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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.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALESMay, 1940

Country general store sales in Canada averaged 9 per cent higher in May of this year than last and were up 21 per cent over April, 1940 according to returns from almost 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported increased business, gains in the southern districts of Saskatchewan and Alberta being outstanding at 17 per cent and 18 per cent respectively over May last year. Provincial increases were as follows: Maritime Provinces, 6 per cent; Quebec, 11 per cent; Ontario, 6 per cent; Manitoba, 4 per cent; Saskatchewan, 12 per cent; Alberta, 14 per cent and, British Columbia, 1 per cent. The unadjusted index on the 1936 base for Canada as a whole stands at 118.0 for May, 1940, 97.3 for April, 1940 and 108.9 for May, 1939.

The May index, adjusted both for differences in number of business days and also for normal seasonal variations stands at 109.6, up 3 per cent from April and 8 per cent higher than May a year ago.

Percentage Change in Country General Store Sales by Regions

Region	May, 1940			Region	May, 1940		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritimo Provinces:	85	53	+ 5.8	Saskatchewan:	65	45	+ 9.2
Quebec:				North	57	45	+ 17.2
South	53	33	+ 6.5	South	122	90	+ 12.2
North	46	36	+ 12.4	TOTAL	56	40	+ 8.4
TOTAL	99	69	+ 10.5	Alberta:	82	72	+ 18.0
Ontario:				North	138	112	+ 14.4
East	45	38	+ 10.9	South	54	28	+ 1.3
North	36	20	+ 3.9	TOTAL	691	480	+ 8.5
West	55	36	+ 3.1	British Columbia:			
TOTAL	136	94	+ 5.9	CANADA:			
Manitoba:	57	34	+ 4.3				

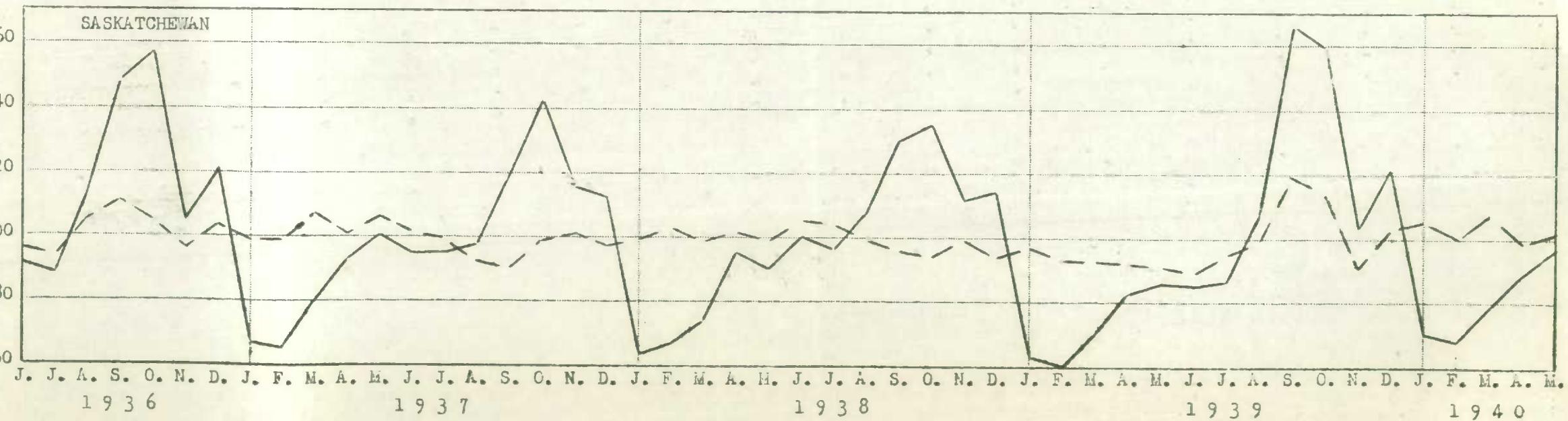
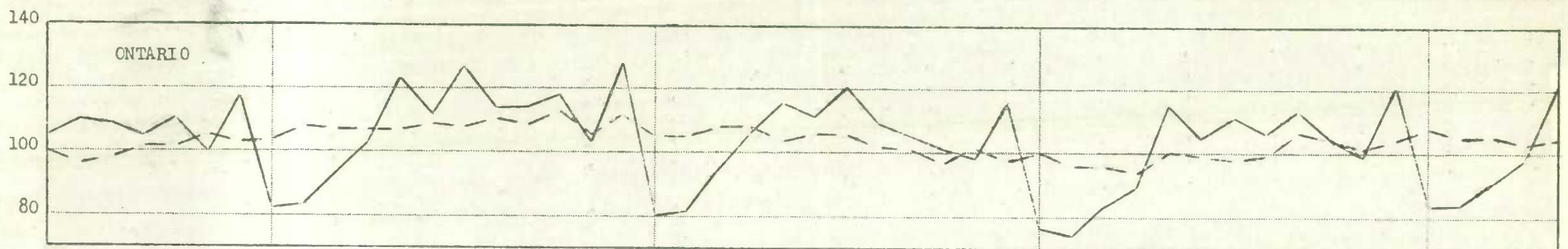
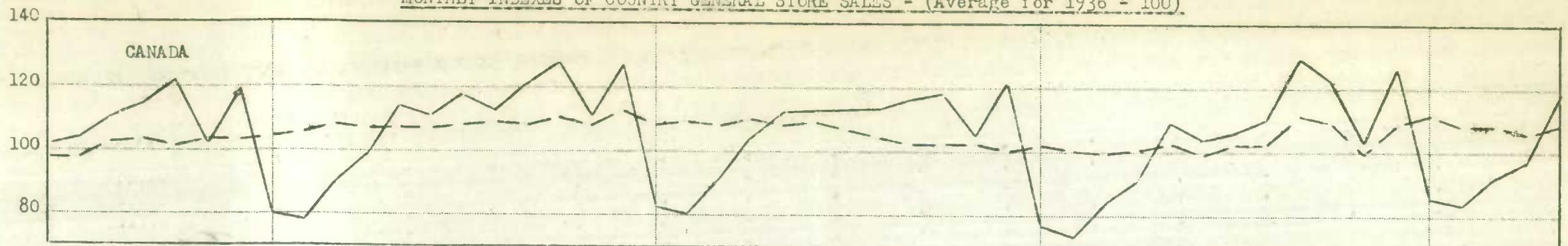
INDEXES OF COUNTRY GENERAL STORE SALES-(AVERAGE FOR 1936 = 100)

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
May, 1936	105.5	98.4	109.8	91.0	110.0	94.4	112.6	97.5	94.7	98.8	97.1	102.4	98.7	105.2	104.5	97.5
May, 1937	114.4	107.1	123.3	102.6	126.6	109.1	122.7	106.7	101.1	105.9	100.2	106.1	98.9	105.8	112.7	105.6
May, 1938	111.9	108.0	123.7	106.2	130.9	116.3	115.7	103.7	103.1	111.3	90.4	98.7	95.4	105.3	114.2	110.3
May, 1939	108.9	102.0	117.4	97.7	128.7	111.0	114.9	99.9	98.8	103.4	86.3	91.4	93.9	100.5	109.7	102.7
May, 1940	118.0	109.6	123.7	102.1	141.8	121.2	122.4	105.5	102.5	106.5	96.7	101.5	107.2	113.8	111.0	103.1
<u>1939</u>																
June	103.7	99.3	100.0	97.6	120.6	106.3	104.7	99.3	101.2	101.8	84.5	88.6	95.6	100.2	116.7	103.7
July	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	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
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	97.3	106.2	95.7	104.5	100.8	111.2	97.3	103.4	94.9	108.3	68.8	98.0	95.9	100.3	105.0	107.6
May	118.0	109.6	123.7	102.1	141.8	121.2	122.4	105.5	102.5	106.5	96.7	101.5	107.2	113.8	111.0	103.1
% Change,																
January-May, 1940	+ 9.4	-	+11.4	-	+ 8.8	-	+ 9.3	-	+ 6.5	-	+10.8	-	+10.6	-	+ 4.2	-
January-May, 1939	+ 9.4	-	+11.4	-	+ 8.8	-	+ 9.3	-	+ 6.5	-	+10.8	-	+10.6	-	+ 4.2	-

Note:- Indexes for April and May, 1940 are subject to revision.

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



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