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DEPARTMENT OF TRADE AND COMMERCE
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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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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1940

Country general store sales averaged 4 per cent higher in October this year than last and increased 9 per cent over September, 1940 according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over October a year ago were reported in all provinces except Manitoba and Saskatchewan where regulations governing the marketing of the wheat crop affected the usual seasonal distribution of farm income resulting in declines in value of retail trading below 1939. Per cent changes ranged from an increase of 15 per cent for the Maritime Provinces to a decrease of 13 per cent for Saskatchewan. Sales for the province of Quebec as a whole increased 10 per cent; Ontario, 7 per cent; Alberta, 3 per cent and British Columbia, 2 per cent. Manitoba decreased 4 per cent.

Allowing for one more business day this year than last and also for normal seasonal movements, sales in October, 1940 were up by 3 per cent over September of this year and were on a par with the level of business in October a year ago.

Percentage Change in Country General Store Sales by Regions

Region	October, 1940			Region	October, 1940		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	80	53	+ 14.6	Saskatchewan:	61	20	- 13.8
Quebec:	53	33	+ 7.2	North	52	20	- 10.4
South	47	35	+ 10.6	TOTAL	113	40	- 12.5
TOTAL	100	68	+ 9.5	Alberta:	58	34	+ 4.0
Ontario:	47	39	+ 5.6	North	86	54	+ 1.6
East	36	24	+ 9.9	TOTAL	144	88	+ 2.5
North	53	31	+ 5.6	British Columbia:	55	25	+ 1.5
TOTAL	136	94	+ 6.6	CANADA:	682	392	+ 3.6
Manitoba:	54	24	- 3.6				

Indexes of Country General Store Sales--(Average for 1936=100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
October, 1936	122.0	101.1	112.5	102.0	108.9	99.6	109.6	101.2	133.9	106.5	157.2	105.2	132.6	98.9	107.9	98.8
October, 1937	128.2	110.0	118.1	110.8	125.9	119.2	117.6	112.5	140.3	115.5	142.3	98.6	132.6	102.4	117.5	111.3
October, 1938	117.9	101.5	101.9	96.0	116.1	110.4	101.1	97.0	117.7	97.2	134.5	93.5	140.0	108.5	113.3	107.7
October, 1939	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
October, 1940	126.8	109.2	115.2	108.5	131.6	125.2	111.9	107.4	119.9	99.1	138.9	96.6	138.8	107.6	107.8	102.5
<u>1939</u>																
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
<u>1940</u>																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.6	107.5	103.4	99.7	136.0	117.3	120.7	106.9	108.2	104.4	90.2	97.7	102.9	108.9	109.3	102.4
August	121.2	108.3	112.5	106.6	127.9	112.1	124.0	111.8	120.0	97.1	111.7	99.8	124.5	110.2	114.6	102.4
September	115.9	106.5	101.4	105.8	110.7	114.4	107.9	107.4	122.3	98.1	128.8	98.9	123.3	103.5	104.2	101.8
October	126.8	109.2	115.2	108.5	131.6	125.2	111.9	107.4	119.9	99.1	138.9	96.6	138.8	107.6	107.8	102.5
% Change,																
January-October, 1940 ..	+ 5.6	-	+ 8.3	-	+ 7.3	-	+ 7.8	-	+ 0.7	-	+ 0.2	-	+ 5.5	-	+ 1.6	-
January-October, 1939 ..																

Note:--Indexes for September and October, 1940, are subject to revision.

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