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Trade: Canada's commodity exports and imports both increased substantially in November over preceding months, exports reaching the highest value for any month this year and imports the second highest monthly value. Both also showed gains over November 1953, reducing the 1954 decrease in the cumulative value of Canada's foreign trade. (Page 2)

Production: Canadian industry produced more in October than in any month since September 1953, the first time this year that output has exceeded the level of the corresponding month of 1953. Mineral production was almost 22% higher than a year earlier and the output of electricity and gas was up 11%. Output of durable goods was down 9% and production of non-durable goods was up 1%, putting total manufacturing output nearly 4% below the 1953 October level. In the first 10 months of 1954 industrial production averaged slightly more than 2% below the 1953 level. (Page 10)

Mining: On the heels of increases of 27% in August and 41% in September, iron ore shipments from Canadian mines jumped 60% above the 1953 level in October. The three consecutive increases were large enough to outweigh the declines of earlier months to put 10-month shipments 14% above 1953. (Page 7)

Manufacturing: Continuing the declines common to the previous 9 months, production of domestic washing machines fell nearly 16% below the 1953 level in October, putting the 10-month drop at almost 19%... Factory sales of paints, varnishes and lacquers were lower in October and the first 10 months of 1954... November production of asphalt floor tiles was slightly higher than a year earlier but 11-month output was down. (Page 6)

Food: 1954 milk production is estimated at 16,800,000,000 pounds, about 2.5% more than in 1953... November production was higher than a year earlier for sugar, margarine, shortening, lard, refined coconut oil and salad and cooking oils. (Pages 8 & 9)

Merchandising: Department store sales were 6.4% higher than in 1953 in the week ending December 18. There were sales increases of 3% to 15% in all regions except Quebec, where the decrease averaged 0.5%. (Page 11)

Entertainment: Canadians spent more on motion picture entertainment in 1953 than ever before -- an average of \$8.30 per capita, 9¢ more than in 1952 and \$2.15 more than in 1946. British Columbia people spent the most, an average of \$10.56 per capita, and Newfoundlanders the least, an average of \$4.03 per capita. (Page 12)

Commodity Exports And Imports
Both Rose Sharply In November

Canada's commodity exports and imports both increased substantially in November over preceding months, exports reaching the highest figure for any month this year and imports the second highest monthly figure. Both also showed gains over November 1953, reducing the 1954 decrease in the cumulative value of Canada's foreign trade, according to preliminary figures.

Total exports to all countries in the month rose to \$368,600,000 from \$318,000,000 in October and were 3.8% above the 1953 November total of \$355,-100,000. For the 11 months ending November exports totalled \$3,550,600,000 as compared with \$3,811,600,000 for the 1953 period, a decrease of 6.8% as against a drop of 8% in the ten months ending October. Commodity imports in November advanced to an estimated \$373,200,000 from \$332,000,000 in October and were 6.2% above the value of \$351,400,000 for November 1953. In the 11 months, imports had an estimated aggregate value of \$3,757,600,000 as compared to \$4,044,400,000 last year, a decrease of 7%. On the basis of the estimate for imports, Canada had an import surplus in commodity trade of \$4,-600,000 for November as compared with an export surplus of \$3,400,000 a year earlier, and for the 11 months a moderately reduced import surplus of \$207,-000,000 as against \$232,800,000 in 1953.

Commodity exports to the United States moved up in November to \$211,400,-000 from \$204,100,000, making a cumulative total of \$2,143,600,000 to the end of November against \$2,239,600,000. Purchases in the month from the United States rose more sharply to an estimated \$275,000,000 from \$244,500,000, bringing the 11-month total to \$2,719,900,000 compared to \$2,974,500,000. The jump in imports raised the month's import surplus with the United States to \$63,600,000 against \$40,400,000, but for the 11 months it was down to \$576,-300,000 from \$764,900,000.

Shipments in November to the United Kingdom rose to \$70,800,000 from \$56,100,000 a year earlier, while estimated imports were down to \$26,500,-000 from \$38,900,000, the export surplus rising to \$44,300,000 from \$17,-300,000. In the 11 months, shipments amounted to \$580,000,000 compared to \$621,200,000, and purchases were down somewhat more to \$358,600,000 against \$415,000,000 in 1953, the export surplus rising to \$221,400,000 compared to \$206,200,000.

November exports to other Commonwealth countries declined slightly to \$17,600,000 from \$18,400,000, while imports were up to \$20,200,000 from \$16,-800,000. In the 11 months, exports were off to \$180,100,000 against \$221,-300,000, but imports were up to \$172,800,000 versus \$161,200,000. There was a similar trend for the remaining foreign countries, exports in the month declining to \$68,800,000 from \$76,500,000 and in the 11 months to \$646,900,000 from \$729,500,000, while imports were up slightly in the month at \$51,500,000 against \$51,200,000 and in the 11 months at \$506,300,000 against \$493,700,000.

The figures for November and the 11 months are summarized in the table on the following page. The imports figures are estimates and subject to revision; those for exports are based on final figures.

MORE

<u>Exports: (Domestic & Foreign)</u>	<u>November</u>		<u>January-November</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u>	<u>1954</u>
	(millions of dollars)			
United Kingdom	56.1	70.8	621.2	580.0
Other commonwealth countries	18.4	17.6	221.3	180.1
United States	204.1	211.4	2,209.6	2,143.6
Other foreign countries	76.5	68.8	729.5	646.9
Totals	<u>355.1</u>	<u>368.6</u>	<u>3,811.6</u>	<u>3,550.6</u>
<u>Imports:</u>	<u>November</u>		<u>January-November</u>	
	<u>1953</u>	<u>1954*</u>	<u>1953</u>	<u>1954</u>
United Kingdom	38.9	26.5	415.0	358.6
Other commonwealth countries	16.8	20.2	161.2	172.8
United States	244.5	275.0	2,974.5	2,719.9
Other foreign countries	51.2	51.5	493.7	506.3
Totals	<u>351.4</u>	<u>373.2</u>	<u>4,044.4</u>	<u>3,757.6</u>

* Estimate only. Subject to revision.

Securities Trade Led To Capital
Import Of \$7,700,000 In October

Trade in outstanding securities between Canada and other countries led to a sales balance or capital import of \$7,700,000 in contrast to purchase balances in the two previous months. The turnover, which exceeded \$160,000,000, was the highest for the past three years.

Trading with the United States led to a small sales balance of \$900,000. There were net sales of \$9,300,000 of Canadian stocks to United States residents (including Canadian investment companies formed by United States interests).

On the other hand, there were net repurchases by Canadians of United States holdings of other Canadian securities, mainly provincial government bonds, amounting to \$6,000,000. Against net sales of Canadian securities, there were purchases from the United States of \$2,400,000 of foreign securities, mainly stocks.

Net sales to the United States of Canadian stocks in the 10 months of the year have totalled \$60,000,000. By the end of October, the capital raised in the United States since June for investment in Canada through newly formed diversified management investment companies was well in excess of \$100,000,000.

Net trading in all outstanding Canadian securities in the 10 months has resulted, however, in a capital outflow of \$4,000,000 because of heavy repatriation of bonds and debentures and of sales of Canadian stocks by some United States holders.

Transactions with the United Kingdom and with other overseas countries in October led to sales balances of \$3,900,000 and \$2,800,000, respectively. In each case, sales of Canadian stocks accounted for the major part of the total. In the January-October period respective balances were \$16,900,000 and \$35,600,000. (1)

Federal Government Employment
And Payrolls In September

Classified civil servants on the payroll of the Federal Government in September numbered 140,142, up from August's 139,696 and last year's 131,714. Their earnings aggregated \$35,866,683, down from the preceding month's \$35,912,345 but up from the 1953 September total of \$31,381,574.

Prevailing rate employees, casual employees and ships' crews numbered 43,669 in September, down from the preceding month's 45,476 but up from 40,697 a year earlier. Their earnings declined to \$8,789,735 from \$8,879,743 in August but rose from \$8,052,483 a year ago. (2)

Changes Of Fifty Years In
Labour Force, Occupations

Both the magnitude of the change in Canada from a largely rural farm economy in 1901 to a well-developed industrialized economy fifty years later, and the numerous changes in occupations that have accompanied it, are strikingly indicated in a special bulletin presenting comparable occupation and industry statistics from the 1901 to 1951 decennial censuses, released this week by the Dominion Bureau of Statistics.

During the half-century the proportion of all male workers engaged in agricultural pursuits fell from 45% to slightly under 20%, while the proportion engaged in manufacturing occupations rose moderately from about 15% to 20%. In marked contrast, the proportion engaged in transport, service, commercial, clerical and logging occupations approximately doubled. At the same time the total number of males in gainful occupations increased roughly two and a half times, from 1,544,900 to 4,032,400.

In this larger male labour force, the number in agricultural occupations increased by only 12% from about 708,000 in 1901 to 794,300 in 1951. In contrast, the number in manufacturing occupations rose about 3 1/2 times from 229,000 to 779,000, in construction occupations about the same rate from 89,100 to 318,300, in transport occupations about 5 1/2 times from 81,200 to 446,800, in clerical occupations nearly 5 times from 46,200 to 227,100, in professional occupations also 5 times from 39,500 to 180,500, in commercial and financial occupations over 4 times from 91,800 to 393,800, in personal service occupations 4 times from 47,800 to 187,600, and in mining over twice from 28,300 to 65,800. The number in logging operations, as recorded in the censuses, showed the most rapid growth of any group with a rise from 16,100 to 96,500, but close comparability is not possible in the seasonal type of employment.

Over the fifty years the number of females in gainful occupations multiplied almost 5 times from 238,000 to 1,147,200, and the proportion to every 1,000 males gainfully employed from 154 to 282. Females employed in clerical occupations rose about 25 times from 12,600 to 314,600 and those engaged in the commercial and financial group of occupations about 16 times from 7,800 to 126,900. Largest group in 1901, personal service also increased from 100,300 to 248,800, but in 1901 about four-fifths were in domestic service and in 1951 less than a third, the actual number little changed.

Comparative data for males and females in a large number of selected occupations for the period 1931 to 1951 show some marked changes over these 20 years.

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While the male labour force rose by 24% between 1931 and 1951, males in professional occupations as a group increased 74%. Within this group, mining and mechanical engineers were three times more numerous in 1951 than 1931, while civil and electrical engineers increased about 60%. The numbers employed in the health professions, however, were only moderately higher, physicians increasing by 39% and dentists by only 13%. Male school teachers rose about 60% in number from 18,300 to 29,300, while the number of female school teachers increased only 17% from 64,700 to 75,800. The number of lawyers and judges was only 10% larger in 1951 than in 1931, an actual decline in these professions having taken place between 1931 and 1941.

Males in clerical occupations rose 60% in the 20 years from 141,200 to 227,100, while females in these occupations increased 2 1/2 times from 117,500 to 314,600, with stenographers and typists more than doubling from 65,000 to 133,500. Employment in agricultural occupations showed a drop of about 310,000 in the twenty years, the number of farm labourers declining by 220,000 or 54% and the number of farm operators by 86,000 or 14%. All of this decline occurred in the period 1941 to 1951. These manpower losses on farms also occurred over a period characterized, in the latter half at least, by an increase in the volume of production.

Males in manufacturing occupations as a whole doubled over the 20 years, with many changes in the numbers in different occupations. In the metal-working field, where the total rose 2 1/2 times, the number of welders increased almost 10 times, fitters and assemblers roughly 4 times, and tool-makers and filers and grinders 3 times. On the other hand, blacksmiths and foremen declined 42%, the biggest decrease being in those employed on own account. In woodworking, the numbers of sawyers and machine operators were each three times as great in 1951 as in 1931, cabinet and furniture makers almost doubled, and upholsterers were 50% more numerous, while coopers were 30% fewer. In all textile and clothing occupations, the number of males rose about 50%, but tailors were 27% fewer and those working on own account down about 56%.

In transport occupations, the number of males employed rose by two-thirds between 1931 and 1951, but the rates of growth varied between specific occupations. Locomotive engineers and firemen increased only one-fifth, brakemen a little less and conductors a little more than one-third. Road transport occupations, other than teamsters and draymen, however, expanded sharply, with truck drivers increasing over 3 times to nearly 153,000 to become one of the numerically largest occupations, and chauffeurs, taxi and bus drivers more than doubling to 32,500. Civilian air pilots, though numbering only 1,135 in 1951, were about 3 times as numerous as in 1931.

During the twenty years the number of males in commercial and financial occupations rose by one-third, while the number of females more than doubled. A striking change in this group was a decline in the number of male sales clerks in stores from 100,500 to 85,300, and an increase in the number of females from about 45,000 to 95,000. Males in personal service increased 46% in the period, while the number of females rose only 9%. Women in private domestic work declined sharply in numbers, but the number of waitresses more than tripled. Males employed as janitors and sextons more than doubled, guards and watchmen were nearly twice as numerous, and the number in taverns and restaurants increased 80%. Barbers declined by almost one-fifth, while female hairdressers increased by 60%. (3)

Production And Domestic Shipments
Of Asphalt Floor Tiles In November

Production of asphalt floor tiles was slightly higher in November than a year earlier but the January-November output was lower. Domestic shipments were lower in both periods. November production amounted to 1,333,465 square feet versus 1,284,144 a year ago, bringing January-November output to 15,044,733 square feet versus 15,511,262. Domestic shipments in November were 1,429,355 square feet versus 1,490,839 and in the 11 months totalled 14,134,851 square feet versus 15,432,429. (4)

Production of Washing Machines Down
15.7% In October, 18.8% In 10 Months

Continuing the declines to the previous nine months, production of domestic washing machines fell 15.7% in October as compared with a year earlier. The overall decrease in the January-October period worked out at 18.8%.

Production of washing machines in October amounted to 19,813 units versus 23,367 a year earlier, bringing the 10-month output to 176,331 units versus 217,176. Producers shipped 18,839 units in October versus 23,314, bringing the January-October total to 183,178 units versus 209,516.

Factory stocks at the end of October declined to 22,488 units from last year's corresponding total of 25,913. (5)

Paint, Varnish Sales Lower
In October And 10 Months

Sales of paints, varnishes and lacquers by manufacturers which normally account for most of the total Canadian production were lower in October and the first 10 months of 1954. The month's sales amounted to \$7,344,461 versus \$8,421,886 in 1953, bringing 10-month sales to \$89,293,549 versus \$95,597,207. (6)

Shipments Of Wire Nails

Shipments of wire nails by Canadian producers were smaller in October than a year earlier but January-October shipments were larger. The month's total amounted to 6,867 tons versus 7,558, bringing the 10-month total to 66,377 tons versus 61,604. (7)

Non-Ferrous Smelting & Refining

The net value added by the non-ferrous smelting and refining industry in the processing of crude or semi-crude materials during 1953 totalled \$310,207,228 as compared with \$266,721,382 in 1952, according to the annual report on the industry by the Dominion Bureau of Statistics. Refined products included gold, silver, nickel, copper, lead, zinc, aluminum, tin, magnesium, calcium, titanium, zirconium, antimony, bismuth, cobalt, cadmium, selenium and tellurium.

The 18 plants in the industry employed 24,815 persons last year as compared with 24,608 in 1952 and the payroll totalled \$93,545,611 as against \$87,964,295. The gross value of products was \$870,918,142 as compared with \$837,074,065 and the estimated cost of ores and concentrates treated was \$456,668,602 as against \$467,205,566. Fuel and purchased electricity cost \$52,594,155 against \$50,571,452, and process supplies cost \$51,448,147 as against \$52,575,665. (8)

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Shipments Of Iron Ore
Up Sharply In October

Increasing sharply for the third month in a row, shipments of iron ore from Canadian mines reached 1,110,866 tons in October, almost 60% above 1953's corresponding total of 700,717 tons. September's increase worked out at 41% and August's at 27%. There were declines from 1953 in all earlier months of the year except January.

October's increase was large enough to raise this year's January-October shipments over those of a year earlier -- to 5,810,695 tons versus 5,613,849. Stocks at the end of October were 1,477,478 tons, more than 3 times as large as last year's 434,139 tons.

October's shipments of iron ore from mines in Ontario declined to 367,418 tons from 383,260 a year earlier and 10-month shipments were cut to 2,140,248 tons from 2,615,063. Stocks at the end of the month rose to 766,415 tons from 317,194.

Shipments from other provinces in October climbed to 743,448 tons from 317,457 and 10-month shipments rose to 3,670,447 tons from 2,998,786. End-of-October stocks were up sharply to 711,063 tons from 116,945.

Shipments of ore for export were up widely, the October total rising to 1,023,975 tons from 599,139 and the 10-month total to 5,013,270 tons from 4,386,145. Shipments of ore to Canadian consumers in October dropped to 86,891 tons from 101,578 and in the 10 months to 797,425 tons from 1,227,704. (9)

Commercial Production Of
Sand And Gravel In 1953

Commercial production of sand and gravel in 1953 amounted to 101,034,000 tons, slightly under 1952's all-time peak total of 102,896,000. Despite the smaller tonnage the overall value rose to \$53,483,000 from \$51,339,000. Ontario accounted for 43,658,000 tons in 1953 (43,424,000 a year earlier) and Quebec for 26,694,000 tons (32,061,000). (10)

TRANSPORTATION

Revenues And Expenses Of
Railways Lower In August

Operating revenues of Canada's larger railway systems declined 10.6% in August to \$92,630,521 from 1953's corresponding \$103,622,426. At the same time operating expenses were cut 8.8% to \$86,001,731 from \$94,348,490. As a result, net operating revenues fell 28.5% to \$6,628,790 from \$9,273,936 and net operating income by 44% to \$2,361,527 from \$4,215,404.

Revenue freight carried dropped 5.1% to 13,755,009 tons from 14,488,201 and revenue freight ton miles declined 7.2% to 5,061,024,000 from 5,435,578,000. Revenue passengers carried numbered 2,585,957 against 2,659,202 a year earlier down 2.8%, and revenue passenger miles, at 300,705,000 versus 317,127,000 declined 5.2%.

Salary and wage payments were reduced 7.8% to \$55,316,555 from \$60,027,647 and the number of employees dropped 9.5% to 190,442 from 210,489. (11)

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Railway Freight Loadings
Declined 11% In July

Loadings of freight on Canadian railways in July totalled 12,611,121 tons, a decrease of 11% from 1953's corresponding total of 14,181,736 tons.

Loaded at Canadian stations were 9,929,032 tons, 8.9% less than 1953's 10,895,203. At the same time receipts from foreign connections for Canadian points totalled 1,488,858 tons, down 17.3% from 1,801,242, and intransit freight fell to 20% to 1,193,231 tons from 1,485,291. (12)

FOOD & AGRICULTURE

Visible Supplies Of
Wheat Little Changed

Visible supplies of Canadian wheat on December 8 totalled 340,158,000 bushels, moderately above the preceding week's 337,740,000 bushels but slightly below 1953's 341,710,000 bushels. Farmers in the Prairie Provinces raised their wheat deliveries in the week ending December 8 to 9,556,000 bushels from 7,965,000 and overseas export clearances rose to 4,789,000 bushels from 4,369,000 a year earlier. (13)

Production Of Oils And
Fats Upped In November

Larger quantities of margarine, shortening, refined coconut and salad and cooking oils, and lard were produced in November than in the corresponding month of 1953. January-November production totals show increases over 1953 for all except lard.

November's production of margarine amounted to 10,921,000 pounds (10,794,000 a year earlier); shortening, 16,040,000 pounds (14,948,000); refined coconut oil, 1,419,000 pounds (1,112,000); refined salad and cooking oil, 2,820,000 pounds (1,968,000); lard, 9,407,000 pounds (8,254,000); and tallow, 11,606,000 pounds (10,933,000).

January-November production totals follow: margarine, 105,984,000 pounds (100,058,000); shortening, 143,729,000 pounds (123,257,000); refined coconut oil, 12,274,000 pounds (11,554,000); refined salad and cooking oil, 26,927,000 pounds (21,000,000); lard, 79,622,000 pounds (85,444,000); and tallow, 114,164,000 pounds (112,394,000). (14)

Nova Scotia Fish Catch
Less Valuable In 1953

The market value of Nova Scotia's commercial fish catch was \$40,012,200 in 1953, a decrease from \$42,435,400 in 1952. Values were higher for lobsters, haddock, swordfish, rosefish, scallops, witch and catfish, but lower for cod, herring, plaice, halibut, pollock, mackerel, hake and other species.

The leading specie in value terms was cod, worth \$10,035,000 in 1953 as compared with \$12,666,400 in 1952. Lobsters were valued at \$9,822,500 versus \$9,063,400, haddock at \$5,035,700 versus \$4,932,300, herring at \$2,003,700 versus \$2,553,900, and plaice at \$1,917,400 versus \$2,009,700. (15)

Catch Of Fish In Newfoundland

Newfoundland's fisheries yielded 24,812,000 pounds of fish valued at \$451,000 in November. These amounts were higher by 33% and 6% respectively than the 18,666,000 pounds worth \$425,000 reported in November 1953.

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Canadian Milk Production Milk production in October amounted to an estimated 1,374,845,000 pounds, slightly below 1953's corresponding total of 1,378,776,000. Based on reports of dairy correspondents, a 3% increase in production is indicated for November over a year earlier. Unless the situation changed materially in December, the year's output of milk should approximate 16,800,000,000 pounds, about 2.5% above 1953.

In the January-October period, 14,673,000 pounds of milk were produced versus 14,283,859,000 in the same period of 1953. The amount utilized in factory products was 8,648,098,000 pounds versus 8,341,063,000 a year earlier and fluid sales totalled 4,216,354,000 pounds versus 4,126,858,000.

Farm-home consumption amounted to 884,010,000 pounds versus 866,386,000 and the amount fed to live stock was 530,299,000 pounds versus 537,946,000. Amount utilized in the production of dairy butter was 394,476,000 pounds versus 411,606,000. (16)

Production, Sales And Stocks
Of Raw And Refined Sugar Production and manufacturers' sales of refined beet and cane sugar increased in November over a year earlier but month-and factory stocks declined. November's receipts, meltings and sales and month-end stocks of raw cane sugar all increased.

Production of refined cane and beet sugar in November amounted to 227,098,000 pounds versus 218,092,000 a year earlier, sales totalled 121,228,000 pounds versus 117,207,000 and month-end stocks were 263,654,000 pounds versus 287,628,000.

Receipts of raw cane sugar in November amounted to 171,245,000 pounds versus 109,818,000, meltings and sales totalled 123,476,000 pounds versus 107,866,000 and end-of-November stocks were 184,775,000 pounds versus 156,212,000. (17)

PRICES

Security Price Indexes

	<u>December 23</u>	<u>December 16</u>	<u>November 25</u>
<u>Investors' Price Index</u>	(1935-39=100)		
Total Common Stocks	208.5	205.8	202.9
Industrials	212.3	209.3	207.1
Utilities	183.0	180.7	175.5
Banks	229.7	228.7	224.5

Mining Stock Price Index

Total Mining Stocks	101.9	101.0	98.6
Golds	68.3	68.3	66.2
Base Metals	178.7	175.9	172.9

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Canada's Industrial Production Index
Above 1953 For First Time In October

time this year the corresponding 1953 index which stood at 254.5, according to preliminary figures.

Canada's composite index number of industrial production for October stood at 256.4, exceeding for the first

October's index was also the highest since the 1953 September figure of 257.1. In the January-October period the index averaged 244.3, slightly more than 2% below the same 1953 period.

The manufacturing component of the October index, at 258.5, was still nearly 4% below the 1953 level of 268.2, but the index of mineral production advanced by almost 22% to 243.7 in the same comparison. The sub-index measuring output of electricity and gas was 11% higher at 263.6.

The index of non-durable manufactures, at 234.5 was about 1% higher than a year earlier. The output of the printing and publishing industry rose substantially, and petroleum and coal and tobacco products showed moderate gains over last year. Small increases were also recorded in this comparison by the foods and beverages industry. Production of clothing fell off appreciably from last October, with chemicals and rubber products showing small declines.

In the durable manufactures group, the composite index stood at 296.1 nearly 9% below the previous October figure. Output of non-ferrous metal products rose substantially, with the electrical apparatus industry, non-metallic minerals and wood products showing smaller gains. However, production of transportation equipment was far below last year's level with iron and steel output also dropping sharply.

In the 10-month period the manufacturing output index dropped by almost 5%, with the durables component declining by over 8% and the volume of non-durable manufactures falling off by approximately 1%. Over the 10-month period, mineral production advanced by more than 11% as compared with 1953. The volume of electricity and gas production during the first 10 months of 1954 was nearly 4% above the output for the corresponding period of 1953.

M E R C H A N D I S I N G & S E R V I C E S

Operating Results Of Wholesalers

The gross profit ratios or mark-ups of six of seven wholesale trades were lower in 1953 than in 1951, according to the biennial sample survey of operating results by the Dominion Bureau of Statistics. Operating expenses of five were higher in 1953 than in 1951, and net operating profit ratios were lower for six.

The Bureau's biennial sample survey covers eleven wholesale trades in all; data on grocery, fruit and vegetable, and tobacco and confectionery wholesalers were published recently; the report on household appliance and electrical supply wholesalers will be available shortly.

MORE

Hardware The survey of 63 hardware wholesalers showed that gross profit ratio or mark-up averaged 19.4% of net sales last year as compared with 20.9% in 1951. Operating expenses showed an opposite trend in the two years, increasing to an average of 14.6% of net sales in 1953 from 13.7% in 1951. This left an average net operating profit of 4.80 cents on the sales dollar, a decrease from 6.73 cents. (18)

Plumbing & Heating Supplies The Bureau's survey of 51 wholesalers of plumbing and heating supplies showed an average gross profit ratio or mark-up of 16.99% of net sales last year as compared with 17.78% in 1951. Operating expenses averaged 12.57% of net sales, an increase from 11.97% two years before. The result was an average net operating profit of 4.42 cents on the sales dollar as compared with 5.81 cents. (19)

Automotive Parts & Accessories The 61 wholesalers of automotive parts and accessories surveyed last year averaged a gross profit ratio or mark-up of 24.91% of net sales as compared with 25.29% two years previous. In the interval average operating expenses advanced to 21.62% of net sales from 20.47%. Net operating profit averaged 3.29 cents on the sales dollar in 1953 as compared with 4.82 cents on the dollar in 1951. (20)

Drugs Average gross profit ratio or mark-up of the 22 drug wholesalers surveyed was 12.36% of net sales in 1953 as compared with 13.43% in 1951. Average operating expenses also declined in the two years, but the drop was not as sharp -- to 10.44% of net sales from 10.95%. The result was an average net operating profit of 1.92 cents on the sales dollar in 1952 as compared with 2.48 cents on the dollar in 1951. (21)

Dry Goods A survey of 56 wholesalers of dry goods showed an average gross profit ratio or mark-up in this trade of 16.01% of net sales last year as compared with 16.96% in 1951. In the two years average operating expenses increased to 14.37% of net sales from 13.86%. Average net operating profit was 1.64 cents on the sales dollar in 1953 as compared with 3.10 cents on the dollar two years earlier. (22)

Piece Goods Average gross profit ratio or mark-up of 57 wholesalers of piece goods was 16.10% of net sales in 1953 as compared with 15.19% in 1951. Average operating expenses also increased in the two years, to 14.90% of net sales from 13.81%. The larger increase in operating expenses than in mark-up resulted in a decrease in the average net operating profit to 1.20 cents on the sales dollar in 1953 from 1.38 cents. (22)

Footwear A survey of 23 footwear wholesalers showed an average gross profit ratio or mark-up of 13.51% of net sales in 1953 as compared with 14.07% in 1951. Average operating expenses showed an even sharper decline to 12.44% of net sales from 13.82%. The result was an increase in average net operating profit to 1.07 cents on the sales dollar last year from 0.25 cents on the dollar in 1951. (22)

Department Store Sales Increased 6.4% In Week Department store sales rose 6.4% in the week ending December 18 as compared with the corresponding week last year. Sales in Quebec were down 0.5%, but there were increases in all other provinces. The Atlantic Provinces led with a gain of 15%, British Columbia next with a rise of 10.6%, Alberta, 7.3%, Ontario 7.2%, Manitoba, 3.4%, and Saskatchewan 2.8%.

MORE

Per Capita Expenditures On Movies
Up In All Provinces Except Ontario

Canadians in all provinces except Ontario spent more money on motion picture entertainment in 1953 than in 1952, according to the Bureau's annual report on motion picture theatres, exhibitors and distributors. Per capita expenditures averaged \$8.30 for Canada as a whole as compared with \$8.21 in 1952 and only \$6.15 in 1946.

British Columbia replaced Ontario as the province with the highest per capita expenditure on movies with an average of \$10.56 as compared with \$9.94 in 1952. Alberta moved into second place with a per capita figure of \$9.73 as against \$8.87 in the preceding year. In Ontario the per capita expenditure was \$9.67 as compared with \$10.06 in 1952. Manitoba had the next highest figure in 1953 -- \$7.74 versus \$7.31 in 1952.

Nova Scotia had the fifth highest per capita expenditure on movies in 1953 with an average of \$7.35 versus \$6.51 in 1952. Saskatchewan followed with a per capita figure of \$7.07 as against \$6.76, Quebec with \$7.00 versus \$6.99, New Brunswick with \$6.02 versus \$5.52, Prince Edward Island with \$4.06 versus \$4.01, and Newfoundland with \$4.03 as against \$3.90.

The bulk of business went to the country's 1,906 regular theatres, which reported 241,182,726 of the 259,346,837 paid admissions to theatres of all types (the 3,554 total includes 174 drive-in theatres, 669 community enterprises and 805 halls serviced by itinerant operators). The regular theatres collected \$100,889,361 of the \$109,072,528 total receipts and \$12,760,235 of the \$13,582,540 total amusement taxes.

In 1953 the seating capacity of regular theatres increased by 2.4% to 978,162, while the potential capacity rose by 1.7% over 1952. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Only 29.5% of the potential capacity of 818,625,591 was utilized in 1953. Capacity utilization was highest in Newfoundland at 36.3% and lowest in Quebec at 27.1%.

Over 39% of the 1953 business went to theatres in Ontario, which also had 35.5% of the total seating capacity. Quebec theatres, with 24.4% of the total seating capacity, obtained 25.2% of the total business. British Columbia had 9.5% of the seating capacity and 10.1% of the receipts, while Alberta, with 7.5% of the seats, reported 7.6% of the total business. All the other provinces had lesser percentages of receipts than of seating capacity.

Ontario with 536 and Quebec with 436 accounted for over half the regular theatres in Canada in 1953. Saskatchewan had 199, Alberta 191, British Columbia 173, Manitoba 154, Nova Scotia 84, New Brunswick 63, Newfoundland 58 and Prince Edward Island 12. Toronto led all cities with 110 theatres, followed by Montreal with 72, Vancouver with 40, Winnipeg with 35, Hamilton with 23, Ottawa with 19, Edmonton with 15, Quebec with 14, and Halifax with 10.

The average admission price, excluding taxes, reached a new high of 42¢ in regular theatres in 1953 as compared with 40¢ in 1952. Quebec ran first with an average admission price of 46¢, while Newfoundland was lowest with 33¢. Calgary led all cities with an average of 50¢. Including taxes, the average admission price was 47¢ in 1953, ranging from 37¢ in Newfoundland to 53¢ in Quebec. (23)

(Publications numbered similarly to reviews to indicate source of latter)

- 1- Sales & Purchases of Securities Between Canada & Other Countries, October,
-- Trade of Canada: Exports, October -- detailed -- 50¢ 10¢
 - 2- M: Federal Government Employment, September, 10¢
 - 3- Occupation & Industry Trends in Canada, 1901-1951, Bulletin SP-8, 50¢
 - The Labour Force, November, 25¢ -- Summarized in Bulletin of December 24.
 - 4- M: Asphalt & Vinyl-Asbestos Floor Tiles, November, 10¢
 - 5- M: Domestic Washing Machines, October, 10¢
 - 6- M: Sales of Paints, Varnishes & Lacquers, October, 10¢
 - 7- M: Steel Wire & Specified Wire Products, October, 10¢
 - 8- Non-Ferrous Smelting & Refining Industry, 1953, 25¢
 - Inventories, Shipments & Orders in Manufacturing Industries, October, 25¢
-- Summarized in Bulletin of December 24.
 - 9- M: Iron Ore, October, 10¢
 - 10- Sand & Gravel Industry, 1953, 25¢
 - 11- M: Railway Operating Statistics, August, 15¢
 - 12- M: Railway Freight Traffic, July, 10¢
 - 13- M: Grain Statistics Weekly, 10¢
 - 14- M: Oils & Fats, November, 10¢
 - 15- Fisheries of Nova Scotia, 1953, 25¢
 - 16- The Dairy Review, November, 25¢
 - 17- M: Sugar Situation, November, 10¢
 - Quarterly Bulletin of Agricultural Statistics, July-September, 25¢
 - 18- Operating Results of Hardware Wholesalers, 1953, 25¢
 - 19- Operating Results of Plumbing & Heating Supplies Wholesalers, 1953, 25¢
 - 20- Operating Results of Automotive Parts & Accessories Wholesalers, 1953, 25¢
 - 21- Operating Results of Drug Wholesalers, 1953, 25¢
 - 22- Operating Results of Dry Goods, Piece Goods & Footwear Wholesalers, 1953, 25¢
 - 23- Motion Picture Theatres, Exhibitors & Distributors, 1953, 25¢
- M - Memorandum
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Edmond Cloutier, C.M.G., O.A., D.S.P.,
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Natural Increase The rate of natural increase (the excess of births over deaths) per thousand population ranged from 15.9 in British Columbia to 26.3 in Newfoundland in 1953, averaged 19.6 for Canada as a whole.

More Truck Drivers In the two decades from 1931 to 1951 the number of truck drivers in Canada more than tripled from 50,000 to 153,000.

3,521 New Films There were 3,521 new motion picture films released in Canada in 1953, of which 2,894 were in English, 542 in French and 85 in other languages. Of the total, 1,289 were feature films, 455 were cartoons, 630 were newsreels and 1,147 were other short subjects. 1,822 of the new films were 16mm. size and 1,699 were 35mm.

Most Air Crashes Occur On Landing 81 of the 174 accidents involving Canadian aircraft in 1953 occurred on landing, 42 in flight, 37 in taking-off and the rest in other operational phases.

12% More Products Of Iron And Steel \$2,135 millions worth of iron and steel products were made in Canada in 1952, an increase of 12% over the 1951 gross production value of \$1,905 millions.

More Drive-In Theatres The number of drive-in theatres in Canada increased by 70 to 174 in 1953 and total car capacity by 47% to 74,419. Paid admissions rose to 11,134,788 from 8,379,596 in 1952 and receipts (exclusive of taxes) jumped 33% to \$5,862,920. In 1948 there were only 15 drive-in theatres in Canada with a 9,975-car capacity, 1,595,947 paid admissions and receipts of \$658,641.

More Cops In the 20 years from 1931 to 1951 the number of policemen and detectives in Canada increased from 10,900 to 19,874.

Fewer Bill Collectors In the two decades from 1931 to 1951 the number of bill collectors in Canada decreased by 797 or 40% to 1,199.

Film Rentals Receipts of film exchange companies from film rentals totalled \$34,436,609 in 1953, of which \$30,893,841 was from films rented for theatrical use.

3 Times As Much Sand And Gravel Since the war Canadian production of sand and gravel has more than tripled from 29,750,703 tons in 1945 to 101,033,949 tons in 1953. In value terms there has been a fivefold increase from \$10,568,363 to \$53,485,401.

Fewer Travelling Movie Exhibitors 154 itinerant exhibitors showed motion pictures in 805 halls in towns and villages across Canada in 1953 as compared with 158 operators exhibiting in 812 halls in 1952.

Smaller Proportion Of Workers On Farms In the half-century since 1901 the proportion of Canada's male labour force in agricultural occupations dropped from almost 46% to less than 20%, while the proportion in manufacturing and mechanical occupations rose moderately from about 15% to slightly more than 19%. In marked contrast, the proportion in transport, service, commercial, clerical and logging operations approximately doubled. The total number of males in gainful occupations increased by about 2½ times in the 50 years from 1,544,900 to 4,032,400.

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