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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
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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

September, 1940

Country general store sales averaged 11 per cent lower in September this year than last and decreased 21<sup>4</sup> per cent below August, 1940, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. While sales in Eastern Ontario were practically unchanged, all other parts of the country reported decreases ranging from 3 per cent in the northern sections of Quebec to 25 per cent in Northern Saskatchewan. Sales for the province of Ontario as a whole were down by 5 per cent; the Maritime Provinces and Quebec decreased 6 per cent; British Columbia, 9 per cent; Alberta, 15 per cent; Manitoba, 20 per cent; and Saskatchewan, 22 per cent.

Part of the decrease from September last year must be attributed to a difference in the number of business days. There were five Saturdays in September a year ago and four this year. On making allowance for this factor and also for normal seasonal movements, sales in September, 1940, were only 2 per cent below August of this year and 4 per cent below September, 1939.

Percentage Change in Country General Store Sales by Regions

Region	<u>September, 1940</u> <u>September, 1939</u>			Region	<u>September, 1940</u> <u>September, 1939</u>		
	Number of stores reporting	Number reporting an increase	Per Cent change		Number of stores reporting	Number reporting an increase	Per Cent change
Maritime Provinces:	85	30	- 6.0	Saskatchewan:			
				North .....	66	8	- 24.9
Quebec:				South .....	58	9	- 18.1
South .....	52	17	- 11.6	TOTAL .....	124	17	- 22.4
North .....	44	16	- 2.9	Alberta:			
TOTAL .....	96	33	- 5.7	North .....	56	13	- 15.1
Ontario:				South .....	85	15	- 14.2
East .....	47	21	+ 0.5	TOTAL .....	141	28	- 14.5
North .....	37	14	- 3.9	British			
West .....	52	12	- 10.8	Columbia:	56	14	- 8.7
TOTAL .....	136	47	- 5.4	CANADA .....	693	176	- 10.7
Manitoba:	55	7	- 19.5				

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
September, 1936 .....	115.2	102.9	98.3	99.7	104.1	104.6	104.8	101.4	134.4	104.8	148.4	110.8	122.2	99.8	106.0	100.7
1937 .....	121.0	107.5	108.7	109.7	116.4	116.4	113.7	109.4	145.8	113.1	120.9	89.8	129.5	105.2	117.4	111.0
1938 .....	115.8	102.1	98.6	98.8	107.3	106.4	105.2	100.6	131.7	101.4	130.2	96.0	130.1	104.9	111.4	104.5
1939 .....	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
1940 .....	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
1939																
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
1940																
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	98.0	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	106.4	90.2	97.7	102.9	108.9	109.3	102.4
August .....	121.1	108.2	112.1	106.2	127.8	112.1	124.3	112.1	120.1	97.2	111.9	100.0	122.4	108.3	116.2	103.8
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
% Change, January-September, 1940	+ 5.9	-	+ 7.5	-	+ 7.0	-	+ 7.9	-	+ 1.3	-	+ 2.7	-	+ 5.7	-	+ 1.8	-
January-September, 1939																

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



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