

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. IV - No. 4

Year's Subscription, \$1.00
Single copies, .10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1940

Country general store sales for April advanced by 6 per cent over March and were 7 per cent higher than in April, 1939 according to reports from approximately 700 of these general merchandise stores located in the smaller towns and rural areas of the country. All regions excepting the southern districts of Saskatchewan and Alberta reported gains over April a year ago. Sales in the Maritime Provinces and Quebec were up by 9 per cent. Ontario sales gained 10 per cent; Manitoba, 1 per cent and British Columbia, 3 per cent. A 13 per cent increase in the northern districts of Saskatchewan was modified by a decline of 3 per cent in the southern sections resulting in a gain of 7 per cent for the province as a whole. Sales in the northern part of Alberta were up 11 per cent while sales in the southern sections averaged 7 per cent lower than in April last year.

The 6 per cent increase shown in the Dominion results for the March-April comparison was slightly less than the usual seasonal movement for this period according to the experience of the past four years for which figures are available. The April index, adjusted for differences in number of business days and for normal seasonal variations declined from 108.4 in March to 106.2 in April.

Percentage Change in Country General Store Sales by Regions

<u>April, 1940</u> <u>April, 1939</u>				<u>April, 1940</u> <u>April, 1939</u>			
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:	84	57	+ 8.8	Saskatchewan:			
Quebec:				North	62	41	+ 13.4
South	50	35	+ 6.4	South	52	26	- 3.4
North	45	31	+ 10.2	TOTAL	114	67	+ 7.2
TOTAL	95	66	+ 9.0	Alberta:			
Ontario:				North	56	41	+ 11.0
East	47	39	+ 13.3	South	82	33	- 6.5
North	36	22	+ 5.5	TOTAL	138	74	+ 0.2
West	53	32	+ 10.7	British Columbia:			
TOTAL	136	93	+ 10.3	56	28	+ 3.0
Manitoba:	53	31	+ 1.1	CANADA:	676	416	+ 6.8

Adjusted Indexes

Indexes of country general store sales are now available for Ontario and the Prairie Provinces since January, 1936. Indexes for the Maritime Provinces, Quebec and British Columbia commenced in March, 1936. The indexes previously published were based on calendar month totals, no allowances being made for differences in the number of business days in various months or for normal seasonal movements.

Adjustments to allow for these factors have recently been made and in this report there will be found tables giving the complete series of indexes since the beginning of 1936. Two series of indexes are shown. The first is based on monthly sales figures while the second is adjusted to allow both for differences in number of business days and also for normal seasonal variations.

In adjusting for differences in the number of business days in different months allowance was made not only for variations in the actual number of days but also for differences in the sales importance of different days of the week. According to information received from a sample number of country general stores, approximately 27 per cent of the weekly business is transacted on Saturday. The proportion for Wednesday is lowest at 13 per cent. The proportions for the several days of the week are shown below:

Percentage of Weekly Business Normally Transacted by Country General Stores
on Various Days of the Week

<u>Day</u>	<u>Per cent of business</u>
Monday	15.2
Tuesday	13.8
Wednesday	13.1
Thursday	15.4
Friday	15.8
Saturday	26.7
	100.0

On the basis of these percentages, weights were assigned to the several days of the week and the sum of these weights for a calendar month was taken to represent the number of business days in that month.

Adjustments for seasonal variations are provisional until records for a longer period of time become available. Average results for the Dominion as a whole indicate that country general store sales are lowest in January when the volume of business transacted is 22 per cent below an average month. February and March sales are only slightly higher. An upward movement commenced in April is continued in May when sales are normally 4 per cent above an average month. Sales are maintained at the May level throughout the summer months until September when another expansion takes place, which, except for an easing off in November is continued till the end of the year. Approximately 38 per cent of the annual business of country general stores is transacted in the last four months of the year.

The seasonal pattern for country general stores differs considerably for different regions of the country, the concentration of business in the latter part of the year being greater in the Prairie Provinces than in other sections. Sales in the last four months of the year form 40 per cent of the annual business in Manitoba, 43 per cent in Saskatchewan and 41 per cent in Alberta. This greater concentration of business in the latter months of the year is naturally accompanied by lower sales in the earlier months.

INDEXES OF COUNTRY GENERAL STORE SALES
(Average Monthly Sales for 1936 = 100)

A. Unadjusted indexes. B. Seasonally adjusted indexes

Year and Month	Canada		Maritime Provinces		Quebec		Ontario	
	A	B	A	B	A	B	A	B
<u>1936</u>								
January	75.7	96.7	(1)	(1)	(1)	(1)	75.0	94.6
February	74.3	94.8	(1)	(1)	(1)	(1)	77.1	93.6
March	80.0	97.9	83.9	100.2	82.8	95.5	82.6	97.5
April	90.7	99.0	91.3	99.7	88.5	97.7	97.3	102.8
May	105.5	98.4	109.8	91.0	110.0	94.4	112.6	97.5
June	101.9	98.4	101.6	100.0	112.1	99.6	105.0	100.4
July	103.5	98.0	102.3	97.8	113.0	96.6	109.6	96.3
August	110.2	102.2	103.5	101.8	109.0	99.3	109.4	98.3
September	115.2	102.9	93.3	99.7	104.1	104.6	104.8	101.4
October	122.0	101.1	112.5	102.0	108.9	99.6	109.6	101.2
November	102.0	102.6	106.5	106.1	100.9	102.5	99.5	105.2
December	119.0	102.9	119.0	102.0	112.6	101.8	117.5	102.5
<u>1937</u>								
January	80.7	104.2	89.4	103.6	79.2	106.4	81.2	103.5
February	77.5	105.4	81.9	102.3	78.9	110.1	83.0	107.5
March	90.6	107.6	92.5	107.3	97.5	109.2	93.0	106.6
April	98.8	107.0	100.2	108.5	100.0	109.5	101.6	106.5
May	114.4	107.1	123.3	102.6	126.6	109.1	122.7	106.7
June	110.7	107.3	109.8	108.5	128.8	114.9	112.1	107.6
July	117.7	108.2	119.6	111.1	136.7	113.5	127.1	108.4
August	113.5	108.6	107.2	108.7	124.7	117.0	113.9	110.0
September	121.0	107.5	108.7	109.7	116.4	116.4	113.7	109.4
October	128.2	110.0	118.1	110.8	125.9	119.2	117.6	112.5
November	111.2	108.3	111.1	107.2	112.9	111.2	103.3	105.8
December	126.9	111.5	126.9	110.6	130.7	120.0	126.7	112.2
Annual Average	107.6		107.4		113.1		108.0	
<u>1938</u>								
January	81.6	108.3	89.8	106.9	83.7	115.6	80.0	104.9
February	80.4	109.4	87.1	108.8	82.3	114.9	81.4	105.4
March	91.1	108.2	90.6	105.0	104.8	117.4	94.6	108.4
April	104.2	109.9	98.5	103.8	110.5	117.8	105.5	107.7
May	111.9	108.0	123.7	106.2	130.9	116.3	115.7	103.7
June	112.5	108.7	104.0	102.4	132.5	117.7	110.6	105.7
July	112.8	107.3	103.3	99.2	131.1	112.6	120.0	105.8
August	112.6	104.5	102.4	100.7	119.1	108.4	109.3	102.4
September	115.8	102.1	98.6	98.8	107.3	106.4	105.2	100.6
October	117.9	101.5	101.9	96.0	116.1	110.4	101.1	97.0
November	104.2	101.9	97.4	94.4	105.4	104.1	97.8	100.6
December	120.8	100.2	115.9	95.3	122.3	105.9	115.8	96.8
Annual Average	105.9		101.1		112.2		103.1	
<u>1939</u>								
January	76.5	102.1	80.4	96.1	77.6	107.6	76.0	100.0
February	73.3	99.7	76.6	95.7	76.6	106.9	74.3	96.3
March	83.9	98.8	83.5	96.1	95.8	106.3	84.1	95.5
April	91.2	99.9	87.9	96.3	93.3	103.3	88.9	94.3
May	108.9	102.0	117.4	97.7	128.7	111.0	114.9	99.9
June	103.7	99.3	100.0	97.6	120.6	106.3	104.7	99.3
July	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9
Annual Average	102.9		98.5		108.6		99.8	
<u>1940</u>								
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5
March(2)	91.6	108.4	92.7	107.0	99.6	111.0	91.5	104.5
April(2)	97.3	106.2	95.7	104.5	100.8	111.2	97.8	103.4

(1) Indexes for these months are not available. Indexes for this region based on the twelve month period ending February, 1937. (2) Subject to revision.

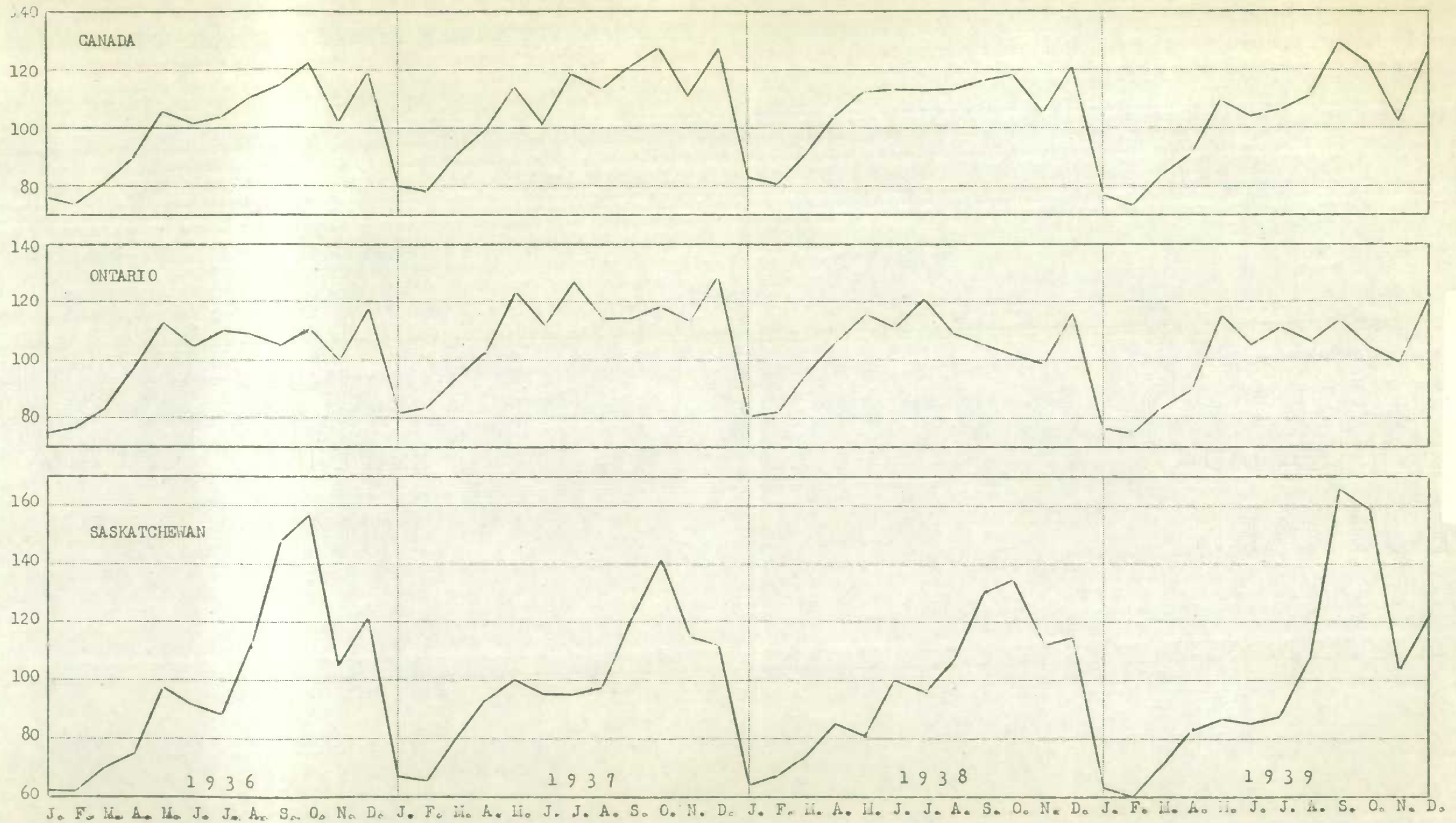
INDEXES OF COUNTRY GENERAL STORE SALES
(Average Monthly Sales for 1936 = 100)

A. Unadjusted indexes. B. Seasonally adjusted indexes.

Year and Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B
<u>1936</u>								
January	69.0	96.8	62.1	92.4	72.1	97.0	(1)	(1)
February	67.3	94.2	62.4	89.9	69.9	96.6	(1)	(1)
March	73.9	95.1	70.1	96.4	78.8	100.1	86.4	102.0
April	81.2	92.6	84.8	93.5	92.1	96.4	96.9	99.3
May	94.7	98.8	97.1	102.4	98.7	105.2	104.5	97.5
June	96.5	97.9	90.5	95.7	95.7	101.2	104.3	93.5
July	104.3	99.8	88.0	94.4	96.8	101.6	104.8	97.3
August	124.8	104.8	112.8	104.4	108.8	100.0	110.3	102.3
September	134.4	104.8	148.4	110.8	122.2	99.8	106.0	100.7
October	133.9	106.5	157.2	105.2	132.6	98.9	107.9	98.8
November	98.3	97.9	105.3	95.7	103.5	98.3	98.4	105.1
December	121.7	101.0	121.3	104.1	128.8	102.6	117.6	102.6
<u>1937</u>								
January	74.5	105.8	65.7	98.8	75.2	102.4	84.2	104.8
February	68.6	102.4	64.6	99.1	70.6	104.0	78.7	103.2
March	86.0	107.4	79.9	106.6	86.8	107.0	94.0	107.8
April	89.3	101.0	92.6	101.3	99.0	102.7	105.0	106.7
May	101.1	105.9	100.2	106.1	98.9	105.8	112.7	105.6
June	103.1	104.9	95.2	101.1	98.7	104.7	119.5	107.6
July	114.8	101.6	94.6	98.6	100.1	102.1	120.5	108.7
August	124.3	107.6	97.3	93.0	111.6	105.7	115.4	110.4
September	145.8	113.1	120.9	89.8	129.5	105.2	117.4	111.0
October	140.3	115.5	142.3	98.6	132.6	102.4	117.5	111.3
November	119.2	115.1	114.7	101.1	117.0	107.8	105.5	109.2
December	137.9	116.2	111.8	97.4	132.9	107.6	125.0	110.8
Annual Average	108.7		98.3		104.4		107.9	
<u>1938</u>								
January	77.6	113.2	63.9	98.8	76.3	106.8	84.7	108.3
February	77.6	115.8	67.3	103.3	72.6	106.8	82.5	108.2
March	90.1	112.6	73.8	98.5	84.7	104.4	93.9	107.6
April	104.2	114.9	95.4	101.6	105.3	106.4	106.4	105.3
May	103.1	111.3	90.4	98.7	95.4	105.3	114.2	110.3
June	113.3	114.9	99.7	105.4	102.6	108.4	119.0	106.7
July	115.4	110.8	96.1	103.6	99.2	104.6	112.4	104.8
August	124.3	104.4	106.5	98.8	113.6	104.3	113.3	105.1
September	131.7	101.4	130.2	96.0	130.1	104.9	111.4	104.5
October	117.7	97.2	134.5	93.5	140.0	108.5	113.3	107.7
November	110.0	106.6	112.1	99.1	110.3	102.0	97.4	101.2
December	128.8	102.4	114.0	93.7	130.5	99.7	123.6	103.4
Annual Average	107.8		98.7		105.0		106.0	
<u>1939</u>								
January	70.2	102.8	62.6	97.2	71.3	100.3	80.3	103.1
February	68.5	102.2	60.4	92.7	66.4	97.8	79.1	103.7
March	83.3	103.2	70.0	92.6	78.6	96.1	89.8	102.0
April	93.1	106.6	83.4	92.4	95.6	100.4	101.0	103.9
May	98.8	103.4	86.3	91.4	93.9	100.5	109.7	102.7
June	101.2	101.8	84.5	88.6	95.6	100.2	116.7	103.7
July	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
August	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
Annual Average	104.5		99.2		103.0		102.4	
<u>1940</u>								
January	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March(2)	89.5	111.3	80.2	106.6	88.8	109.0	95.2	108.6
April(2)	94.9	108.3	88.8	98.0	95.9	100.3	105.0	107.6

(1) Indexes for these months are not available. Indexes for this region based on the twelve month period ending February, 1937. (2) Subject to revision.

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1936 = 100)





1010708737

