

63-0-03 C.2

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010708821

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

DEC 1 1943



Dominion Statistician:
Chief, Internal Trade Branch:
Statistician:

S. A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Herbert Marshall, B.A., F.S.S.
A. C. Steedman, B.A.

Vol. 7 - No. 10

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

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

OCTOBER, 1943

Country general store sales averaged 5 per cent higher in October this year than last according to reports received from approximately 580 of these general merchandise stores located in the smaller towns and rural areas. Gains ranging from one per cent for Manitoba to 12 per cent for the Maritime Provinces were reported by all regions of the country except the southern part of Saskatchewan where a decline of 11 per cent was recorded. This decrease was offset by an increase in the northern section, resulting in no change for the province as a whole. Sales in British Columbia increased by 2 per cent; Alberta, 4 per cent; Quebec, 6 per cent; and Ontario, 8 per cent.

Allowing for the difference in number and sales importance of the business days of October this year and last and for normal seasonal movements, sales in October this year were up by 9 per cent over October a year ago and increased by 6 per cent over September of this year. There was the same number of business days in September this year as last.

Percentage Change in Country General Store Sales by Regions

Region	<u>October, 1943</u> <u>October, 1942</u>			Region	<u>October, 1943</u> <u>October, 1942</u>		
	Number of stores reporting	Number report- ing an increase	Per Cent Change		Number of stores reporting	Number report- ing an increase	Per Cent Change
Maritime Provinces:	74	59	+ 12.4	Saskatchewan:			
				North	50	36	+ 6.6
				South	42	16	- 11.0
Quebec:				TOTAL	92	52	+ 0.1
South	42	24	+ 7.2	Alberta:			
North	37	23	+ 5.5	North	44	22	+ 6.5
TOTAL	79	47	+ 6.0	South	70	37	+ 2.6
Ontario:				TOTAL	114	59	+ 4.1
East	41	29	+ 10.9	British			
North	31	23	+ 10.1	Columbia ..	47	32	+ 2.0
West	48	32	+ 4.6	CANADA	576	363	+ 5.3
TOTAL	120	84	+ 8.0				
Manitoba ..	50	30	+ 1.1				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939=100)

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

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
October, 1936	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937	124.6	108.7	118.2	119.5	116.2	137.3	144.8	130.1	115.6
October, 1938	114.6	99.9	102.0	110.3	99.8	115.2	136.8	137.5	111.5
October, 1939	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941	132.0	115.4	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942	153.9	129.4	140.6	159.3	130.0	170.1	181.1	171.5	133.5
October, 1943	162.0	141.4	158.0	168.9	140.4	172.0	181.3	178.5	136.2
<u>1942</u>									
November	139.2	138.8	137.7	141.1	128.3	155.0	153.5	144.9	116.1
December	165.4	142.6	163.6	168.8	152.6	194.2	158.4	182.2	146.3
<u>1943</u>									
January	103.4	143.3	119.1	109.0	110.0	113.9	93.9	108.9	105.0
February	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
March	122.1	144.1	130.8	137.3	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.1	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	147.7	133.7	146.0	147.3	141.4	156.4	157.2	156.2	130.4
October	162.0	141.4	158.0	168.9	140.4	172.0	181.3	178.5	136.2
% Change,									
Jan.-Oct., 1943	+11.4	-	+16.4	+ 8.8	+ 7.8	+13.6	+15.9	+11.9	+ 8.4
Jan.-Oct., 1942									

Indexes for September and October, 1943, are subject to revision.