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--- HIGHLIGHTS OF THIS ISSUE ---

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CANADA'S POPULATION was only 79,000 short of the 14,000,000-mark on September 1 this year. The estimate for the 10 provinces was 13,921,000, a gain of 76,000 over the June 1 figure, and a rise of 285,000 in the last 12 months.

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OUTPUT OF ELECTRIC ENERGY by central electric stations in September amounted to 4,113,216,000 kilowatt hours as compared with 4,190,983,000 in August and 3,753,055,000 in September last year.

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CHEQUES CASHED AGAINST INDIVIDUAL ACCOUNTS rose 14 per cent in September over the corresponding month last year, total for the month standing at $8,746,796,000 as against $7,655,508,000.

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PRODUCTION OF PIG IRON AND STEEL INGOTS was higher in September, output of the former amounting to 199,415 net tons against 168,436 a year earlier, and the latter, 274,947 tons against 240,748.

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CARLOADINGS ON CANADIAN RAILWAYS for the week ended October 28 totalled 92,555 cars, up 4,611 cars or 5.3 per cent over last year's corresponding total.

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DEPARTMENT STORE SALES decreased one per cent during the week ending October 28 as compared with the corresponding week last year.

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HIGHWAY TRAFFIC ENTERING CANADA from the United States in August was five per cent heavier in volume than in the same month last year, and advanced 3.6 per cent in the first eight months of the year.

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VISIBLE SUPPLIES OF CANADIAN WHEAT in store or in transit in North America on October 26 amounted to 191,906,489 bushels as against 179,080,469 a year earlier.

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COST-OF-LIVING INDEX UP 0.9 POINTS AT OCTOBER 2

The Dominion Bureau of Statistics cost-of-living index rose 0.9 points between September 1 and October 2 to reach 170.7. At the beginning of January this year the index stood at 161.0 and the October 1949 figure was 162.2. In contrast to the past few months, groups other than food accounted for most of the increase.

The food index recorded an advance of 1.3 points to 220.1, reflecting increases for eggs, butter, milk, coffee and fruits. Reversing a January-September trend, meat prices declined slightly, while fresh vegetables also moved lower.

The clothing index rose from 182.3 to 183.5, largely as a result of higher prices for all and winter items and footwear. Slight increases throughout the homefurnishings and services group advanced this index 1.6 points to 172.7. The index of miscellaneous items moved from 132.8 to 133.3, following increases in tires, barbers' fees, and certain drug items.

Higher prices for coal and coke resulted in a slight gain in the fuel and light index from 140.8 to 141.0. Rents were not surveyed during October, and the index remained at 135.5.

Between August 1939 and October 1950, the cost-of-living index advanced 69.3 per cent. (1)

Dominion Cost-of-Living Indexes (1935-39=100)

	Combined Index	Food	Rent	Fuel and Light	Clothing	Home furnishings and Services	Miscellaneous
October 2, 1950	170.7	220.1	135.5	141.0	183.5	172.7	133.3
September 1, 1950 ...	169.8	218.8	135.5	140.8	182.3	171.1	132.8
October 1, 1949	162.2	205.0	123.9	134.1	184.1	167.2	130.2

CHEQUES CASHED UP 14 PER CENT IN SEPTEMBER

Cheques cashed against individual accounts rose 14 per cent in September over the corresponding month last year, advances being recorded in each of the five economic areas except the Prairie Provinces. Total for the month was $8,746,796,000 as against $7,655,508,000, raising the cumulative total for the first nine months of the year to an all-time high figure of $70,921,290,000 compared with $62,290,382,000 a year ago.

Cheques cashed in Ontario rose sharply in September to $3,894,806,000 from $2,872,422,000 a year earlier, the gain amounting to 35.6 per cent. Quebec's total was moderately higher at $2,375,289,000 compared with $2,201,313,000, while British Columbia's total advanced 23.7 per cent to $727,242,000 from $587,886,000. The aggregate for the Atlantic Provinces rose to $227,969,000 from $196,838,000, but there was a decline of 15.3 per cent in the Prairie Provinces to $1,521,490,000 from $1,796,544,000.

Cumulative totals for the first nine months of this year were as follows by economic areas, figures for the same period of 1949 being in brackets: Ontario, $30,676,688,000 ($25,755,193,000); Quebec, $20,156,823,000 ($17,826,071,000); Prairie Provinces, $12,169,870,000 ($11,576,394,000); British Columbia, $6,004,947,000 ($5,488,287,000); Atlantic Provinces, $1,912,962,000 ($1,644,437,000). (2)

CANADA'S POPULATION ONLY 79,000 UNDER 14,000,000 ON SEPTEMBER FIRST

Canada's population was only 79,000 short of the 14,000,000-mark on September 1 this year, according to estimates released by the Dominion Bureau of Statistics. The September estimate for the 10 provinces was placed at 13,921,000, a gain of 76,000 over the June 1 figure, and a rise of 285,000 in the last 12 months.

On the basis of the average rate of increase in the Bureau's estimates since September a year ago, Canada's population should approximate 14,000,000 by the end of this year.

Earlier estimates of the population follow: June 1, 1949, 13,549,000; September 1, 1949, 13,636,000; December 1, 1949, 13,707,000; March 1, 1950, 13,766,000; and June 1, 1950, 13,845,000.

EARNINGS AND HOURS WORKED IN MANUFACTURING

During the week ending October 31, 1949, the average hourly earnings in manufacturing advanced to 106.5 cents from 102.3 cents in the same period of 1948 for wage-earning men and to 68.3 cents from 65.1 cents for women, according to a preliminary tabulation of the fourth annual survey of earnings and hours of work in manufacturing by the Dominion Bureau of Statistics. This raised the average weekly earnings to $47.29 from $45.73 and to $27.18 from $25.91 for respective sexes. Thus the wage-earners average weekly wages increased by 3.5 per cent for men and by 4.9 per cent for women.

The average weekly earnings of salaried employees advanced in the same week to $65.43 from $63.47 for men, a gain of 3.1 per cent; and to $32.62 from $31.26 for women, a gain of 4.4 per cent.

The average hours worked by wage-earners during the week ending October 31, 1949, were 44.4 for men, down from 44.7 in 1948 and for women they were unchanged at 39.8 hours. Male salaried employees worked 40.9 hours as compared with 41.1 hours and female 38.6 against 38.8 hours a year ago. The longest hours worked by wage-earners occurred in pulp and paper mills at 48.4 hours with a corresponding high in average weekly earnings of $55.18. Salaried employees worked longest in saw and planing mills at 45.9 hours, but earned only $55.99 as compared with those working 40.4 hours in pulp and paper mills and earning $72.72.

The largest increase in average weekly earnings at 9.2 per cent for wage-earning women occurred in Alberta and at 7.4 per cent for salaried women in Manitoba. Wage-earning men in Nova Scotia had the greatest increase at 5.4 per cent and salaried men in Alberta at 7.6 per cent. Reductions of 1.5 per cent were recorded for wage-earning women in Nova Scotia and of 2.4 per cent for salaried men in Saskatchewan. (3)

DEPARTMENT STORE SALES DOWN ONE PER CENT IN WEEK

Department store sales in Canada, excluding Newfoundland, decreased one per cent during the week ending October 28 as compared with the corresponding week last year, according to preliminary figures. Gains in the Maritimes, British Columbia, Quebec and Alberta were counterbalanced by declines in the other three provinces. Sales in Manitoba were 10 per cent lower, Saskatchewan seven per cent, and Ontario one per cent, while sales in the Maritimes advanced seven per cent, British Columbia five per cent, Quebec two per cent, and Alberta one per cent.

SECURITY PRICE INDEXES

	Nov. 2, 1950	Oct. 26, 1950 (1935-39=100)	Oct. 5, 1950
Investors' Price Index			
(106 Common Stocks)	143.9	143.2	143.8
82 Industrials	142.0	141.1	141.8
16 Utilities	137.1	137.1	138.9
8 Banks	154.7	154.1	151.2
Mining Stock Price Index			
(30 Stocks)	91.7	91.0	90.9
25 Golds	63.8	63.1	63.6
5 Base Metals	148.2	147.5	146.1

MOTOR VEHICLE SALES, FINANCING IN SEPTEMBER

There were further sharp gains in sales and financing of sales of new motor vehicles in September over the same month last year. The advance in sales, although substantial, was below the average rate of increase for the previous eight months of the year.

During the month, 39,050 new vehicles were retailed for a total of $82,952,096 as compared with 28,239 units sold for $56,656,841 a year earlier, showing gains of 38 per cent in number and 46 per cent in value. Nine-month sales totalled 329,372 units as against 213,698, and the retail value was $668,983,680 against $442,027,050, making increases of 54 and 51 per cent, respectively.

New motor vehicle sales financed in the month numbered 11,311 units involving $16,623,440 as against 7,183 units financed for $10,129,875 a year ago. In the nine months, 102,903 units were financed for $144,012,716 as against 58,718 units at $83,751,800 a year earlier.

In the used vehicle class there were 18,867 units financed for $12,376,495 as against 12,718 units at $8,480,603 a year ago, raising the nine-month total to 174,394 units financed for $115,687,890 as compared with 114,856 units involving $79,317,744 in the like period of 1949. (4)

TRAVEL BETWEEN CANADA AND THE UNITED STATES

Highway traffic entering Canada from the United States in August was five per cent heavier in volume than in the same month last year, and advanced 3.6 per cent in the first eight months of the year. Border crossings in the month numbered 1,454,400 as compared with 1,384,200, raising the cumulative total for the eight-month period to 6,879,800 from 6,622,400 a year earlier.

Crossings of foreign vehicles in August numbered 1,097,300 as compared with 1,076,100, and Canadian vehicles returning totalled 357,200 as against 308,000. Entries of United States vehicles in the eight months were 4,930,900 as compared with 4,881,500, and returning Canadian vehicles totalled 1,948,900 as compared with 1,740,900. (5)

CHAIN STORE SALES AND STOCKS IN SEPTEMBER

September sales of six types of chain stores -- grocery, women's clothing, shoe, hardware, drug and variety stores -- were higher than in the same month last year. Stocks were lower for shoe stores, unchanged for women's clothing stores, and higher for the other four.

The food store group had sales totalling $44,480,000 as compared with $37,005,000 in September last year, an increase of 20 per cent. Sales of variety stores increased to $12,161,000 from $11,376,000, or by seven per cent.

Women's clothing stores advanced 17 per cent, amounting to $3,307,000 compared with $2,822,000, and shoe store sales rose to $2,902,000 from $2,767,000, or by five per cent. Drug store sales were four per cent higher at $2,392,000 as against $2,293,000. Hardware stores recorded an advance of 13 per cent, standing at $1,052,000 as compared with $934,000. (6)

OUTPUT OF ELECTRIC ENERGY BY CENTRAL ELECTRIC STATIONS

Output of electric energy by central electric stations in September declined slightly from the preceding month, but advanced 10 per cent over September last year. Cumulative output for the first nine months of the year was seven per cent higher than in the similar period of 1949. All provinces except New Brunswick shared in the rise in the month over 1949, but were all higher in the nine-month period.

The month's output amounted to 4,113,216,000 kilowatt hours as compared with 4,190,983,000 in August and 3,753,055,000 in September last year. In the nine months, 37,301,459,000 kilowatt hours were produced as against 34,743,784,000 in the same months last year.

Consumption of primary power advanced in September to 3,843,357,000 kilowatt hours from 3,841,050,000 in August and 3,495,738,000 a year earlier, and in the nine months to 33,524,620,000 kilowatt hours from 31,098,673,000. Gross exports to the United States in September totalled 143,000,000 kilowatt hours compared with 149,660,000 in August and 120,252,000 in September, 1949. In the cumulative period, 1,464,551,000 kilowatt hours were exported as against 1,437,263,000 in 1949.

Production was as follows by provinces in September, totals for September last year being in brackets (figures in thousands): Prince Edward Island, 1,732 (1,560) kilowatt hours; Nova Scotia, 59,586 (56,355); New Brunswick, 51,290 (54,051); Quebec, 2,230,079 (2,113,866); Ontario, 1,088,063 (926,887); Manitoba, 191,895 (150,927); Saskatchewan, 75,617 (67,226); Alberta, 69,268 (64,485); British Columbia, 347,686 (317,698). (7)

PRODUCTION OF LEATHER FOOTWEAR LOWER IN AUGUST AND EIGHT MONTHS

Canadian production of leather footwear was lower in August and the first eight months of this year as compared with the corresponding periods of 1949. The month's output amounted to 2,911,540 pairs, down eight per cent from last year's August total of 3,176,583 pairs. In the cumulative period, output declined 10 per cent, totalling 21,706,002 pairs as against 24,167,327 in the January-August period of 1949.

BIRTHS, DEATHS AND MARRIAGES There were fewer births but increased numbers of deaths registered in Canada in August and the first eight months of this year than last. Marriages were higher in the month but lower in the cumulative period.

Births in August numbered 30,065 as compared with 33,371 a year ago, bringing the cumulative total for the eight months to 234,469 as against 235,880. Increases in the month were recorded only in Manitoba and British Columbia, and for the eight months were higher in Prince Edward Island, Ontario, Alberta and British Columbia.

Deaths in August totalled 9,582 compared with 9,128 in August, 1949, raising the eight-month total to 81,459 from 80,026. Increases in the month occurred in Ontario, Saskatchewan, Alberta and British Columbia, and in the eight months were higher in Nova Scotia, Ontario, Alberta and British Columbia.

Marriages in August numbered 14,077 compared with 13,205 in August last year, bringing the eight-month total to 74,455 as against 76,311 a year earlier. Prince Edward Island, Ontario, Saskatchewan, Alberta and British Columbia were higher in August, and in the eight months were increased only in Saskatchewan and Alberta. (9)

FRUIT CROP ESTIMATES Mid-October estimates place Canada's apple crop this year at 15,758,000 bushels, four per cent above September, but 13 per cent below last year's crop of 18,151,000 bushels. The upward revision over September was a result of improved sizing in Nova Scotia, Quebec and Ontario. The estimates for New Brunswick and British Columbia were unchanged.

The pear crop in Ontario proved to be larger than expected in September, and the all-Canada estimate rose to 753,000 bushels from 716,000. Last year's crop amounted to 1,000,000 bushels.

A minor revision in the estimates of the grape crop in Ontario brings the Canadian total to 90,315,000 pounds, less than one per cent below the September estimate. The crop this season is of record proportions and is 76 per cent larger than the 51,194,000 pounds a year ago.

This year's peach crop is estimated at 1,151,000 bushels compared with 2,011,000 a year ago, plums and prunes 521,000 bushels against 827,000, cherries 324,000 bushels against 491,000, strawberries 22,467,000 quarts compared with 26,251,000, raspberries 11,021,000 quarts against 10,931,000, and loganberries 866,000 pounds against 877,000. (Mem. 1)

STOCKS AND MARKETINGS OF WHEAT AND COARSE GRAINS Deliveries of wheat from farms in the Prairie Provinces during the week ended October 26 were up sharply from a year ago, but overseas export clearances moved in lower volume. Stocks in store or in transit in North America were at a higher level.

The amount of wheat delivered from Prairie farms during the week was 9,282,832 bushels as against 6,497,062 a year ago, and the export clearances totalled 2,605,168 bushels against 4,189,487. Visible supplies amounted to 191,906,489 bushels compared with 179,080,469 a year earlier. (Mem. 2)

OUTPUT OF DAIRY PRODUCTS IN OCTOBER Production of creamery butter was lower in October and the first 10 months of this year than in the corresponding periods of 1949. The month's output amounted to 21,688,000 pounds as compared with 24,494,000 a year earlier, and in the cumulative period totalled 238,959,000 pounds as against 250,925,000 in 1949.

Cheddar cheese output in October declined to 7,944,000 pounds from 12,367,000 a year ago, and in the 10 months to 88,382,000 pounds from 104,890,000 in the similar period of 1949.

October output of concentrated milk products fell to 29,928,000 pounds from 32,048,000 in October last year, but advanced in the 10-month period to 343,508,000 pounds from 332,836,000 in the same months last year. (10)

STOCKS OF BUTTER AND CHEESE Stocks of creamery butter were lower on November 1, amounting to 64,781,000 pounds as compared with 70,133,000 on October 1 and 75,283,000 on the corresponding date last year. Holdings of cheese declined to 29,801,000 pounds from 34,178,000 on October 1 and 46,174,000 on November 1 last year.

Stocks of evaporated whole milk held by or for manufacturers on November 1 amounted to 24,420,000 pounds as compared with 26,154,000 on October 1 and 53,549,000 a year earlier, while the holdings of skim milk powder were 5,036,000 pounds as against 6,146,000 on October 1 and 23,295,000 a year ago.

November 1 stocks of eggs, shell and frozen, amounted to 336,000 cases as compared with 514,000 on October 1 and 164,000 on November 1, 1949. Holdings of poultry meat totalled 12,358,000 pounds against 9,351,000 on October 1 and 16,959,000 on November 1 last year. (Mem. 3)

STOCKS OF BUTTER AND CHEESE Stocks of creamery butter in nine cities of Canada on November 1 amounted to 46,718,000 pounds as compared with 53,723,000 on the corresponding date last year, while the stocks of cheddar cheese totalled 19,451,000 pounds against 29,097,000.

Creamery butter stocks were as follows by cities on November 1, totals for the same date last year being in brackets (figures in thousands): Quebec, 3,486 (3,718) pounds; Montreal, 15,716 (20,175); Toronto, 6,283 (11,171); Winnipeg, 11,980 (10,585); Regina, 800 (1,147); Saskatoon, 431 (385); Edmonton, 4,785 (3,699); Calgary, 1,730 (1,390); and Vancouver, 1,507 (1,453). (Mem. 4)

MARGARINE PRODUCTION AND STOCKS Production of margarine was again higher in October, the month's output amounting to 8,369,000 pounds as compared with 7,962,000 in September and 6,779,000 in the corresponding month last year. This raised the cumulative total for the first 10 months of 1950 to 77,970,000 pounds from 59,857,000 in the like period of 1949. Stocks held by manufacturers, wholesalers and other warehouses on November 1 amounted to 1,815,000 pounds as against 1,500,000 on October 1. (Mem. 5)

PRODUCTION AND STOCKS OF PROCESS CHEESE

Production of process cheese in October amounted to 3,639,000 pounds, an increase of 15 per cent over the September figure of 3,162,000 pounds, and a rise of 27 per cent over the October, 1949 total of 2,860,000 pounds. Cumulative output for the first 10 months of this year amounted to 29,766,000 pounds, an increase of eight per cent over the 27,569,000 pounds recorded for the same period of 1949. Stocks held by manufacturers at the end of October, at 891,000 pounds, were slightly above those held at the end of September.

OUTPUT OF REFINED PETROLEUM PRODUCTS HIGHER IN JUNE AND FIRST HALF OF 1950

Output of refined petroleum products by Canadian refineries increased 20 per cent in June over the same month last year, and advanced 14 per cent in the first six months of the year. Receipts of crude rose 21 per cent in the month and nine per cent in the half year, the proportion of domestic crude rising in the six months to 25 per cent from 21 a year ago.

June output of refined products amounted to 9,335,643 barrels as compared with 7,784,569 in June last year, bringing the cumulative production for the half year to 45,819,326 barrels from 40,107,962 in the first six months of 1949.

Output of motor gasoline was up in the month to 4,282,902 barrels from 3,562,845 a year earlier, and in the six months to 20,531,227 from 18,451,244 barrels. Production of light fuel oil was sharply higher both in the month and half year, the June output rising to 1,097,170 barrels from 685,175, and the six-month total to 5,295,809 barrels from 3,473,147. There were also increases in both periods in naphtha specialties, diesel fuel, and heavy fuel oil, while aviation gasoline and tractor fuel were lower.

Crude oil received at the refineries during June amounted to 10,016,663 barrels against 8,277,234 in June, 1949, and in the six months totalled 48,281,537 barrels compared with 44,453,565 in 1949. Receipts of domestic crude in June increased to 2,237,269 barrels from 1,687,355 last year, and imported crude rose to 7,779,394 from 6,589,879 barrels. In the six-month period, domestic crude receipts advanced to 12,240,709 barrels from 9,370,968, and imported crude was up to 36,040,828 barrels from 35,082,597 a year ago.

The United States was the largest source of Canada's imported crude oil supplies in the half year, accounting for 13,809,300 barrels as compared with 13,792,000 a year earlier, followed closely by Venezuela with 13,566,200 barrels against 17,058,600. Supplies from Arabia were up sharply to 7,792,200 barrels from 3,118,500, while the amount from Trinidad was down to 873,000 barrels from 1,113,500. (11)

PRODUCTION OF COKE IN AUGUST

Production of coke from ovens and gas retorts in August amounted to 333,800 tons as compared with 335,600 in the preceding month and 307,000 in August last year. Cumulative output for the first eight months of the year declined to 2,588,800 tons from 2,631,300 in the similar period of 1949.

Producers disposed of 314,000 tons in August, bringing the figure for the eight-month period to 2,809,500 tons. Of this year's August total, 33,200 tons were used in coke or gas plants, 177,200 tons in producers' smelters, 10,700 tons for domestic use, 47,300 tons for other uses, 29,100 tons sold to dealers for resale, and 16,300 tons for export. (12)

PRODUCTION OF PIG IRON AND STEEL IN SEPTEMBER

Production of pig iron, ferro-alloys and steel ingots and castings was higher in September than in the same month last year, while in the first nine months of the year output of pig iron and steel ingots and castings was larger and ferro-alloys smaller.

The month's output of pig iron amounted to 199,415 net tons as compared with 201,830 in the preceding month and 168,436 in September last year, bringing the cumulative total for the nine-month period to 1,697,451 net tons as against 1,659,-003 in the similar period of 1949.

Production of steel ingots and castings totalled 274,947 net tons compared with 281,312 in August and 240,748 in September last year. Cumulative output for the eight months was 2,509,473 net tons as against 2,404,368 last year.

September output of ferro-alloys amounted to 17,765 net tons against 19,018 in August and 12,250 a year ago. Cumulative output for the eight months ending September was 132,355 net tons compared with 169,536 in 1949. (Mem. 6)

CONSUMPTION AND PRODUCTION OF RUBBER

Consumption of rubber advanced 20 per cent in September over the preceding month, total for the month amounting to 16,187,200 pounds as compared with 13,444,400. Natural rubber consumption increased to 8,483,900 pounds from 6,897,900, synthetic to 5,087,800 pounds from 4,361,900, and reclaim to 2,615,500 pounds from 2,184,500.

Domestic production of synthetic rubber moved slightly higher in September, totalling 11,164,200 pounds as compared with 11,148,500 in August, while reclaim declined to 842,200 pounds from 862,400.

Month-end stocks of natural rubber rose to 9,101,100 pounds from 7,887,000 in August, synthetic to 7,280,000 pounds from 6,964,200, and reclaim to 3,843,800 pounds from 3,503,400. (13)

PRODUCTION AND SALES OF STOVES AND WARM AIR FURNACES IN AUGUST

Canadian manufacturers produced 49,317 stoves of all kinds in August as compared with 38,775 in the preceding month, and 9,791 warm air furnaces as against 6,568. Factory sales of stoves amounted to 59,369 units compared with 38,738, and the sales of furnaces totalled 11,409 against 7,801.

Among the stoves produced in August were 14,498 electric cooking stoves, ranges and rangettes; 6,514 coal, wood and sawdust cooking stoves; 11,383 coal, wood and sawdust heating stoves; 4,008 gas cooking stoves and ranges; 4,375 oil and gasoline stoves and heaters; and 3,915 fuel oil (distillate) heating stoves. (Mem. 7)

PASSENGER TRAFFIC ON URBAN AND INTERURBAN TRANSIT SYSTEMS

Passengers carried by urban and interurban transit systems declined 4.5 per cent in July to 116,117,299 from 121,628,000 in July last year, while revenues for both services climbed 1.1 per cent to $13,291,473. Urban traffic fell by 4,512,-200 fares to 106,675,374 passengers, while interurban traffic receded nearly 1,000,000 to 9,441,925. Urban receipts advanced from $7,584,741 to $8,114,848, while interurban revenue declined from $5,521,327 to $5,176,625. (14)

CARLOADINGS ON CANADIAN RAILWAYS Carloadings on Canadian railways continued heavy during the week ending October 28, total for the period amounting to 92,555 cars, slightly below the previous week's figure of 92,733 cars, but 4,611 cars or 5.3 per cent above last year's corresponding total of 87,944 cars. Despite the nine-day strike in August, the cumulative total of cars loaded in the first 43 weeks this year, at 3,192,814 cars, was only 1.5 per cent below the same period last year.

Eastern division loadings during the week ending October 28 amounted to 58,139 cars as compared with 53,814 a year earlier, while western division traffic showed a minor gain from 34,130 to 34,416 cars. (15)

CIVIL AVIATION IN 1949 Canadian commercial aircraft flew a total of 35,925,311 revenue miles in 1949 compared with 35,852,977 in 1948, while non-revenue mileage was down to 1,821,675 from 2,481,124. Revenue passengers carried numbered 1,211,149 as against 1,054,778 in the preceding year. Revenue freight decreased to 30,637,128 pounds from 31,945,485, but air mail advanced 33.6 per cent to 13,506,220 pounds.

Revenues totalled $39,581,021, up $5,868,692 from 1948, while expenses amounted to $40,380,598, a gain of $5,580,928. Revenues from passenger service increased to $24,505,122 from $18,832,707, and mail pay to $7,082,534 from $6,274,501. Passenger fares accounted for almost 62 per cent of total revenues and mail for 18 per cent.

All expense accounts advanced, aircraft operation and maintenance rising to $23,818,397 from $20,874,533, traffic expenses to $3,812,061 from $2,714,031, and ground operation and maintenance to $10,006,331, a rise of nearly $1,000,000. (16)

ARRIVALS AND DEPARTURES OF VESSELS HIGHEST SINCE 1940 Canadian ports had a busy season in 1949, the number of vessels arriving and departing being the largest since 1940 and the registered net tonnage of the vessels the heaviest on record. Vessels in the coasting trade accounted for the increased traffic, those in foreign service being lower both in number and registered net tonnage.

The total number of arrivals in coasting and foreign service during the year was 112,577 as compared with 106,279 in the preceding year, and 124,453 in 1940, while the departures numbered 113,324 as against 106,511 in 1948, and 125,478 in 1940.

Arrivals of vessels in foreign service numbered 30,565 during the year as compared with 31,138 in 1948, while the departures fell to 32,562 from 33,511. In the coasting trade the arrivals numbered 82,012 compared with 75,141 in the preceding year, and the departures totalled 80,762 against 73,000.

The tonnage of cargoes loaded at Canadian ports during 1949 amounted to 22,441,732 as compared with 20,440,955 in 1948, while the cargoes unloaded totalled 28,319,334 tons compared with 36,844,187.

The entry of Newfoundland into Confederation on April 1, 1949, affects comparisons with previous years. During 1948, Canada had delivered 799,423 tons of cargo to Newfoundland and received 1,315,167 tons. (17)

ADVERTISING EXPENDITURES SHOW SUBSTANTIAL ADVANCES

Advertising expenditures of Canadian business houses handled by advertising agencies have risen steadily and substantially in recent years, with the percentage distribution of billings among principal media showing only minor changes, according to figures released by the Dominion Bureau of Statistics.

Advertising agencies handled advertising and provided other services to the extent of $86,742,500 in 1949 as compared with $73,762,200 in 1948, and $64,594,700 in 1947. The 1949 total rose 18 per cent over 1948, while increases for the two previous years were 14 per cent (1948 over 1947), and 24 per cent (1947 over 1946).

Billings for advertising in 1949 aggregated $86,451,000 as compared with $73,543,800 in 1948, and $64,422,800 in 1947. Billings for market surveys and other services, not considered advertising, constituted a small but increasing proportion of total billings. In 1949, these services accounted for $291,500 as compared with $218,400 in 1948, and $171,900 in 1947.

The number of advertising agencies in Canada in 1949 was 74, one less than in 1948, but seven more than in 1947. These concerns had gross revenues of $13,526,300 in 1949, as against $11,553,500 in 1948, and $10,091,800 in 1947, forming practically the same percentage of total billings in each of the three years. Net revenues in 1949 were $1,948,500 against $1,370,400 in 1948, and $1,462,800 in 1947.

Percentage distribution of billings by media show that advertising in publications accounted for 61.2 per cent of total billings in 1949 as against 60.4 per cent in 1948, mechanical media for 16.4 per cent against 16.1, and radio for 15.7 per cent against 16.7. Other visual advertising amounted to 4.4 per cent against 4.5, and the balance of 2.3 per cent in both years was taken up by miscellaneous types of media.

Nine agencies each with billings in 1949 amounting to $2,500,000 or over accounted for 55 per cent of total billings of all agencies. Thirteen agencies with 1949 billings of between $1,000,000 and $2,500,000 were responsible for 26 per cent of all billings, while 39 agencies whose annual billings were less than $500,000 handled eight per cent of the business. The remaining 11 per cent was received by 13 agencies with billings in 1949 of between $500,000 and $1,000,000.

These advertising agencies employed 2,340 persons in 1949 who received $8,136,500 in salaries, as compared with 2,260 employees with salaries of $7,229,-300 in 1948. (Mem.)

PACK OF CANNED BLUEBERRIES SHARPLY LOWER THIS YEAR

The pack of canned blueberries was sharply lower this year than last, according to preliminary totals issued by the Dominion Bureau of Statistics. The year's pack amounted to 33,042 dozen cans as compared with 100,990, and the net weight of contents totalled 451,986 pounds against 1,575,001. The amount quick frozen, not for re-processing was 14,579 pounds compared with 107,292 in 1949. (Mem.)

RELEASED DURING THE WEEK -- (The numbers in this list correspond with those at the end of news items, indicating the report on which an item is based).

Reports and Bulletins

1. Preliminary Price Movements, October 1 (10 cents).
2. Cheques Cashed in Clearing Centres, September (10 cents).
3. Advance Statement of Earnings and Hours Worked in Manufacturing in the Last Week of October, 1949 (25 cents).
4. Sales of New Motor Vehicles and Motor Vehicle Financing, September (25 cents).
5. Travel Between Canada and the United States, August (20 cents).
6. Chain Store Sales and Stocks, September (10 cents).
7. Central Electric Stations, September (10 cents).
8. Production of Leather Footwear, August (10 cents).
9. Births, Marriages and Deaths in Canada, August (10 cents).
10. Dairy Factory Production, October (10 cents).
11. Refined Petroleum Products, June (25 cents).
12. Production of Coal and Coke, August (25 cents).
13. Consumption, Production and Inventories of Rubber, September (25 cents).
14. Transit Report, July (10 cents).
15. Carloadings on Canadian Railways - Weekly (10 cents).
16. Civil Aviation, 1949 (20 cents).
17. Shipping Report, 1949 (50 cents).
18. The Biscuit Industry, 1949 (25 cents).
19. Shipments and Inventories of Prepared Stock and Poultry Feeds, August (25 cents).
20. Salt, August (10 cents).
21. The Vegetable Oils Industry, 1949 (25 cents).
22. Trade of Canada: Volume II, Exports, 1949 ($2.00) -- (Details of Domestic and Foreign Produce Exported, Showing Volume and Value for Each Country). Bilingual Report.
23. Trade of Canada: Imports, August (50 cents) -- (Details of Commodities).

Memoranda

1. Fifth Estimate of Fruit Production, 1950, and Final Estimate, 1949 (10 cents).
2. Grain Statistics Weekly, October 28 (10 cents).
3. Dairy and Poultry Products, November 1 (10 cents).
4. Stocks of Dairy and Poultry Products in Nine Cities, November 1 (10 cents).
5. Margarine Statistics, October (10 cents).
6. Production of Iron and Steel, September (10 cents).
7. Stoves and Furnaces, August (10 cents).
8. Advertising Agencies, 1947, 1948 and 1949 (10 cents).
9. Pack of Blueberries, 1950 (10 cents).
10. Pack of Beans, Green or Wax, 1950 (10 cents).

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