

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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.
Vol. III - No. 12 Year's Subscription, \$1.00
Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1939

Country general store sales averaged 4 per cent higher in December of this year than last according to reports received from more than 700 general merchandise stores located in the smaller towns and rural areas of the country and showed a seasonal increase of 24 per cent over November, indexes of sales on the 1936 base standing at 125.6 for December, 102.0 for November and 120.8 for December a year ago. All provinces except British Columbia registered increases. Sales in the Maritime Provinces were up 7 per cent; Alberta, 6 per cent; Saskatchewan, 5 per cent; Quebec, 4 per cent and Manitoba and Ontario, 3 per cent. Sales for British Columbia were down 5 per cent from December a year ago.

Sales for the calendar year were off by 3 per cent from 1938. With the exception of Saskatchewan, results for the individual provinces showed little variation from the Dominion average. Saskatchewan showed a slight increase compared with the previous year.

These results are based on calendar-month dollar sales, no provision being made for differences in number of business days in different months. There was one business day less in December this year than last.

Percentage Change in Country General Store Sales by Regions

| December, 1939 December, 1938 | | | | December, 1939 December, 1938 | | | |
|----------------------------------|----------------------------------|------------------------------------|--------------------|----------------------------------|----------------------------------|------------------------------------|--------------------|
| Region | Number of stores reporting | Number reporting an increase | Per cent change | Region | Number of stores reporting | Number reporting an increase | Per cent change |
| Maritime Provinces: | 87 | 50 | + 7.2 | Saskatchewan: | | | |
| Quebec: | | | | North | 64 | 40 | + 6.8 |
| South | 55 | 33 | + 4.9 | South | 58 | 27 | + 1.4 |
| North | 48 | 23 | + 4.2 | TOTAL | 122 | 67 | + 4.8 |
| TOTAL | 103 | 56 | + 4.4 | Alberta: | | | |
| Ontario : | | | | North | 55 | 28 | + 3.5 |
| East | 49 | 31 | + 7.1 | South | 86 | 55 | + 7.1 |
| North | 38 | 16 | + 1.6 | TOTAL | 141 | 83 | + 5.7 |
| West | 54 | 28 | + 1.4 | British Columbia: | 54 | 22 | - 4.7 |
| TOTAL | 141 | 75 | + 3.3 | CANADA: | 707 | 386 | + 4.0 |
| Manitoba: | 59 | 33 | + 3.2 | | | | |

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

| Month | Canada | | Maritime Provinces | | Quebec | | Ontario | |
|--------------------------------------|--------|-------|-----------------------|-------|--------|-------|---------|-------|
| | 1938 | 1939 | 1938 | 1939 | 1938 | 1939 | 1938 | 1939 |
| January | 81.6 | 76.5 | 89.8 | 80.4 | 83.7 | 77.6 | 80.0 | 76.0 |
| February | 80.4 | 73.3 | 87.1 | 76.6 | 82.3 | 76.6 | 81.4 | 74.3 |
| March | 91.1 | 83.9 | 90.6 | 83.5 | 104.8 | 95.8 | 94.6 | 84.1 |
| April | 104.2 | 91.2 | 98.5 | 87.9 | 110.5 | 93.3 | 105.5 | 88.9 |
| May | 111.9 | 108.9 | 123.7 | 117.4 | 130.9 | 128.7 | 115.7 | 114.9 |
| June | 112.5 | 103.7 | 104.0 | 100.0 | 132.5 | 120.6 | 110.6 | 104.7 |
| July | 112.5 | 106.4 | 103.3 | 97.7 | 131.1 | 127.0 | 120.0 | 110.5 |
| August | 112.6 | 110.3 | 102.4 | 102.3 | 119.1 | 113.7 | 109.3 | 106.1 |
| September | 115.8 | 129.8 | 98.6 | 107.9 | 107.3 | 117.4 | 105.2 | 114.1 |
| October | 117.9 | 122.4 | 101.9 | 100.5 | 116.1 | 120.2 | 101.0 | 105.0 |
| November | 104.2 | 102.0 | 97.4 | 102.7 | 105.4 | 104.3 | 97.8 | 98.9 |
| December | 120.8 | 125.6 | 115.9 | 124.2 | 122.3 | 127.7 | 115.8 | 119.6 |
| % Change, 12 months, 1939 1938 | - 2.5 | | - 2.6 | | - 3.2 | | - 3.2 | |

| Month | Manitoba | | Saskatchewan | | Alberta | | British Columbia | |
|--------------------------------------|----------|-------|--------------|-------|---------|-------|---------------------|-------|
| | 1938 | 1939 | 1938 | 1939 | 1938 | 1939 | 1938 | 1939 |
| January | 77.6 | 70.2 | 63.9 | 62.6 | 76.3 | 71.3 | 84.7 | 80.3 |
| February | 77.6 | 68.5 | 67.3 | 60.4 | 72.6 | 66.4 | 82.5 | 79.1 |
| March | 90.1 | 83.3 | 73.8 | 70.0 | 84.7 | 78.6 | 93.9 | 89.8 |
| April | 104.2 | 93.1 | 95.4 | 83.4 | 105.3 | 95.6 | 106.4 | 101.0 |
| May | 103.1 | 98.8 | 90.4 | 86.3 | 95.4 | 93.9 | 114.2 | 109.7 |
| June | 113.3 | 101.2 | 99.7 | 84.5 | 102.6 | 95.6 | 119.0 | 116.7 |
| July | 115.4 | 108.7 | 96.1 | 87.4 | 99.2 | 95.5 | 112.4 | 108.4 |
| August | 124.3 | 116.7 | 106.5 | 107.1 | 113.6 | 114.3 | 113.3 | 110.8 |
| September | 131.7 | 151.9 | 130.2 | 166.0 | 130.1 | 144.2 | 111.4 | 114.1 |
| October | 117.7 | 124.4 | 134.5 | 158.7 | 140.0 | 135.4 | 113.3 | 106.2 |
| November | 110.0 | 104.3 | 112.1 | 101.2 | 110.3 | 105.8 | 97.4 | 92.9 |
| December | 128.8 | 132.9 | 114.0 | 119.5 | 130.5 | 137.9 | 123.6 | 117.8 |
| % Change, 12 months, 1939 1938 | - 3.1 | | + 0.3 | | - 2.1 | | - 3.6 | |

Note: Indexes for November and December, 1939, are subject to revision.



1010708729