

Dominion Bureau of Statistics

Department of Trade and Commerce

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Business Advance in February

Five of the six major factors indicating the trend of economic conditions recorded improvement over the preceding month. The significant development was the advance in productive operations as measured by the index of the physical volume of business. The index advanced into a new high position in continuance of the upward movement recorded since the outbreak of hostilities. The acceleration of operations in plants engaged in war production was the main influence in raising the index.

Manufacturing production recorded further advances in February, due allowance being made for seasonal factors. The release of tobacco rose considerably in February over the first month of the year. Cigarettes made available were 961 million against 872 million in January. Advances were also shown in cigars and raw leaf. The meat packing industry was considerably more active in February, the index of slaughterings rising from 119 to 142. The gain in cattle was from 72,000 to 95,000. The index of dairy output was at a somewhat lower level, dropping from 138.5 to 133.8. The index of creamery butter production was slightly higher while further decline was shown in the output of factory cheese.

The index of the manufacture of animal products rose from 133.6 to 164.4. Recovery was shown in the amount of raw cotton used by the textile industry, the total rising from 14.4 million pounds to 16.1 million. An index indicating activity in the non-ferrous metal group rose from 254 in January to 273 in the month under review.

The construction industry was more successful in obtaining new business in February. The contracts awarded amounted to \$19.0 million against practically \$12 million in January. The corresponding amount for February last year was \$11.1 million.

Bank debits or the amount of cheques cashed at branches in the thirty-three clearing centres were greater in February than in the same month of any other year since statistics were first collected in 1924. The amount was \$3,712 million compared with \$2,893 million in February last year. The amount cashed in January was \$3,899.6 million, the standing in February being normally at a considerably lower level than in the first month of the year. Cheques cashed against current and government accounts amounted to \$3,585 million in February, while the amount cashed against savings or notice accounts was limited to \$126.7 million.

Business Indicators for February compared with January and the
same month of 1942

		February 1943	February 1942	January 1943
Physical Volume of Business	1935-39=100	*	192.9	227.3
Cost of Living	1935-39=100	116.9	115.7	117.1
Factory Cheese Production	pounds	1,539,787	3,943,093	2,008,346
Creamery Butter Production	pounds	11,903,151	9,328,810	13,101,344
Contracts Awarded	\$	19,019,000	11,052,200	11,984,300
Raw Cotton Consumption	lb.	16,126,534	16,702,248	14,374,572
Slaughterings				
Cattle and Calves	no.	95,274	103,201	72,292
Sheep and Lambs	no.	44,209	39,041	44,575
Hogs	no.	514,906	493,908	515,319
Cigarettes released	no.	961,133,561	775,737,380	872,108,674
Cigars released	no.	16,733,647	14,688,370	15,187,912
Bank debits	\$000	3,711,843	2,892,864	3,899,628

* The index of the physical volume of business according to preliminary calculations showed an increase over the preceding month.

Visible Supply of Wheat

Stocks of Canadian wheat in store or in transit in North America on March 18 totalled 439,600,907 bushels, including 429,993,978 bushels in Canadian positions and 9,606,729 in United States positions. On the corresponding date last year the visible supply of wheat amounted to 467,136,389 bushels.

Farmers' Marketings of Wheat

During the week ending March 18 farmers in western Canada marketed 2,190,483 bushels of wheat, including 41,629 bushels of Durum. In the previous week marketings totalled 2,119,810 bushels. During the elapsed portion of the crop year 172,852,996 bushels were delivered from the farms as compared with 172,111,263 in the corresponding period of the previous crop year.

Retail Merchandise Trade in 1941

Preliminary results of the census of merchandising and service establishments show that retail merchandise sales in Canada totalled \$3,311,143,800 in 1941 as compared with \$2,755,569,000 in 1930, an increase of 20.2 per cent. The proportion of total retail trade transacted by chains increased but slightly between 1930 and 1941. There were 8,009 units of chains in 1941 with \$648,605,600 sales or 19.6 per cent of the total business of all stores compared with 18.3 per cent in 1930. Sales of independent stores amounted to \$2,622,538,000, representing 80.4 per cent of the total sales compared with 81.7 per cent in 1930. The total number of stores included in the census of 1941 was 131,474 compared with 125,003 in 1930.

Included in the food group of stores for 1941 were 18,166 grocery stores with sales of \$253,582,900, an increase of 4 per cent above the 1930 figure. There was a marked increase of 84 per cent in the value of business of stores selling both groceries and fresh meat and classified as combination stores. There were 6,155 such stores with \$297,261,300 sales in 1941 compared with 5,162 stores and \$161,704,100 sales in 1930. Stores specializing chiefly in meat products only and classified as meat markets declined in number from 5,017 in 1930 to 4,221 in 1941. Sales for this category declined by 6 per cent from \$78,292,200 in 1930 to \$73,525,000 in the year under review. Combined figures for grocery stores, combination stores and meat markets showed an increase of 29 per cent.

Department stores, variety stores and stores other than country general stores which carry a general line of merchandise totalled 3,892 in 1941 with sales amounting to \$524,192,600, an increase of 11 per cent over the volume of business transacted by 3,534 stores in 1930. Department stores together with mail-order houses or offices transacted business valued at \$379,751,300 in 1941, up 7 per cent over the volume of business for these types in 1930.

There were 15,903 establishments engaged in some phase of the automotive trade and, therefore, assigned to the automotive group of stores. These firms had sales of \$566,119,800 in 1941, up 49 per cent over the business transacted by 13,016 establishments in 1930. Included in the totals for 1941 were 2,626 motor vehicle dealers with sales of \$355,840,400, an increase of 40 per cent over the corresponding figure for 1930. There were 9,581 filling stations in Canada with sales of \$148,914,800, up 124 per cent over the business transacted by 5,503 filling stations in the earlier census period. There were also 2,758 establishments classified as garages in 1941 with sales of \$40,044,200, down 16 per cent from the earlier year.

The apparel group of stores included 12,166 establishments with sales of \$280,612,000, up 28 per cent over the business transacted by 10,474 stores in 1930. This group is divided into four main sub-divisions. Stores specializing in men's clothing and furnishings gained 8 per cent in sales between 1930 and 1941, women's specialty shops were up 34 per cent while stores carrying both men's and women's wear and classified as family clothing stores increased their business by 56 per cent. The apparel group also included 1,662 specialty shoe shops with sales of \$43,407,600 in 1941, a gain of 21 per cent over the volume of business transacted by this type of store in 1930.

There were 5,742 establishments assigned to the building materials group with \$166,398,200 sales in 1941, up one per cent over the volume of business for this group in the earlier census. Hardware stores form the most important classification within this group. There were 2,935 hardware stores with sales of \$70,492,600, a decline of one per cent below the volume of business transacted by 3,001 hardware stores in 1930. There were also 1,541 establishments classified as lumber and building material dealers and these had sales of \$71,407,400 in 1941, a gain of 8 per cent over 1930. These figures relate only to retail places of business, where manufacturing activities are not carried on. They do not include saw mills, planing mills or other establishments combining the sale of lumber and building materials with manufacturing operations.

Firms or stores dealing chiefly in furniture, household appliances, musical instruments or other household requirements and included in the furniture-household-appliance-radio group numbered 3,339 in 1941 with \$114,118,600 sales, up 14 per cent over the volume of business transacted by 3,079 firms in 1930. Included in the total figures for 1941 were 1,247 furniture stores with \$61,063,500 sales, up 49 per cent over the earlier census year. On the other hand, stores specializing in household appliances, radios, musical instruments or a combination of these commodities declined in value of business.

A marked gain was recorded in the restaurant group. There were 8,547 establishments classified as restaurants in 1941 with sales of \$122,628,300, up 61 per cent over the \$75,977,100 sales reported by 5,609 restaurants in 1930. There were 3,905 drug stores in 1941 with sales of \$98,090,400, up 28 per cent over the business transacted by the 3,559 stores in 1930. Retail coal and wood yards, including natural ice dealers numbered 2,663 in 1941 with sales of \$89,686,500, down one per cent from the volume of business transacted by this type of establishment in the preceding census year. There were 1,668 jewellery stores in 1941 with sales of \$37,842,300 or 42 per cent more than the volume of business for this trade in 1930. Stores dealing chiefly in tobacco products and classified as tobacco stores or stands numbered 4,486 in 1941 with sales of \$44,552,800, up 45 per cent over the business transacted by 2,420 such stores in 1930. Sales of government liquor stores increased by 19 per cent from \$100,821,100 in 1930 to \$119,590,200 in 1941.

Explanation and Description of the Dominion
Bureau of Statistics Cost of Living Index

The Dominion Bureau of Statistics cost-of-living index measures the influence of changes in retail prices of commodities and services upon the cost of a representative urban wage-earner family budget. The index is specified by Order-in-Council P.C. 5963 as the basis for cost-of-living bonus adjustments authorized under the terms of this order.

It should be clearly understood that the index is a measurement of price change. Many people use the term "living costs" to indicate the total cost of things they buy. Used in this sense, "living costs" may include different things from month to month and year to year, and likewise different amounts and qualities of the same things. A cost-of-living index based upon this idea would simply reflect the value of total purchases made by everyone. In normal times it would move closely in line with estimates of national income. The Bureau's index is based upon a quite different idea. It measures changes in the cost of a family budget which includes the same amounts of the same commodities and services for considerable periods of time; it is revised only to take account of important "long-run" changes in consumption. It is, therefore, essentially an index which measures changes in prices.

Each index is a percentage which shows the relationship between the dollar value of the index budget for a specified period, and the corresponding dollar value of the same budget in a reference period. The Bureau's standard reference period includes the five years, 1935 to 1939. The value of the same budget in August, 1939, was 100.8 per cent of the reference budget, and the corresponding value for December, 1942, was 118.8 per cent. These figures become the cost-of-living index numbers for August 1939 and December, 1942.

Because August, 1939, the last pre-war month, provides the basis for cost-of-living bonus adjustments, it is frequently used as a reference period. The procedure in this case is essentially the same as that described above. The value of the index budget in August 1939 is considered as 100.0, and budget values for other months are computed as percentages of the August 1939 value. The December 1942 index then becomes 117.9. Indexes related to the August 1939 budget value have become widely known as the "adjusted" indexes. They may be computed by dividing the original August 1939 index of 100.8 into the comparable index for any other period, e.g., the December, 1942, index of 118.8 divided by 100.8 gives 117.9.

Production of Leading Minerals

The output of Canada's leading mineral products during January was as follows, figures for the corresponding month last year being in brackets: cement, 294,135 (283,395) barrels; clay products, \$372,110 (\$346,526); coal, 1,542,236 (1,919,264) tons; feldspar, 1,292 (1,606) tons; gold, 334,510 (405,664) fine ounces; gypsum, 27,439 (76,403) tons; lime, 70,754 (72,913) tons; natural gas, 5,476,011,000 (5,182,854,000) cubic feet; petroleum, 860,790 (875,659) barrels; commercial salt, 23,613 (19,874) tons; silver, 1,605,991 (1,538,259) fine ounces.

Production of Gold in January

The Canadian production of gold in January was recorded at 334,510 fine ounces, the lowest monthly output for some years. In the previous month the output amounted to 359,903 fine ounces and in January last year, 405,664 fine ounces. The value of the January production was \$12,878,635 compared with \$13,856,266 in December and \$15,618,064 in the corresponding month last year.

The January output by areas was as follows, figures for January 1942 being in brackets: Ontario, 200,960 (223,912) fine ounces; Quebec, 76,594 (99,825); British Columbia, 23,802 (46,375); Manitoba, 26,215 (23,298); Yukon, 119 (15); Northwest Territories, 6,295 (8,025) Nova Scotia, 525 (2,538) fine ounces.

Financing of Motor Vehicle Sales in February

New and used motor vehicles financed in Canada during February totalled 1,935 units with a financed value of \$672,762, down 61 per cent in amount and 69 per cent in financed value below the 4,931 vehicles financed to the extent of \$2,162,889 in February, 1942. There were only 49 new vehicles included in the total and their financing involved \$40,215.

Financing of sales of used motor vehicles declined 52 per cent in both number and dollar volume, the 1,886 units financed for \$632,547 in the month under review comparing with 3,959 vehicles financed for \$1,306,529 in February a year ago. Regional results show the following percentage declines: British Columbia, 31; Ontario, 48; Alberta, 51; Quebec, 63; Maritime Provinces, 68; and Manitoba and Saskatchewan combined, 75.

Population of 'Greater Toronto'

After an examination of the census records for the Township of North York, it has been decided that the population of that township should be included in 'Greater Toronto'. As the result of this decision, the population of 'Greater Toronto' in 1941 stands at 900,491 as compared with 810,467 in 1931. Thus, the population of Canada's second largest city with its suburbs, has increased by slightly more than 90,000 during the inter-censal period. The population of North York Township is placed at 22,908 in 1941 compared with 13,210 in 1931.

Output of Central Electric Stations in February

Central electric stations produced 2,951,397,000 kilowatt hours in February as compared with 2,864,438,000 in the corresponding month last year. On a daily basis the output in February this year was exceeded only by that of November 1941 and 1942.

Primary power produced for use in Canada amounted to 2,638,499,000 kilowatt hours compared with 2,480,082,000 in the same month last year. The daily rate was second only to December 1942, and the adjusted index number on the base 1935-39=100 reached a new high at 193.7. This compares with the previous high of 192.0 established in December, 1942.

Consumption of secondary power dropped from 208,220,000 kilowatt hours in February 1942 to 126,124,000. Exports to the United States amounted to 186,774,000 kilowatt hours compared with 176,136,000.

Cement Products Industry

Production of manufactured cement products in Canada during 1941 was valued at \$6,070,677 compared with \$5,303,560 in 1940, an increase of 14.4 per cent. Products included ready-mixed concrete worth \$1,834,129, cement pipe of all kinds at \$781,661, hollow building blocks of cement at \$857,440, cinder blocks at \$367,511, artificial stone at \$148,413, cement bricks at \$187,874, and other items such as haydite blocks and slabs, laundry tubs, burial vaults, etc. Data presented cover manufacturing only and do not include figures for the cement work done on the building of bridges, dams, foundations, etc.

Adhesives Industry in 1941

The total value of products made by manufacturing plants engaged chiefly in the production of glue, mucilage, paste or special cements in 1941 was \$3,675,631 as compared with \$2,789,389 in 1940, an increase of 31.8 per cent. The quantity of bone and hide glue produced was 3,122 tons worth \$1,105,247 against 2,982 tons at \$946,840 in 1940. Output of other glues advanced to \$1,298,389 from \$836,940, and the value of mucilage and paste decreased to \$238,018 from \$369,837.

Canadian Glass Industry

Glass manufacturing establishments in Canada reported a sharply increased output in 1941, the total value being \$21,100,323 as compared with \$14,417,663 in 1940, an increase of 46 per cent. Employment was provided for 4,649 persons with a salary and wage bill amounting to \$6,062,919 as compared with 3,685 employees and salaries and wages totalling \$4,454,815 in 1940. There were 80 plants in operation in 1941, 74 of which were included in the cutting, bevelling and ornamental section of the industry and six in the pressed, blown and drawn section.

Reports Issued During the Week

1. Prices and Price Indexes, February (10 cents).
 2. The Cement Products Industry, 1941 (15 cents).
 3. The Adhesives Industry, 1941 (15 cents).
 4. The Glass Industry in Canada, 1941 (15 cents).
 5. Central Electric Stations, February (10 cents).
 6. School Attendance and Years of Schooling, Ontario, 1941 (10 cents).
 7. The Broom, Brush & Mop Industry, 1941 (15 cents).
 8. The Bed, Spring and Mattress Industry, 1941 (15 cents).
 9. Gold Production, January (10 cents).
 10. Financing of Motor Vehicle Sales, January (10 cents).
 11. Canada's Leading Mineral Products, January (10 cents).
 12. Canadian Grain Statistics (10 cents).
 13. Retail Merchandise Trade in Canada, 1941 (10 cents).
 14. Population of Ontario, Immigration and Citizenship, 1941 (10 cents).
 15. Grain Situation in Argentina (10 cents).
 16. Car Loadings on Canadian Railways (10 cents).
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