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Dominion Statistician:	R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A.C. Steedman, B.A.
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CURRENT TRENDS IN FOOD DISTRIBUTION, JANUARY, 1940

Introduction

Indexes reflecting current trends in food distribution in Canada have been published for some years, indexes of retail and wholesale grocery trading establishments forming components of the two regular monthly bulletins on retail and wholesale trade issued by the Internal Trade Branch of the Dominion Bureau of Statistics. This new series brings together in one report the information on retail and wholesale grocery sales contained in the other bulletins thus facilitating a comparison of the trends in monthly sales in the two stages of food distribution. This report is the fourth of the series, the first being that for October, 1939.

Wholesale Trade

Sales

Sales of 44 wholesale houses in the grocery trade averaged 28 per cent higher in January, 1940, over January, 1939, and increased 3 per cent above December, 1939, unadjusted indexes on the base 1930 equals 100 standing at 105.6 for January, 1940, 102.9 for December, 1939, and 82.7 for January, 1939. The 28 per cent increase over January of the previous year compares with the 4 per cent increase recorded in the December corresponding month comparison and with margins of 3, 18 and 43 per cent which characterized comparisons of November, October and September sales with those of corresponding months of 1938.

Indexes of Sales, 1930 = 100

	1940	1939		1939
	January	December	November	January
Unadjusted index .....	105.6	102.9	109.5	82.7
Seasonally adjusted index	125.1	108.7	105.6	98.0

Results for January indicate that wholesale grocery sales were substantially increased in every region of the country but were especially high for Quebec and the Maritimes. Sales in Quebec increased 43 per cent over January a year ago and in the Maritime Provinces 41 per cent. In Ontario sales were up 24 per cent and in the Prairies and British Columbia, 23 per cent.

STATE OF NEW YORK  
IN SENATE  
January 10, 1911

REPORT OF THE  
COMMISSIONERS OF THE  
LAND OFFICE  
IN RESPONSE TO A RESOLUTION  
PASSED BY THE SENATE  
JANUARY 10, 1911

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1910	1909		1908	1907	1906
	Land	Water			
1910	100	100	100	100	100
1909	100	100	100	100	100
1908	100	100	100	100	100
1907	100	100	100	100	100
1906	100	100	100	100	100

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Percentage Change in Wholesale Sales, by Provinces

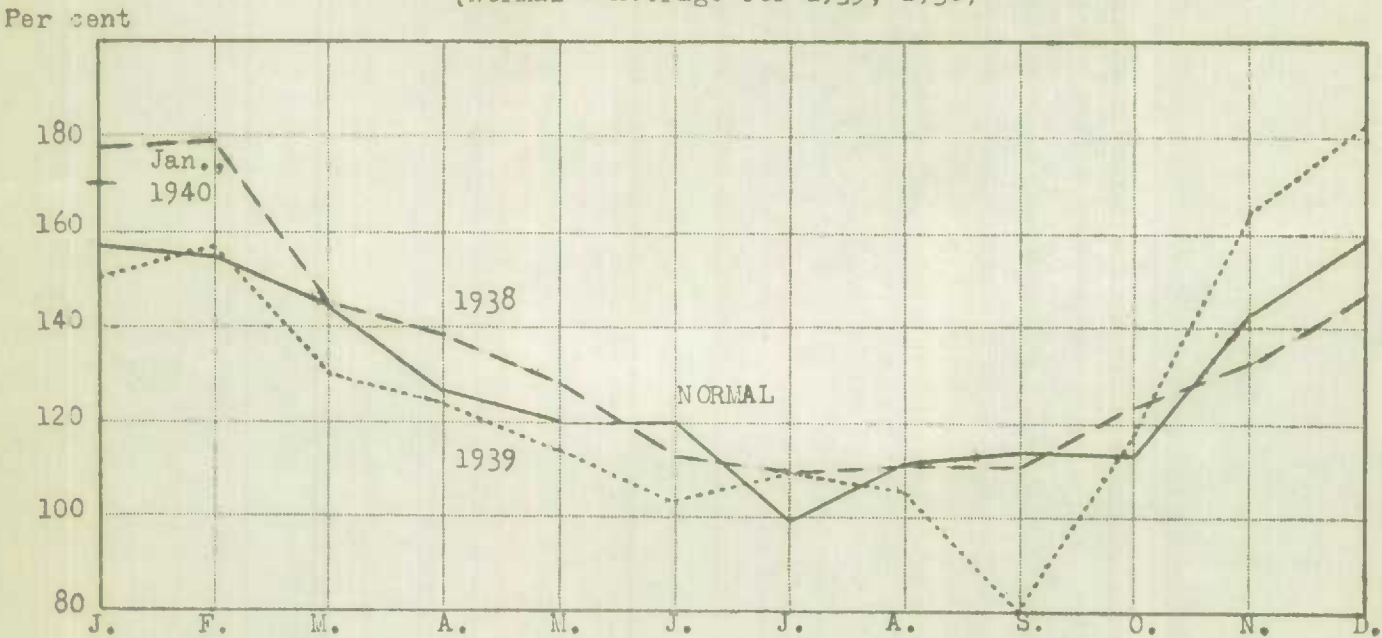
	January Dollar Sales Per cent change from		Number of Firms Reporting
	January 1939	December 1939	
Canada .....	+ 27.7	+ 2.7	44
Maritimes .....	+ 40.5	+ 2.7	7
Quebec .....	+ 42.6	+ 3.8	12
Ontario .....	+ 24.3	+ 2.7	10
Prairies .....	+ 23.2	+ 2.2	9
British Columbia .....	+ 23.1	+ 4.2	6

Stocks

Wholesalers inventories were valued 38 per cent higher at the end of January, 1940 than 1939 and were up 4 per cent from December 31st, 1939. Stocks on hand at any period are unduly high or low only when considered in relation to sales in the immediately ensuing period. Stocks on hand at the beginning of January normally amount to approximately 158 per cent of January sales. The corresponding ratio for January, 1940, was 170 per cent, indicating that stocks on hand at the beginning of the month were in excess of normal inventory position for that time of year.

Wholesale Grocery Trade:- Percentage that Stocks on Hand  
at Beginning of Month bear to Sales during Month

(Normal = Average for 1935, 1936)





# Experimental Results of the Experiment

Time of day	Temperature of air		Time of day
	Before	After	
10.00	15.0	16.0	10.00
11.00	16.0	17.0	11.00
12.00	17.0	18.0	12.00
13.00	18.0	19.0	13.00
14.00	19.0	20.0	14.00
15.00	20.0	21.0	15.00
16.00	21.0	22.0	16.00
17.00	22.0	23.0	17.00
18.00	23.0	24.0	18.00
19.00	24.0	25.0	19.00
20.00	25.0	26.0	20.00
21.00	26.0	27.0	21.00
22.00	27.0	28.0	22.00
23.00	28.0	29.0	23.00
24.00	29.0	30.0	24.00

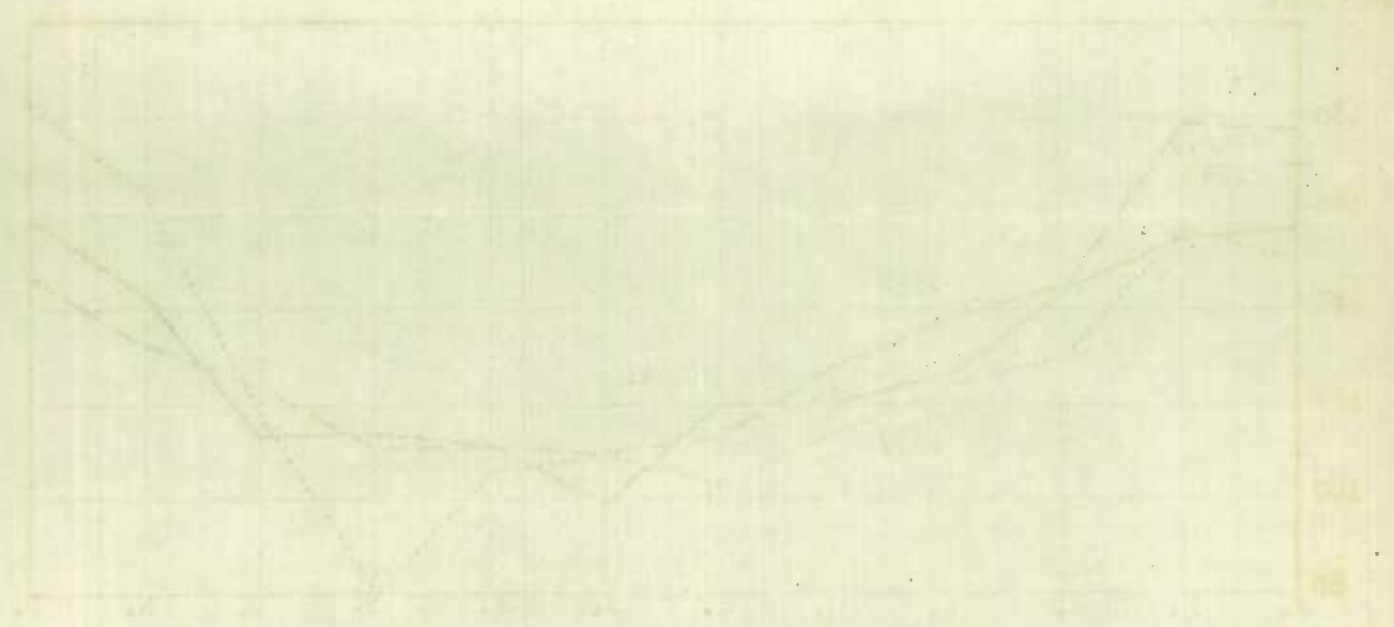
## Results

The results of the experiment show that the temperature of the air increases during the day and decreases during the night. The temperature of the air is highest at 12.00 and lowest at 24.00. The temperature of the air is 15.0 at 10.00 and 30.0 at 24.00. The temperature of the air is 16.0 at 11.00 and 29.0 at 23.00. The temperature of the air is 17.0 at 12.00 and 28.0 at 22.00. The temperature of the air is 18.0 at 13.00 and 27.0 at 21.00. The temperature of the air is 19.0 at 14.00 and 26.0 at 20.00. The temperature of the air is 20.0 at 15.00 and 25.0 at 19.00. The temperature of the air is 21.0 at 16.00 and 24.0 at 18.00. The temperature of the air is 22.0 at 17.00 and 23.0 at 17.00. The temperature of the air is 23.0 at 18.00 and 22.0 at 16.00. The temperature of the air is 24.0 at 19.00 and 21.0 at 15.00. The temperature of the air is 25.0 at 20.00 and 20.0 at 14.00. The temperature of the air is 26.0 at 21.00 and 19.0 at 13.00. The temperature of the air is 27.0 at 22.00 and 18.0 at 12.00. The temperature of the air is 28.0 at 23.00 and 17.0 at 11.00. The temperature of the air is 29.0 at 24.00 and 16.0 at 10.00.

## Results of the Experiment of the Temperature of the Air

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Retail Trade

Chain Stores

Sales of 1,223 chain store units operated by 27 chain companies in the food retailing field averaged 14 per cent higher in January, 1940, than the sales of 1,450 units operated by the same 27 firms in the corresponding month of 1939. Increases were greater in the West than in the East. Chain sales in the province of Quebec were up 18 per cent; Ontario, 18 per cent; Prairie Provinces, 46 per cent and British Columbia, 54 per cent.

Results on an average daily sales basis differ but little from those based on calendar month totals. Average daily sales for grocery and meat chains were 20 per cent higher in January, 1940, than in January, 1939.

Comparison of Stores and Sales for January, 1939 and 1940

27 Chain Companies

	January, 1939		January, 1940		Per cent change in Sales
	No. Stores	Sales	No. Stores	Sales	
		\$		\$	
Canada .....	1,450	7,114,206	1,223	8,789,963	+ 23.6
Quebec .....	296	1,594,085	236	1,873,424	+ 17.5
Ontario .....	792	4,284,034	669	5,070,237	+ 18.4
Prairie Provinces	236	745,711	215	1,089,152	+ 46.1
British Columbia.	126	490,376	103	757,150	+ 54.4

Independent Stores

Dollar sales for 1,073 independent grocery and combination stores were 5 per cent higher in January, 1940 compared with January, 1939. Results on a geographical basis indicate that sales increases were recorded in every section of the country and these ranged from the substantial gain of 9 per cent in the Maritimes to the slight increase of 1 per cent in British Columbia. Quebec, Ontario and Saskatchewan sales were up 5 per cent while Manitoba and Alberta sales were up 6 and 4 per cent respectively.

Comparison of Sales Reported for January, 1939 and 1940

Region	No. stores reporting	No. reporting increase	Per cent change in sales
Maritimes .....	146	108	+ 8.9
Quebec .....	230	148	+ 4.6
Ontario .....	414	264	+ 4.8
Manitoba .....	81	53	+ 6.3
Saskatchewan .....	44	33	+ 4.7
Alberta .....	66	38	+ 4.0
British Columbia .....	92	42	+ 1.1
Canada ...;.....	1,073	686	+ 4.8



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TABLE 1

1. The following table shows the number of persons in the population of Canada, by age and sex, in 1961. The population is shown in thousands.

2. The population of Canada in 1961 was 20,000,000. The population of the United States in 1961 was 175,000,000.

TABLE 2

POPULATION OF CANADA, 1961

Age Group	Male	Female	Total
0-4	1,000,000	1,000,000	2,000,000
5-9	900,000	900,000	1,800,000
10-14	800,000	800,000	1,600,000
15-19	700,000	700,000	1,400,000
20-24	600,000	600,000	1,200,000
25-29	500,000	500,000	1,000,000
30-34	400,000	400,000	800,000
35-39	300,000	300,000	600,000
40-44	200,000	200,000	400,000
45-49	150,000	150,000	300,000
50-54	100,000	100,000	200,000
55-59	80,000	80,000	160,000
60-64	60,000	60,000	120,000
65-69	40,000	40,000	80,000
70-74	20,000	20,000	40,000
75-79	10,000	10,000	20,000
80-84	5,000	5,000	10,000
85-89	2,000	2,000	4,000
90-94	1,000	1,000	2,000
95-99	500	500	1,000
100+	100	100	200

TABLE 3

3. The following table shows the number of persons in the population of Canada, by age and sex, in 1961. The population is shown in thousands.

TABLE 4

Age Group	Male	Female	Total
0-4	1,000,000	1,000,000	2,000,000
5-9	900,000	900,000	1,800,000
10-14	800,000	800,000	1,600,000
15-19	700,000	700,000	1,400,000
20-24	600,000	600,000	1,200,000
25-29	500,000	500,000	1,000,000
30-34	400,000	400,000	800,000
35-39	300,000	300,000	600,000
40-44	200,000	200,000	400,000
45-49	150,000	150,000	300,000
50-54	100,000	100,000	200,000
55-59	80,000	80,000	160,000
60-64	60,000	60,000	120,000
65-69	40,000	40,000	80,000
70-74	20,000	20,000	40,000
75-79	10,000	10,000	20,000
80-84	5,000	5,000	10,000
85-89	2,000	2,000	4,000
90-94	1,000	1,000	2,000
95-99	500	500	1,000
100+	100	100	200