes. B. Indexes adjusted for differences in number of business days and for normal seasonal variations.

Year	CANADA		Maritime Provinces		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1940																
January	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
February	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
March	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
April	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
May	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.4	111.4	130.1	114.2	132.7	122.8	123.4	110.2	137.4	116.6	118.2	90.9	138.4	112.9	121.8	108.8
Annual Average .	97.5	106.4	106.8	106.7	111.6	111.0	106.2	105.9	105.6	106.1	101.8	101.2	107.5	107.4	103.4	103.3

Indexes for December, 1940 are subject to revision.

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