

# DBS Weekly

DOMINION BUREAU OF STATISTICS / OTTAWA, CANADA

Friday, April 3, 1970

Advertising Agencies In 1968, there were 171 advertising agencies operating in Canada, a decrease of 5 from 1967. Their billings to clients totalled \$426,144,921, down 0.8% from the \$429,595,237 reported by 176 agencies in 1967.

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Traffic Accidents Motor vehicle traffic accidents on Canada's streets and highways claimed 437 lives in December 1969, an increase of 18.1% from the 1968 December total of 370.

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Transportation In November 1969, vehicles entering Canada from the United States numbered 787,200, up 1.8% from November 1968. During the period January-November, non-resident vehicles entering Canada numbered 12.2 million, up 1.4% from the same period a year earlier.

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Merchandising During February, department store sales decreased in Canada by 0.8% from February 1969.

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Manufacturing Steel ingots production for the week ended March 28, 1970 totalled 235,970 tons, a decrease of 1.1% from the preceding week's total of 238,582 tons.

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Agriculture and Food The preliminary estimate of milk produced in February is 1,071,000,000 pounds, 5.3% above production in the corresponding month last year. This would make the total estimate of production during the first two months of the year 2,243,000,000 pounds or 5.0% above production in the January-February period a year ago.

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1. Advertising Agencies In 1968, there were 171 advertising agencies operating in Canada, a decrease of 5 from 1967. Their billings to clients totalled \$426,144,921, down 0.8% from the \$429,595,237 reported by 176 agencies in 1967. Of the total billings \$416,627,895 was for publication, television, radio and other kinds of advertising on a commission or fee basis, leaving \$4,332,114 for market surveys, reserach and other related fees and \$5,184,912 for production work done by agency staff.

Gross revenue from commissionable billings, market surveys, research and other items was \$72,476,274, a decrease of 0.5% from the \$72,834,604 reported in 1967. The 1968 net revenue of \$4,744,010 was down by 21.2% from the 1967 figure of \$6,019,603.

Thirty-eight of the 171 reporting companies showed losses for 1968 averaging \$19,589 per firm while the remaining 133 firms reported profits averaging \$41,266 per firm. Comparable data for 1967, showed that of the 176 agencies reported, 28 had losses averaging \$10,451 per firm and 148 had profits averaging \$42,650 per firm.

Advertising agencies paid \$44,651,258 in salaries, wages, commissions and bonuses, in 1968. This was 1.4% higher than the \$44,034,036 paid in 1967.

## TRAFFIC ACCIDENTS

2. Motor Vehicle Traffic Accidents Motor vehicle traffic accidents on Canada's streets and highways claimed 437 lives in December 1969, an increase of 18.1% from the 1968 December total of 370.

The preliminary annual death toll for the year 1969 is 5,374; this is 1.1% higher than the total of 5,318 for 1968.

The regional annual 1969 death toll was as follows: Newfoundland, 94 (74 in 1968); Prince Edward Island, 40 (39); Nova Scotia, 244 (237); New Brunswick, 230 (232); Quebec, 1,709 (1,672); Ontario, 1,683 (1,586); Manitoba, 159 (199); Saskatchewan, 223 (264); Alberta, 427 (430); British Columbia, 542 (574); and the Yukon and Northwest Territories, 23 (11).

When comparing the number of traffic deaths in this release with those in the annual Dominion Bureau of Statistics report, "Vital Statistics", please note the explanation in the Daily Bulletin of May 7, 1969.

**Motor Vehicle Traffic Accidents, Victims, and Value of Property Damage(1)  
for December 1969 and comparative figure for December 1968**

| Province                              |      | Accidents |        |                    |        | Victims |                     | Value of property damage(1) |
|---------------------------------------|------|-----------|--------|--------------------|--------|---------|---------------------|-----------------------------|
|                                       |      | Fatal     | Injury | Property damage(1) | Total  | Killed  | Injured             |                             |
|                                       |      | (Number)  |        |                    |        |         |                     | \$'000                      |
| Newfoundland .....                    | 1969 | 9         | 125    | 542                | 676    | 11      | 225                 | 401                         |
|                                       | 1968 | 6         | 100    | 372                | 478    | 8       | 150                 | 259                         |
| Prince Edward Island .....            | 1969 | 6         | 30     | 109                | 145    | 6       | 46                  | 72                          |
|                                       | 1968 | 1         | 36     | 156                | 193    | 1       | 57                  | 99                          |
| Nova Scotia .....                     | 1969 | 19        | 233    | 1,082              | 1,334  | 19      | 304                 | 712                         |
|                                       | 1968 | 16        | 269    | 1,252              | 1,537  | 20      | 357                 | 872                         |
| New Brunswick .....                   | 1969 | 9         | 178    | 835                | 1,022  | 14      | 248                 | 753                         |
|                                       | 1968 | 13        | 217    | 866                | 1,096  | 15      | 313                 | 619                         |
| Quebec .....                          | 1969 | 117       | 2,334  | 14,145             | 16,596 | 131     | 3,633               | 9,426(2)                    |
|                                       | 1968 | 89        | 2,160  | 15,952             | 18,201 | 97      | 3,248               | 9,810(2)                    |
| Ontario .....                         | 1969 | 113       | 4,234  | 13,226             | 17,573 | 131     | 6,130               | 10,499                      |
|                                       | 1968 | 127       | 4,048  | 12,050             | 16,225 | 146     | 5,992               | 9,157                       |
| Manitoba .....                        | 1969 | 12        | 513    | 1,458              | 1,983  | 13      | 704                 | 875                         |
|                                       | 1968 | 7         | 533    | 1,567              | 2,107  | 8       | 772                 | 934                         |
| Saskatchewan .....                    | 1969 | 17        | 328    | 2,011              | 2,356  | 18      | 507                 | 1,246                       |
|                                       | 1968 | 11        | 328    | 2,321              | 2,660  | 12      | 522                 | 1,307                       |
| Alberta .....                         | 1969 | 35        | 580    | 4,519              | 5,134  | 38      | 899                 | 3,016                       |
|                                       | 1968 | 22        | 531    | 5,302              | 5,855  | 22      | 856 <sup>r</sup>    | 3,252                       |
| British Columbia .....                | 1969 | 47        | 1,843  | 8,475              | 10,365 | 55      | 2,686               | 5,468                       |
|                                       | 1968 | 36        | 1,550  | 6,852              | 8,438  | 41      | 2,373               | 4,298                       |
| Yukon and Northwest Territories ..... | 1969 | 1         | 20     | 73                 | 94     | 1       | 22                  | 86                          |
|                                       | 1968 | -         | 12     | 59                 | 71     | -       | 14                  | 32                          |
| Totals .....                          | 1969 | 385       | 10,418 | 46,475             | 57,278 | 437     | 15,404              | 32,554(2)                   |
|                                       | 1968 | 328       | 9,784  | 46,749             | 56,861 | 370     | 14,654 <sup>r</sup> | 30,639 <sup>r</sup> (2)     |
|                                       |      |           |        |                    |        |         |                     |                             |

(1) Excludes property damage accidents under \$100. (2) Estimated figures. - Nil. <sup>r</sup> Revised



Preliminary Totals of Motor Vehicle Traffic Accidents,  
Victims and Value of Property Damage, by Province for 1969

| Province            | Accidents |         |                       |                    | Victims |         | Value<br>of<br>Property<br>Damage(1) |
|---------------------|-----------|---------|-----------------------|--------------------|---------|---------|--------------------------------------|
|                     | Fatal     | Injury  | Property<br>Damage(1) | Total<br>Accidents | Killed  | Injured |                                      |
|                     | (Number)  |         |                       |                    |         |         | \$'000                               |
| Nfld. ....          | 74        | 1,823   | 5,951                 | 7,848              | 94      | 2,754   | 4,357                                |
| P.E.I. ....         | 38        | 455     | 1,334                 | 1,827              | 40      | 717     | 1,058                                |
| N.S. ....           | 210       | 2,761   | 11,759                | 14,730             | 244     | 3,815   | 8,352                                |
| N.B. ....           | 182       | 2,494   | 8,000                 | 10,676             | 230     | 3,738   | 7,538                                |
| Que. ....           | 1,442     | 29,618  | 123,845               | 154,905            | 1,709   | 44,378  | 90,858(2)                            |
| Ont. ....           | 1,410     | 50,136  | 117,849               | 169,395            | 1,683   | 74,902  | 104,236                              |
| Man. ....           | 143       | 6,536   | 16,105                | 22,784             | 159     | 9,460   | 10,484                               |
| Sask. ....          | 177       | 4,155   | 19,023                | 23,355             | 223     | 6,614   | 12,753                               |
| Alta. ....          | 347       | 6,772   | 44,288                | 51,407             | 427     | 10,575  | 28,829                               |
| B.C. ....           | 467       | 14,866  | 55,291                | 70,624             | 542     | 22,535  | 41,406                               |
| Yukon & N.W.T. .... | 19        | 304     | 753                   | 1,076              | 23      | 469     | 1,121                                |
| Totals 1969 .....   | 4,509     | 119,920 | 404,198               | 528,627            | 5,374   | 179,957 | 310,992(2)                           |
| 1968(3) ..          | 4,422     | 115,406 | 364,608               | 484,436            | 5,318   | 173,901 | 271,517(2)                           |

(1) Excludes property damage accidents under \$100. (2) Estimated figures. (3) Figures as shown in DBS Annual: Catalogue No. 53-206.

## TRANSPORTATION

3. Passenger Buses In January, 56 firms reported 3,599,482 revenue passengers carried, compared to 3,678,720 reported by 51 firms in January 1969. Revenue vehicle miles run amounted to 9,399,497 (9,194,625) and fuel consumed came to 1,229,778 gallons of diesel oil (1,246,385) and 83,767 gallons of gasoline (87,202). Total operating revenue came to \$5,679,559 compared to \$5,428,124 in 1969.

4. Travel In November 1969, vehicles entering Canada from the United States numbered 787,200, up 1.8% from November 1968. During the period January-November, non-resident vehicles entering Canada numbered 12.2 million, up 1.4% from the same period a year earlier.

The number of non-immigrants entering Canada by plane, through bus, rail and boat from the United States increased by 8.4% or 9,400 travellers in November. Cumulative data show that some 2,579,100 non-immigrants entered Canada by the above means of travel, representing an increase of 3.9% over the same period for 1968.

Resident vehicles returning to Canada from the United States totalled 874,500 in November, a decrease of 0.4% from November 1968. In January-November, some 12,164,900 vehicles returned from the United States, an increase of 4.3% over the same period in 1968.

Canadian residents returning from the United States by plane, through bus, rail and boat numbered 128,000, an increase of 19,800 or 18.3% over November 1968. During the January-November period, re-entries of Canadians from the United States by the above means of transportation amounted to some 2,008,200, an increase of 18.7% over the same period in 1968.

In November, a total of 40,771 Canadians returned direct from overseas countries, an increase of 57.9% over November 1968. Cumulative data for the period January-November 1969, show that some 695,253 residents returned direct from overseas countries, an increase of 181,998 or 35.5%.

In November, visitors entering Canada from overseas countries totalled 21,365, an increase of 22.3% more than the same month in 1968. During January to November, some 438,000 visitors entered Canada both direct and via the United States, an increase of 94,104 or 18.6% over the same period in 1968.

#### MERCHANDISING

5. Department Store Sales by Regions During February, department store sales decreased in Canada by 0.8% from February 1969, with the following changes regional changes: Atlantic Provinces, -2.0%; Quebec, +2.1%; Ontario, -3.0%; Manitoba, -3.1%; Saskatchewan, -13.3%; Alberta, +2.7% and British Columbia, +1.6%.

6. Chain Store Sales and Stocks Chain store organizations reported total sales of \$730,469,000 during January, a gain of 14.1% over the January 1969 result. All kinds of business for which data were published showed increases in sales, with the largest growth being experienced by men's clothing stores (+31.5%), women's clothing stores (+28.5%) and grocery and combination stores (+21.2%).

Chain store stocks (at cost) reached a value of \$1,262,855,000 in January, 8.9% higher than in the comparable 1969 month. Largest increases in inventory occurred in family clothing stores (+25.0%), drug stores (+19.6%) and women's clothing stores (+18.6%). There were no kinds of business in which stocks declined during January.

7. Department Store Sales and Stocks Department stores registered total sales of \$176,443,000 during January, an increase of 6.5% over the \$165,733,000 recorded in the same month last year. Sales rose in almost all departments, with the largest growth being experienced in photographic equipment and supplies (+24.8%); plumbing, heating and building materials, (+23.0%); and gas, oil, auto accessories, repairs and supplies (+21.1%). Sales declined in three departments: linens and domestics (-0.7%); furs (-23.2%); and food and kindred products (-35.8%).

Department store stocks at selling value were 7.9% higher than in January 1969, reaching a level of \$612,462,000 at month end. Major stock increases were noted in floor coverings (+41.7%); toys and games (+37.3%); and hardware, paints, wallpaper, etc. (+25.1%). Stocks declined in 11 of the 40 departments for which data are published.



8. Cement Shipments of cement in January came to 275,806 tons compared to 313,308 tons in January 1969. Production amounted to 385,887 tons (337,082), and stocks at the end of January to 818,903 tons (845,370).
9. Phonograph Records and Pre-Recorded Tapes Phonograph records produced during January 1970 numbered 3,243,307 while pre-recorded tapes produced during January 1970 numbered 233,538.
10. Steel Ingots Steel ingots production for the week ended March 28 1970 totalled 235,970 tons, a decrease of 1.1 % from the preceding week's total of 238,582 tons. The comparable week's total in 1969 was 235,880 tons. The index of production based on the average weekly output during 1957-1959 of 96,108 equalling 100 was 246 in the current week, 248 a week earlier and 245 one year ago.
11. Lumber and Ties January production of lumber and ties by sawmills in British Columbia amounted to 626.3 million feet board measure compared to 540.4 million feet board measure in January 1969.
12. Census of Manufactures The following statistics represent a selection of those which will appear later in regular publications of the Manufacturing and Primary Industries Division.

## Motor Vehicle Manufacturers (S.I.C. 323)

| Selected Principal Statistics        | 1966      | 1967      | 1968p     | % change<br>1968/1967 |
|--------------------------------------|-----------|-----------|-----------|-----------------------|
| Establishments ..... No.             | 19        | 20        | 22        | + 10.0                |
| <u>MANUFACTURING ACTIVITY</u>        |           |           |           |                       |
| Production and related workers No.   | 29,746    | 28,333    | 26,964    | - 4.8                 |
| Man-hours paid ..... '000            | 65,953    | 63,782    | 62,014    | - 2.8                 |
| Wages .....\$'000                    | 203,552   | 203,308   | 231,001   | + 13.6                |
| Cost of materials and supplies\$'000 | 1,566,246 | 1,713,501 | 2,195,259 | + 28.1                |
| Value of shipments .....\$'000       | 2,165,769 | 2,479,259 | 2,935,722 | + 18.4                |
| Value added .....\$'000              | 613,021   | 760,934   | 760,625   | (1)                   |
| <u>TOTAL ACTIVITY</u>                |           |           |           |                       |
| Total employees ..... No.            | 42,507    | 40,861    | 39,113    | - 4.3                 |
| Total salaries and wages .....\$'000 | 308,952   | 308,055   | 349,508   | + 13.5                |
| Total value added .....\$'000        | 717,023   | 943,124   | 1,053,694 | + 11.7                |

p Preliminary.

- (1) The apparent lack of change in value added by manufacturing activity, relative to the 18.4% increase in value of shipments, is largely accounted for by a change in the basis of valuation of factory shipments by one of the major manufacturers, resulting in a substantial shift of value added from manufacturing activity to total activity.

## Petroleum and Coal Products (S.I.C. 360)

| Selected Principal Statistics         | 1966      | 1967      | 1968p     | % change<br>1968/1967 |
|---------------------------------------|-----------|-----------|-----------|-----------------------|
| Establishments ..... No.              | 89        | 91        | 95        | + 4.4                 |
| <b>MANUFACTURING ACTIVITY</b>         |           |           |           |                       |
| Production and related workers No.    | 6,832     | 6,839     | 6,876     | + 0.5                 |
| Man-hours paid ..... '000             | 15,005    | 15,479    | 15,660    | + 1.2                 |
| Wages ..... \$'000                    | 48,780    | 52,462    | 56,703    | + 8.1                 |
| Cost of materials and supplies \$'000 | 1,222,187 | 1,253,773 | 1,347,419 | + 7.5                 |
| Value of shipments ..... \$'000       | 1,495,308 | 1,558,207 | 1,675,999 | + 7.6                 |
| Value added ..... \$'000              | 276,468   | 292,791   | 329,418   | +12.5                 |
| <b>TOTAL ACTIVITY</b>                 |           |           |           |                       |
| Total employees ..... No.             | 15,403    | 15,662    | 15,631    | - 0.2                 |
| Total salaries and wages ..... \$'000 | 119,653   | 128,781   | 138,469   | + 7.5                 |
| Total value added ..... \$'000        | 283,917   | 295,521   | 335,135   | +13.4                 |

p Preliminary.

## Manufacturers of Pharmaceuticals and Medicines (S.I.C. 374)

| Selected Principal Statistics         | 1966    | 1967    | 1968p   | % change<br>1968/1967 |
|---------------------------------------|---------|---------|---------|-----------------------|
| Establishments ..... No.              | 165     | 158     | 151     | - 4.4                 |
| <b>MANUFACTURING ACTIVITY</b>         |         |         |         |                       |
| Production and related workers No.    | 4,889   | 5,109   | 5,271   | + 3.2                 |
| Man-hours paid ..... '000             | 10,075  | 10,437  | 10,720  | + 2.7                 |
| Wages ..... \$'000                    | 20,620  | 22,460  | 24,857  | +10.3                 |
| Cost of materials and supplies \$'000 | 92,914  | 99,430  | 109,552 | +10.1                 |
| Value of shipments ..... \$'000       | 269,425 | 295,640 | 325,611 | +10.1                 |
| Value added ..... \$'000              | 186,136 | 196,849 | 216,841 | +10.4                 |
| <b>TOTAL ACTIVITY</b>                 |         |         |         |                       |
| Total employees ..... No.             | 11,649  | 12,199  | 12,440  | + 2.0                 |
| Total salaries and wages ..... \$'000 | 68,209  | 75,257  | 81,666  | + 8.5                 |
| Total value added ..... \$'000        | 189,367 | 204,416 | 223,875 | + 9.5                 |

p Preliminary.

## Stone Products Manufacturers (S.I.C. 353)

| Selected Principal Statistics         | 1966   | 1967   | 1968p  | % change<br>1968/1967 |
|---------------------------------------|--------|--------|--------|-----------------------|
| Establishments ..... No.              | 97     | 86     | 83     | - 3.5                 |
| <b>MANUFACTURING ACTIVITY</b>         |        |        |        |                       |
| Production and related workers No.    | 639    | 516    | 484    | - 7.1                 |
| Man-hours paid ..... '000             | 1,382  | 1,106  | 1,019  | - 7.8                 |
| Wages ..... \$'000                    | 2,891  | 2,392  | 2,272  | - 5.1                 |
| Cost of materials and supplies \$'000 | 4,688  | 3,802  | 3,726  | - 2.0                 |
| Value of shipments ..... \$'000       | 12,268 | 10,189 | 10,224 | + 0.3                 |
| Value added ..... \$'000              | 7,080  | 6,435  | 6,277  | - 2.5                 |
| <b>TOTAL ACTIVITY</b>                 |        |        |        |                       |
| Total employees ..... No.             | 842    | 691    | 661    | - 4.4                 |
| Total salaries and wages ..... \$'000 | 4,110  | 3,487  | 3,440  | - 1.3                 |
| Total value added ..... \$'000        | 7,196  | 6,520  | 6,311  | - 3.2                 |

p Preliminary



13. Sugar Refined beet and cane sugar manufactured in February amounted to 547,136,000 pounds compared to 519,217,000 in February 1969, while in the two-month period, sugar manufactured came to 700,692,000 pounds (661,275,000).
14. Dairy Review The preliminary estimate of milk produced in February is 1,071,000,000 pounds, 5.3% above production in the corresponding month last year. This would make the total estimate of production during the first two months of the year 2,243,000,000 pounds or 5.0% above production in the January-February period a year ago.

Almost 52% of the milk produced in February, or 554,000,000 pounds, was used for dairy factory products. This is 8.2% above factory utilization in February 1969. During January and February, 7.0% more milk was utilized for dairy products than in the corresponding period a year ago.

Fluid sales of milk and cream during February, for purposes of the advance preliminary estimate, are calculated at 405,000,000 pounds, an increase of 2.6% from the sales in February 1969. This assumes the same relationship to year-earlier estimates as for the November-January period.

15. Egg Production Canadian egg production rose by 4.1% to 38,488,000 dozen in February from 36,980,000 in February 1969. The average number of layers was up 3.7% to 28,617,000 from 27,596,000 and the number of eggs per 100 layers increased 0.4% to 1,614 from 1,608. The farm price of eggs sold for market was up 0.7% to 42.0 cents per dozen compared with 41.7 cents per dozen during the corresponding period in 1969.

16. Pigs The total number of pigs for Canada(1) at March 1, 1970 is estimated at 6,400,000, up 17% from 5,465,000 at March 1, 1969 and 21% above the 1964-68 average. The increase was due to substantially higher pig inventories (up 32%) in the West. In Saskatchewan pig numbers are estimated to be up by 55% and in Manitoba and Alberta by 38 and 20% respectively. In the East there was an increase of 6% with higher numbers common to all provinces.

Farrowings in the period December-February are estimated at 327,300, up 17% over farrowings in the corresponding quarter of 1969. In the West farrowings were 26% higher and in the East 11%. Sows to farrow in the second quarter are estimated at 389,000 up 24% over the March-May quarter of 1969. Farmers' reports indicate a large increase of 37% in the West with a lower increase of 14% in the East.

Sows and gilts for breeding are estimated at 763,100, up 20% over March 1, 1969.

(1) Not including Newfoundland which had 7,307 pigs on farms at June 1, 1966 (Census of Agriculture), of which 1,385 were 6 months old or older. The 1966 Census count of pigs on holdings not classed as farms in Canada was 15,292.



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. Advertising Agencies, 1968
2. Motor Vehicle Traffic Accidents, December 1969 and Year 1969, Preliminary
3. Passenger Bus Statistics, January 1970 (53-002), 10¢/\$1.00
4. Travel Between Canada, the United States and Other Countries, November 1969 (66-001), 30¢/\$3.00
5. Department Store Sales by Regions, February 1970 (63-004), \$2 a year
6. Chain Store Sales and Stocks, January 1970 (63-001), 10¢/\$1.00
7. Department Store Sales and Stocks, January 1970 (63-002), 20¢/\$2.00
8. Cement, January 1970 (44-001), 10¢/\$1.00
9. Phonograph Records, January 1970
10. Production of Steel Ingots, Week ended March 28, 1970
11. Lumber and Ties, January 1970
12. Census of Manufactures, 1968: Motor Vehicle Manufacturers; Petroleum and Coal Products; Manufacturers of Pharmaceuticals and Medicines; Stone Products Manufacturers
13. The Sugar Situation, February 1970 (32-013), \$1.00 a year
14. The Dairy Review, February 1970 (23-001), 20¢/\$2.00
15. Production of Eggs, February 1970 (23-003), 10¢/\$1.00
16. Report of Livestock Surveys: Pigs, March 1, 1970 (23-005), \$1.00 a year  
Service Bulletins: Energy Statistics, Vol. 5, No. 19 (57-002), \$5.00 a year;  
Fish Freezings and Stocks, Quebec, February 1970; Production and Inventory of Dry Skim Milk Powder, February 1970; Stocks of Canned Fruits and Vegetables Held by Cannery, by Geographical Areas, January 1970

Released this week but summarized in the Weekly earlier:

- Summary of Canal Statistics, December 1969 (54-001), 10¢/\$1.00
- Railway Operating Statistics, November 1969 (52-003), 10¢/\$1.00
- Electric Power Statistics, January 1970 (57-001), 20¢/\$2.00
- Oils and Fats, January 1970 (32-006), 20¢/\$2.00
- Refined Petroleum Products, December 1969 (45-004), 30¢/\$3.00
- Domestic Refrigerators and Freezers, January 1970 (43-001), 10¢/\$1.00
- Consumption, Production and Inventories of Rubber, January 1970 (33-003), 20¢/\$2.00
- Fish Freezings and Stocks, January 1970 (24-001), 20¢/\$2.00
- Commercial Refrigeration and Air Conditioning Equipment Manufacturers, 1968 (42-215), 25¢
- Trade of Canada - Exports by Countries, January-December 1969 (65-003), \$1.00/\$4.00



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