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## GUREENT TRYNDS IN FOOD DISTRIBUTI ON, OCTOBER, 1940

Introduction

Indexes reflecting current trends in food distribution in Canada have been published for some years, inderes of retail and wholesale grocery trading establishments forming components of the two regular monthly bulletins on rotail and wholesale trade issued by the Internal Trade Branch of the Dominion Bureau of Statistics. This series brings together in one report the information on retail and hoieseke grocery sales contained in the other bulletins thus facilitating a convarison of the trends in ronthly sales in the tivo stages of food distribution.

## Wholosala Trade

Scies of 74 wholesnie houses in the grocery trade averaged 10 per cent higher in October, 1940 than in October, 1939 and were 16 per cent above the level of Septeriber, 1940, unadjusted inderes on the base 1930 equals 100 standing at 139.2 for October, $1940,120.2$ for September, 1940 and 126.7 for Octobar, 1939. The 10 per cent increase over October of the previous year compares with a 27 per cent docline in the Septomber corresponding-month comprison and with prectically unchanged sales in august and July from the seme months in 1939. Sales for the first ten months of the curront year aver age 5 per cont higher than for the comesponding ten-month period of last year.
ill sections of the country shered in the increase over October a yoar ago, rosults for the vaious oconomic divisions showing increases of 18 por cent in the tiruitimos, 15 per cent in Qucbec, 13 par cent in Onterio, 6 per cont in British Colmbia and 2 por cont in tho Prairios.


## Stocks

Inventories carried by the wholesale grocery trade were 5 per cent lower at the end of October than on the corresponding date of 1939 , but were 13 per cent higher than at the end of September, 1940. Stocks on hand at any period must be considered in relation to sales in the immediately folloving period. Stocks on hand at the beginning of October normally amount to approximately 113 per cent of the October turnover. Stocks on hand at the end of September formed 110 per cent of the October sales, indicating that stocks on hand at the beginning of the month were slightly lower than the normal inventory position for that time of year.

Wholesale Grocery Tradef--Percentage that Stocks on Hand
at Beginning of Honth boar to Salos during iionth
(Norral =Average for 1935, 1936)
Per cent


## Retril Trade

Chain Stores

Sales of 1,153 chain store units operated by 29 chain companies in the food retailing field averaged 22 per cent higher in October, 1940 than sales of 1,320 units operated by the same 29 firms in the corresponding month of 1939. Chain sales in the province of British Columbia were ul 27 per cent; Ontario, 25 per cent; the Prairie Provinces, 24 per cent and Quebec, 12 per cent. Average daily sales for grocery and meat chains were 18 per cent highor in October, 1940 than in October, 1939.

## Corparison of Stores and Sales for October, 1932 and 1940

## 22 Chain Companies



## Indepondent Stores

Dollar sales of 1,046 indopendent crocery and conbination stores ware 11 per cant highor in October, 1940 than in October, 1939. Rasults on a goocraphical basis indicate that sales incroases wore recordod in every section of the country ranging from a gain of 14 por cont in the Maritiracs to ono of 1 por cont in Saskatchevan Ontario, Quoboc and British Columbie woro tho sano with a gain of ll por cont, while Alborta salos woro up 9 por cont and Manitobs, 7 por cont.

Comparis on of S.les Reportod for Octobor, 1939 and 1940


