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HIGHLIGHTS OF THIS ISSUE

Mineral Output: Canadian mineral production set another new record for total value last year with an increase of almost 20% to \$1,778,400,000 from \$1,488,000,000 in 1954, according to the Bureau's preliminary estimate. It was the eleventh successive increase. Value of metals alone exceeded a billion dollars for the first time, the group value rising over 25%. Copper, iron ore and crude petroleum had the largest dollar gains. (Page 2)

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Labour: Claims for unemployment insurance benefit and total benefit payments during November were both substantially smaller than a year earlier. (Page 3)

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Advertising: Total advertising expenditure in Canada amounted to an estimated \$395,053,843 in 1954, about 275% more than ten years earlier, according to a special Bureau survey. Nearly two-thirds was expenditure with the printing trades as against 71% in 1944, while the combined share of radio and television was 10.2% compared to 10.9% for radio alone. (Page 4)

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Agriculture: Feed grain supplies in the current crop year are about 10% larger than for 1954-55 and 22% above the ten-year average, largely due to the above-average crops of oats and barley ... Milk production was about 5.5% larger in November than a year earlier and the 1955 output is expected to reach 17,300,000,000 pounds. Fluid sales of milk and cream to the end of October were 5% larger than in the previous year. (Pages 5 & 6)

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Foreign Trade: The rise in value of domestic exports - 19% in October and 12% in the January-October period last year - was due chiefly to gains in forest products and primary and semi-processed metals and minerals. Sales were lower in the ten months to Latin American countries as a group and to "other" foreign countries, but higher to all other main markets and areas, with major increases to the United Kingdom and United States. (Page 7)

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Prices: The consumer price index was unchanged on December 1 from its standing at the first of November and October. Three of the five group indexes - shelter, clothing and household operations - moved upward, but these increases were offset by a decline of 0.5% in the food group ... Wholesale prices showed a mixed trend between November 25 and December 23, the composite index for 30 industrial material prices advancing and the composite index of Canadian farm product prices at terminal markets declining. The decrease in the latter was due to a drop in prices of animal products as a whole, which outweighed a rise in the field products group. (Page 11)

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Mineral Production Reached
New Peak Value In Year 1955

Continuing a series of uninterrupted increases since 1944, Canada's mineral production broke all previous records again in 1955 when the value soared to \$1,778,400,000, preliminary estimates by the DBS reveal. This was an increase of \$290,000,000 or almost 20% over the preceding year's \$1,488,000,000, and was more than triple 1942's wartime peak value of \$556,769,000.

Substantially increased values were shown as compared with 1954 in the value of metallics, non-metallics, fuels, and structural materials. Among individual minerals there were sharp increases for petroleum, asbestos, zinc, nickel, iron ore, gold and copper, but lower values for coal, lead and silver.

The value of metals exceeded one billion dollars for the first time in 1955. At \$1,001,513,000 the group value was up more than 25% from \$779,916,000 in 1954. Increases in both volume and price made copper the leading metal with a value of \$239,395,000 versus \$175,713,000 in 1954. Nickel jumped to \$216,434,000 from \$180,173,000, iron ore to \$113,386,000 from \$49,667,000, zinc to \$116,425,000 from \$90,207,000, gold to \$157,305,000 from \$148,765,000, and platinum to \$14,715,000 from \$12,950,000. Lead declined to \$55,787,000 from \$58,251,000 and silver to \$24,626,000 from \$25,908,000.

Non-metallic minerals as a group reached a new peak value of \$149,026,000, 14% above the preceding year's \$130,524,000. Asbestos climbed in value to \$98,691,000 from \$86,409,000, gypsum to \$8,455,000 from \$7,095,000, salt to \$10,286,000 from \$8,340,000, and sulphur to \$5,561,000 from \$4,876,000.

Fuels as a group rose 16% in value to \$410,241,000 from \$352,959,000 in the preceding year. Crude petroleum accounted for most of the group increase, rising to \$303,561,000 from \$243,877,000. Natural gas rose to \$14,457,000 from \$12,482,000, but coal declined to \$92,227,000 from \$96,600,000.

Structural materials as a group moved up 6% in value to \$217,613,000 from \$204,983,000 in the preceding year. Production of clay products advanced to \$34,676,000 from \$32,360,000, cement to \$64,363,000 from \$59,036,000, lime to \$15,190,000 from \$14,742,000, and sand and gravel to \$65,754,000 from \$58,988,000. Output of stone declined to \$37,630,000 from the abnormally high value of \$39,857,000 in 1954 during which the Canso causeway was built.

Increased production values were recorded for all provinces except Nova Scotia in 1955, the decline in the latter being accounted for by the continued decrease in the output of coal. Production in the Northwest Territories and the Yukon was also lower than in 1954.

Ontario led the provinces with a value of \$577,942,000 or 32.5% of the total in 1955 (\$496,748,000 in 1954), Quebec was next with \$352,101,000 or 19.8% (\$278,818,000), Alberta third with \$323,741,000 or 18.2% (\$279,043,000), then British Columbia \$188,053,000 (\$158,631,000), Saskatchewan \$83,769,000 (\$68,216,000), Newfoundland \$70,317,000 (\$42,898,000), Nova Scotia \$67,356,000 (\$73,451,000), Manitoba \$62,980,000 (\$35,107,000), Northwest Territories \$23,454,000 (\$26,414,000), Yukon \$14,406,000 (\$16,589,000), and New Brunswick \$14,279,000 (\$12,468,000). (1)

Coal Production Up In November

Production of coal in November climbed to 1,710,000 tons from 1,591,000 in the corresponding month of 1954 but the cumulative output for the January-November period dropped to 12,960,000 tons from 13,365,000. Preliminary estimates place the output for the full year 1955 at 14,579,000 tons versus 14,914,000 for 1954. Landed imports eased to 2,024,000 tons in November from 2,049,000 the previous year but the cumulative total for the January-November period rose to 18,319,000 tons from 17,716,000. (2)

L A B O U R

Claims For Unemployment Insurance Benefits In November Up From October, Down From Year Ago

Claims for unemployment insurance benefits received in local offices of the UIC in November numbered

159,757, up from the preceding month's 94,744 but down from 1954's corresponding total of 187,744. Claimants having an unemployment register in the live file at the end of November numbered 219,786 (162,252 males and 57,534 females) as compared with 163,100 (109,132 males and 53,968 females) on October 31, and 306,609 (234,791 males and 71,818 females) a year earlier. New beneficiaries in November totalled 65,061 as compared with 54,981 a month earlier and 110,736 a year earlier.

An estimated 118,000 beneficiaries received weekly benefit payments during November as against 111,100 for October. During the week ending December 3, 1954 the number of beneficiaries was estimated at 207,200.

The amount of \$8,661,628 was paid during November in respect of 514,456 weeks of unemployment under the new Act and 14,982 days under the old Act. Comparable figures for October are: \$7,535,340 paid in respect of 280,834 weeks under the new Act and 944,389 days under the old. For November 1954, benefit payments amounted to \$14,020,255 in compensation for 4,512,055 days.

Initial and renewal claims filed in local offices in the provinces in November were: Newfoundland, 4,372 (3,993 a year earlier); Prince Edward Island, 728 (869); Nova Scotia, 6,567 (7,641); New Brunswick, 6,466 (7,266); Quebec 41,884 (54,665); Ontario 43,708 (65,338); Manitoba, 9,063 (9,267); Saskatchewan, 7,377 (5,725); Alberta, 11,595 (9,793); British Columbia, 27,997 (23,187). (3)

Federal Government Employment

Classified civil servants on the payroll of the Federal Government in September numbered 141,868, up from 141,277 a month earlier and 140,142 a year ago. Their earnings rose to \$36,828,115 from \$36,753,784 in August and \$35,866,683 in September 1954.

Prevailing rate employees numbered 25,431, down from 26,215 in August but up from 25,383 a year earlier. Their earnings were \$5,403,156, down from \$5,569,700 a month earlier but up from \$5,257,700 in 1954. Ships' crews fell to 2,275 from 2,515 in August and 2,418 the previous year and their earnings to \$549,565 from \$603,621 and \$592,651 respectively.

Casual and other employees were down to 15,872 from 16,077 in August but up from 15,868 in September 1954 and their earnings, at \$3,000,623, were down from \$3,179,900 in August but up from \$2,939,514 a year earlier. (4)

Nearly \$400 Million
Spent On Advertising

Total expenditure in Canada on advertising in 1954 amounted to an estimated \$395,053,843, according to a preliminary report by the Bureau on the results of a special survey. This total compares with \$104,925,535 ten years earlier, when the Bureau last made a similar survey.

As defined in the Bureau's report, the total for advertising expenditure represents the advertising revenue of the various media and the internal costs of advertisers. It includes expenditures on catalogues and window display, but does not include expenditures on sales promotions or similar plans involving samples and premiums, market surveys or other research, fairs and exhibitions, package design, annual reports or house organs, or expenditures on measurements of the effectiveness of advertising.

The printing trades accounted for slightly more than 65% of the 1954 total expenditure with revenue from advertising amounting to \$258,328,000. Radio's share was \$31,710,690 or 8% of the total and television's \$8,595,626 or 2.2%. In 1944 the printing trades accounted for 71% and radio for 10.9%; neither having any competition from television.

Expenditure in 1954 on outdoor advertising amounted to \$17,607,278 or 4.4% of the total, up from 3.9% ten years earlier. Advertising agencies' commissions totalled \$23,229,612, equal to 5.9% of total expenditure as against a share of 5.7% in 1944. Direct mail advertising cost \$11,155,000 for postage or 2.8%; only slightly changed from 2.9% ten years earlier.

Internal costs of advertisers amounted in 1954 to an estimated \$29,945,161, representing 7.6% of total expenditures and showing an increase from 3.9% in 1944. Other miscellaneous expenditures, including imported advertising printed matter, production of advertising films, advertising revenue from theatre screening, estimates of commercial artists' and photographers' contribution to advertising, independent radio and TV programming, are estimated at \$14,482,476 or 3.7% of the total, which compares with 1.6% of 1944 expenditures.

Out of the 1954 total of \$258,328,000 accounted for by the printing trades, the share of periodicals (including telephone and city directories) totalled \$194,386,000. Advertising revenue of daily newspapers made up \$118,030,000 of this total; that of weekly, bi-weekly and tri-weekly newspapers, \$16,915,000; national week-end newspapers, \$10,529,000; magazines of general circulation, \$13,098,000; trade, technical and scientific publications, \$15,220,000; agricultural publications, \$5,454,000; telephone and city directories, \$11,532,000; controlled distribution weekly newspapers, \$917,000; and all other publications, \$2,691,000. Expenditures on catalogues amounted to \$15,503,000; other printed books, chiefly for advertising, \$3,791,000; and circular letters, \$2,243,000. All other printed advertising matter, making up the remainder for the printing trades, totalled \$42,405,000.

In its survey of advertising, the Bureau carried out an exhaustive study to obtain an estimate of the internal costs of advertisers - the one large segment of total advertising cost not available from media. Surveys were made of manufacturers, retail, wholesale and service trades, transportation and utilities, insurance and loan companies, chartered banks, etc., and federal and provincial governments. For some of these advertisers, ratios of advertising expense and other detail will be shown in the final report which will be available in about two months. (5)

Department Store Sales
Increased 5.3% In Week

Department store sales rose 5.3% during the week ending December 17 as compared with the corresponding week of 1954, DBS reports. There were increases of 10.9% in the Atlantic Provinces, 7% in Quebec, 5.2% in Ontario, 3.8% in Alberta and 10.9% in British Columbia, but decreases of 1% in Manitoba and 9.1% in Saskatchewan.

FOOD & AGRICULTURE

Supplies of Feed Grains Up 10%

Total supplies of Canadian feed grains in 1955-56 are up about 10% over last crop year and about 22% above the ten-year average. The increase in this year's supplies results largely from substantially greater outturns of oats and barley, more than offsetting decreases of 42,200,000 and 55,500,000 bushels, respectively, in July 31 carryover stocks of these two grains between 1954 and 1955.

The oats crop, estimated at 403,800,000 bushels, is 32% greater than the 1954 crop and 9% above the ten-year average, while the barley crop, estimated at 251,800,000 bushels, is 43% above the 1954 crop and 36% above the ten-year average. Total supplies of oats in the 1955-56 crop year, at 487,400,000 bushels, are 13% above those of 1954-55, while barley supplies, at 342,200,000 bushels, are 6% greater. A record corn crop of some 31,500,000 bushels and the second largest crop of mixed grains on record, estimated at 65,200,000 bushels, are other factors contributing to this year's larger supplies.

Gross supplies of feed grains available in 1955-56 are estimated at 19,800,000 tons, about 10% above last year's 18,100,000. Net supplies (gross supplies less estimated exports, seed requirements and other domestic uses) are placed at 15,900,000 tons, about 16% greater than the 1954-55 total of 13,700,000. While an increase of 4% took place in the number of grain-consuming animal units between June 1, 1954 and June 1, 1955, the net supply per grain-consuming animal unit is estimated at 0.98 tons, about 11% above the 1954-55 level of 0.88 tons and almost 26% above the ten-year average of 0.78 tons. With the exception of the three-year period, 1951-52 to 1953-54, net supplies per grain-consuming animal unit are the largest on record.

It is expected that the export market for both oats and barley will be fairly well maintained during 1955-56 although the totals may not equal the 21,600,000 bushels of oats and 77,100,000 bushels of barley exported in 1954-55. Oats exports were well below average in 1954-55, but barley exports were more than double the ten-year average and more than triple the thirty-year average.

In view of substantially greater supplies and the possibility of somewhat reduced exports in 1955-56, it is probable that carryover stocks of oats and barley at July 31, 1956 may show some increase despite greater domestic requirements. (6)

Production of Eggs

Production of eggs last November amounted to 34,100,000 dozen as compared with 31,300,000 in the preceding month and 34,900,000 in November 1954. In the January-November period production aggregated 349,800,000 dozen as compared with 353,100,000 a year earlier. (7)

Visible Supplies of Visible supplies of Canadian wheat on December 14 totalled
Wheat 6% Larger 365,004,000 bushels, an increase of 6% over last year's
corresponding total of 344,539,000 bushels, DBS reports.

Marketings in the Prairie Provinces during the week ending December 14 dropped to 6,497,000 bushels from 10,821,000 and overseas export clearances fell to 2,536,000 bushels from 4,403,000. (8)

Milk Production Up 5.5% in November Output of milk in November was 5.5% above a year earlier and was expected to reach 17,300,000,000 pounds in the 12 months of 1955, DBS reports in its monthly dairy forecast. Factory products continued during November to account for the greater part of the milk intake, the quantity used for this purpose being up 7% from November, 1954. More cows on farms, and a relatively favourable feed situation are the principal factors in this upswing in production. The daily yield of milk per cow was approximately one-half pound per day above that of November 1954, and, indicative of future developments, was an 8% increase in the numbers of cows being freshened.

In October milk production at 1,493,755,000 pounds was up nearly 9% from the same month of the previous year. Fluid sales at 455,448,000 pounds were up 4.5%. Dairy butter, on the other hand, declined 8% as compared with October, 1954. However, the total production of butter, including creamery, dairy and whey butter, amounted to 30,585,000 pounds in October as compared with 27,434,000 a year earlier.

Farm income from dairy products, estimated at \$38,662,000 for October, advanced 10% from a year earlier. Prices remained the same, averaging \$2.91 per hundred-weight. Fluid sales and creamery butter fetched lower prices than a year earlier, while the price of milk for manufacture increased to \$2.78 per hundred from \$2.61. (9)

Fluid Milk Sales Increased Fluid sales of milk and cream, the latter expressed in terms of milk, amounted to 455,448,000 pounds in October, bringing the January-October total to 4,415,431,000 pounds, DBS reports. Both totals were 5% larger than a year earlier. All provinces shared in the rise except Prince Edward Island, where there was a 2% decline in October and no change in cumulative sales (10)

Production Of Oils And Fats Production of margarine, lard and tallow was higher in November and the first 11 months last year than a year earlier but the output of refined oils declined. Output of shortening was up in November but down in the 11-month period.

Production of margarine and spreads amounted to 11,577,000 pounds in November (10,921,000 a year earlier); shortening, 16,606,000 pounds (16,040,000); refined oils, 3,039,000 pounds (4,216,000); lard, 11,085,000 pounds (9,431,000); tallow, 12,649,000 pounds (11,606,000); and grease, 449,000 pounds (719,000).

January-November totals: margarine, 113,718,000 pounds (105,984,000 a year ago); shortening, 140,078,000 (143,729,000); refined oils, 33,135,000 (39,277,000); lard, 95,200,000 (79,681,000); tallow, 124,784,000 (114,164,000); and grease, 7,729,000 (8,637,000). (11)

Domestic Exports Up 19% In
October & 12% in 10 Months

Chiefly due to gains in forest products and primary and semi-processed metals and minerals, the value of Canada's domestic exports jumped 19% last October to \$374,000,000 from \$314,300,000 a year earlier and over 12% in the January-October period to \$3,519,700,000 from \$3,130,900,000.

Geographically there were substantial gains in exports both in October and the ten months to the United States and the United Kingdom. Shipments were larger in October but smaller in the ten months to Latin American countries and "other" foreign countries, and smaller in the month but larger in the January-October period to the rest of the Commonwealth and European countries.

Sharp increases in wood and paper products, iron and products, non-ferrous metals and products, and non-metallic minerals and products boosted the value of domestic exports to the United States in October to \$232,810,000 from \$190,924,000. These same groups and chemicals pushed the January-October value up to \$2,097,881,000 from \$1,892,906,000.

With gains in all groups except animals and products and miscellaneous commodities, the value of exports to the United Kingdom soared to \$61,254,000 in October from \$46,388,000 a year earlier and to \$643,805,000 in the January-October period from \$505,314,000 in 1954. There were large gains in agricultural and vegetable products, wood and paper, iron and products, non-ferrous metals and products, non-metallic minerals and products, and chemicals.

With reduced exports to the Union of South Africa, India and Australia more than offsetting an increase for New Zealand, Canada's exports to the rest of the Commonwealth fell to \$18,564,000 in October from \$19,113,000. Increases to these four countries were responsible for a gain in the January-October value to \$202,026,000 from \$161,186,000.

Exports to Latin American countries as a group rose to \$12,963,000 in October from \$11,904,000 the previous year but the January-October value was down to \$133,905,000 from \$153,129,000. In October there were larger values for Mexico and Venezuela but smaller totals for Brazil, Colombia and Cuba. Ten-month totals show most of the decline was in exports to Brazil, but there were notable increases to Colombia and Mexico.

Exports to European countries were slightly lower in value in October at \$35,036,000 versus \$36,240,000 but substantially higher in the January-October period at \$304,763,000 versus \$268,473,000. There were gains in both periods to Belgium and Luxembourg, France and Norway, and declines in the month and increases in the January-October period to the Federal Republic of Germany, Italy and the Netherlands.

Exports to all other foreign countries rose to \$12,043,000 in October from \$8,710,000 a year earlier, mainly a result of increased shipments to Japan and the Philippines. January-October exports to the group fell to \$124,131,000 from \$139,323,000, caused mainly by a drop in shipments to Japan.

MORE

Values for the nine main commodity groups in October were as follows (in millions): agricultural and vegetable products, \$59.4 (\$65.1 a year earlier); animals and animal products, \$21.4 (\$19.9); fibres, textiles and products, \$2.0 (\$1.5); wood, wood products and paper, \$137.4 (\$115.8); iron and products, \$38.2 (\$21.3); non-ferrous metals and products, \$71.5 (\$55.6); non-metallic minerals and products, \$19.2 (\$12.9); chemicals and allied products, \$18.4 (\$14.7); and miscellaneous commodities, \$6.6 (\$7.7).

January-October group values were: agricultural and vegetable products, \$606.7 (\$619.2 in 1954); animals and animal products, \$210.9 (\$217.9); fibres, textiles and products, \$17.4 (\$16.4); wood, wood products and paper, \$1,268.0 (\$1,123.0); iron and products, \$336.3 (\$256.1); non-ferrous metals and products, \$680.2 (\$579.1); non-metallic minerals and products \$162.0 (\$117.7); chemicals and allied products, \$170.9 (\$125.4); and miscellaneous commodities, \$67.2 (\$75.9). (12)

The following table shows the values of leading commodity exports in October and the January-October period of 1955, together with comparative figures for 1954, ranked according to value for 1955's ten-month period.

	October		January-October	
	1954	1955	1954	1955
	(in thousands)			
Newsprint paper	\$50,127	\$ 58,072	\$519,313	\$549,092
Planks & boards.....	29,932	36,122	263,726	332,349
Wheat	31,025	25,092	293,459	284,775
Wood pulp	22,630	25,528	224,563	245,754
Nickel	14,815	16,856	150,617	180,197
Aluminum & products	14,744	17,297	152,753	179,129
Copper & products	9,901	16,620	109,165	138,021
Fish & fishery products	11,701	12,160	104,997	103,203
Iron ore	6,788	15,450	31,123	83,991
Grains other than wheat	10,300	8,860	94,827	82,667
Asbestos & products	7,985	7,481	67,147	76,967
Farm machinery & implements...	1,909	2,936	71,623	68,810
Flour of wheat	6,659	7,027	74,968	62,691
Zinc & products	3,740	7,442	45,900	58,581
Alcoholic beverages	6,319	6,986	45,497	47,815
Fertilizers	2,713	4,232	35,681	46,974
Pulpwood	4,730	6,253	38,773	41,731
Precious metals (except gold..	3,652	4,805	39,980	39,300
Petroleum & products	287	4,301	6,083	28,782

MANUFACTURING

Output Of Rigid Insulating Board Larger In November Production of rigid insulating board rose to 32,796,-729 square feet in November from 23,323,613 a year earlier and to 308,724,407 square feet in the January-November period from 271,375,623. Domestic shipments increased to 29,523,549 square feet in November from 23,499,004 and to 274,242,344 square feet in the 11 months from 262,462,759. (13)

Production of Floor Tiles Up Production of both asphalt and vinyl-asbestos floor tiles increased in November and the first 11 months of 1955 as compared with a year earlier. The month's output amounted to 1,563,958 square feet versus 1,333,465, bringing cumulative production to 15,802,842 square feet versus 15,044,733. Production of vinyl-asbestos floor tiles totalled 830,016 square feet in November versus 513,978 and 9,811,101 square feet in the eleven-month period versus 5,951,667. (14)

Output Of Gypsum Products Up Production of gypsum wallboard, lath, sheathing, block and tile rose to 74,977,331 square feet in November from 52,301,511 in the corresponding month of 1954 and to 669,914,886 square feet in the January-November period from 558,766,995. Output of gypsum plasters increased to 22,899 tons in November from 22,794 and to 279,203 tons in the cumulative period from 244,160. (15)

Production Of Mineral Wool Production of mineral wool in October comprised 15,392,245 square feet of batts (20,717,379 a year ago) and 1,581,847 cubic feet of granulated, bulk or loose wool (1,409,316). January-October production comprised 171,597,128 square feet of batts (157,520,786) and 10,180,286 cubic feet of granulated, bulk or loose wool (8,306,908). (16)

Paint Sales Up In Value Sales of paints, varnishes and lacquers by manufacturers which normally account for all but a small part of the total Canadian output rose in November to \$8,543,000 from \$7,058,000 in the corresponding month of 1954 and to \$108,610,000 in the January-November period from \$96,351,000. (17)

Leather Tanning Industry Products shipped from Canadian tanneries in 1954 were valued at \$42,609,000, a decrease of 11.2% from the preceding year's \$47,996,000 DBS reports in its annual industry report. The 55 establishments (60 in 1953) employed 3,798 persons (4,051) and paid \$10,903,000 in salaries and wages (\$11,758,000). Cost of materials dropped to \$23,532,000 from \$30,354,000.

The principal types of leather shipped in order of value were: cattle and horse upper leather, \$15,402,000 (\$17,492,000 in 1953); sole leather, \$6,515,000 (\$7,947,000); calf upper \$5,742,000 (\$6,061,000); glove, \$1,981,000 (\$2,346,000); and chrome splits, \$1,678,000 (\$1,733,000).

The industry is centred in Ontario, this province accounting for 87% of the total value of products, Quebec for 10% and the other provinces for the remaining 3%. (18)

Confectionery Industry In 1954 Canada's confectionery industry shipped slightly smaller quantities of bulk and boxed confectionery but larger quantities of chocolate bars in 1954 than in the preceding year, the Bureau's annual industry report shows.

There were 233 establishments in the industry in 1954 (234 in 1953) with a factory value of shipments of \$174,431,000 (\$174,298,000). The employees numbered 15,039 (16,139) and salary and wage payments grossed \$33,706,000 (\$34,469,000).

MORE

The industry's output of bulk and boxed confectionery amounted to 127,574,-422 pounds valued at \$43,457,369 versus 128,001,068 pounds valued at \$44,243,088 in 1953. Output of chocolate bars amounted to 52,564,414 dozen valued at \$29,891,-985 versus 48,214,315 valued at \$25,925,308. (19)

Another New Record Set By Bread And Other Bakery Products Industry in 1955

Canada's bread and other bakery products industry established another new record in 1955 when the selling value of its shipments grossed \$290,176,000, according to an estimate by the DBS. This was an increase of 3.5% over the preceding year's \$280,208,000.

The rise over 1954 continued the expansion which has characterized the industry in the last quarter of a century, during which the selling value of shipments has more than quadrupled. Increasing population, higher standards of living, more efficient machinery and improved methods of distribution have been key factors in this large and continued growth.

Although the value of sales increased approximately \$10,000,000 over the preceding year, costs of operation also rose substantially. Raw material costs jumped to \$135,774,000 from \$131,120,000 in 1954, fuel and electricity to \$9,586,000 from \$9,219,000 and salaries and wages to \$91,330,000 from \$83,805,000.

While the value of shipments in the baking industry increased 3.5%, the per capita consumption of bread has remained fairly stable, increasing from 100.2 pounds in 1954 to 101.1 pounds in 1955. The increase in sales, therefore, is largely attributed to increased population. An increase in population of 1,000,000 people would result in a further increase in consumption of 1,500,000 bushels of wheat.

Value of shipments follows by provinces: New foundland, \$2,738,000 (\$2,813,000 in 1954); Prince Edward Island, \$514,000 (\$494,000); Nova Scotia, \$7,883,000 (\$7,-728,000); New Brunswick, \$7,932,000 (\$7,306,000); Quebec, \$82,128,000 (\$79,165,000); Ontario, \$124,110,000 (\$118,677,000); Manitoba, \$14,228,000 (\$14,598,000); Saskatchewan, \$9,764,000 (\$9,703,000); Alberta, \$16,240,000 (\$16,565,000); British Columbia, Yukon and Northwest Territories, \$24,639,000 (\$23,159,000).

TRANSPORTATION

Pipe-Line Deliveries of Oil Pip-line deliveries of oil in October amounted to 19,-926,454 barrels, up from 18,098,236 in the preceding month and 14,881,404 in the corresponding 1954 month. This brought deliveries for the January-October period to 181,440,143 barrels, an increase of 28% over the preceding year's 142,045,332 barrels.

Provincial deliveries in the January-October period were as follows: British Columbia, 24,227,134 barrels (11,158,737 a year earlier); Alberta, 15,142,919 (13,-597,923); Saskatchewan, 12,989,591 (12,152,399); Manitoba, 42,309,779 (34,576,115); Ontario, 30,646,070 (26,390,231); and Quebec, 55,624,650 (44,169,927). (20)

Consumer Price Index Unchanged
In Last Three Months of 1955

Canada's consumer price index remained unchanged during the last quarter of 1955, standing at 116.9 for October, November and December. Between November 1 and December 1 a decrease in foods was sufficient to offset increases in three of the four other group indexes.

The food index declined 0.5% from 113.0 at the beginning of November to 112.4 as lower prices were recorded for eggs and all cuts of beef and pork, particularly pork loins. Substantially higher prices were reported for oranges, and slight increases for practically all fresh vegetables.

An increase in the shelter index from 130.6 to 131.0 was due to slight upward movements in rents, residential property taxes and repairs. An advance in the clothing index of 0.6% to 108.5, resulted almost entirely from higher prices for women's fur coats.

Household operation moved from 116.5 to 116.6 as higher prices for coal, laundry, dry cleaning and shoe repairs more than offset lower prices for some household supplies and floor coverings. The "other" commodities and services component was unchanged at 118.3. (21)

Consumer Price Indexes (1949 = 100)

	Total Index	Food	Shelter	Clothing	Household Operation	Other Commodities And Services
December 1, 1955	116.9	112.4	131.0	108.5	116.6	118.3
November 1, 1955	116.9	113.0	130.6	107.9	116.5	118.3
December 1, 1954	116.6	112.6	128.2	108.1	117.1	118.2

Wholesale Price Index Up 1.2%

Canada's composite index for 30 industrial material prices at wholesale advanced 1.2% from 242.2 to 245.0 between November 25 and December 23. Prices were higher for steel scrap, tin, domestic raw wool, beef hides, fir timber, imported bituminous coal, sisal, western oats, raw rubber and raw cotton. Decreases were reported for steers, wheat and raw sugar.

The composite index of Canadian farm product prices at terminal markets after declining from 198.0 for the week of November 25 to a December low of 196.4 for the week of the 9th, subsequently made a partial recovery to 197.2 by the 23rd. Animal products were weaker as the index moved down 1.3% from 242.4 to 239.2, reflecting sharp price declines in eastern eggs, coupled with lesser decreases for hogs and steers. Prices were moderately higher for calves, raw wool, eastern cheesemilk and lambs and western eggs. The field products group index rose 1% from 153.7 to 155.2, due to higher prices for rye, western flax and potatoes and eastern wheat, hay, tobacco, corn and barley. These over-balanced declines for western hay and eastern potatoes. (21)

No Net Change In Security Price Index After touching a monthly peak of 250.0 at December 8, Canada's composite investor's weekly index of 99 common stocks dropped to 246.6 at December 22 for no net change from November 24. Two of the major groups were higher, led by a gain of 1.6% in the index for 13 utilities from 201.2 to 204.4 and followed by an increase of 0.9% in 7 banks from 251.6 to 253.9.

The index for 79 industrials moved down from 256.6 to 255.6. Among sub-groups, index fluctuations ranged between a decrease of 6.3% for textiles and clothing and an increase of 3.2% for transportation issues. Mining issues were again stronger, rising from 119.0 to 121.9 between the weeks of November 24 and December 22 for a gain of 2.4%. The index for 22 gold stocks rose from 71.7 to 73.5 and that for 5 base metals from 227.3 to 232.7. (21)

Security Price Indexes

<u>Investors' Price Index</u>	<u>December 29</u>	<u>December 22</u>	<u>December 1</u>
Total Common Stocks.....	248.8	246.6	246.3
Industrials.....	258.1	255.6	255.5
Utilities.....	205.9	204.4	203.4
Banks.....	253.9	253.9	252.6

Mining Stock Price Index

Total Mining Stocks.....	125.0	121.9	119.0
Gold.....	74.9	73.5	71.6
Base Metals.....	239.6	232.7	227.4

S T A T I S T I C A L R E F E R E N C E

Second Supplement To Canadian Statistical Review Issued The second in the series of biennial supplements to the Canadian Statistical Review has been released by the Bureau and is going forward to all those receiving the Review. It supersedes the first volume, published in December, 1953, bringing the various series of statistical data forward two years and incorporating all revisions made in them since issue of the first supplement.

These supplements were initiated to supply a readily available and continuous record of current economic indicators. Like its predecessor, the second supplement contains three important features. First, it presents, in the form of monthly averages, the annual record of the various statistical series carried in the regular monthly issues of the Review from 1926 or the earliest year for which data are available to the last complete year (generally 1954). Thus it permits users of the statistics to locate historical figures without endless thumbing through back issues or maintaining extensive records. Secondly, except in certain specified cases, the annual and monthly data it contains are comparable throughout the period covered and incorporate all revisions. Lastly, it provides monthly data for a longer period than can be shown in the monthly Review, thus permitting more extensive analysis of seasonal trends. (22)

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

- 1-Preliminary Estimate of Canada's Mineral Production, 1955, 10¢
- 2-M: Preliminary Report on Coal Production, November, 10¢
- 3-Statistical Report on the Operation of the Unemployment Insurance Act, November, 25¢
- 4-M: Federal Government Employment, September, 10¢
- 5-M: Advertising Expenditures in Canada, 1954 (Preliminary Report), 25¢
- 6-Coarse Grains Quarterly, November, 25¢
- 7-M: Production of Eggs, November, 10¢
- 8-M: Grain Statistics Weekly, December 14, 10¢
- 9-The Dairy Review, November, 25¢
- 10-M: Fluid Milk Sales, October, 10¢
- 11-M: Oils & Fats, November, 10¢
- 12-Trade of Canada: Domestic Exports (summary), October, 20¢
- 13-M: Rigid Insulating Board Industry, November, 10¢
- 14-M: Asphalt & Vinyl-Asbestos Floor Tiles, November, 10¢
- 15-M: Gypsum Products, November, 10¢
- 16-M: Mineral Wool, October, 10¢
- 17-M: Sales of Paints, Varnishes & Lacquers, November, 10¢
- 18-Leather Tanning Industry, 1954, 25¢
- 19-Confectionery Industry, 1954, 25¢
- 20-M: Pipe Lines (Oil) Statistics, October, 10¢
- 21-Price Movements, December 1, 10¢
- 22-Canadian Statistical Review, 1955 Supplement, \$1.00
- Man-Hours & Hourly Earnings with Average Weekly Wages, October, 25¢
Summarized in Weekly Bulletin of December 23.
- Trade of Canada: Imports, September & 9 Months Ended September (detailed), 50¢
- Prices & Price Indexes, November, 25¢
- M: Memorandum

Prepared in Press & Publicity Section, Information Services Division

Edmond Cloutier, C.M.G., O.A., D.S.P.,
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D.B.S. NEWS NOTES

Ontario First In Tanning Canada had 55 tanneries in operation in 1954 and 26 in Ontario accounted for over 87% of total output value of \$42,609,000.

Tenth World Lead From Canada Canadian output accounted for 219,280 tons or slightly more than one-tenth of an estimated world lead production of 2,109,952 tons in 1954.

More Chewing Gum Confectionery manufacturers shipped 13,838,868 boxes of chewing gum valued at \$9,385,179 in 1954 compared to 13,358,390 boxes worth \$8,621,910 in 1953.

Hours Worked In Gold Mines The number employed in the gold mining industry decreased to 16,579 in 1954 from 16,815 in 1953 but the number of man-hours worked increased to 38,621,888 from 37,880,785.

Manufactured Leather Imports & Exports Canadian imports of manufactured leather in 1954 were valued at \$7,763,948, while exports were valued at \$7,026,376. The United Kingdom and United States were the major sources of supply and also the leading destinations of exports.

Silver Produced In All But Two Provinces Silver was produced in 1954 in eight of Canada's ten provinces -the exceptions being Prince Edward Island and New Brunswick -and in the Northwest and Yukon Territories. British Columbia, long the largest producer, had an output of 10,825,614 ounces, while Alberta had the smallest output at 18 ounces.

Newsprint Before 1925 the United States was the world's leading producer of newsprint, but since then Canada has held the lead. In 1954 Canadian production was more than five times that of the U.S. and accounted for over half of the world's supply.

Fine Silver Consumption Canadian consumption of fine silver for industrial purposes in 1954 is estimated at 4,241,000 ounces, of which 1,436,000 ounces were used in making sterling silver and other silver alloys, 1,249,000 in making silver nitrate, 978,000 in anodes for plating, 9,000 in lead-silver alloys, and 569,000 for miscellaneous purposes.

Nearly One-Third In Storage Batteries Out of an estimated Canadian consumption of 67,947 tons of refined lead in 1954, 22,041 tons were used for storage batteries, 19,368 tons for cable covering, 12,727 for solder and alloys, 6,739 in making white and red lead and litharge, and 5,266 tons in the manufacture of ammunition.

World Silver Output World silver production in 1953 (latest available year) is estimated at 216,400,000 troy ounces, North America accounting for more than half at 110,882,772 troy ounces. Canada with 28,299,335 ounces followed Mexico (47,886,437 ounces) and the United States (34,697,000) in North American production but had close to the total reported for South America (28,378,312 ounces), next largest area total, and more than any other country for which definite figures are available. Among these Peru was next highest at 19,650,241 troy ounces.

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