

# DBS Weekly

DOMINION BUREAU OF STATISTICS / OTTAWA, CANADA

Friday, January 2, 1970

External Trade Canada's imports, during October 1969, rose to a value of \$1,306,138,000 from \$1,212,305,000 and \$924,710,000 in the same month of 1968 and 1967 respectively.

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Securities Trading in outstanding securities in the third quarter resulted in a sales balance of \$52 million with a net inflow of \$67 million from transactions in foreign securities being slightly reduced by a \$15 million outflow from trading in Canadian issues.

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Aggregate Productivity Trends Output per person employed in the iron and steel mills industry has increased at an average annual rate of 3.8% over the period 1959-68, accompanied by a growth in output of 7.4% per year and an annual average increase of 3.4% in employment.

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Transportation During the seven days ended December 14, revenue freight carloadings amounted to 74,729, up 2.3% from 73,067 in the comparable 1968 period.

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Prices In 31 manufacturing industries, industry selling price indexes were higher in November than in October, 6 less than the 37 increases recorded in the September-October period. The general wholesale index moved up 0.1% in November to 283.6 from the October index of 283.3 and was 3.9% higher than the November 1968 index of 272.9.

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Vital Statistics During November, 11,734 deaths were recorded in provincial offices, a slight increase from the 11,475 of November 1968.

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Advertising Expenditures Total advertising expenditures in Canada in 1967, not taking account of internal costs of advertisers, were estimated at \$967,603,701.

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Merchandising During November, department store sales rose in Canada by 0.9% over November 1968.

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Manufacturing Steel ingot production for the week ended December 27, totalled 184,541 tons, a decrease of 22.2% from the preceding week's total of 237,282 tons.

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Agriculture and Food Preliminary estimates indicate that a record honey crop of 51.2 million pounds was produced in 1969.

1. Commodity Imports The External Trade Division reports that during October 1969, Canada's imports rose to a value of \$1,306,138,000 from \$1,212,305,000 and \$924,710,000 in the same month of 1968 and 1967 respectively. For the cumulative period, January-October, their value climbed to \$11,723,512,000 from \$10,106,924,000 in 1968 and \$9,220,920,000 in 1967. A Table on Seasonally adjusted imports is also provided on the following page.

	October		January-October	
	1968	1969	1968	1969
	thousands of dollars			
<u>SELECTED COUNTRIES</u>				
United States .....	898,773	977,980	7,440,739	8,552,507
United Kingdom .....	60,847	59,355	563,330	668,784
Japan .....	35,381	34,181	286,653	384,107
Venezuela .....	32,498	26,176	289,137	286,584
Germany, Federal Republic .....	29,349	36,512	239,324	285,163
France .....	11,034	10,956	97,455	123,646
Italy .....	11,205	13,968	93,991	118,459
Australia .....	6,802	12,200	61,518	77,887
Sweden .....	10,597	9,217	62,952	71,527
Switzerland .....	8,161	9,802	51,088	69,921
Netherlands .....	7,317	8,133	56,300	64,464
Hong Kong .....	5,644	4,328	47,202	58,634
Mexico .....	4,598	3,066	43,530	54,436
<u>ALL COUNTRIES</u> .....	1,212,305	1,306,138	10,106,924	11,723,512
<u>SELECTED COMMODITIES</u>				
<u>Food, feed, beverages and tobacco</u>	89,724	111,670	728,494	837,175
Coffee .....	7,410	7,470	69,253	63,243
Sugar, raw .....	3,989	8,231	36,452	52,387
<u>Crude materials, inedible</u> .....	109,390	85,033	932,003	876,119
Crude petroleum .....	30,289	32,411	309,030	330,283
Coal .....	22,310	8,749	132,543	67,055
Aluminum ores, concentrates, and scrap .....	9,422	5,374	67,554	85,933
<u>Fabricated materials, inedible</u> ..	220,133	269,934	1,978,365	2,380,584
Fuel oil .....	13,771	10,606	109,852	101,178
Organic chemicals .....	11,029	12,447	104,103	112,390
Plate, sheet and strip, steel .	8,447	20,038	85,016	117,679
Plastics materials, not shaped.	8,674	9,124	79,424	95,253
<u>End products, inedible</u> .....	766,458	820,445	6,246,882	7,447,983
Motor vehicle parts, except engines .....	150,500	177,290	1,069,624	1,452,531
Sedans, new .....	101,771	94,311	760,928	799,592
Aircraft, complete with engines .....	17,608	2,186	188,387	168,328
Motor vehicle engines .....	29,207	31,194	190,422	256,197
Trucks, truck tractors and chassis .....	23,254	21,331	137,638	207,747
Electronic computers .....	10,098	17,241	90,855	131,183

Imports of Selected Commodity Groupings, Seasonally Adjusted

Selected Groupings

Monthly Series at Monthly Rates

1969	May	June	July	Aug.	Sept.	Oct.
	(\$' millions)					
Chemicals & products	34.8	34.3	33.0	33.7	41.9	40.7
Synthetic rubber & plastics	20.9	20.5	18.5	21.1	20.2	21.0
Fabricated steel materials	36.9	36.7	34.5	30.5	38.1	52.2
Non-ferrous alloys	17.8	19.4	27.9	27.1	26.2	28.3
General purpose machinery	38.7	41.5	35.1	33.8	41.9	39.3
Mining, construction & drilling machinery	38.5	45.0	38.3	38.3	45.0	46.2
Special industrial machinery	40.5	44.7	42.4	37.2	37.2	44.8
Motor vehicle parts, except engines	160.2	156.6	146.0	159.1	157.9	150.1
Motor vehicle engines and parts	34.5	46.8	40.0	38.5	37.9	38.2
Trucks, truck tractors, etc.	28.8	30.1	32.9	32.8	41.4	37.5
Communication & related equipment	31.2	34.1	28.7	30.4	36.6	35.5
Scientific equipment*	26.3	26.7	28.0	26.5	26.3	28.5
Office machines	20.1	25.0	22.8	23.5	23.3	27.0
Electric lighting, distribution & control equipment	19.5	22.3	18.8	21.7	21.0	21.8
Miscellaneous equipment & tools	16.3	30.2	28.9	30.1	31.2	32.8
Apparel & footwear	21.5	23.1	18.7	21.5	21.2	17.7
Other personal & household goods	25.6	27.6	24.7	25.5	25.8	25.5
Books & other printed matter	19.4	20.8	19.2	20.6	18.8	21.2

Quarterly Series at Quarterly Rates

Selected Groupings	1968			1969		
	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3
Meat & fish	21.8	26.2	30.2	30.8	40.2	40.9
Fruits & vegetables	90.9	92.4	91.2	93.2	99.1	97.9
Non-ferrous ores	47.9	37.2	40.3	38.8	37.2	39.2
Chemicals & products	91.4	88.8	98.9	103.3	103.5	108.6
Synthetic rubber & plastics	45.7	49.9	56.3	59.4	61.2	59.7
Fuel oil & other petroleum products	54.9	52.6	54.5	60.2	56.6	56.6
Fabricated steel materials	71.7	84.1	90.8	101.5	107.0	103.0
Non-ferrous alloys	54.7	63.2	73.1	63.9	55.9	81.2
General purpose machinery	93.4	94.4	98.3	103.3	113.5	110.9
Mining, construction & drilling machinery	89.8	87.8	101.7	121.3	121.5	121.6
Special industrial machinery	103.2	104.2	102.6	124.2	125.6	116.8
Agricultural machinery except tractors	36.3	38.1	44.0	38.6	42.6	35.9
Tractors and parts	48.1	44.7	57.3	44.8	47.7	50.2
Automobiles	247.0	247.9	237.6	238.4	268.0	352.2
Motor vehicle parts, except engines	336.5	370.0	383.0	408.4	455.1	463.0
Motor vehicle engines & parts	86.3	91.3	103.1	99.8	117.8	116.4
Trucks, truck tractors, etc.	67.9	70.0	103.9	89.6	91.5	107.1
Communication & related equipment	74.3	74.6	87.5	95.2	96.3	95.6
Air conditioning & refrigeration equipment	21.2	21.1	24.3	21.0	19.4	22.6
Scientific equipment*	63.8	65.9	69.5	52.9	78.9	80.7
Office machines	44.2	52.6	52.4	56.9	66.1	69.6
Electric lighting, distribution & control equipment	45.4	47.0	55.3	59.9	60.4	61.6
Miscellaneous equipment & tools	73.0	74.7	81.7	102.0	75.0	90.2
Apparel & footwear	50.2	53.6	57.6	62.9	64.4	61.4
Other personal & household goods	58.5	65.6	71.6	75.7	76.7	76.0
Books & other printed matter	47.4	51.4	53.8	55.7	58.5	58.6

\* Measuring, controlling, laboratory, medical and optical equipment.



2.           Securities     Security transactions in the third quarter resulted in a net inflow of \$563 million, or only slightly less than the record inflow of \$570 million registered for the March quarter. This brought the net inflow from international trading in portfolio securities for the first nine months of 1969 to the extremely high level of \$1,543 million. Non-residents' purchases of Canadian new issues increased by \$57 million to a high \$563 million from the second quarter figure of \$506 million. Deliveries of new bonds and debentures rose sharply to \$551 million as borrowings abroad by corporations and provincial governments expanded to \$171 million and \$331 million, respectively. Borrowing by universities, hospitals and other institutions also rose sharply to \$25 million, most of which was placed in Germany (where a total of some \$150 million of Canadian new issues - mainly provincial - was raised). Investment by Canadians in new issues of other countries of \$5 million during the third quarter was the smallest outflow due to transactions in this class of security since the third quarter of 1964.

Trading in outstanding securities resulted in a sales balance of \$52 million with a net inflow of \$67 million from transactions in foreign securities being slightly reduced by a \$15 million outflow from trading in Canadian issues. The outflow for the retirement of Canadian securities held abroad fell to \$49 million from \$126 million in the previous quarter.

#### A G G R E G A T E     P R O D U C T I V I T Y     T R E N D S

3.           Aggregate Productivity Trends     Preliminary aggregate productivity data for 1968 were published in the April 18, 1969 issue of the DBS Daily. The forthcoming 1946-1968 edition of the annual publication "Aggregate Productivity Trends", in addition to including the final 1968 data, will also incorporate slight changes in the indexes for the period from 1961 on, which are the results of revisions in the employment component of the productivity ratio and some minor refinements in the industrial classification used in the compilation of aggregate productivity statistics.

The revised data from 1961 on are as follows:

# Aggregate Productivity Trends, Canada, 1961-68 (1961=100)

Year	Indexes of				
	Output	Persons employed	Man-hours	Output per person employed	Output per man-hour
<u>Commercial Industries</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	107.3	102.2	101.8	105.0	105.4
1963 .....	113.3	104.1	102.8	108.8	110.2
1964 .....	120.8	107.6	105.7	112.2	114.3
1965 .....	129.6	112.1	109.1	115.6	118.8
1966 .....	137.8	115.8	111.4	119.0	123.8
1967 .....	140.7	117.8	112.9	119.4	124.6
1968 .....	147.1	118.5	112.4	124.2	130.9
Rate of change -					
1961 to 1968 ...	5.8	2.7	1.9	3.0	3.8
1967 to 1968 ...	4.5	0.6	-0.5	4.0	5.0
<u>Commercial Goods-Producing Industries</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	109.9	101.3	101.2	108.5	108.6
1963 .....	116.9	102.3	101.3	114.3	115.5
1964 .....	125.7	105.0	103.3	119.7	121.7
1965 .....	136.5	108.1	105.4	126.3	129.6
1966 .....	146.8	110.1	106.6	133.3	137.7
1967 .....	146.8	110.4	106.4	133.0	138.0
1968 .....	154.8	110.3	105.4	140.3	146.8
Rate of change -					
1961 to 1968 ...	6.5	1.6	1.0	4.8	5.5
1967 to 1968 ...	5.4	-	-0.9	5.5	6.4
<u>Commercial Service-Producing Industries</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	104.6	103.3	102.7	101.2	101.9
1963 .....	109.4	106.5	105.0	102.7	104.2
1964 .....	115.7	111.1	109.0	104.2	106.2
1965 .....	122.2	117.3	114.1	104.2	107.1
1966 .....	128.1	123.2	117.7	104.0	108.8
1967 .....	134.2	127.5	121.8	105.2	110.2
1968 .....	138.9	129.1	121.8	107.6	114.0
Rate of change -					
1961 to 1968 ...	5.0	4.0	3.2	0.9	1.7
1967 to 1968 ...	3.5	1.2	-	2.2	3.5

Aggregate Productivity Trends, Canada, 1961-68  
 (1961=100)

Year	Indexes of				
	Output	Persons employed	Man-hours	Output per person employed	Output per man-hour
<u>Agriculture</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	121.2	96.9	96.3	125.1	125.9
1963 .....	135.8	95.3	93.4	142.5	145.3
1964 .....	122.3	92.5	89.3	132.2	136.9
1965 .....	128.3	87.2	83.4	147.1	153.9
1966 .....	145.4	79.9	77.6	182.0	187.3
1967 .....	124.7	82.1	78.3	151.9	159.3
1968 .....	133.5	80.2	74.9	166.5	178.2
Rate of change -					
1961 to 1968 ...	2.9	-3.5	-4.3	6.6	7.5
1967 to 1968 ...	7.1	-2.3	-4.3	9.6	11.9
<u>Commercial Nonagricultural Industries</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	106.5	103.1	103.1	103.3	103.3
1963 .....	112.0	105.6	105.0	106.1	106.7
1964 .....	120.8	110.2	109.5	109.6	110.3
1965 .....	129.6	116.3	115.0	111.4	112.7
1966 .....	137.4	121.9	119.1	112.7	115.4
1967 .....	141.7	123.9	120.9	114.4	117.2
1968 .....	147.9	125.0	121.0	118.3	122.2
Rate of change -					
1961 to 1968 ...	5.9	3.6	3.1	2.3	2.8
1967 to 1968 ...	4.4	0.9	0.1	3.5	4.3
<u>Commercial Nonagricultural Goods-Producing Industries</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	108.6	102.8	103.6	105.7	104.8
1963 .....	114.6	104.7	105.0	109.5	109.1
1964 .....	126.1	109.3	110.0	115.4	114.6
1965 .....	137.5	115.3	115.9	119.3	118.6
1966 .....	147.0	120.5	120.6	122.0	121.9
1967 .....	149.4	120.1	119.9	124.4	124.6
1968 .....	157.3	120.7	120.1	130.3	131.0
Rate of change -					
1961 to 1968 ...	6.9	3.1	3.0	3.7	3.8
1967 to 1968 ...	5.3	0.5	0.2	4.7	5.1



Aggregate Productivity Trends, Canada, 1961-68  
(1961=100)

Year	Indexes of				
	Output	Persons employed	Man-hours	Output per person employed	Output per man-hour
<u>Manufacturing</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	110.5	102.7	103.1	107.6	107.1
1963 .....	118.0	105.2	105.6	112.1	111.7
1964 .....	129.2	110.0	111.0	117.4	116.4
1965 .....	141.0	115.7	116.1	121.8	121.5
1966 .....	151.2	121.2	120.7	124.8	125.2
1967 .....	151.7	121.6	121.5	124.7	124.9
1968 .....	159.4	122.9	122.6	129.7	130.0
Rate of change -					
1961 to 1968 ...	7.0	3.3	3.3	3.5	3.6
1967 to 1968 ...	5.1	1.1	1.0	4.0	4.1
<u>Nonmanufacturing Industries (Commercial Nonagricultural)</u>					
1961 .....	100.0	100.0	100.0	100.0	100.0
1962 .....	104.7	103.2	103.1	101.4	101.6
1963 .....	109.3	105.8	104.7	103.3	104.4
1964 .....	117.0	110.3	108.8	106.1	107.6
1965 .....	124.5	116.6	114.5	106.8	108.8
1966 .....	131.2	122.2	118.3	107.3	110.9
1967 .....	137.2	125.0	120.6	109.7	113.8
1968 .....	142.7	126.0	120.2	113.2	118.7
Rate of change -					
1961 to 1968 ...	5.4	3.7	3.0	1.7	2.4
1967 to 1968 ...	4.0	0.8	-0.3	3.2	4.3

Productivity Trends in the Iron and Steel Mills, 1959-68 Report No. 2 in the series "Productivity Trends in Industry" will present output per labour input data and related indicators of the iron and steel mills industry for the period 1959-68.

Output per person employed in the iron and steel mills industry has increased at an average annual rate of 3.8% over the period covered by the report, accompanied by a growth in output of 7.4% per year and an annual average increase of 3.4% in employment. Output per man-hour of persons employed has shown a similar trend with an average annual rate of growth of 4.0%. Salaries and wages per unit of output in the industry under study have been somewhat volatile since 1959. In average terms, however, the annual rate of change has been negligible over the period as a whole (-0.1%).

Indexes of Productivity and Related Data,  
Iron and Steel Mills, Canada, 1959-1968  
(1961=100)

	Output per person employed	Output per man-hour paid of persons employed	Output	Persons employed	Man-hours paid of persons employed	Salaries and wages per unit of output
1959 .....	95.0	93.0	97.1	102.2	104.4	98.8
1960 .....	88.1	88.3	90.2	102.4	102.2	108.3
1961 .....	100.0	100.0	100.0	100.0	100.0	100.0
1962 .....	104.1	103.2	109.6	105.3	106.2	98.5
1963 .....	109.7	107.1	120.6	109.9	112.6	97.7
1964 .....	112.4	109.4	134.3	119.4	122.7	97.3
1965 .....	120.2	119.1	153.1	127.4	128.6	93.4
1966 .....	115.7	115.2	153.2	132.4	133.0	100.9
1967 .....	116.4	117.9	148.1	127.2	125.7	105.4
1968 <sup>(1)</sup> .....	132.9	134.2	169.7	127.7	126.4	95.2
Annual trend rate of change (%) <sup>(1)</sup>	3.8	4.0	7.4	3.4	3.2	-0.1

(1) Calculated by the least squares trend of the logarithmic method.

Together with this growth in output and productivity in the iron and steel mills, capital stock showed virtually a steady expansion over the period covered, a continuation in effect of the post-war trend.

Comparisons with corresponding data for the U.S. Steel Industry indicate that between 1947 and 1967, the period selected for this aspect of the report, productivity in the Canadian iron and steel mills has been growing at a faster rate. Output per production worker and per production worker man-hour, the measures used by the Bureau of Labour Statistics, United States Department of Labour in their industry productivity reports, have shown average annual increases of 2.3% and 2.2% in the U.S. industry compared to 3.8% and 4.0% in Canada.

#### TRANSPORTATION

4. Carloadings During the seven days ended December 14, revenue freight carloadings amounted to 74,729, up 2.3% from 73,067 in the comparable 1968 period. The principal commodities moved in more cars were: "other grain", 2,584 (versus 1,436 in 1968); iron ore, 9,264 (8,042); building sand, gravel and crushed stone, 1,743 (870); automobiles, auto trucks and parts, 2,987 (2,360) and fertilizers, 2,169 (1,567). Among commodities requiring fewer cars were: wheat, 3,503 (4,186) and lumber, timber and plywood, 3,201 (3,872). Cars received from Canadian and United States rail connections increased 1.3% to 25,011 from 24,701 in 1968 and piggyback loadings totalled 3,180, down 13.8% from 3,689 in 1968.

During the year to date a total of 3,477,905 cars of revenue freight was loaded in Canada, down 3.6% from the earlier year. The impact of prolonged strikes in the iron and nickel mining industries on this decline is evident on analysis of the fluctuations by commodity group. Commodities showing the most significant decreases in the year to date were: iron ore, 384,529 as against 499,720; copper-nickel ores and concentrates, 54,550 (80,138); wheat, 191,452 (208,991); and coal, 87,663 (105,065). Commodities moved in more cars included: other grain, 91,489 (71,978); automobiles, auto trucks and parts, 110,284 (91,250) and pulpwood, 168,415 (153,383). Cars received from connections totalled 1,170,480, down 0.9%, while piggyback loadings dropped 3.0% to 165,688 cars.



5. Industry Selling Price Indexes In 31 manufacturing industries, industry selling price indexes (1956=100) were higher in November than in October, 6 less than the 37 increases recorded in the September-October period. Industry indexes which declined numbered 13 in November, 4 less than in October. Of the 102 industry indexes 58 were unchanged in November, 10 more than in the previous month.

The more notable changes in November included increases for the sugar refining industry (6%) and the miscellaneous food preparations industry (3%). Decreases for the period were relatively insignificant.

The average of the 102 industry indexes advanced slightly to 122.4 from the previous months average of 122.2. The median eased lower to 121.3 from 121.4.

The following table summarizes October-November price movements by major industry group:

October to November Changes in Industry Indexes

Major industry group	Total indus- tries	Increases			Decreases			Un- changed
		No.	Average %	Median %	No.	Average %	Median %	
All industries .....	102	31	0.9	0.6	13	-0.8	-0.8	58
Foods and beverages ....	20	8	1.7	1.0	3	-0.7	-0.1	9
Tobacco and tobacco products .....	1	-	-	-	-	-	-	1
Rubber products .....	1	1	0.8	(1)	-	-	-	-
Leather products .....	4	-	-	-	1	-0.2	(1)	3
Textile mills .....	10	2	0.9	(1)	1	-1.0	(1)	7
Clothing and knitting mills .....	4	-	-	-	-	-	-	4
Wood products .....	7	5	0.6	0.4	1	-0.8	(1)	1
Paper products .....	5	1	0.1	(1)	2	-0.6	(1)	2
Iron and steel products	9	4	1.2	1.3	-	-	-	5
Transportation equipment	3	-	-	-	-	-	-	3
Non-ferrous metal products .....	5	4	0.5	0.5	-	-	-	1
Electrical apparatus and supplies .....	5	2	0.3	(1)	-	-	-	3
Non-metallic mineral products .....	8	-	-	-	2	-0.8	(1)	6
Products of petroleum and coal .....	3	1	0.5	(1)	-	-	-	2
Chemicals and allied products .....	11	3	0.7	0.5	3	-1.4	-1.5	5
Miscellaneous manufacturing industries .....	6	-	-	-	-	-	-	6

(1) Not relevant.

6. General Wholesale Index The general wholesale index (1935-39=100) moved up 0.1% in November to 283.6 from the October index of 283.3 and was 3.9% higher than the November 1968 index of 272.9. Three of the eight major group indexes were higher, while four declined. The remaining one, textile products, was unchanged at 256.7.

The iron products group index rose 2.1% in November to 294.2 from the October index of 288.2 on higher prices for hardware, rolling mill products, tin plate and galvanized sheet, and wire. An advance of 0.4% to 274.8 from 273.7 in the non-ferrous metals products group index reflected price increases for silver and tin. The vegetable products group index moved up 0.3% to 237.8 from 237.1 on higher prices for sugar and its products, potatoes, and livestock and poultry feeds.

The animal products group index declined 0.7% in November to 322.1 from 324.4 on lower prices for livestock, and fresh and cured meats. A decrease of 0.6% to 382.4 from 384.8 in the wood products group index was attributable to lower prices recorded for cedar, hemlock and spruce. The chemical products group index moved down 0.6% to 222.0 from 223.3 on price decreases for soaps and detergents. The non-metallic minerals products group index eased down slightly to 210.1 from 210.2.

The following tables shows some of the more noteworthy changes:

Commodity group and sub-group	Percentage changes		
	Nov. 1969 Oct. 1969	Nov. 1968 Oct. 1968	Nov. 1969 Nov. 1968
Iron products group .....	+ 2.1	+ 0.1	+ 6.0
Hardware .....	+ 7.1	+ 0.7	+ 8.7
Rolling mill products .....	+ 2.1	-	+ 8.5
Wire .....	+ 2.0	-	+ 7.7
Tinplate and galvanized sheets ...	+ 1.0	-	+ 1.6
Non-ferrous metals products group .	+ 0.4	+ 1.0	+11.9
Silver .....	+ 6.1	+ 8.2	- 9.0
Tin .....	+ 3.6	+ 7.0	+ 7.5
Vegetable products group .....	+ 0.3	+ 1.8	+ 1.6
Potatoes .....	+19.0	- 5.3	+17.2
Livestock and poultry feeds .....	+ 6.5	+ 3.4	- 1.7
Sugar and its products .....	+ 5.4	+ 9.7	+18.7
Fruits, fresh .....	+ 4.4	- 7.7	-
Vegetables, canned .....	- 1.6	- 1.1	+ 2.2
Rubber and its products .....	- 1.2	+ 1.7	+ 5.3
Animal products group .....	- 0.7	- 0.4	+ 7.1
Meats, cured .....	- 3.6	- 1.8	+13.0
Livestock .....	- 2.2	+ 0.4	+ 6.4
Meats, fresh .....	- 1.5	- 1.3	+ 6.2
Eggs .....	+ 8.2	- 3.4	+11.3
Animal oils and fats .....	+ 5.5	+ 8.2	+25.0
Fishery products .....	+ 1.5	- 4.0	+16.7
Wood products group .....	- 0.6	+ 0.9	+ 1.1
Hemlock .....	- 4.8	+ 1.2	-17.9
Cedar .....	- 3.8	+ 2.5	-11.1
Spruce .....	- 1.5	-	- 9.7
Pine .....	- 1.3	-	+14.5

## V I T A L S T A T I S T I C S

7. Vital Statistics In November, births registered in the provincial offices numbered 28,133, slightly lower than the 28,228 of November 1968. The cumulative total of registered births was 0.8% higher than the corresponding period of last year, with Newfoundland, Prince Edward Island, Nova Scotia, Quebec, New Brunswick and Saskatchewan reporting increases.

Marriages registered during November numbered 14,044 compared with 17,665 in the corresponding month in 1968. For the eleven months of 1969 marriages were 4.6% higher than in the same period of last year with increases in all the provinces except Saskatchewan.

During November, 11,734 deaths were recorded in provincial offices, a slight increase from the 11,475 of November 1968. The cumulative total was 0.4% above the same period of last year with decreases reported in Quebec, Ontario and Saskatchewan.



8. Advertising Expenditures in Canada Total advertising expenditures in Canada in 1967, not taking account of internal costs of advertisers, were estimated at \$967,603,701, according to an advance release of data that will be contained in the DBS report "Advertising Expenditures in Canada, 1967". This is an increase of 30.9% and 7.7% over 1964 and 1966 respectively. The table below shows the components making up total expenditures for the three years.

The data contain no estimate of internal costs or expenditures by advertisers on their own effort, e.g., the cost of operating and advertising department. The last survey of internal costs was conducted for 1965. At that time it was found that they amounted to over 83 million dollars and accounted for 9.1% of total advertising expenditures.

Component	<u>Estimated Advertising Expenditures in Canada</u>		1967
	1964	1966	
		dollars	
Total, all components .....	739,406,742	898,400,579	967,603,701
Printed advertising .....	438,535,473	518,792,000	550,521,000
Radio .....	65,120,940	80,047,487	88,457,839
Television .....	80,662,036	100,391,057	111,252,950
Advertising agencies' commissions ..	46,596,607	57,082,209	63,118,282
Outdoor advertising .....	46,674,758	73,975,379	84,494,008
Direct mail (Postage only) .....	35,336,250	34,964,025	35,319,450
Miscellaneous .....	26,480,678	33,148,422	34,440,172

## C R E D I T

9. Credit Consumer credit outstanding on the books of selected financial institutions and merchandising establishments which report monthly was \$8,606 million at the end of October. This amount represents an increase of 15.5% in the volume of credit extended by this group of holders over the \$7,452 million reported for the corresponding month last year. Additional credit statistics are obtained at quarterly intervals from certain other holders of credit, such as other retail dealers, oil companies (credit cards) and credit unions and caisses populaires.

October month-end balances outstanding reported in millions of dollars, with amounts for the corresponding period last year and percentage change shown in brackets, were as follows: sales finance companies - consumer goods, \$1,289 million (\$1,129, +14.2%); and commercial goods, \$726 (\$670, +8.5%); consumer loan companies - cash loans, \$1,607 (\$1,380, +16.4%) and instalment credit, \$101 (\$90, +12.2%); department stores, \$598 (\$547, +9.3%); furniture, appliance and radio stores, \$208 (\$206, +1.0%); chartered banks - fully secured personal loans, \$597 (\$565, +5.7%), home improvement loans, \$62 (\$69, -10.1%) and other personal loans, \$4,130 (\$3,512, +17.6%). It should be noted that not all these monthly outstanding balances are included in the consumer credit statistical series.

The most recent statistics available of outstanding balances for those holders of credit who report quarterly are as follows: (September quarter) other retail dealers - instalment credit, \$91 (\$85, +7.1%); and charge accounts, \$346 (\$330, +4.8%); oil companies' credit cards, \$164 (\$137, +19.7%). Third quarter dates for credit unions and caisses populaires are not available but at the end of the second quarter outstanding balances were \$1,292.



10. Gold The value of gold production in October, calculated at the average price paid by the Royal Canadian Mint, was \$6,996,804. October gold production fell to 185,470 troy ounces from 219,785 troy ounces in October 1968 and in the cumulative period, also fell to 2,037,554 troy ounces from 2,253,565 in the 1968 period.
11. Iron Ore October shipments of iron ore came to 5,680,656 tons compared to 5,149,035 tons in October 1968. During the cumulative period, shipments fell to 30,396,828 tons from 40,403,168 in the same period last year.

## MERCHANDISING

12. Department Store Sales by Regions During November, sales rose in Canada by 0.9% over November 1968, with the following regional changes: Atlantic Provinces, +0.6%; Quebec, -1.1%; Ontario, +0.9%; Manitoba, -1.8%; Saskatchewan, -9.4%; Alberta, +2.4%; and British Columbia, +5.4%.

## MANUFACTURING

13. Steel Ingots Steel ingot production for the week ended December 27, 1969 totalled 184,541 tons, a decrease of 22.2% from the preceding week's total of 237,282 tons. The comparable week's total in 1968 was 168,324 tons. The index of production based on the average weekly output during 1957-1959 of 96,108 equalling 100 was 192 in the current week, 242 a week earlier and 175 one year ago.
14. Cement October production of cement came to 770,551 tons compared to 866,793 tons in October 1968. During the year to date, production totalled 6,884,708 tons (6,829,418 in the 1968 period).
15. Sawmills East of the Rockies Production of lumber in sawmills east of the Rockies decreased in October to 315,444,000 feet board measure from 316,739,000 feet board measure in October 1968.

Stocks on hand at the end of October were 705,674,000 feet board measure.

## AGRICULTURE AND FOOD

16. Production of Eggs November production of eggs increased by 0.1% to 38,317,000 dozen from 38,284,000 dozen in November 1968. The average number of layers fell by 0.3% to 28,578,000 from 28,667,000 and the number of eggs per 100 layers was 0.4% higher at 1,609 (1,603 in 1968). The farm price of eggs sold for market was 8.3% higher at 45.6¢ per dozen (42.1¢ per dozen in 1968).
17. First Estimate of Honey Production Preliminary estimates indicate that a record honey crop of 51.2 million pounds was produced in 1969. This was about 53.5% more than the previous seasons' output, and about 41.6% above the average of 36.2 million pounds for the period 1957-66. The increase in the 1969 production, as compared to that of 1968, was mainly due to the large increase in the average yield per colony; the total number of colonies at 421,060 was also up somewhat from the 1968 estimate of 414,060.

Catalogue numbers and prices are shown following the titles, except in cases where items are published as advance information. The information will be included in regular DBS publication, which will be released at a later date.

1. Commodity Imports, October 1969
  2. Sales and Purchases of Securities between Canada and Other Countries, September 1969 (67-002), 20¢/\$2.00
  3. Aggregate Productivity Trends, 1961-1968 inclusive
  4. Carloadings, Period ended December 14, 1969 (52-001), \$3.00 a year
  5. Industry Selling Price Indexes, November 1969
  6. General Wholesale Index, November 1969
  7. Vital Statistics, November 1969 (84-001), 10¢/\$1.00
  8. Advertising Expenditures in Canada, 1967
  9. Credit Statistics, October 1969 (61-004), 20¢/\$2.00
  10. Gold Production, October 1969 (26-004), 10¢/\$1.00
  11. Iron Ore, October 1969 (26-005), 10¢/\$1.00
  12. Department Store Sales by Regions, November 1969 (63-004), \$1.00 a year
  13. Production of Steel Ingots, Week ended December 27, 1969
  14. Cement, October 1969 (44-001), 10¢/\$1.00
  15. Sawmills East of the Rockies, October 1969
  16. Production of Eggs, November 1969 (23-003), 10¢/\$1.00
  17. First Estimate of Honey Production, 1969 (23-007), 25¢
- Service Bulletins: Aviation Statistics, Vol. 1, No. 64; Fish Freezings and Stocks, Newfoundland, November 1969, IND-SB-1-1-(20); Advance Release of Fish Landings, Newfoundland, November 1969, IND-SB-1-1-(20)

Released this week, but summarized in the Weekly earlier:

- Index of Industrial Production, October 1969 (61-005), 20¢/\$2.00
- Refined Petroleum Products, September 1969 (45-004), 30¢/\$3.00
- Peeler Logs, Veneers and Plywoods, October 1969 (35-001), 20¢/\$2.00
- Footwear Statistics, October 1969 (33-002), 20¢/\$2.00
- Canadian Statistical Review, December 1969 (11-003), 50¢/\$5.00
- Labour Costs in Manufacturing, 1968 (72-510), \$1.50
- Trade of Canada - Summary of Exports, October 1969 (65-002), 20¢/\$2.00
- Domestic Washing Machines and Clothes Dryers, October 1969 (43-002), 10¢/\$1.00
- Preliminary Bulletin, 1968 Annual Census of Manufactures: Boatbuilding and Repair (42-205-P), \$3.50 for annual series on manufacturing industries
- Trade of Canada - Exports by Commodities, October 1969 (65-004), 75¢/\$7.50



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