HIGHLIGHTS OF THIS ISSUE

Manufacturing: Canadian output of motor vehicles for the year was 27% greater than in 1954 and only 6% smaller than in the record year 1953. Passenger car production reached a new peak of 375,127 units, and more commercial vehicles were turned out than in 1954 but considerably less than in 1953. Pig iron and steel ingot production both reached new peaks last year, the former being up 45% over 1954 and the latter 43%. Latest monthly figures show cumulative output higher last year than in 1954 for electric refrigerators, leather footwear, asphalt roofing, iron castings. (Pages 2 & 3)

Merchandising: Preliminary reports show a country-wide rise of 19.5% in department store sales in the post-Christmas week ending December 31, following a gain of 23.3% in the six days ending December 24 over the five days in the same 1954 week. Sales were up in both periods in all economic areas. (Pages 4 & 5)

Border Travel: Highway traffic volume across the border continued heavy in November with a rise of 14%. Gain for the 11 months was also 14%. Traffic by rail, through bus, boat and plane to the end of October was 3% larger than in 1954. (Page 5)

Housing: Dwelling units completed to the end of October last year totalled 101,242, an increase of 28% over the previous year. Starts were up 25% in the ten months and 13% (nearly 14,000) more units were under construction at the end of October than a year earlier. Biggest cumulative increases in completions were in Ontario, Quebec and British Columbia. (Page 6)

Transportation: Railway car loadings in 1955 increased some 10% over 1954, the total of 4,064,790 cars falling only moderately below the record total of 4,166,515 cars in 1951. Loadings were higher than the previous year in both eastern and western divisions, but the major gain was in the eastern division. (Page 7)

Labour: Advance figures show a rise of half a cent, from 144.8 to 145.3 cents, in the average hourly earnings of factory wage-earners between October 1 and November 1 last year. Average weekly wages moved up 35 cents during the month to $60.44. (Page 8)

Business: There were about 5% more commercial failures under the provisions of the Bankruptcy and Winding Up Act in the first nine months of 1955 than in the same 1954 period, but the estimated liabilities were 9.5% lower. (Page 11)
Increase Of 27% In Motor Vehicle Production In 1955

Canadian factories produced a near-record number of motor vehicles in 1955, the total jumping more than 27% from 1954's output and falling only 6% below the all-time high output reached in 1953, DBS reports in its monthly preliminary statement. Most of the rise in 1955 over 1954 occurred in the production of passenger cars, which reached an all-time peak.


December output of passenger cars and commercial vehicles was moderately higher than in 1954, the former rising to 24,326 units from 22,573 and the latter to 4,134 units from 3,576.

The Bureau's monthly report on motor vehicle shipments for November shows that factory shipments of passenger and commercial vehicles jumped to 425,348 units in the January-November period from 329,506 in 1954 but declined from 445,879 in 1953.

In the 11-month period factory shipments of passenger cars rose to 350,594 units from 265,265 in 1954 and 333,767 in 1953. At the same time shipments of commercial vehicles rose to 74,844 units from 65,538 in 1954 but fell from 112,112 in 1953.

Shipments of passenger cars for use in Canada rose in the January-November period to 326,659 units from 245,572 in 1954 and 295,783 in 1953, while export vehicles rose to 23,935 units from 19,693 in 1954 but fell from 38,189 in 1953.

Commercial vehicles shipped for use in Canada numbered 66,058 in the 11-month period, up from 56,082 in 1954 but down from 93,211 in 1953. Export vehicles dropped to 8,786 units from 9,456 in 1954 and 18,901 in 1953. (1 & 2)

Production Of Pig Iron And Steel Ingots Reached New Peaks In 1955

Production of both pig iron and steel ingots reached all-time peaks in 1955, according to preliminary figures released by the DBS. Pig iron production soared 45% to 3,213,125 tons from 2,213,433 in 1954, and the output of steel ingots jumped nearly 43% to 4,442,130 tons from 3,113,822.

Pig iron production in earlier years was: 1949, 2,154,485 tons; 1950, 2,317,121; 1951, 2,552,893; 1952, 2,681,585; and 1953, 3,012,266 tons. Earlier steel ingot production totals were: 1949, 3,095,626 tons; 1950, 3,298,071; 1951, 3,447,152; 1952, 3,577,758; and 1953, 4,009,813.

December production of pig iron rose to 281,896 tons from 185,634 a year earlier, and steel ingots advanced to a new monthly record of 415,091 tons, steeply above the preceding year's 269,329 tons. (3 & 4).

Battery Sales Up In Value

Sales of electric storage batteries and parts were sharply higher in value in November and the first 11 months of 1955 than a year earlier. Sales were valued at $3,064,609 in November versus $2,070,284 a year earlier and at $24,605,584 in the January-November period versus $20,635,873. (5)
Production of Asphalt Roofing Materials
Production of asphalt shingles declined in November as compared with a year earlier but the January-November output increased DBS reports production at 172,347 squares in November versus 200,120 and at 2,900,752 squares versus 2,629,820 in the eleven months.

Production of smooth-surfaced roofing in rolls amounted to 84,279 squares in November (98,392 squares a year ago) and to 1,023,484 squares in the 11-month period (1,001,889). Output of mineral-surfaced roofing in rolls amounted to 59,510 squares in November versus 55,033, bringing the cumulative output to 791,663 squares, virtually unchanged from 791,739 a year earlier. (6)

Production of Electric Refrigerators
Production of domestic electric refrigerators dropped to 9,314 units in November from 13,241 in the corresponding month of 1954, continuing a decline in October to 13,127 units from 15,599, but cumulative production for the January-November period remained above the previous year at 237,594 against 233,757 units.

Factory shipments fell in November to 10,033 units from 10,640 but were up in the 11-month period to 258,300 units from 225,544. Factory stocks at the end of the period were down to 19,088 units from 39,719 a year earlier.

Production of individual home and farm freezers climbed to 931 units in November from 699 a year earlier and to 11,126 units in the January-November period from 8,234. Shipments advanced to 906 units in November from 668 and to 11,671 units in the 11 months from 7,555. Factory stocks at the end of November were down to 1,166 units from 1,560. (7)

Leather Footwear Production Increased
Production of leather footwear rose in October to 3,385,079 pairs from 3,041,502 in the corresponding month of 1954 and to 32,246,533 pairs in the January-October period from 31,565,242. (8)

Coke Supplies Larger
Supplies of coke available for consumption were larger in October and the first ten months of 1955 than in the preceding year. The month's total amounted to 393,122 tons versus 309,148, bringing January-October supplies to 3,553,044 tons versus 2,950,094.

Production amounted to 362,973 tons in October (295,856 a year earlier) and to 3,329,342 tons in the 10 months (2,822,247). Landed imports were 42,979 tons in October (23,360 in 1954) and 311,047 tons in the 10-month period (216,204).

Exports amounted to 12,830 tons in October (10,068 a year earlier) and to 87,345 tons (88,357). (9)

Production of Iron Castings Higher
Larger quantities of iron castings and cast iron pipes and fittings were made in October and the first 10 months of 1955 than in the preceding year. DBS reports production at 86,655 tons in October versus 61,025 a year earlier and at 739,310 tons in the January-October period versus 593,397. (10)
Production of refined petroleum products rose 22.5% in July as compared with the corresponding month of 1954, DBS reports. At the same time refineries used 26% more crude petroleum than a year earlier and receipts moved up 15.5%. The month's output of refined products amounted to 17,873,448 barrels (14,581,086 a year earlier), consumption of crude petroleum totalled 17,671,389 barrels (14,008,461), and receipts of crude petroleum amounted to 18,580,887 barrels (16,687,132).

Net sales of some of the larger refined petroleum products in July were as follows: aviation gasoline, 398,879 barrels (344,948 in June); motor gasoline, 7,450,053 (7,480,306); aviation turbine fuel, 204,032 (201,708); stove oil, 202,311 (306,951); diesel fuel, 1,377,967 (1,438,840); furnace oil, 1,041,058 (1,196,502); and heavy fuel oil, 3,475,077 (3,919,352). (11)

Flour Milling Industry In 1954

Factory value of products shipped by Canada's flour milling industry in 1954 was $232,363,000, a decrease of about 13% from the preceding year's $266,431,000, according to the Bureau's annual industry report. There were 85 establishments in the industry (95 in 1953), employees numbered 4,934 (4,962) and salary and wage payments grossed $15,437,000 ($14,460,000).

Value of shipments of some of the larger products was as follows: flour, $180,178,000 ($207,141,000 in 1953); bran, shorts and middlings, $31,050,000 ($38,000,000); prepared cake mixes, $6,588,000 ($6,781,000); and rolled oats, $6,834,000 ($6,478,000). (12)

Foods and Beverages Industries

Factory selling value of products shipped by Canada's food and beverages industries in 1953 reached an all-time peak value of $3,491,962,000, slightly above the previous high of $3,472,517,000 the year before, according to the general review of the industries by the DBS. Preliminary estimates for 1954 indicate a rise of 4% in value of shipments over 1953.

The number of establishments in the group fell to 8,129 from 8,263 in 1952 but the employees rose to 176,649 from 175,552 and salaries and wages to $455,281,000 from $429,650,000. Cost of materials declined to $2,296,740,000 from $2,333,089,000 but the net value of products rose to $1,146,474,000 from $1,091,944,000.

Factory value of shipments by main groups were as follows, in thousands: bakery products, $353,513 ($335,832 in 1952); beverages $442,380 ($410,137); canning and processing, $342,754 ($346,513); dairy products, $504,671 ($488,501); grain mill products, $487,081 ($504,961); meat products, $852,336 ($884,613); and other food industries, $509,227 ($501,960). (13)

Department Store Sales

Department store sales rose 19.5% during the post-Christmas week ending December 31 as compared with the corresponding week of 1954. Sales were up in all areas, Quebec leading with a rise of 26.8%, Ontario 25.6%, Alberta 25.2%, British Columbia 17.2%, Atlantic Provinces 5.4%, Manitoba 3.8%, and Saskatchewan 3.5%.
Sales in the week ending December 24 were 28.3% larger than a year earlier. This sharp increase in the pre-Christmas week was mainly due to the occurrence of six shopping days in the week ending December 24 in 1955 as against only five in the same week of 1954. There were large increases all across Canada, the Atlantic Provinces leading with 42.4%, followed by Alberta with 37%, Quebec, 30.9%, British Colombia 26.6%, Manitoba 24.9%, Ontario 23.8%, and Saskatchewan 22.2%.

Total sales of chain stores in eleven lines of trade rose 8.2% in November to $193,532,000 from 1954's corresponding total of $178,832,000 and 6.6% in the January-November period to $2,017,121,000 from $1,891,960,000, DBS reports. All trades except lumber and building materials shared in the rise in sales in November. Stocks (at cost) were valued at $295,842,000 at the beginning of November, 7.8% above the preceding year's $274,461,000.

Grocery and combination store sales rose 11.5% in November to $79,398,000 from $71,207,000 and 10.2% in the January-November period to $858,869,000 from $779,617,000.

November sales for other types of chains were as follows: variety, $18,682,000 ($17,056,000 in November, 1954); men's clothing, $2,476,000 ($2,327,000); family clothing, $3,494,000 ($3,344,000); women's clothing, $4,308,000 ($4,100,000); shoe, $3,991,000 ($3,664,000); hardware, $1,361,000 ($1,199,000); lumber and building material, $8,698,000 ($8,798,000); furniture, radio and appliance, $9,175,000 ($8,518,000); drug, $2,758,000 ($2,633,000); and jewellery, $4,148,000 ($3,685,000). (14)

Border crossings up 14% Volume of highway traffic crossing the border between Canada and the United States was 14% heavier in November and the first 11 months of 1955 than in the preceding year. DBS reports crossings at 996,000 in November versus 873,200 a year earlier and at 14,878,000 in the January-November period versus 13,001,000.

Foreign vehicle entries in November increased to 476,300 from 430,500 a year earlier and to 8,267,000 in the 11-month period from 7,553,000. Returning Canadian vehicles increased to 520,400 in November from 442,700 and to 6,611,000 in the 11-month period from 5,448,000.

Traffic between Canada and the United States by rail, through bus, boat and plane in October was nearly 11% heavier than in the corresponding month of 1954. Entries of foreign visitors by these means of transportation were 21% heavier and the number of Canadians returning from visits to the United States advanced over 3%. Cumulative data for the January-October period show an increase of 3% in the total volume of traffic by long distance carrier.

Entries of foreign travellers by rail, bus, boat and plane in October numbered 94,000 versus 77,500, bringing January-October entries to 1,308,000 versus 1,231,000. Re-entries of Canadians by these means of transportation totalled 112,700 in October versus 109,200 and 1,144,000 in the 10 months versus 1,146,000. (15)
Canadian builders completed a record month's total of 17,365 new dwelling units last October - 33% more than a year earlier - to boost total completions in the first ten months of 1955 to 101,242 units for a gain of 28% over the 79,327 completed in the same period of 1954, according to figures released by the Dominion Bureau of Statistics.

October starts were also up a sharp 41% to 18,491 from 13,097 in 1954, raising the total number of units started in the ten months 25% to 121,118 from 97,424 the previous year. At the end of October there were 89,219 units under construction, 13,763 or 18% more than on the same date in 1954.

The number of housing units completed was larger in October in all provinces except Prince Edward Island, Nova Scotia and Saskatchewan, and larger in the ten months in all except Prince Edward Island and Saskatchewan. Proportionally, gains ranged from 1% to 127% in October and from 6% to 82% in the ten months.

Numerically, Ontario had the largest gains in completions with an increase of 2,249 units in October and 8,987 in the ten months for a total of 40,716 or about two-fifths of the nation's total. Quebec had 870 more completions in the month and 7,020 more in the ten months for a total of 27,979 units. British Columbia was second in October with 1,195 more completions (127%) than a year earlier and in the ten months with 3,879 more for a total of 11,027. Total for the three Prairie Provinces was down slightly in October but up a moderate 6% in the ten months at 16,223. Completions in the three Maritime Provinces were higher in both periods, the ten-month total showing a gain of 30% at 4,266 units, while Newfoundland completions were up 14% at 1,031 units to the end of October.

By provinces, October starts were similar to the pattern for completions, with decreases in the same three provinces. In the ten months, totals were lower for Alberta as well as Prince Edward Island and Saskatchewan, but higher for Nova Scotia. Quebec was the leading province in starts with an increase of 2,366 in October and 9,141 in the ten months for a total of 34,813. Ontario was next with an October gain of 1,453 and a ten-month rise of 6,769 to 46,232 units, followed by British Columbia with an increase of 739 in October and a January-October gain of 5,775 for a total of 13,841. The Maritime Provinces had 1,326 more starts in the ten months, the Prairie Provinces 514 more, and Newfoundland 169.

All provinces except Newfoundland, Saskatchewan and Alberta had more dwelling units under construction at October 31 than a year earlier. The increases ranged down from 6,322 in Quebec, 3,150 in Ontario, 3,481 in British Columbia, 1,135 in Manitoba, 506 in New Brunswick and 60 in Nova Scotia to 52 in Prince Edward Island.

Visible supplies of Canadian wheat on December 28 totalled 365,017,000 bushels, slightly above the preceding year's corresponding total of 355,114,000 bushels. At the same time marketings of wheat in the Prairie Provinces during the week ending December 28 fell to 2,915,000 bushels from 8,444,000 and overseas export clearances dropped to 1,488,000 bushels from 2,081,000. (16)
Stocks of Wheat Up Slightly

Stocks of Canadian wheat in store or in transit in North America on December 21 totalled 364,862,000 bushels, 4% larger than the preceding year's 350,144,000 bushels. Deliveries of wheat from Prairie farms during the week dropped to 3,593,000 bushels from 10,690,000 the previous year and overseas export clearances fell to 2,240,000 bushels from 3,080,000. (17)

Creamery Butter Stocks Larger

But Holdings of Cheese Smaller

Stocks of creamery butter in nine cities of Canada were larger on January 1 than at the same time last year but the holdings of cheddar cheese were smaller. Creamery butter stocks amounted to 66,406,000 pounds versus 58,153,000 and cheddar cheese totalled 19,714,000 pounds versus 21,392,000.

Creamery butter stocks were as follows by cities, in thousands: Quebec, 5,032 pounds (3,020 a year earlier); Montreal, 33,367 (29,196); Toronto, 6,645 (9,702); Winnipeg, 17,113 (11,718); Regina, 827 (1,044); Saskatoon, 595 (312); Edmonton, 1,468 (1,531); Calgary, 428 (361); and Vancouver, 931 (1,269). (18)

Canned Meat Stocks 12% Larger

Stocks of canned meats held by manufacturers and wholesalers at the end of November amounted to 15,124,434 pounds, an increase of 12% from 13,467,818 a month earlier, according to a special statement released by DBS. Holdings were as follows by kinds, end-of-October totals being in brackets: ready dinners, beef stews, etc., 4,821,081 pounds (4,037,494); roast beef, 394,521 (278,373); corned beef, 3,045,047 (2,457,431); other beef products, 1,350,710 (1,629,967); spiced pork and ham, 2,443,888 (1,989,574); roast pork and ham, 541,675 (356,621); other pork products, 1,058,474 (1,110,774); canned fowl, 391,339 (425,990); meat paste, 711,328 (772,997); and all other kinds, 366,371 (408,597).

TRANSPORTATION

Railway Car Loadings Up 10% In 1955

Railway car loadings in the full year 1955 totalled 4,064,790 cars, up 10.1% from 3,691,989 in 1954 and only slightly below the record 4,166,515 cars loaded in 1951. Receipts from connections rose to 1,647,169 cars from 1,422,433 in 1954. In the last 10 days of 1955 loadings in Canada fell to 81,877 cars from 84,956 but receipts from connections rose to 41,079 cars from 36,993.

Loadings in the eastern division in the year climbed to 2,694,623 cars from 2,386,444 and receipts from connections jumped to 1,467,076 cars from 1,270,306. In the western division loadings in Canada rose to 1,370,167 cars from 1,305,545 and receipts from connections increased to 180,093 cars from 152,127.

Loadings of some of the major commodities in the year 1955 were as follows, 1954 figures being in brackets: grain, 333,233 cars (364,160); grain products, 130,902 (134,909); coal, 267,731 (259,645); non-ferrous ores and concentrates, 164,017 (154,492); gasoline, 141,705 (136,900); fuel oil, 113,409 (99,675); sand, gravel and crushed stone, 215,539 (162,785); iron ore, 172,268 (41,020); lumber, timber and plywood, 235,437 (201,716); pulpwood, 162,685 (165,111); newsprint, 146,047 (141,347); and merchandise, 706,389 (717,778). (19)
Railway Car Loadings Higher

Railway car loadings in the third week of December totalled 73,100 cars, up 6.9% from 1954's 68,374 cars. For the year to date loadings were up 10.4% to 3,982,908 cars from 3,607,033 a year earlier. Receipts from connections rose 2.1% in the week to 33,657 cars from 32,811 and 12.9% in the cumulative period to 1,606,182 cars from 1,385,440.

Carried in increased volume in the week were: grain products, 2,597 cars (2.405 a year earlier); coal, 7,275 (5,664); non-ferrous ores and concentrates, 2,920 (2,584); manufactured iron and steel products, 1,434 (994); fuel oil, 3,395 (2.686); building sand, gravel and crushed stone, 2,586 (1,366); logs, posts, poles and piling, 1,161 (999); wood pulp, 1,056 (764); newsprint paper, 3,167 (3,028); and automobiles, trucks and parts, 1,799 (1,535). Carloads of grain were down to 5,538 from 8,752. (20)

LABOUR

Man-Hours And Hourly Earnings

Average hourly earnings of factory wage-earners rose by half a cent to 145.34 at November 1, the average work-week was insignificantly lower, and average weekly wages, at $60.44, were 35c above their level at October 1, according to advance figures released by DBS.

Changes recorded in the month in the durable goods group were small. Labour-management disputes continued to affect the automobile and electrical apparatus industries, and there was some seasonal curtailment in sawmills. In the non-durables group, an increase of almost a cent in average hourly earnings was due in part to a reduction in the number of seasonally-employed workers in fruit and vegetable canneries, and to overtime and wage adjustments in printing and publishing establishments.

A longer work-week and higher earnings in mining resulted partly from increased activity in Alberta coal fields and higher earnings in Quebec metal mines. The number of wage-earners reported in both branches of construction declined to some extent; the work-week was a little longer, and average hourly earnings rose by 1.6c to 152.16 at November 1. Average earnings were higher in the service group due to the release of lower-paid help in seasonally-operated summer hotels.


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City Families Spent an Average of $6.94 Per Person Per Week On Food

A survey conducted by the Dominion Bureau of Statistics in five metropolitan areas across Canada indicates that families with two to six members in the nation's larger cities spent in 1953 an average of $6.94 per person on food every week.

The survey spanned the full year, the Bureau collecting records of the food expenditures of about 200 families in Halifax, Montreal, Toronto, Winnipeg and Vancouver each month. The survey families were selected by systematic sampling from a list previously drawn for the monthly labour force survey. Family incomes ranged from $1,300 to $6,500 a year.

The results of the study are published in a reference paper entitled "Urban Family Food Expenditure". Some of the highlights:

- The average food dollar of city families was about evenly split between foods of animal and vegetable origin.
- On the average, about 11 cents from each dollar went for dairy products, 4 cents for eggs, 11 cents for cereal and bakery products, 22 cents for meat, 6 cents for poultry and fish, 6 cents for fats and oils, 16 cents for fruits and vegetables and 14 cents for other ordinary food purchases. Another 10 cents went for food bought and eaten outside the home, mainly restaurant meals.
- The food cost per person decreased as the size of the family increased. Families of two adults averaged $9.18 per person per week while, at the opposite end of the scale, families of two adults and four children averaged $5.10 per person.
- Expenditure per person increased as family income rose, but the difference was not as great as that between families of different sizes. Families in the annual income group $1,300 to $2,399 averaged $6.93 per person per week for food, while those in the income group $4,800 to $6,500 averaged $7.56.
- Families in the higher income brackets and childless families spent considerably more in restaurants than lower-income families and families with several children. Out of the average food dollar, food eaten outside the home took 14.6 cents per person in families in the income group $4,800 to $6,500 versus 5.6 cents in families in the lowest income group $1,300 to $2,399, and 12.4 cents in families of three adults versus 6.4 cents in families of two adults and three children.
- Montreal families spent more on food than families in the other four metropolitan areas, averaging $7.73 per person per week. Vancouver placed next to Montreal with an average of $6.80, followed by Toronto with $6.64, Winnipeg with $6.03, and Halifax with $5.95.
- Montreal families also spent more eating out in restaurants, hotels, lunch rooms, boarding houses or for between meal snacks. Food eaten outside the home cost Montreal families only 23 cents per person per week, while Vancouver families averaged 57 cents a person, Toronto families 63 cents, and Winnipeg families 66 cents. Montreal families, the survey indicates, averaged 90 cents person per week — or close to 12 cents out of every food dollar. (21)
Security Price Index

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Mining Stock Price Index

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MINERALS

Copper And Nickel Output Up

Production of copper and nickel was larger in October and the first 10 months of 1955 than a year earlier. Preliminary figures for the full year 1955 show gains for both metals as compared with 1954.

Production of new primary copper rose to 27,779 tons in October from 27,293 a year earlier and to 266,327 tons in the January-October period from 248,735. The year's output rose to an estimated 324,603 tons from 302,603.

Nickel production advanced to 14,475 tons in October from 14,323 and to 146,618 tons in the 10-month period from 132,173. For the full year the estimated output rose to 174,587 tons from 161,278. (22)

Production Of Zinc Higher; Lead And Silver Both Lower

Canadian production of zinc was substantially larger in October and the first ten months of 1955 than in the preceding year but there were declines in both lead and silver.

Zinc production in October amounted to 39,064 tons versus 35,013 a year earlier, bringing the ten-month total to 355,215 tons versus 305,570. Estimated total for the year 1955 stands at 426,965 tons versus 376,91 in 1954.

Output of lead in October totalled 13,410 tons versus 16,621 a year earlier and January-October production aggregated 168,912 tons versus 181,102. For the full year 1955 the estimated output amounted to 193,974 tons versus 213,495 in 1954.

Production of silver amounted to 2,290,047 fine ounces in October versus 2,461,232 a year earlier, bringing the ten-month output to 22,978,083 fine ounces versus 25,929,404. The year's output amounted to an estimated 27,901,427 fine ounces versus 31,117,349. (23)
Commercial Failures Up 5% in Third Quarter But Liabilities Down 9.5%  

Commercial failures under the provisions of the Bankruptcy and Winding Up Act in the first three quarters of 1955 numbered 1,789, not quite 5% more than the 1,706 insolvencies recorded in the first nine months of 1954. At the same time the estimated liabilities fell 9.5% to $33,614,000 from $342,656,000.

Failures in the trade sector dropped to 667 from 724 and in manufacturing to 246 from 313. Insolvencies in the construction field, however, rose sharply to 168 from 97. Service bankruptcies rose less sharply to 324 from 303.

Failures in Quebec province rose in the nine months to 1,291 from 1,232 in the like 1954 period. Insolvencies in Ontario advanced to 322 from 307 and in the Prairie Provinces to 85 from 73. Failures in British Columbia rose to 64 from 59 but bankruptcies in the Atlantic provinces dropped to 27 from 35. (24)

RELEASED THIS WEEK

1-M: Preliminary Report on the Production of Motor Vehicles, December, 10¢
2-M: Motor Vehicle Shipments, November, 10¢
3-Steel Ingots & Pig Iron, Dec. 10¢ -- 4-M: Production of Pig Iron & Steel, Nov. 10¢
5-M: Factory Sales of Electric Batteries, Nov. 10¢ -- 6-M: Asphalt Roofing, Nov. 10¢
7-M: Domestic Electric Refrigerators, Nov. 10¢ -- 8-M: Production of Leather Footwear, 9-Coal & Coke Statistics, October, 25¢
10-M: Iron Castings & Cast Iron Pipes & Fittings, October, 10¢
15-Travel Between Canada & the United States, November, 20¢
16-M: Grain Statistics Weekly, December 28, 10¢
17-M: Grain Statistics Weekly, December 21, 10¢
18-M: Stocks of Dairy & Poultry Products in 9 Cities, Advance Statement, January 1, 10¢
19-M: Car Loadings on Canadian Railways, Dec. 31, 10¢ -- 20-M: Car Loadings, Dec. 21, 10¢
21-R: Urban Family Food Expenditure, 1953 (Reference Paper No. 60), 25¢
22-M: Copper & Nickel Production, October, 10¢
23-M: Silver, Lead & Zinc Production, October, 10¢

-- Inventories, Shipments & Orders in Manufacturing Industries, October, 25¢ --


-- Trade of Canada: Articles Imported From Each Country, 9 Months Ended September, 1955, 50¢
-- Trade of Canada: Exports, October & 10 Months Ended October (detailed), 50¢
-- Canadian Statistical Review, December, 35¢

M: Memorandum
R: Reference Paper

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Ottawa, 1956

4502-503-16
Lime Production of lime in 1955 is estimated at a record high figure of 1,304,000 tons, about 57% more than the output of 832,000 tons ten years earlier.

Cement Production Canadian output of cement in 1955 is placed at 25,860,000 barrels, approximately three times the 1954 production of 8,472,000 barrels.

Fewer Flour Mills Canada had 85 flour mills in operation in 1954, 10 less than in 1953. The number - but not their production - has decreased every year since 1941, when it was 288.

Refined Zinc Canada's production of refined zinc amounted to 213,775 tons in 1954. Exports were at a ten-year high of 207,038 tons and domestic consumption was 47,237 tons, reducing year-end stocks sharply.

Cobalt Output of cobalt in 1954 from Canadian ores amounted to 2,252,965 pounds, a figure previously exceeded only by the recorded output of 2,440,000 in 1903 and 3,066,000 pounds in 1909. For 1955 output is estimated at a near-record 2,999,650 pounds.

Advertising Newspapers and periodicals received an estimated 4.9% of total 1954 advertising expenditure in Canada, radio 8.6%, television 2.2%, and outdoor advertising 4.4%. Postage on direct mail advertising took 2.8%, the rest being accounted for by agencies' commissions, catalogues, films, circular letters and other forms of advertising and production costs.

Rolled Oats Canadian flour mills shipped 46,031 tons of rolled oats in 1954 against 42,336 tons in 1953, and 3,223 tons versus 1,622 of oatmeal.

Flour Consumption Quantity of flour available for consumption in Canada in 1954 is estimated at 11,025,367 barrels compared to 12,302,151 barrels in 1953 and 10,250,906 in 1952.

Ownership Of Fifty-eight of the 85 flour mills in operation in 1954 were owned by incorporated companies, one was under cooperative ownership, 12 under partnerships and the rest under individual ownership.

Dine Out More Montrealer spend more on meals in restaurants, cafés and other public eating places than people in Toronto, Winnipeg, Vancouver and Halifax. A Bureau survey in 1953 indicates that they used 11.7 cents of their food dollar in this way against 10.9 cents by Winnipeggers, 9.4 by Torontonians, 8.3 by Vancouverites and 3.9 cents by Haligonians.

Food Expenditures According to a sample Bureau survey in five metropolitan areas, out of every dollar spent for food the average Canadian city family spends 22 cents for meat, 11 for dairy products, 4 for eggs, over 3 for bakery products, 11 for fresh fruits and vegetables and 5 for canned fruits and vegetables, 6 for poultry and fish, 6 for fats and oils, 3 for cereals, and 14 for general groceries. Food eaten away from home accounts for most of the rest.