



D.B.S. WEEKLY BULLETIN

Dominion Bureau of Statistics

OTTAWA - CANADA

DOMINION BUREAU
OF STATISTICS

Vol. 23 -- No. 30

Friday, July 29, 1955

AUG 2 1955

\$2.00 a year

HIGHLIGHTS OF THIS ISSUE

The People: Canadians registered 1.4% fewer marriages, 3% more births and 2.7% more deaths in the first half of this year than in the January-June period last year. (Page 2)

Labour: Canada's working men and women earned \$1,013,000,000 in April, 1.6% more than in March and 5.7% more than in April last year. (Page 7)

Travel: 5% more foreign vehicles entered Canada on traveller's vehicle permits in June to put half-year entries 4.4% above the 1954 level. (Page 15)

Merchandising: Retail stores sold 5% more this May to put five month sales 2.3% above last year's level ... Department stores sales rose 7.2% above the 1954 level in the week ending July 16 ... Canadians bought less on the instalment plan, more on charge accounts and more for cash in the first quarter than in the same period last year. (Pages 6 & 7)

Banking: Cheques cashed in clearing centres across Canada in May were worth 11.6% more than in May last year, putting the five-month total 6.6% above the 1954 level. (Page 2)

Transportation: 11.6% more cars were loaded on Canadian railways during the seven days ended July 14 than in the corresponding period last year and receipts from foreign connections were up 22.4%. In the January 1 - July 14 period loadings were up 8.7%, receipts 11.1%... An increase in operating revenues and a decrease in operating expenses put railway net operating revenue and net operating income substantially above last year's level in April. (Page 8)

Electric Power: Output of central electric stations was 12% above last year's level in May, averaged 14.3% higher in the first five months. (Page 5)

Provincial Finance: Both net general revenue and net general expenditure of Canada's ten provincial governments reached all-time high levels in the fiscal year ending March 31, 1955, revenue increasing by 3.3% and expenditure by 12% over the levels of the preceding year. (Page 4)

More Births and Deaths But Fewer
Marriages Registered In 6 Months

Canadians registered more births and deaths but fewer marriages in June and the first six months this year than in the corresponding periods of 1954, DBS reports. Compared with the first-half-year averages for the five years 1950-54, there were over 13% more births, nearly 2% more deaths and 1.5% fewer marriages registered this year.

With increases in Quebec, Ontario and Manitoba outweighing decreases in the other provinces, June birth registrations rose to 38,980 this year from 37,931 last year. This put the total for the first half at 219,469, up 3% from 212,809 a year earlier. Half-year totals were up in all provinces except Prince Edward Island and Manitoba.

June marriage registrations numbered 11,456 this year versus 11,815 last year, gains in Prince Edward Island, Nova Scotia, Quebec and Manitoba being outweighed by losses in other provinces. The total for the first half was 46,340, down 1.4% from 47,490, decreases in Newfoundland, New Brunswick, Ontario, Saskatchewan and British Columbia outweighing increases in other provinces.

Death registrations increased this June in Nova Scotia, Quebec, Manitoba, Saskatchewan and British Columbia and decreased in the other five provinces, the national total advancing to 10,548 from 10,163 last year. The total for the first half was 65,391, up 2.7% from 63,649 last year, all provinces except Prince Edward Island and Quebec registering increases. (1)

BANKING

Cheque Cashings Up The value of cheques cashed in clearing centres across Canada rose to \$ 14,068,871,000 in May, 11.6% above last year's May total of \$ 14,610,578,000. This put the tally for the first five months of 1955 at \$ 64,492,395,000, up 6.6% from \$ 60,497,195,000 a year earlier. All five economic areas and 40 of the 52 clearing centres reported a higher value of payments this May. The principal eastern centres of Toronto and Montreal recorded gains of nearly 16% and 13% respectively over May last year, while Winnipeg payments rose by more than 11% and Vancouver debits by over 3%. (2)

THE BUREAU

D.B.S. Annual Report Following tabling in the House of Commons by the Minister of Trade and Commerce, the annual report of the Dominion Bureau of Statistics for the fiscal year ended March 31, 1955, has been released by the Bureau for general distribution. It contains the report of the Dominion Statistician, Herbert Marshall, to the Minister, and reviews of the year's work of each of the fourteen divisions of the Bureau. Copies may be obtained by those interested at the price of 40 cents each. (3)

Radio And TV Got Larger Share
Of Advertising Dollar In 1954

number of offices by 12 to 165, and the volume of business handled by \$11,823,981 or 8.2% to \$156,163,289, DBS reports.

Last year was another one of expansion for the advertising agency business in Canada, the number of agencies increasing by three to 91, the

Commissionable billings increased to \$154,467,028 from \$142,957,916 in 1953, the main changes in distribution being an increase in the proportion going to radio and television and a decrease in the percentage going to publications. Billings for advertising in all types of publications dropped to 56.4% of all commissionable billings in 1954 from 59.1% in the preceding year, and billings for advertising on radio and TV rose to 20.9% of the total (15.4% for radio, 5.5% for TV) from 18.7% (no breakdown available). The proportion accounted for by other visual media increased to 4.5% from 4.2%, and by other media to 0.9% from 0.6%. Production, artwork and printing took 17.3% versus 17.4% in 1953.

The amount of billings for market surveys and other research decreased to \$328,231 from \$345,178, but other fees increased to \$1,368,030 from \$1,036,154, gross revenue of advertising agencies from both sources increasing to \$1,349,557 from \$1,033,167. Gross revenue from commissionable billings increased to \$23,229,612 (15% of billings) from \$21,558,551 (15.1%). Total gross revenue was \$24,579,169 in 1954 versus \$22,591,718 in 1953 (15.7% of total billings in both years), but net revenue before deductions for income tax decreased to \$2,337,648 from \$2,959,389.

The number of employees increased by about 10% to 3,173 (1,682 men, 1,491 women) in 1954 from 2,880 (1,502 men, 1,378 women) in 1953. The total amount paid by the agencies to their employees increased to \$15,220,278 or 61.9% of gross revenue from \$13,630,975 or 60.3%. (4)

PRICES

Security Price Indexes

<u>Investors' Price Index</u>	<u>July 21</u>	<u>July 14</u>	<u>June 23</u>
		(1935-39 = 100)	
Total Common Stocks	247.0	244.6	240.8
Industrials	253.4	250.3	248.5
Utilities	209.0	207.0	205.1
Banks	270.4	275.1	246.0

Mining Stock Price Index

Total Mining Stocks	124.8	125.3	123.5
Golds	74.3	74.3	77.0
Base Metals	240.3	242.1	230.1

Total Net General Revenue And Expenditure Of
Provincial Governments Reached New Peaks In 1954

Both net general revenue
and net general expenditure
of provincial governments of

Canada reached all-time high levels in the year ending March 31, 1955, a preliminary analysis by the Dominion Bureau of Statistics shows.

At \$1,380,000,000, net general revenue topped the previous high 1953-4 total of \$1,336,000,000 by 3.3%, and expenditure, at \$1,409,000,000, was up 12% from \$1,258,000,000.

Tax levies were the largest single source of revenue, yielding \$554,000,000 in 1954-5 versus \$507,000,000 in 1953-4. Taxes on sales of motor fuel and fuel oil totalled \$237,000,000 versus \$224,000,000; general sales taxes, \$127,000,000 versus \$108,000,000; succession duties, \$36,000,000 versus \$31,000,000; and amusements and admissions, \$23,000,000 in both years. Corporations taxes accounted for \$17,000,000 both in 1954-5 and 1953-4 and corporation income taxes for \$48,000,000, down from \$49,000,000.

Federal tax rental agreements accounted for \$327,000,000 in the latest year, larger by nearly 6% than the preceding year's \$309,000,000. Revenues from privileges, licences and permits were down to \$315,000,000 from \$331,000,000, and liquor profits eased to \$123,000,000 from \$125,000,000.

All principal expenditure items were larger in 1954-5 than in the preceding year. Expenditures on transportation were up to \$387,000,000 from \$353,000,000, on health to \$235,000,000 from \$209,000,000, on social welfare to \$116,000,000 from \$104,000,000, on education to \$259,000,000 from \$234,000,000, on natural resources to \$109,000,000 from \$102,000,000, interest and other debt charges to \$59,000,000 from \$53,000,000, and contributions to municipalities to \$42,000,000 from \$30,000,000.

Net general revenue in Ontario rose to \$383,000,000 from \$371,000,000 in Quebec to \$331,000,000 from \$300,000,000, and British Columbia to \$195,000,000 from \$186,000,000, but in Alberta there was a decline to \$172,000,000 from \$186,000,000.

Saskatchewan revenues were \$96,000,000 (\$98,000,000 in 1953); Manitoba, \$57,000,000 (\$56,000,000); Nova Scotia, \$51,000,000 (\$49,000,000); New Brunswick, \$49,000,000 (unchanged); Newfoundland, \$33,000,000 (\$32,000,000); and Prince Edward Island, \$8,000,000 (unchanged).

Net general expenditure was higher in each of the provinces. The Ontario total rose to \$431,000,000 from \$384,000,000, Quebec to \$346,000,000 from \$311,000,000, British Columbia to \$193,000,000 from \$172,000,000 and Alberta to \$142,000,000 from \$118,000,000.

Expenditures in Saskatchewan were \$94,000,000 (\$86,000,000 in 1953); Nova Scotia, \$53,000,000 (\$51,000,000); Manitoba, \$51,000,000 (\$47,000,000); New Brunswick, \$50,000,000 (\$48,000,000); Newfoundland, \$40,000,000 (\$33,000,000); and Prince Edward Island, \$9,000,000 (\$7,000,000). (5)

Central Electric Station Output
Reached New High In May

kilowatt hours and the highest month's output yet recorded.

Production of Canada's central electric stations in May totalled 6,640,382,000 kilowatt hours, 12% above last year's May output of 5,928,546,000

This year's cumulative production to the end of May aggregated 32,157,852,000 kilowatt hours, a rise of 14.3% compared to 28,132,851,000 in the first five months of 1954.

Production was higher in May than a year earlier in all provinces except New Brunswick, and in the five months was higher in all without exception. Biggest increase in the five months was in Ontario to 10,715,779,000 from 8,337,284,000 kilowatt hours last year. Production in Quebec—the leading producer—was up to 15,255,736,000 from 14,266,659,000 kilowatt hours.

Cumulative figures for other provinces (in thousand kilowatt hours) were: British Columbia, 2,542,153 (2,156,746 last year); Manitoba, 1,303,989; Alberta, 683,919 (610,129); Saskatchewan, 593,392 (526,047); Nova Scotia, 439,953 (467,412); New Brunswick, 374,367 (347,330); Newfoundland, 120,818 (98,631); Prince Edward Island, 18,244 (13,624); Yukon and Northwest Territories, 33,464 (not available). (6)

Household Electric Bill
Averaged \$51.25 In 1953

Dominion Bureau of Statistics.

More Canadians used more electricity in their homes and paid more for it in 1953 than in 1952, according to the annual report on central electric stations by the

Domestic electric service customers (including farm) increased to 3,283,486 or 22.21 per hundred population in 1953 from 3,112,306 or 21.57 per hundred population in 1952.

Average annual consumption rose to 3,003 kilowatt hours per customer from 2,809 kilowatt hours, and the average cost per kilowatt hour to 1.70 cents from 1.65 cents. The average bill for the year was \$51.25 versus \$46.48 in 1952.

The number of customers per hundred population increased in all parts of the country and in 1953 ranged from a low of 3.22 in the Yukon and Northwest Territories to a high of 26.17 in Ontario.

Average annual consumption per customer also rose in all localities and in 1953 ranged from a low of 1,155 kilowatt hours in Prince Edward Island to a high of 4,960 kilowatt hours in Manitoba.

The average cost per kilowatt hour decreased in Nova Scotia, New Brunswick, Quebec, Saskatchewan, Alberta and British Columbia but increased in Newfoundland, Prince Edward Island, Ontario, Manitoba and the territories, the 1953 range being from 1.23 cents in Manitoba to 6.05 cents in the territories.

The average bill for the year increased in all areas and in 1953 ranged from a low of \$38.43 in Quebec to a high of \$104.56 in the Yukon and Northwest Territories. (7)

Cash, Charge Sales Up Canadians bought less on the instalment plan, more on
Instalment Sales Down charge accounts and more for cash in the first quarter
of 1955 than in the January-March period last year,
according to the quarterly report on retail consumer credit by DBS. All told, re-
tailers sold \$2,533,200,000 worth of goods and services during the quarter, \$2,-
400,000 more than last year.

First-quarter cash sales rose 0.2% to \$1,624,500,000 from \$1,622,000,000 a year earlier, with increases reported for seven of the 13 trades listed in the Bureau's report: department stores 3.3%; furniture stores 3.9%; appliance and radio stores 4.7%; jewellery stores 0.3%; independent grocery and combination food stores 3.7%; general stores 3.9%; and fuel dealers 7.6%.

Cash sales of motor vehicle dealers were down 7.6%; men's clothing stores 5%; family clothing stores 5.1%; women's clothing stores 7.4%; hardware stores 5.5%; and garages and filling stations 1.1%.

Instalment sales (credit sales made under formal sales contracts which provide for time payments and contain a repossession clause) decreased by 3.6% in the first quarter this year to \$302,000,000 from \$313,200,000 last year. Six of the nine trades listed as extending this type of credit reported declines; motor vehicle dealers 6.4%; men's clothing stores 7.7%; family clothing stores 6.7%; hardware stores 23.3%; appliance and radio stores 4.6%; and jewellery stores 2.5%. Instalment sales of department stores increased 11.2%; women's clothing stores 14.3%; and furniture stores 3.4%.

Charge sales (all sales on credit other than instalment sales, including 30-day accounts and revolving charge and budgetted charge accounts) increased 1.9% in the first quarter of 1955 to \$606,700,000 from \$595,600,000 a year earlier, nine of the 13 trades reporting increases: department stores 4.1%; men's clothing stores 7.9%; family clothing stores 4.2%; women's clothing stores 2%; hardware stores 0.7%; appliance and radio stores 21.1%; jewellery stores 2.3%; fuel dealers 10.7%; and garages and filling stations 4.7%.

Charge sales of motor vehicle dealers decreased 0.6%; furniture stores 5.8%; independent grocery and combination food stores 3.1%; and general stores 6.9%.

The total amount outstanding on instalment and charge accounts at the end of March this year was \$751,200,000, up 3.1% from \$728,400,000 a year earlier. Eight of the 13 trades showed increases in total accounts receivable: department stores 12.1%; men's clothing stores 4.8%; family clothing stores 4.4%; women's clothing stores 8.4%; furniture stores 2.1%; jewellery stores 9%; fuel dealers 15.2%; and garages and filling stations 8.9%.

Total receivables of motor vehicle dealers were down 2.1% at March 31 this year; hardware stores 2%; appliance and radio stores 3.8%; independent grocery and combination food stores 2.3%; and general stores 0.4%. (8)

Retail Sales In May
Rose 5% Above Last Year

Total sales of all retail stores in Canada during May reached an estimated \$1,120,909,000, up 1.6% over April sales of \$1,103,387,000 and 5% above last year's sales of \$1,067,584,000. Cumulative sales for the first five months amounted to \$4,757,537,000, an increase of 2.8% over \$4,627,759,000 last year. Sales were larger this May than a year ago in six of the seven regions. They were up 9.4% in British Columbia at \$113,943,000, 6.1% in Ontario at \$431,453,000, 5.3% in Quebec at \$262,371,000, 5.2% in the Atlantic Provinces at \$99,565,000, 4.6% in Alberta at \$84,426,000, and 3% in Manitoba at \$61,011,000. In Saskatchewan sales were down 6.8% at \$68,146,000.

Largest boost to the May total for all Canada was a rise of 17.3% in sales of motor vehicle dealers to \$260,770,000. Lumber and building material dealers had a sales gain of 15% at \$40,177,000, department store sales were up 10.1% at \$93,270,000, and grocery and combination stores sales 1.5% at \$195,006,000. Variety store sales increased 2.3%, garages and filling stations 1.6%, and the miscellaneous group 1.7%. Except for women's clothing (up a slight 0.7%), the clothing trades were lower, and also the hardware, fuel, drug, jewellery and the rest of the eighteen specified trades. Cumulative figures for the five months show gains for 11 of the 18 trades and also the miscellaneous category, no change for one, and decreases of only 0.3% to 2.3% for the remaining seven. Largest increases were 5.8% for department stores, 5.5% for grocery and combination stores, 5.4% for lumber and building material dealers, 5.2% for variety stores, 4.8% for fuel dealers, and 4.6% for motor vehicle dealers. As in the month, dollar sales of the latter topped all other trades at \$943,334,000, but with only a small margin over grocery and combination store sales at \$939,414,000 (9)

Department Store Sales
Increased 7.2% In Week

Department store sales rose 7.2% during the week ending July 16 as compared with the corresponding week last year. There were sales gains in all provinces except Quebec where the decrease was 2.5%. Manitoba led in size of sales gain with a rise of 42.9%, followed by Alberta with 11.9%, Atlantic Provinces 7.2%, Saskatchewan 5.9%, Ontario 3.5% and British Columbia 1.8%.

LABOUR

Labour Income Up In April

Canada's working men and women earned a total of \$1,013,000,000 in April, \$16,000,000 more than in March and \$55,000,000 or 5.7% more than in April last year, DBS reports. Labour income was higher than a year earlier in all branches of the economy. The total for agriculture, forestry, fishing, trapping and mining advanced to \$59,000,000 from \$57,000,000 in April last year, for manufacturing to \$336,000,000 from \$332,000,000, for construction to \$63,000,000 from \$59,000,000, for utilities, transportation, communication, storage and trade to \$266,000,000 from \$254,000,000, for finance and services to \$253,000,000 from \$231,000,000, and for supplementary labour income to \$36,000,000 from \$35,000,000. (10)

Railway Carloadings Up During the seven days ended July 14 a total of 87,246 cars of revenue freight were loaded on Canadian railways, an increase of 11.6% over the 78,181 cars loaded in the corresponding period last year. Eastern loadings were up 17.5% to 59,054 cars from 50,241, and western loadings 0.9% to 28,192 cars from 27,940. Iron ore loadings rose sharply to 6,699 cars from 1,238 a year earlier, while loadings of sand, gravel and crushed stone increased to 6,356 cars from 4,511; "other" mine products to 2,031; automobiles, trucks and parts to 2,535 from 1,236; and miscellaneous carload commodities to 5,529 from 5,027. Loadings of grain dropped to 7,831 cars from 8,907, and of pulpwood to 4,046 cars from 4,473.

In the January 1 - July 14 period loadings totalled 2,052,246 cars, up 8.7% from the 1,888,506 loaded in the like period of 1954 but down 1.9% from the 2,091,975 loaded in the same period of 1953. Cars received from foreign connections increased 22.4% in the seven days ended July 14 to 29,716 from 24,286 to put cumulative receipts at 867,386 cars, up 11.1% from 780,965 a year earlier but down 2.2% from 887,127 in the like period of 1953. (11)

Railway Revenues Higher Expenses Lower In April Operating revenues of Canadian railways increased in April over a year earlier, while operating expenses declined an identical percentage to produce substantial gains in net operating revenue and net operating income. Operating revenues for 17 railways advanced to \$90,691,713 compared to \$88,492,676 for 16 railways last year, the total gain being chiefly due to a rise in freight revenue to \$73,240,191 from \$70,713,409. As a result mainly of decreases in expenditures for maintenance of way and structures to \$15,259,814 from \$16,485,225 and for maintenance of equipment to \$18,360,591 from \$19,435,476, operating expenses declined to \$81,055,878 from \$83,113,618. Net operating revenue thus rose to \$9,635,833 from \$5,379,058, a gain of 80%, while net operating income improved greatly to \$5,314,757 compared to \$1,573,267. Revenue freight carried during the month was up 8.2% at 12,538,405 tons against 11,589,655 in April last year, with revenue ton-miles rising 9.5%. Revenue passengers, however, were down 6.3% at 2,137,472. Employees on railway payrolls were fewer at 174,959 and their earnings were down 1.2% at \$46,582,645. (12)

Railway Freight Traffic Up A total of 11,906,790 tons of freight moved on Canadian railway lines in March, an increase of over 3% from 11,515,383 tons in March last year. Freight loaded in Canada rose to 8,913,131 tons from 8,700,275 and intransit freight received from foreign connections to 1,662,000 tons from 1,417,266, but freight received from foreign connections destined to Canadian points fell to 1,331,659 tons from 1,397,842.

Carried in greater volume this March were wheat, bituminous coal, mine products, lumber and timber, and manufactures and miscellaneous goods. Shipped in reduced volume were oats, pulpwood and cement. March freight traffic was above last year's level in Newfoundland, Prince Edward Island, Nova Scotia, Ontario and British Columbia, but decreases were recorded in New Brunswick, Quebec and the three Prairie Provinces. (13)

Egg Output Up In First Half An estimated 220,357,000 dozen eggs were laid by Canadian hens in the first half of 1955, about 8% more than the 204,010,000 dozen laid in the January-June period last year, DBS reports. June production was almost 10% above the 1954 level at 31,418,000 dozen versus 28,617,000 dozen.

The June increase was largely due to a rise in the average number of layers on farms to 24,816,000 from 22,139,000 a year earlier, the average output per layer dropping to 14.9 eggs from 15.8. Average production per layer was lower this June in all provinces except Nova Scotia and Saskatchewan, and the average number of layers on farms was higher in all provinces except Quebec, which was the only province with a smaller egg output this June.

Quebec was also the only province with a lower egg output in the first half, production decreasing to 30,423,000 dozen from 34,464,000 dozen in the January-June period last year. Half-year output in Prince Edward Island increased to 4,723,000 dozen from 4,239,000; in Nova Scotia to 8,627,000 dozen from 7,964,000; in New Brunswick to 6,368,000 dozen from 5,027,000; in Ontario to 89,122,000 dozen from 77,523,000; in Manitoba to 18,903,000 dozen from 17,531,000; in Saskatchewan to 19,750,000 dozen from 18,905,000; in Alberta to 25,987,000 dozen from 22,714,000; and in British Columbia to 16,454 dozen from 15,643,000. Newfoundland figures are not yet included in the Bureau's report.

Eggs sold for market in the first half of this year numbered 179,025,000 dozen as against 168,189,000 in the January-June period of 1954, all provinces except Quebec showing increases. The number used for food by producers rose to 27,846,000 dozen from 27,169,000 dozen in the first half of last year, with increases reported in all provinces except Prince Edward Island and British Columbia. (14)

Milk Output Up In June Canadian cows gave 2.5% more milk in June than in the same month last year, according to an advance estimate by the Dominion Bureau of Statistics. Milk used in farm homes is estimated at 3% above last year's June level, while about 6% more is estimated to have been fed to livestock. The amount used in dairy factories in June is estimated at 2% above a year earlier.

More complete returns now place May milk production at an estimated 1,780,757,000 pounds, an increase of 84,000,000 pounds or 5% over last year's May output. This put the estimated production in the first five months of 1955 at 6,035,000,000 pounds, some 97,000,000 pounds more than in the January-May period of 1954.

The amount used in dairy factory products in May rose to 1,115,514,000 pounds from 1,057,400,000 a year earlier, while fluid sales increased to 439,326,000 pounds from 425,085,000. The amount consumed in farm homes increased to 93,680,000 pounds from 91,080,000, the quantity fed to livestock to 89,590,000 pounds from 82,013,000, and the amount used in dairy butter to 42,611,000 pounds from 40,787,000. (15)

Creamery Butter Stocks Up 22% Stocks of creamery butter in nine cities of Canada on July 21 totalled 67,322,000 pounds, up 22% from last year's corresponding holdings of 54,997,000 pounds. Stocks were as follows by cities, last year's figures being bracketed (in thousands): Quebec, 4,751 pounds (3,844); Montreal, 32,248 (26,331); Toronto, 9,610 (8,912); Winnipeg, 15,665 (10,978); Regina, 1,262 (937); Saskatoon, 627 (337); Edmonton, 1,932 (2,115); Calgary, 454 (521); and Vancouver, 773 (1,022).

Larger Canned Rhubarb Pack Canadian canners increased their pack of canned rhubarb this year to 5,769 dozen containers with a net weight of 375,303 pounds from 4,560 dozen containers with net weight of 229,192 pounds last year, according to a special compilation of preliminary figures by the Bureau. Last year's pack was up moderately from 206,558 pounds in 1953.

More Asparagus Packed This Year Commercial canners packed larger quantities of asparagus this year than last, according to a special compilation. The year's pack amounted to 439,774 dozen containers with a net weight of contents of 4,505,712 pounds versus 411,831 dozen containing 4,087,074 pounds in 1954. Raw asparagus used in canning rose to 4,470,873 pounds from 3,358,476.

Amended Per Capita Figures On Disappearance Of Potatoes The Agriculture Division of the Bureau has amended the estimates of apparent per capita domestic disappearance of potatoes for the years 1941 to 1951, which were published in the issue of the Bulletin for June 17 last. The amended figures are: 1941, 194 pounds; 1942, 182; 1943, 189; 1944, 173; 1945, 157; 1946, 178; 1947, 142; 1948, 164; 1949, 158; 1950, 178; and 1951, 143 pounds. The estimates are unchanged for 1952 at 147 and for 1953 at 158 pounds.

1953-54 Report On Grain Trade The Bureau has released its report on the grain trade of Canada for the 1953-54 crop year. Containing 117 pages, it provides detailed statistics on such things as acreage, yield and production, inspections, elevators, rail and lake shipments, supplies, exports, and prices. Copies are available at the price of \$1.00. (16)

Larger Quantities of Macaroni And Kindred Products Shipped Canadian manufacturers shipped larger quantities of macaroni, spaghetti, vermicelli, noodles, etc. in 1954 than in the preceding year, the year's total rising to 84,254,764 pounds valued at \$10,035,568 from 70,783,848 pounds valued at \$8,055,907 in 1953. The annual report on the industry shows that the 14 plants in the macaroni and kindred products industry last year shipped 82,541,979 pounds of the total as compared with 69,151,488 in 1953. These shipments were valued at \$9,842,641 versus \$7,883,198. Gross value of all products of the industry rose to \$10,377,376 from \$8,124,698. Material costs advanced to \$5,941,868 from \$4,787,233, employees to 609 from 553 and their earnings to \$1,573,338 from \$1,399,242. (17)

Visible Supplies Of Visible supplies of Canadian wheat on July 13 totalled
Wheat Up Slightly 355,619,000 bushels, down slightly from last year's
 corresponding total of 359,761,000. Farmers in the
 Prairie Provinces marketed 7,838,000 bushels during the week ending July 13,
 down from 10,952,000 a year ago, while overseas export clearances climbed to
 4,092,000 bushels from 2,238,000. (18)

Prepared Breakfast Foods Industry Shipments of the prepared breakfast foods
 industry were valued at a record \$25,604,147
 last year versus \$24,864,504 in 1953, according to the annual report on the
 industry by the Dominion Bureau of Statistics.

Among breakfast foods ready for serving, the only gain in quantity shipped
 was in corn flakes, factory sales of which increased to 25,281,190 pounds in
 1954 from 24,341,203 pounds in 1953. Shipments of wheat and bran flakes de-
 creased to 9,265,182 pounds from 9,338,007, puffed grains to 14,782,404 pounds
 from 15,150,456, and other prepared breakfast foods to 22,939,855 pounds from
 23,653,801. Values were higher in 1954 for corn flakes and wheat and bran
 flakes, but were lower for puffed grains and other prepared cereals.

Shipments of unprepared breakfast cereals by the industry increased to 8,-
 946,980 pounds in 1954 from 8,550,485 pounds in 1953, and of prepared flour,
 cake and pastry mixtures to 14,560,876 pounds from 12,160,219 pounds.

The number of establishments in the industry decreased by one to 17, but
 employees increased to 1,339 from 1,329. The payroll rose to \$4,020,334 from
 \$4,005,639, but the cost of materials fell to \$9,791,577 from \$9,963,960. (19)

MANUFACTURING

Domestic Electric Refrigerator Both shipments and production of domestic elec-
Shipments Increase In May tric refrigerators in May and the five months
 ended May were larger than in the corresponding
 periods last year. The month's shipments in Canada rose to 34,034 units from
 29,227 a year earlier, raising the five-month total to 128,638 against 120,133
 units, and export shipments ere up sharply to 786 from six units in the month
 and to 1,848 from 185 units in the five months. Production in May increased to
 33,982 from 26,371 units last year, making a five-month output of 126,375
 against 115,877 units. Factory stocks at the end of May were slightly higher
 this year at 38,727 against 38,541 units last year.

Factory shipments of individual electric home and farm freezers also rose
 in May to 1,191 units from 877, making a five-month total of 5,059 against
 3,312 units last year. Production was up in May to 927 from 563 units last
 year and in the five months to 4,368 from 3,139 units, and month-end stocks to
 1,051 compared to 711 units a year earlier. (20)

Cement Output Up In May Canadian production of Portland cement increased to 2,206,370 barrels in May from 1,966,459 barrels in the same month last year, DBS reports. This put total output in the first five months of 1955 at 9,104,431 barrels versus 8,983,746 barrels in the January-May period last year.

Shipments to customers rose to 2,888,632 barrels from 2,300,693 in May, but in the first five months were down to 7,800,615 barrels from 7,969,228 a year earlier. Stocks in plants and warehouses at the end of May totalled 2,393,944 barrels, up from 1,939,010 barrels on the same date in 1954. (21)

More Concrete Products Were Shipped This May More concrete bricks, gravel blocks, haydite and slag blocks, cement drain pipe, sewer pipe, water pipe and culvert tile, and ready-mixed concrete were shipped by Canadian factories in May and the first five months this year than in the corresponding periods last year, DBS reports. Shipments of cinder blocks and concrete chimney blocks were down in both periods this year.

May shipments of concrete bricks jumped to 13,580,595 this year from 6,959,231 last year, gravel blocks to 10,201,702 from 7,594,537, and haydite and slag blocks to 896,531 from 650,120, but shipments of cinder blocks decreased to 1,518,950 from 1,691,944, and concrete chimney blocks to 79,676 from 82,897. Shipments of cement drain pipe, sewer pipe, water pipe and culvert tile increased to 35,092 tons in May from 23,202 tons a year earlier, and shipments of ready-mixed concrete to 339,807 cubic yards from 200,346 cubic yards. (21)

Leather Production Up May production of all types of finished leather except bag, case and strap cattle leather increased this year, DBS reports. May-end stocks of raw cattle hides, calf and kip skins, and sheep and lamb skins were smaller than a year earlier, but holdings of goat and kid skins, and horse hides were larger.

May outputs of finished leathers (with year earlier figures bracketted) were: cattle leather-sole, 1,173,927 pounds (1,107,974); upper 4,381,319 square feet (4,201,399); glove and garment, 779,313 square feet (452,549); bag, case and strap, 7,610 sides (8,104); belting, 1,448 butt bends (715); calf and kip leather-upper, 1,003,816 square feet (777,297); goat and kid leather- 4,320 skins (2,140); sheep and lamb leather- glove and garment, 5,301 dozen skins (3,664 dozen); shoe, 2,216 dozen skins (2,194 dozen); horse leather- glove and garment, 154,979 square feet (97,707). (22)

Production, Consumption And Stocks Of Rubber Domestic production, consumption and month-end stocks of rubber were larger in May than in the preceding month. Domestic production of synthetic and reclaim amounted to 9,305 tons versus 7,976. Consumption of natural, synthetic and reclaim totalled 8,207 tons versus 8,055, and month-end stocks amounted to 12,107 tons versus 10,523. (23)

Hard Board Output Rose Sharply In First Half Canadian production of hard board increased to 17,614-514 square feet in June from 12,909,236 a year earlier to put output in the first half of 1955 at 91,571,186 square feet versus 73,586,793 last year. Domestic shipments rose to 11,001,983 square feet from 9,203,479 in June and were slightly higher than last year in the first half at 56,581,991 square feet versus 56,408,152. Export shipments were up sharply in both periods, increasing to 6,918,986 square feet from 7,572,766 in June and to 35,761,338 square feet from 16,210,194 in January-June. (24)

Floor Tile Output Higher In June And Half Year Larger quantities of asphalt and vinyl-asbestos floor tiles were produced in June and the first six months this year than in the corresponding periods last year. June output of asphalt floor tiles rose to 1,677,335 square feet from 1,288,140 and the half-year output to 9,077,794 square feet from 8,362,280. The month's output of vinyl-asbestos floor tiles was upped to 809,081 square feet from 706,725 and the six-month output to 5,511,461 square feet from 2,959,935. (25)

Paint Sales In May Sales of paints, varnishes and lacquers by manufacturers normally accounting for 96% of total Canadian production were up to \$12,765,398 in May against \$11,309,466 in May last year, and in the five months ending May rose to \$47,701,144 against \$44,923,365 in the corresponding 1954 period. (26)

Clay Product Sales Off In 1st Quarter Factory sales of products made from Canadian clays were valued at \$5,631,525 in the first quarter this year versus \$5,745,427 in the January-March period of 1954, DBS reports. Sales of building brick dropped to \$3,484,840 from \$3,688,311, structural tile to \$794,488 from \$871,870, and pottery to \$87,825 from \$114,047, but sales of drain tile rose to \$261,153 from \$205,251, sewer pipe to \$675,322 from \$598,563, fireclay blocks and shapes to \$81,124 from \$79,466, and other clay products to \$246,773 from \$187,919. (27)

Sales Of Pest Control Products Rose 13% to New Peak Last Year Canada's chemical warfare against the destroyers and annoyers of factory, field and home was further intensified last year, sales of pest control products by Canadian registrants reaching a new peak value of \$19,456,601, and increase of 13% over the 1953 dollar sales of \$17,219,899, DBS reports. Sales have shown a steady advance since 1947 when the figures were first compiled by the Bureau; in that year the value was \$7,200,484.

The sharpest increase last year was in livestock treatments, sales of which jumped nearly 74% to \$2,759,866 from \$1,586,810 in 1953. Sales of agricultural dusts and sprays climbed almost 17% to \$7,395,123 from \$6,326,721, household and industrial insecticides nearly 12% to \$4,234,147 from \$3,794,652, and rodenticides over 10% to \$346,915 from \$314,150. The only decline was in herbicides, sales of which fell over 9% to \$4,720,550 from \$5,197,566. (28)

Canada's Toy & Game Industry
Continued To Grow In 1953

Canada's toy and game industry in 1953 continued its expansion of the previous few years, states the Bureau's annual report on the miscellaneous industries. The total value of toys and games produced in all industries during the year was \$18,588,492 versus \$18,432,144 in the preceding year.

Prior to the last war the industry was faced with stiff competition from Germany, Japan and the United States and its growth was of meagre dimensions. With the outbreak of war this competition virtually disappeared and the industry entered a new phase in its development. It has since grown steadily by consolidating the gains made during the war.

There were 55 establishments in Canada in 1953, three less than in 1952, which were engaged wholly or chiefly in the manufacture of toys and games. The factory value of their shipments in 1953 was \$11,369,413 versus \$10,414,646 in 1952. They employed 1,551 persons versus 1,484 and paid them \$3,475,270 in salaries and wages versus \$2,989,220. The cost of materials used amounted to \$5,948,744 versus \$5,087,008.

Shipments of plastic toys by all industries were valued at \$4,346,095 (\$3,792,178 in 1952); dolls, \$3,410,457 (\$2,911,985); metal toys, \$2,347,334 (\$2,623,088); tricycles, \$1,502,241 (\$1,587,417); stuffed animals, \$1,342,232 (\$987,830); games and puzzles, \$891,427 (\$1,710,378); wooden toys, \$862,788 (\$912,384); doll carriages, \$748,250 (\$584,992); rubber toys and novelties, \$569,836 (\$615,274); dolls' furnishings, \$478,873 (\$445,235); and balloons, \$334,011 (\$330,443). (29)

Synthetic Textiles & Silk Industry

Shipments of the synthetic textiles and silk industry were valued at \$146,418,307 in 1953, according to the annual report on the industry by the Dominion Bureau of Statistics. In 1952 production was valued at \$157,628,515, down from the 1951 peak of \$166,549,897.

Output of woven fabrics fell to 96,397,093 yards worth \$72,222,993 from 103,941,827 yards valued at \$83,908,135 in 1952, and knitted fabrics to 3,557,641 pounds worth \$4,554,895 from 3,821,823 pounds worth \$4,852,090. The value of yarn and thread shipped was \$53,928,516 in 1953, up from the 1952 output value of \$50,077,884. (30)

Anti-Freeze Preparations

Producers' sales of anti-freeze preparations in Canada were larger in quantity last year than in 1953, but lower in value, according to a special compilation of returns received by the Bureau. The total quantity sold increased to 4,987,000 imperial gallons from 4,881,574 the previous year, sales of glycol type preparations rising to 4,698,000 from 4,374,101 gallons and those of alcohol type declining to 289,000 from 507,473 gallons. In contrast, the total factory selling value decreased to \$9,796,000 from \$11,484,371, sales of glycol type preparations dropping to \$9,448,000 from \$10,839,571 and of alcohol preparations to \$348,000 from \$644,800.

Sales Of Lubricating Oils And Greases Both lubricating oils and lubricating greases were sold in smaller volume in Canada last year than in 1953, according to a special Bureau compilation. Total sales of the former for all purposes declined to 79,446,500 from 82,930,000 imperial gallons, decreases in Ontario, the three Prairie Provinces and Newfoundland more than outweighing gains in Quebec, British Columbia and the Maritime Provinces. Total sales of greases fell to 42,558,000 from 56,425,000 pounds, lower figures being reported for all regions. The greater part of the drop was in industrial greases, which were off sharply to 18,240,200 from 26,546,000 pounds, while automotive greases were down to 24,317,500 from 29,879,000 pounds.

INTERNATIONAL TRADE

Securities Trade In April Produced Large Sales Balance Trade in outstanding securities between Canada and other countries during April resulted in a sales balance or capital import of \$17,400,000, which was the largest monthly inflow-with the exception of \$20,900,000 in June last year - for more than four years. It resulted from sales of \$99,900,000 and purchases of \$82,500,000. Net sales of Canadian stocks during the month amounted to \$25,800,000, bringing the total for four months to more than \$77,000,000 compared to \$121,000,000 for the whole of 1954.

April transactions with the United States led to a sales balance of \$12,800,000, sales climbing to \$85,200,000, substantially above any month in the previous twelve, and purchases amounting to \$72,400,000. Net sales of Canadian common and preference stocks produced \$21,900,000 in April and Canadians disposed of foreign securities, mainly United States stocks, valued at \$3,200,000. There were net re-purchases of other Canadian securities, mainly bonds of governments and municipalities, totalling \$12,300,000.

There were also sales balances in April of \$2,600,000 with the United Kingdom, and of \$2,000,000 with other overseas countries. Residents of the United Kingdom added \$3,000,000 to their holdings of Canadian stocks, but Canadians used part of the proceeds to acquire non-Canadian securities in the United Kingdom. The sales balance with other overseas countries, the Bureau reports, reflected mainly the acquisition by non-residents of stocks and bonds of Canadian corporations. (31)

TRAVEL

Foreign Vehicle Entries Rose 4.4% In Half Year Following a record figure for May, the number of foreign vehicles entering Canada on traveller's vehicle permits increased over 5% in June to 289,577 from 275,154 last year, bringing the total for the first six months this year to 785,888, up 4.4% over 752,432 for the first half of 1954. This year's June number is below the record June 1953 figure of 297,616, but the half-year total is substantially above the total of 764,291 for the first six months of 1953.

MORE

All provinces except Saskatchewan and Newfoundland and Nova Scotia (combined) had increases both in the month and half-year. Entries into Ontario in June rose to 183,706 from 175,207 a year earlier, Quebec to 38,671 from 37,227, British Columbia to 33,685 from 30,422, New Brunswick to 16,922 from 16,185, Manitoba to 6,764 from 6,006, and Alberta to 6,147 from 6,045. There were declines for Saskatchewan to 2,815 from 2,997, and Newfoundland and Nova Scotia (by ship) to 82 from 279, while for the Yukon Territory the number was almost unchanged at 785 against 786. Ontario accounted for 24,843 of the gain of 33,456 in the half-year, for which entries by provinces were: Ontario, 472,239 (447,396 last year); Quebec, 122,683 (119,061); British Columbia, 103,545 (100,595); New Brunswick, 49,523 (47,392); Manitoba, 17,824 (16,492); Alberta, 11,562 (11,347); Saskatchewan, 5,999 (7,376); Newfoundland and Nova Scotia (by ship), 364 (513); and for Yukon Territory, 2,149 (2,260). (32)

R E L E A S E D T H I S W E E K

(Publications are numbered similarly to news items to indicate source of latter)

- 1- Vital Statistics, June, 10¢
 - 2 - Cheques Cashed in Clearing Centres, May, 10¢
 - 3 -Annual Report of the Dominion Bureau of Statistics, Fiscal Year Ended March 31, 1955, 40¢
 - 4 -M: Advertising Agencies, 1954, 10¢.
 - 5 -M: Preliminary Analysis of Revenue & Expenditure of Provincial Governments, 1954
 - 6 -M: Central Electric Stations, May, 10¢
 - 7 -Central Electric Stations, 1953, 25¢
 - 8 -Retail Consumer Credit, First Quarter, 1955, 25¢
 - 9 -Retail Trade, May, 20¢
 - 10-Estimates of Labour Income, April, 10¢
 - 11-Car Loadings, July 14, 10¢
 - 12-M: Railway Operating Statistics, April, 10¢
 - 13-M: Railway Freight Traffic, March, 10¢
 - 14-M: Production of Eggs, June, 10¢
 - 15-The Dairy Review, June, 25¢
 - 16-Grain Trade Of Canada, 1953-54, \$1.00
 - 17-Macaroni & Kindred Products Industry, 1954, 25¢
 - 18-M: Grain Statistics Weekly, July 13, 10¢
 - 19-Prepared Breakfast Foods Industry, 1954, 25¢
 - 20-M: Domestic Electric Refrigerators, May, 10¢
 - 21-M: Cement & Cement Products, May, 10¢
 - 22-M: Statistics of Hides, Skins & Leather, May, 10¢
 - 23-Consumption, Production & Inventories of Rubber, May, 25¢
 - 24-M: Hard Board, June, 10¢
 - 25-M: Asphalt & Vinyl-Asbestos Floor Tiles, June, 10¢
 - 26-Sales of Paints, Varnishes & Lacquers, May, 10¢
 - 27-M: Products Made From Canadian Clays, March, 10¢
 - 28-M: Sales of Pest Control Products by Canadian Registrants, 1954, 15¢
 - 29-Miscellaneous Industries, 1953, 25¢
 - 30-Synthetic Textiles and Silk Industry, 1953, 25¢
 - 31-Sales & Purchases of Securities Between Canada & Other Countries, April, 10¢
 - 32-M: Highway Traffic Entering Canada on Traveller's Vehicle Permits, June, 25¢
 - New Residential Construction, May, 25¢ - Summarized in Bulletin of July 22
 - Trade of Canada: Exports (detailed), May, 50¢
- M: Memorandum

July 29, 1955.

More Ad Agencies There were 91 advertising agencies in Canada last year, three more than in 1953 and 34 more than in 1946.

More Corn Flakes Canada's prepared breakfast foods industry shipped 25,281,190 pounds of corn flakes last year as compared with 24,341,203 pounds in 1953.

More Doll Carriages Canadian Factories produced \$ 748,250 worth of doll carriages in 1953 as compared with \$ 584,992 worth in 1952.

More Plastics Output of Canada's plastics products industry was valued at a record \$39,010,545 in 1953 as compared with \$33,585,111 in 1952 and only \$12,716,010 in 1947.

Less Grease Sold Factory sales of industrial lubricating greases dropped by 8,305,800 pounds to 18,240,200 pounds last year, while sales of automotive greases totalled 24,317,500 pounds, 5,561,500 pounds less than in 1953.

Our Hospitals Cost Us \$22 Per Capita A Year Hospitals of all types cost Canadians about \$22 per capita in 1953, the total amount spent approaching a third of a billion dollars -- \$324,900,000. Excluding chronic hospitals (for which financial data for previous years is not available), the 1953 per capita cost was \$21.45, which compared with \$ 19.37 in 1952, \$9.58 in 1946 and \$4.17 in 1932.

Pack More Asparagus Canada's commercial canners used 4,470,873 pounds of raw asparagus this year, 1,112,397 pounds or one-third more than in 1954.

Fewer US Tourists More United States travellers entered Canada by boat and plane last year but fewer by train, bus and car, the total dropping nearly 6% to 26,413,000 from 28,025,000 in 1953.

More Neon Signs Canadian production of neon and other luminous tube signs was valued at \$ 5,200,665 in 1953, up from \$4,350,084 in 1952.

Anti-Freeze -- 2% More For 15% Less Canadian producers sold 4,987,000 imperial gallons of anti-freeze preparations for \$ 9,796,000 last year, 105,000 gallons or 2% more and \$1,688,000 or 15% less than in 1953.

More For Education Canada's provincial governments spent a total \$ 259,000,000 on education last year, \$ 25,000,000 or nearly 11% more than in 1953.

More Ads For Radio And TV Billings for advertising on radio and television rose to 20.9% of all commissionable billings of advertising agencies last year from 18.7% in 1953, the proportion accounted for by advertising in publications of all types dropping to 56.4% from 59.1%. Other visual media got 4.5% versus 4.2% in 1953 and other media 0.9% versus 0.6%. Production, artwork and printing took 17.3% versus 17.4%.

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010729358