

Crop Conditions in Prairie Provinces

Good rains during the past week have improved crop conditions in most parts of Alberta and Saskatchewan. Rains have been less general in Manitoba with crops and pastures deteriorating in some areas through lack of moisture. Infestations of wireworms have caused considerable damage to wheat on summerfallow in parts of the Prairie area of Saskatchewan, while rather severe losses have been caused locally by pale western cutworms in certain west-central and south-western districts of that province. Heavy infestations of wild oats are reported from central and west-central Alberta.

Portions of the western crop districts of Manitoba received moderate rains in the last few days and the outlook in these areas is more promising. From Portage la Prairie and Morden eastward rain is urgently required to arrest deterioration with the exception of some local areas where showers have occurred. To the west of these two points conditions have generally been improved by the recent rains. The outlook in the north-western section of the province is very good with grain crops, field peas and pastures reported to be in excellent condition.

Moderate to heavy rains in Saskatchewan have led to a general improvement in that province including the south-western area where conditions were deteriorating rapidly. Hay and pasture crops are now making good recovery in those areas where soil moisture had been particularly deficient. Considerable local wireworm and cutworm damage has been reported in the prairie region of the province particularly in the west-central and south-western districts. Crop conditions throughout the province are now generally fair to good but average rainfall since April 1 has been well below normal. Ample precipitation will be required during the course of the next few weeks to ensure a satisfactory crop.

The most marked improvement in the crops of the Prairie Provinces has taken place in Alberta where average rainfall since April 1 has now risen to within four points of normal. Reports from our correspondents in this province are generally optimistic although warmer weather appears to be required in some areas. Insect damage has been very moderate to date, but heavy infestations of wild oats are reported in central Alberta. Conditions may now be deemed fair to good in nearly all sections of the province, but as in Saskatchewan, considerable precipitation will still be needed to ensure an adequate harvest.

Stocks and Marketings of Wheat and Coarse Grains

Visible supplies of Canadian wheat in North American positions were further reduced during the week ending June 6, the total being 59,866,406 bushels as compared with 63,853,120 bushels a week earlier, and 273,846,544 bushels on the corresponding date of last year, according to figures released by the Dominion Bureau of Statistics.

Deliveries of wheat from farms in the Prairie Provinces were lower during the week ending June 6, the figure being 2,178,599 bushels as compared with 2,687,045 in the preceding week. From the beginning of the present crop year to June 6 farm deliveries of wheat aggregated 217,681,202 bushels as compared with 307,356,555 in the similar period of 1944-45.

The following quantities of coarse grains were also delivered from farms in the Prairie Provinces during the week ending June 6, totals for the preceding week being in brackets: oats, 1,677,143 (1,884,325) bushels; barley, 604,588 (620,981); rye, 6,883 (7,137); flaxseed, 10,728 (14,236).

Dairy Production in May

Production of creamery butter in May amounted to approximately 31.5 million pounds, a decrease of 2.4 per cent from the output for May last year, according to figures released by the Dominion Bureau of Statistics. The total for the five months, January-May, was slightly over 81 million pounds, a decrease of 9.7 per cent from the corresponding period of 1945.

Decreases in production as compared with last year were recorded in all provinces except Prince Edward Island and the three Prairie Provinces. Largest decreases were in Ontario, where output dropped from 8,855,764 to 7,894,544 pounds; in Quebec from 10,751,757 to 10,397,687 pounds; and British Columbia from 963,318 to 751,129 pounds. Production in Alberta rose from 3,227,267 to 3,471,643 pounds, in Saskatchewan from 4,075,264 to 4,192,263 pounds, and in Manitoba from 2,566,434 to 2,995,071 pounds.

Cheddar cheese production in May declined nearly 29 per cent as compared with May last year. The month's make was 15,817,817 pounds as against 22,229,110 pounds. The cumulative total for the five months ending May was 28.3 million pounds as compared with 40.9 million. There were decreases in all provinces except Saskatchewan. Production in Ontario fell off from 27,595,590 to 19,180,005 pounds, and in Quebec from 9,848,149 to 6,362,147.

Ice cream production in May amounted to 1.7 million gallons, slightly under the output of May 1945. Concentrated milk products manufactured declined about 5.4 per cent, the total production being 38.1 million pounds, comprising 28.5 million pounds of concentrated whole milk products and 9.5 million pounds of concentrated milk by-products.

Stocks of Dairy and Poultry Products

Important seasonal improvement was shown in the creamery butter stock position on June 1, when the amount in storage and in transit rose to 18,129,181 pounds from 6,795,688 pounds on May 1, the Dominion Bureau of Statistics reports. However, this year's June 1 figure was still lower than last year when the total in all positions was 19,557,602 pounds. The same trend was noted in cheese holdings, June 1 stocks amounting to 31,534,705 pounds as compared with 21,211,777 pounds on May 1, and 41,572,433 pounds a year ago.

The seasonal factor also appeared in the stocks of shell eggs, the June 1 figure at 14,096,218 dozen advancing from the May 1 total of 10,800,000 dozen. There was a reduction from last year when shell egg stocks totalled 18,235,530 dozen. June 1 holdings of frozen egg meats amounted to 7,364,587 pounds, an increase over the May 1 total when the holdings were 4,842,208 pounds, but a sharp decrease from last year's aggregate of 18,117,401 pounds.

Stocks of evaporated whole milk owned by manufacturers, in cold storages, warehouses and dairy factories amounted to 16,665,075 pounds on June 1 this year as compared with 13,033,488 pounds on May 1, and 34,820,851 pounds on June 1, 1945. June holdings of skim milk powder -- the chief by-product -- were recorded at 1,988,672 pounds as compared with 1,213,270 pounds on May 1, and 5,462,819 pounds a year ago.

Dressed poultry stocks were lower on June 1 when holdings amounted to 3,380,952 pounds as compared with 4,432,769 pounds on May 1, and 5,872,752 pounds on June 1, 1945.

Meat Holdings on June 1

There was a net "out-of-storage" movement of meat during May of slightly more than 4,000,000 pounds, according to the monthly report on cold storage holdings of meat issued by the Dominion Bureau of Statistics. Holdings on June 1 were recorded at 73,685,688 pounds as compared with 77,731,849 pounds on May 1, and 79,537,401 pounds on June 1, 1945.

Little change was noted in the stocks of pork on June 1 when the total held was 56,889,435 pounds, being slightly lower than on May 1 and June 1 last year, when the totals were 57,587,855 pounds and 57,635,007 pounds, respectively. Beef stocks were reduced, June 1 holdings amounting to 12,323,760 pounds against 14,762,396 pounds on May 1, and 16,051,608 pounds on June 1, 1945.

June 1 stocks of veal at 3,440,541 pounds showed a slight improvement over the May 1 figure when the holdings were 3,341,116 pounds, but when compared with June last year there was a reduction of 1,488,767 pounds, last year's holdings having been 4,929,308 pounds. Mutton and lamb stocks were 1,031,952 pounds as against 2,040,482 pounds on May 1, and 921,478 pounds last year.

Stocks of lard were further reduced on June 1, the total being 1,216,027 pounds as compared with 1,418,543 pounds on May 1, and 2,624,497 pounds on June 1, 1945.

Cold Storage Holdings of Fish

Decided improvement was recorded in cold storage holdings of fish on June 1, when the aggregate was 24,112,603 pounds as compared with 16,977,872 pounds on May 1, and 18,670,265 pounds on June 1, 1945, according to figures issued by the Dominion Bureau of Statistics. Holdings of frozen fresh fish moved up to 22,334,888 pounds from 15,536,886 pounds on May 1, and 17,488,958 pounds last year. Stocks of frozen smoked fish were slightly higher, amounting to 1,777,715 pounds as compared with 1,440,986 pounds on May 1, and 1,181,307 pounds on June 1, 1945.

Rise in Retail Sales in April

Retail trade in Canada for April surpassed the volume of sales in April 1945 by 21 per cent and advanced one per cent above the total for March, according to figures released by the Dominion Bureau of Statistics. The average increase for the first four months of this year over last amounted to 14 per cent. Unadjusted indexes of sales stood at 211.9 for April 1946, 174.6 for April 1945, and 210.2 for March, 1946.

While all retail trades for which figures are available shared in the general expansion, gains for stores dealing in durable merchandise or clothing exceeded by a considerable margin the increases recorded for restaurants, for drug stores and for stores specializing in food products. The largest among the April increases for various kinds of business was an 83 per cent gain for radio and electrical stores. This trade has responded very rapidly to an improved supply situation and within the past six months has raised its level of trading to approximately the same level as the average for all trades in relation to the base period 1935 to 1939. Sales have averaged about two-thirds higher in the first four months of this year than in the similar period of 1945. Other durable merchandise stores continue to record major increases, April gains of 43 per cent for furniture stores and 35 per cent for hardware stores being approximately the same as gains recorded in the cumulative periods.

Department stores have been enjoying a high degree of activity in recent months and a 30 per cent gain for that trade in April indicates a rising rate of increase. The average gain in sales for the first four months of the year was 18 per cent, an increase which is exceeded by only five of the 14 trades. Variety store sales rose sharply in April when an increase of 24 per cent over the same month of last year was recorded. This trade, results for which are based on a group of chain store companies, had been holding closely to 1945 volume throughout the first quarter of 1946, and averaged but seven per cent higher in the first four months of the year. Sales of country general stores were up 17 per cent in April this year over last. The increase was much greater than gains recorded in earlier months of this year, the cumulative gains for the first four months standing at 11 per cent.

The effect of Easter purchasing is reflected in the outstanding gains for the apparel trades. Family clothing, men's clothing and women's clothing stores recorded gains of 35, 33 and 30 per cent respectively for April. Shoe merchants increased their sales by 21 per cent over April a year ago. In all cases the gains far exceeded those which occurred in earlier months of the year. Jewellery store sales were 29 per cent higher in April, while the increase for the four-month period was 17 per cent. Chain candy stores reported sales up 97 per cent over April 1945 with an average increase of 30 per cent for the four months. The value of merchandise retailed by furriers in April was 26 per cent above April 1945 volume.

Trends in Food Distribution

Dollar volume of sales transacted by wholesale grocers in April advanced 14 per cent over April last year, and one per cent over the preceding month, according to returns received from 73 of the larger wholesale grocery establishments. April sales of 874 chain store units operating in the food retailing field were 13 per cent higher than sales of 893 stores operated in April 1945, while sales of 1,207 independent retail food stores averaged 12 per cent higher than last year.

Economic Conditions in First Four Months of 1946

Compared with the corresponding period of 1945, the majority of the major economic factors averaged higher in the first four months of the present year. Wholesale prices showed a continuance of the upward trend, the index on the base of 1935-1939 rising from 133.7 to 137.4. Marked advances were shown in speculative factors including the index of common stock prices and of the number of shares traded on the stock exchanges.

The index of high-grade bond prices advanced 12 per cent from 103.7 to 116.4. The sum of four classes of bank deposits averaged 16 per cent greater than in the early months of 1945. On the other hand, the index of general employment was 6.2 per cent less, and a decline of 15.6 per cent was shown in the index of the physical volume of business.

The factors indicating the trend of production were uneven in the first four months of the present year. Employment in the mining industry averaged slightly higher. The gold receipts at the Mint rose 11 per cent to 957,000 fine ounces. Coal mining made an excellent showing, the total output amounting to 6.4 million tons, an increase of more than seven per cent. Lead production during the first quarter rose 12 per cent, while declines were shown in copper, nickel and zinc.

Manufacturing production, owing to the discontinuance of the production of munitions, was at a lower position in the early months of 1946. The meat-packing and dairy industries receded to lower levels. Flour production during the first three months rose nearly 11 per cent to 6.8 million barrels. The tobacco industry, measured by the release of cigarettes and cigars, operated at higher levels. The gain in the consumption of raw cotton by the textile industry was 4.5 per cent. Marked expansion was shown in the production of newsprint, which was 29 per cent greater at 1.3 million tons.

Car loadings in the four months showed minor recession and tons carried on the two main railways receded 3.2 per cent. The gross revenue of the Canadian National Railway and the Canadian Pacific Railway during the first quarter showed moderate recession.

A spectacular development was the advance in the new business obtained by the construction industry. Contracts awarded and building permits in 58 municipalities reached extremely high levels; the gain in contracts was 147 per cent, while building permits were three times as great as in the first four months of 1945. Employment in building construction was about 45 per cent greater. The altered position in regard to the production of war supplies was reflected in lower levels of activity in the iron and steel industry. A far greater decline was shown in the index of employment on durable goods.

The distribution of commodities through retail and wholesale outlets continued to rise during the first four months. The increase in retail sales and wholesale sales amounted to 11 per cent and 18 per cent, respectively.

A marked reduction in the outward shipments of war supplies affected the exports from Canada. The decline was 35.8 per cent to \$706,000,000. On the other hand, an increase was shown in the imports and in the net exports of non-monetary gold.

Expenditures of the Dominion Government during April were about 25 per cent less than in the same month of 1945. The expenditures under Mutual Aid to the United Nations was discontinued and the demobilization and reconversion disbursements receded from \$136,000,000 to \$76,000,000.

The average weekly earnings of firms reporting to the Bureau were practically maintained in the first four months of 1946 compared with the preceding year, but owing to the lower level of employment, the aggregate weekly pay rolls dropped 7.7 per cent. The decline in employment mainly reflected the lower levels of operation in the manufacturing group, advances being shown in many of the other industrial and service classes.

The increase in the payment of dividends was nearly 13 per cent, the total in the first four months of the present year amounting to \$96,000,000. Dominion Government interest payments were somewhat lower in April, based on the same month of last year, and the index of bond yields and interest to investors receded 11 per cent.

Advertising Outlays Exceeded \$100,000,000 in 1944

Total known expenditures on advertising in Canada during 1944 amounted to approximately \$105,000,000, according to a compilation by the Dominion Bureau of Statistics based on the results of a special survey in 1945 of the major aspects of the advertising field. This figure, states the Bureau's report on the survey just issued, "forms about 0.9 per cent of Canada's gross national expenditure or somewhat more than 1.5 per cent of all personal expenditures for goods and services and business expenditures on plant and equipment."

Printed advertising of various kinds accounted for the major part of the advertising bill, amounting to \$74,646,329 or slightly more than 71 per cent of the grand total. Radio advertising was second with a value of \$11,486,952 or slightly less than 11 per cent. Commissions paid to advertising agencies, which were recorded separately and not

included in the amounts for printed, radio or outdoor advertising, was next at \$5,949,-499 or 5.7 per cent. Fourth in the Bureau's breakdown was outdoor advertising at \$4,144,601 or 3.9 per cent; followed by internal costs of advertising departments of advertisers, at \$4,049,200; postage expenditure on direct mail advertising at \$3,000,000, and miscellaneous known expenditures at \$1,648,954.

Revenue received by publications for advertising totalled \$53,630,887, nearly 72 per cent of the total for all printed advertising and 51 per cent of the grand total for all kinds of advertising. Newspaper advertising accounted for the greater proportion of this revenue, amounting to \$38,612,339. Of this amount daily newspapers alone received \$32,612,339 or nearly 61 per cent of the total for all publications, and weekly, by-weekly and tri-weekly newspapers (including national week-end newspapers not published by daily newspaper publishers) most of the remainder. Trade and technical publications reported advertising revenue of \$5,703,007 and magazines of general circulation revenue of \$4,862,942. Advertising in agricultural publications amounted to \$1,875,590, and in a miscellaneous group, including almanacs, year books, directories, etc., to \$2,418,883.

Expenditures on other printed advertising such as calendars, circulars, price lists, catalogues, dodgers, posters, advertising novelties, etc., amounted to \$16,492,594, of which catalogues represented \$3,176,381 and the printing of books chiefly of an advertising nature \$767,539. Trade work of various kinds for printed advertising, not elsewhere included, was valued at \$4,522,848.

In the case of radio advertising, revenue from advertising reported by all broadcasting stations, covering station time, wire charges, production costs and announcer fees less payments to advertising agencies and to other stations, totalled \$9,327,155. The remainder of the total of \$11,486,952 consists of billings by firms or agencies engaged in the production of programs at \$2,159,747.

The Bureau's figure of \$4,144,601 for outdoor advertising includes net rentals received by producers of billboards for space, net rentals of neon and other electrical signs, and revenue from advertising space inside or outside electric railway cars and buses. Costs of posters and cards for the first and last of these are included under printed advertising.

Total billings by advertising agencies to clients for all types of work amounted to \$36,944,785. Most of this amount, however, is included in the figures for the various advertising media. Commissions or fees, which are not included elsewhere, totalled \$5,949,499.

Rounding out the grand total for advertising, the figure of \$3,000,000 for direct mail advertising is an estimate of postage costs for mailing catalogues, price lists and other printed material, and that for advertising departments of advertisers at \$4,049,200 covers internal costs such as salaries, wages, payments to photographers, etc., of industrial, financial, retail and other businesses having a considerable advertising expenditure.

Production and Stocks of Asbestos

Production of primary asbestos in April at 46,134 tons was the highest monthly total so far this year, according to figures released by the Dominion Bureau of Statistics. The March output was 38,685 tons, February 33,032, and January 36,863. The aggregate for the four months ended April was 154,714 tons. Stocks at the end of April stood at 49,297 tons, recording a slight decline from the March total of 50,765 tons.

Factory Sales of Electric Storage Batteries

Sales of electric storage batteries and parts by principal Canadian producers were valued at \$723,246 during April compared with \$765,946 in March, and the total for the four months ended April this year was \$3,093,152, according to figures published by the Dominion Bureau of Statistics. April sales included 88,809 batteries at \$504,271 for the ignition of internal combustion engines; 817 batteries at \$2,823 for motor cycle starting; 2,172 cells at \$41,191 for farm lighting plants; 768 cells at \$21,755 for railway service; batteries valued at \$82,853 for other purposes, including those for telephone switchboards, and miscellaneous parts and supplies for batteries valued at \$70,353.

Stocks and Consumption of Unmanufactured Tobacco during Quarter Ended March

Stocks of unmanufactured tobacco on hand at March 31 this year showed an increase over the same date last year, amounting to 122,541,536 standard pounds as compared with 117,012,588 pounds, according to the quarterly report issued by the Dominion Bureau of Statistics. The quantity for March 31 last, however, is below the average of the quarter ending March for the five years 1939-1943, which stands at 127,400,939 pounds.

The total stocks at the end of March comprised 120,131,678 standard pounds of Canadian tobacco and 2,409,858 pounds of imported, as compared with 115,106,612 and 1,905,976 pounds, respectively, on the corresponding date of 1945. The stocks of Canadian tobacco consisted of the following types: flue-cured (Bright Virginia), 99,787,652 standard pounds; Burley, 12,458,831; dark (air or fire-cured), 1,812,786; cigar leaf, 4,802,531; large pipe varieties, 863,771; and small pipe varieties, 408,107 standard pounds. Cigar leaf at 1,643,058 standard pounds accounted for the major part of imported tobacco stocks.

The quantity taken for manufacture during the quarter was lower than in the preceding quarter and the similar period of last year. It amounted to 17,108,497 standard pounds, consisting of 16,667,801 pounds of Canadian tobacco and 440,696 pounds of imported. These figures compare with 19,040,454 pounds, 18,653,769 and 386,685 pounds respectively for the corresponding quarter of 1945, and the total of 20,744,071 pounds for the quarter ended December, 1945.

Exports during the three months were 5,754,206 pounds as against 8,649,607 pounds for the first quarter and 2,707,596 pounds for the last quarter of 1945.

Tobacco Manufacturing Industry in 1944

The net output -- selling values less excise duties and taxes -- of the Canadian tobacco manufacturing industry in 1944 was valued at \$71,442,389, which represents an increase of \$7,350,454 or over 11 per cent above that of the preceding year. The gross output -- selling values including excise duties and taxes -- was valued at \$223,152,885. Cigarettes formed the main item of production with an output of 15,484,605 thousand and valued at \$171,001,575. Smoking tobacco was next in importance with an output of 24,263,076 pounds valued at \$36,098,232. This was followed by cigars with a production of 198,512 thousand valued at \$10,470,972.

There was an increase in 1944 of \$5,387,704 in the cost of materials used. Of the materials used, amounting to \$36,864,418, \$25,489,807 was spent for domestic raw leaf tobacco. All told, the tobacco industry consumed 71,277,001 pounds of raw leaf tobacco, of which 69,860,464 pounds was of domestic origin. For the production of cigars, 1,010,153 pounds of imported and 2,679,122 pounds of domestic tobacco were used; for the production of cigarettes, 331,957 pounds of imported and 42,012,917 pounds of domestic tobacco were required, while for the production of smoking and chewing tobacco and snuff, 74,427 pounds of imported and 25,168,425 pounds of domestic tobacco were used.

Consumption and Production of Bread

The average Canadian consumed 16 pounds more "bakers" bread in 1944 than in 1939, but the per capita usage was slightly lower than in 1943, according to figures released by the Dominion Bureau of Statistics. The amount of bread consumed in the Dominion in 1944 was 1,249,083,000 pounds as compared with 1,244,208,000 in 1943, and 999,457,000 in 1939, the per capita figures standing at 104.3 pounds, 105.4 pounds, and 88.3 pounds in the respective years.

Production of bread by firms comprising the bread and other bakery products industry in 1944 amounted to 1,234,420,000 pounds valued at \$68,359,000 as compared with 1,145,272,000 pounds valued at \$62,863,000 in the preceding year. Pies, cakes, pastry, etc., were produced to the value of \$41,190,000 compared with \$32,744,000, buns \$9,263,000 compared with \$7,411,000. The total value of all products of this industry in 1944 was \$120,446,000, an increase of about four per cent over 1943.

Car Loadings on Canadian Railways

Car loadings on Canadian railways for the week ended June 1 amounted to 66,101 cars as compared with 60,948 cars for the preceding week (depressed by the holiday) and 74,510 cars for the corresponding week last year. Loadings in the eastern division

declined from 46,847 cars last year to 45,607 cars, and in the western division from 27,663 to 20,494 cars.

Grain loadings declined from 13,731 cars in 1945 to 5,387 cars, logs, piling, cordwood from 1,215 to 809 cars, pulp wood from 3,285 to 2,804 cars, lumber, lath, shingles from 3,627 to 2,850 cars, automobiles, trucks and parts from 1,477 to 966 cars, and miscellaneous freight from 6,128 to 5,423 cars. Sand, stone, gravel, etc., increased from 3,549 to 4,198 cars, and merchandise (L.C.L.) from 15,432 to 16,855 cars.

Reports Issued Today

1. Awning, Tent and Sail Industry, 1944 (15 cents).
 2. Bread and Other Bakery Products Industry, 1944 (25 cents).
 3. Stocks of Dairy and Poultry Products, June 1 (10 cents).
 4. Stocks of Meat and Lard in Cold Storage, June 1 (10 cents).
 5. Asbestos, April (10 cents).
 6. Non-Ferrous Scrap Metal, and Secondary Non-Ferrous Ingot, April (10 cents).
 7. Car Loadings on Canadian Railways - Weekly (10 cents).
 8. Tobacco Industries in Canada, 1944 (25 cents).
 9. Stocks and Consumption of Unmanufactured Tobacco During Quarter Ending March 31, 1946 (15 cents).
 10. Monthly Indexes of Retail Sales, April (10 cents).
 11. Monthly Dairy Review of Canada, May (10 cents).
 12. Advertising Expenditures in Canada, 1944 (25 cents).
 13. Current Trends in Food Distribution, April (10 cents).
 14. Trade of Canada - Imports Entered for Consumption, April (25 cents).
 15. Central Electric Stations, 1944 (25 cents).
 16. Factory sales of Electric Storage Batteries, April (10 cents).
 17. Cold Storage Holdings of Fish, June 1 (10 cents).
 18. Telegraphic Crop Report, Prairie Provinces (10 cents).
-



1010771065