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HIGHLIGHTS OF THIS ISSUE

Foreign Trade: Canada's commodity imports climbed to a new peak monthly value in March, reached a total for the first quarter almost 29% higher than last year. Exports were slightly lower in the month, but up 9% in the quarter. Results for the month and quarter were greatly larger import surpluses.

(Page 2)

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Prices: Wholesale prices generally moved upward in March, the Bureau's general price index rising 0.5% to bring it to a level 2.8% higher than a year earlier. Main increases were in the metals, non-metallic minerals and chemical products groups. Prices of both residential and non-residential building materials shared in the advance.

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Manufacturing: March reports show further gains in production and shipments of such building materials as gypsum products, floor tiles, mineral wool, hard board and rigid insulating board. February rubber consumption was up, and shipments of stoves and furnaces.

(Pages 6 & 7)

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Food: Milk production in the first quarter this year was an estimated 6% higher than last year, and fluid milk sales 7% larger. Sugar sales by manufacturers increased over last year in the three months.

(Pages 8 & 9)

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Traffic Accidents: Deaths from motor accidents in Canada (excluding Quebec) increased last year to 2,084 from 1,960 in 1954, and the number of persons injured to 49,828 from 47,020. Nova Scotia, Manitoba and the Territories alone had fewer deaths.

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Merchandising: Wholesalers' sales in the first two months this year were 10% greater than last year at an estimated \$1,001,414,000, with 14 of 18 types of business reporting gains.

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Transportation: Railway car loadings were a sharp 18% higher in the week ending April 21 than a year ago, heavier grain loadings accounting for much of the rise.

(Page 13)

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Mining: Canadian coal production in the first quarter this year was larger than last year, in contrast with the trend of recent years, while landed imports were also larger ... Output of primary copper, nickel, silver and zinc continued to rise in February.

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Commodity Imports In March
Reached New Record Value

Boosted mainly by larger purchases from the United States and other foreign countries, Canada's commodity imports - already up sharply from previous years in January and February - showed a further marked increase in March to reach a new monthly peak value, according to preliminary figures released by the Bureau. Commodity exports, on the other hand, were moderately lower in the month than last year after substantial gains in January and February. The result was a record postwar import surplus for a month.

Commodity imports in March rose nearly 24% to an estimated value of \$465,900,000 from \$376,200,000 a year earlier. Previous record monthly value was \$456,700,000 for October last year. The March gain brought the cumulative value for the first quarter this year to an estimated \$1,276,700,000, up \$286,000,000 or almost 29% from \$990,700,000 for the first 1955 quarter.

March imports from the United States rose \$78,800,000 or 27.6% to \$363,700,000 from \$284,900,000 a year ago, exceeding last October's high value of \$331,100,000 for a month's purchases from that country. Imports from other foreign countries increased to \$55,300,000 from \$45,500,000, and those from the United Kingdom were up slightly at \$33,700,000 versus \$32,300,000, while purchases from other Commonwealth countries were almost unchanged at \$13,200,000 compared to \$13,500,000.

First-quarter imports from the United States were up \$221,200,000 (29.6%) over last year to an estimated \$966,900,000 and from other foreign countries were 39% higher at \$172,600,000. Purchases from the United Kingdom advanced more moderately to \$97,700,000 from \$85,400,000 and from other Commonwealth countries to \$39,500,000 from \$35,600,000.

Total exports in March declined to \$333,200,000 compared to \$354,900,000 last year, but in the quarter were nearly 9% higher at \$1,051,500,000 against \$966,600,000. Largest drop in the month was in exports to the United Kingdom, which were down to \$49,200,000 from \$65,500,000 a year ago. Total exports to the United States, after substantial January and February gains, eased off to \$208,400,000 from last year's \$215,100,000, and to other foreign countries amounted to \$55,200,000 against \$55,400,000. Sales to other Commonwealth countries alone were higher at \$20,400,000 versus \$18,900,000.

In the quarter, total exports to the United States were about 11% higher at \$641,600,000 compared to \$579,800,000, accounting for nearly three-fourths of the quarter's total gain. Shipments to other foreign countries showed a somewhat larger rate of gain to \$171,100,000 from \$150,600,000. Total exports to the United Kingdom were down moderately to \$180,900,000 from \$183,800,000, but to other Commonwealth countries were up to \$57,900,000 from \$52,400,000.

With the divergent trends in imports and exports, the overall import surplus climbed to an estimated \$132,700,000 compared to \$21,300,000 last year, bringing the estimated deficit for the quarter to \$225,200,000 against last year's deficit of \$24,100,000. Trade with the United States resulted in an estimated import surplus of \$155,300,000 in the month compared to \$69,800,000 a year ago, raising the import surplus for the three months to \$325,300,000 against \$165,900,000. With the United Kingdom, the estimated export surplus for the month fell to \$15,500,000 compared to \$33,200,000 last year and for the three months was down to \$83,200,000 compared to \$98,400,000.

The preliminary figures for March and the quarter, with comparative 1955 figures, are summarized in the table following. The import figures are estimates and subject to revision; those for exports are based on final figures.

	March		January-March	
	1955	1956	1955	1956
Millions of Dollars				
<u>Exports (domestic & foreign):</u>				
United Kingdom	65.5	49.2	183.8	180.9
Other Commonwealth countries	18.9	20.4	52.4	57.9
United States	215.1	208.4	579.8	641.6
Other Foreign countries	55.4	55.2	150.6	171.1
Totals	354.9	333.2	966.6	1,051.5
<u>Imports:</u>				
		*		*
United Kingdom	32.3	33.7	85.4	97.7
Other Commonwealth countries	13.5	13.2	35.6	39.5
United States	284.9	363.7	745.7	966.9
Other Foreign countries	45.5	55.3	124.0	172.6
Totals	376.2	465.9	990.7	1,276.7

*Estimate only. Subject to revision.

Broad Gains By Commodities Large gains in rolling-mill products, non-farm
And Sources In January Imports machinery, automobiles, crude petroleum and
 petroleum products, and substantial increases
 in raw cotton, cotton and wool products, automobile parts, and plastics and
 products were substantial factors in the rise of almost one-third in value of
 Canada's merchandise imports in January to \$403,700,000 from last year's corre-
 sponding total of \$306,600,000.

Geographically there were larger imports from all major sources of supply with the chief gain from the United States. Purchases were also larger from the United Kingdom, Latin America, Europe and "other" foreign countries. Imports from the rest of the Commonwealth countries were moderately higher in value, larger imports from the Asia group more than offsetting a slight decline from the Africa group.

Imports from the United States jumped to \$294,502,000 from \$228,048,000 a year earlier, all groups being higher in value except fibres and textiles. Biggest gain (over 48%) was in iron and products, other chief gains being in wood and paper, non-ferrous metals and products, non-metallic minerals and products, and chemicals and allied products.

Larger imports in seven of the nine main commodity groups boosted the total value of imports from the United Kingdom in January to \$33,124,000 from \$27,545,000. The larger increases were in fibres and textiles, iron and products, and non-metallic minerals and products. Lower values were shown for agricultural and vegetable products, and chemicals and products. Purchases from the rest of the Commonwealth rose in January to \$12,846,000 from \$11,334,000 a year earlier. There were higher values for Malaya and Singapore, Pakistan, Australia, and Ceylon but lower values for New Zealand and Fiji.

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Mainly due to sharply increased purchases from Venezuela and Mexico, imports from Latin American countries as a group rose in January to \$33,048,000 from \$21,851,000 in the corresponding month last year. Increased purchases from Belgium and Luxembourg, France, Federal Republic of Germany, Italy, Netherlands, and Switzerland, raised the total value of imports from European countries in January to \$15,732,000 from \$10,028,000 in the corresponding month last year. Larger imports from Arabia, Japan, Lebanon, and the Netherlands Antilles increased the total value of purchases from all "other" countries to \$13,661,000 from \$7,401,000.

The following were among the major individual commodities in January: non-farm machinery, \$43,167,000 (\$28,380,000 a year earlier); crude petroleum, \$23,073,000 (\$15,251,000); automobile parts, \$18,312,000 (\$17,507,000); rolling-mill products, \$16,076,000 (\$6,729,000); automobiles, \$13,104,000 (\$8,024,000); petroleum products, \$11,008,000 (\$7,832,000); cotton products, \$9,943,000 (\$7,342,000); aircraft and parts, \$9,186,000 (\$6,851,000); coal, \$7,803,000 (\$6,920,000); rubber and products, \$7,711,000 (\$4,545,000); raw cotton, \$7,554,000 (\$5,839,000); fruits, \$7,254,000 (\$6,401,000); books and printed matter, \$5,800,000 (\$5,111,000); coffee and chicory, \$5,472,000 (\$6,482,000); and plastics and products, \$5,049,000 (\$4,230,000) (1 & 2)

LABOUR

Industrial Employment, Payrolls & Average Weekly Wages & Salaries

Industrial employment at the beginning of February was seasonally lower than a month earlier but substantially above a year ago, DBS reports in its regular monthly release. Both payrolls and average weekly wages and salaries were larger than a month and year earlier.

The employment index for February 1, on the 1949 base, stood at 112.5 versus 114.6 a month earlier and 105.8 a year ago, and the payrolls index worked out at 164.3 versus 162.2 at the beginning of January and 148.8 last year. Weekly wages and salaries averaged \$62.43 (a new all-time high) versus \$60.54 a month earlier and \$60.15 last year.

The trend of employment was downward at February 1 as compared with the preceding month in all provinces except New Brunswick, and in most of the 32 metropolitan areas for which data are published, including Montreal, Toronto, Winnipeg and Vancouver. Among the main industrial divisions, only manufacturing and finance, insurance and real estate showed gains from January 1. Factory employment was a little lower than at February 1 in 1944 and 1953, but with those exceptions, was the highest on record for midwinter, in spite of continued labour-management disputes, involving many workers in the survey period.

The largest declines reported were in trade (6.9%) and forestry (11.9); that in the former was below-average for the time of year, while the loss in logging was greater than usual. The curtailment in construction as a whole was substantially less than at February 1 in any earlier winter for a lengthy period. The falling-off in transportation, storage and communication approximated the average. In practically all the larger industries, employment was in greater volume than at February 1 last year. (3)

General Wholesale Price Index Up Canada's general wholesale price index advanced 0.5% in March from a month earlier and 2.8% over a year ago. The March index, on the 1935-39 base, stood at 223.3 versus 222.2 in February and 217.3 in March last year. Six of the eight major component groups advanced over February, one receded slightly and one remained unchanged.

Non-ferrous metals and their products registered the largest gain as compared with February when substantial increases in copper and its products along with smaller increases in tin and silver overbalanced a small decrease in antimony and moved the group index up 1.8% to 207.3. Vegetable products rose 1% to 195.2 as increases in grains, potatoes, vegetable oils and their products, milled cereal foods, bakery products, live stock and poultry feeds, canned vegetables, and raw sugar outweighed decreases in raw rubber, green coffee and cocoa beans, and onions. Iron and its products and non-metallic minerals and their products each advanced 0.6% to 232.4 and 180.0, respectively, as a result of higher prices for iron castings and wire nails in the former and coal tar, bituminous coal, bricks, asbestos products, and sulphur in the latter.

Chemicals and allied products rose 0.5% to 179.5 as increases in paint materials, fertilizers and inorganic chemicals outweighed a decrease in industrial gases. Animal products showed a slight gain of 0.1% to 217.7. Increases in fishery products, eggs, milk products, fowl, unmanufactured leather, boots and shoes, and lard were almost balanced by decreases in live stock, raw furs, fresh meats, cured meats, and hides and skins. Wood, wood products and paper declined 0.1% to 305.6. A lower value for the United States dollar in Canadian funds was reflected in lower prices for newsprint and wood-pulp for export and these decreases were only partially offset by increases for fir, cedar and oak timber. Fibres, textiles and textile products remained unchanged at 228.9 as increases in cotton fabrics, wool blankets, and miscellaneous fibre products were balanced by decreases in raw cotton, imported and domestic raw wool, and wool cloth.

Canadian farm products prices at terminal markets advanced slightly between February and March as the index rose 0.8% from 195.9 to 197.5, reflecting a gain of 2.8% in field products from 159.5 to 164.0. Sharply higher prices for potatoes on eastern markets, with lesser western gains, reversed the picture of one month earlier. Over the first three months of this year, however, western prices have been moderately stronger. Also higher were rye, eastern barley, Ontario corn and wheat and western flax. Hay prices were lower. Animal products declined 0.5% from 232.3 to 231.1, as losses in calves, steers, eastern hogs and raw wool prices were only partially offset by higher quotations for eggs, lambs, eastern poultry, cheese milk and western hogs.

The index of residential building materials was 0.8% higher in March, rising from 289.6 to 291.8. Scattered price increases occurred in lumber, including fir dimensions, hardwood flooring and millwork items. Also higher were brick, electrical wiring, rough hardware and certain bathroom fixtures. A slightly lower price was noted for galvanized steel range boilers.

The non-residential building materials index, on the base 1949=100, rose 0.7% between February and March from 126.9 to 127.8. Lumber items, notably fir, showed increases which raised the index for this group 5.4% from 130.1 to 137.1. Higher prices were also reported for brick, tile, electrical wire, linseed oil, and items in the steel and metal work and plumbing groups. These more than offset declines for ready-mix concrete and oil burners. (4)

Security Price Indexes

<u>Investors' Price Index</u>	<u>April 26</u>	<u>April 19</u> 1935-39 = 100	<u>March 29</u>
Total Common Stocks	270.8	272.6	275.9
Industrials	283.9	285.6	288.9
Utilities	206.5	209.3	211.7
Banks	288.1	288.8	293.9
<u>Mining Stock Price Index</u>			
Total Mining Stocks	136.9	137.2	138.2
Golds	79.0	78.3	80.3
Base Metals	269.5	272.2	270.7

M A N U F A C T U R I N G

Production & Shipments of Mineral Wool Rose In March & In Quarter

Production and shipments of mineral wool increased in March and in the first quarter of this year over the corresponding periods last year. Output in the quarter advanced to 55,783,000 square feet of batts from 34,338,000 a year ago and granulated, bulk or loose wool to 2,971,000 cubic feet as compared with 2,301,000 a year earlier. Shipments of batts in the same period rose to 53,114,000 square feet from 34,150,000 last year and granulated, bulk or loose wool to 2,892,000 cubic feet from 2,056,000. (5)

Production Of Floor Tiles

Production of asphalt and vinyl-asbestos floor tiles increased in March and the first quarter of this year from a year earlier. In March the production of asphalt tiles rose to 1,676,000 square feet from 1,511,000 and vinyl-asbestos to 1,149,000 square feet from 802,000. The quarter's output of asphalt tile rose to 5,252,000 square feet from 4,676,000, and vinyl-asbestos to 3,290,000 square feet from 2,470,000. (6)

Production And Shipments Of Rigid Insulating Board

Output and shipments of rigid insulating board increased in March and the first quarter of this year over the same periods a year earlier. Production amounted to 33,889,000 square feet in March versus 22,964,000 and to 96,486,000 square feet in the quarter versus 69,849,000. Shipments in March advanced to 27,528,000 square feet from 17,932,000 and to 77,232,000 square feet in the quarter from 52,900,000. (7)

Production And Shipments Of Hard Board Up In March And Quarter

Both production and shipments of hard board were larger in March and the first quarter of this year than last, DBS reports. In March, production amounted to 20,335,516 square feet versus 15,790,620 a year earlier, domestic shipments totalled 13,249,057 square feet versus 9,689,830, and export shipments amounted to 7,111,324 square feet versus 4,578,405. Three-month totals were: production, 60,813,268 square feet (43,760,497 a year ago); domestic shipments, 35,468,619 square feet (25,199,461); and export shipments, 23,896,092 square feet (17,140,947). (8)

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Output Of Gypsum Products Rose In March And Quarter Output of gypsum wallboard, lath, sheathing and block and tile in March rose to 61,940,000 square feet from 45,889,000 in the corresponding month last year, bringing first-quarter output to 163,919,765 square feet versus 125,800,560 a year earlier. Production of gypsum plasters rose slightly to 22,748 tons in March from 21,673 and to 62,890 in the quarter from 62,801. (9)

Rubber Consumption Increased Consumption of rubber -- natural, synthetic and reclaim -- was slightly larger in February at 8,872 tons versus 8,667 a month earlier and month-end stocks fell to 14,432 tons from 15,587. Domestic production of synthetic and reclaim rubber fell to 8,636 tons from 10,136. (10)

Production and Shipments Of Stoves & Furnaces, February Production and shipments of stoves and furnaces in most categories were higher in February than in February than in the preceding month. The month's output and shipments (the latter in brackets) for some of the categories, were as follows: solid fuel cooking stoves and ranges, 2,375 units (1,638 units); solid fuel heating stoves and space heaters, 2,080 (1,472); gas cooking stoves and ranges, 2,097 (1,812); gas heating stoves and space heaters, 68 (75); 4-element electric cooking stoves and ranges, 18,199 (16,264); electric rangettes, 3,202 (2,338); fuel oil (distillate) heating stoves and space heaters, 4,182 (2,700); and warm air furnaces, 6,903 (5,311). (11)

Output Of Refined Petroleum Products Up 40% In December A 40% increase in the output of refined petroleum products in December moved the total to 18,530,464 barrels as compared with 13,275,504 in the corresponding month of the preceding year. Consumption of crude oil increased to 18,227,159 barrels from 14,369,604 a year earlier and receipts of crude rose to 16,504,946 barrels from 14,242,305. The month's receipts of Canadian crude advanced to 9,750,033 barrels from 8,272,732 a year earlier, while imported crude receipts rose slightly to 6,754,913 barrels from 5,969,573. (12)

White Metal Alloys Industry Output of babbitt metal continued to decline as did solders of all kinds in 1954, according to the annual report on the white metal alloys industry issued by DBS. Type and type metal production increased over the preceding year but was still below the record set in 1950.

Production of babbitt metal amounted to 2,036,194 pounds versus 2,879,263 in 1953 and 6,511,921 in 1947. Solders of all kinds dropped to 10,356,093 pounds as compared with 11,242,213 in 1953 and 12,897,001 in 1950. Type and type metal production increased over 1953 to 8,149,079 pounds from 6,320,582 but dropped from the high of 9,129,748 in 1950.

There were 56 establishments in the industry in both 1954 and 1953 but the value of production decreased to \$49,823,446 from \$50,505,347. At the same time the number of employees dropped to 3,303 from 3,641 with a corresponding decrease in salaries and wages to \$10,444,634 from \$11,007,518. Cost of fuel and electricity rose to \$795,903 from \$767,613, while cost of materials decreased to \$29,671,943 from \$30,142,086. (13)

Production Of Clothing
In 1955's Fourth Quarter

Canada's garment industry made fewer men's and youth's all-wool one- and two-pant suits in the final quarter of 1955 than in the corresponding period of 1954, but larger numbers of dresses for women and misses.

Production of men's all-wool one-pant suits amounted to 244,254 (286,134 a year earlier); all-wool two- pants suits, 83,793 (100,095); boy's suits, 34,363 (29,222); all-wool pants and slacks, 211,197 (170,247); nylon dress shirts, 7,812 dozen (8,026 dozen); fine cotton dress shirts, 173,077 dozen (144,683).

Production of women's and misses' dresses amounted to 2,713,031 (2,489,325); wool coats, 312,469 (314,969); cotton blouses 62,456 dozen (51,492). (14)

Vegetable Oils Industry In 1954

Factory value of shipments from 12 plants engaged in the extraction of vegetable oils in 1954 was \$53,121,000, an increase of about 4% over the preceding year's \$50,843,000, according to the Bureau's annual report on the vegetable oils industry. These plants employed 668 persons versus 675 and paid them \$2,462,000 in salaries and wages versus \$2,346,000. Material costs were \$45,088,000 versus \$43,992,000.

Factory shipments included the following: raw or crude soya bean oil, \$14,433,000 (\$12,713,000 in 1954); raw linseed oil, \$4,145,000 (\$7,248,000); other raw or crude oils, including rapeseed, cocoanut, sunflower, mustard seed and weed oil, \$4,288,000 (\$2,564,000); boiled linseed oil, \$549,350 (\$719,385); special linseed oil, \$3,719,000 (\$4,183,000); linseed oilcake, \$4,657,000 (\$6,138,000); and soya bean oilcake, \$19,407,000 (\$15,912,000). (15)

FOOD & AGRICULTURE

Milk Production: Little
Changed in 1st Quarter

Milk production in the first quarter of this year was little changed from a year earlier, states the Bureau's monthly dairy review. Based on advance indications, the total farm milk supply in March is tentatively estimated at 1,143,000,000 pounds, bringing the total for the three months to 3,019,000,000, for respective increases of 5% and 6%. Some allowance must be made in these increases for the extra day in February this year.

More fresh milk was used on farms for home use and for live stock feeding in March than was the case a year ago, the former increasing almost 3% and the latter 1%. The combined estimate of 152,431,000 pounds was nearly 3,000,000 above that of a year earlier. The utilization pattern was generally maintained, showing a heavy flow of milk into dairy factories, which absorbed 57% of the farm milk supply in 1955. In March nearly one-half billion pounds was directed into factory products, and well over a billion pounds in the three-month period of 1956.

Cash income from the sale of dairy products in February amounted to \$26,180,000, an increase of 7.3% or \$1,791,000 over a year earlier. The weighted average price of \$3.34 per hundred pounds of milk was 3¢ lower than a year ago. Fluid milk at \$4.32 per hundred was 2¢ lower, creamery butter-fat decreased from 62.2¢ to 60.1¢, and dairy butter at 58¢ was 1¢ lower. Milk used in manufacture increased from \$2.72 per hundred in February 1955 to \$2.77, and cheese milk advanced to \$2.44 from \$2.28 per hundred. (16)

Fluid Milk Sales Increased Combined sales of fluid milk and cream, the latter expressed as milk, amounted to 442,499,000 pounds in February, an increase of 7% over a year earlier. Sales were larger in all provinces except Prince Edward Island where there was no change at 2,313,000 pounds. Sales totals for the other provinces were as follows, percentage increases over a year earlier being in brackets: Nova Scotia, 15,447,000 pounds (9%); New Brunswick, 12,720,000 (5%); Quebec, 169,035,000 (8%); Ontario, 146,884,000 (6%); Manitoba, 18,881,000 (6%); Saskatchewan, 21,474,000 (8%); Alberta, 23,743,000 (7%); and British Columbia, 32,002,000 (7%). (17)

Visible Supplies Of Wheat Lower Visible supplies of Canadian wheat in store or in transit in North America amounted to 329,857,000 bushels on April 18, slightly below the 335,640,000 reported a week earlier and 331,161,000 a year earlier. Prairie farmers' marketing of wheat declined to 4,235,000 bushels from 6,027,000 a year ago but overseas export clearances rose to 8,044,000 bushels from 2,959,000 a year earlier. (18)

Sugar Sales Down In March, Up In Quarter Manufacturers' sales of refined beet and cane sugar increased in the first quarter of 1956 to 316,568,000 pounds from 311,682,000 in the corresponding period last year but in March decreased to 114,290,000 pounds from 116,327,000 a year ago. End-of-March stocks in the refineries climbed to 251,440,000 pounds from 202,865,000 a year earlier.

Meltings and sales of raw cane sugar in the quarter rose to 233,751,000 pounds from 227,157,000 but March sales declined to 55,826,000 pounds from 75,368,000. Receipts in the quarter advanced to 157,115,000 pounds from 123,046,000 but the month's total fell to 45,316,000 pounds from 64,807,000. Stocks in refineries at month-end rose to 75,937,000 pounds from 69,324,000 a year earlier. (19)

Shipments Of Prepared Stock And Poultry Feeds Increased Larger quantities of prepared stock and poultry feeds were shipped in February than in the corresponding month last year. Shipments of primary or concentrated feeds amounted to 24,931 tons versus 21,806, secondary or complete feeds totalled 151,020 tons versus 130,280, and all other animal feeds amounted to 48,448 tons versus 37,786. (20)

EDUCATION

List Of Canadian University Entrance Awards Details of scholarships and bursaries available to high school graduates for entrance to Canadian universities and colleges are contained in the newly-revised DBS publication "Undergraduate Scholarships and Bursaries".

The awards are listed in three main groupings: those open to residents of more than one province at institutions in more than one province; those open to residents of single provinces and tenable at more than one institution; and those tenable only at single institutions. In all, information on a total of 637 groups of awards is given with details for each, including the name, field of study, number, duration, conditions of eligibility and information on where tenable and where to apply.

Awarding agencies include federal, provincial and municipal governments, charitable foundations and service clubs, industrial organizations, as well as those offered by 34 individual institutions of higher education. Information on those awards open to students of other countries is also included (21)

Larger Numbers Killed Or Injured More persons were killed and more injured
In Motor Vehicle Accidents In 1955 in motor vehicle accidents in nine
 provinces and the territories last year
 than in 1954, advance figures released by the DBS show. The Bureau's figures,
 which cover all parts of Canada except Quebec, place 1955 traffic deaths at
 2,084 versus 1,960 in 1954, and the number injured at 49,828 versus 47,020.

Total motor vehicle accidents rose in number to 144,846 in 1955 from
 143,168 in 1954. Fatal accidents increased to 1,825 from 1,688, non-fatal
 injury accidents to 34,229 from 32,627, and accidents involving property damage
 only decreased from 108,853 to 108,792.

There were more accidents in all reporting provinces except Newfoundland,
 Prince Edward Island, New Brunswick and British Columbia. Fatalities were
 larger in number in all areas except Nova Scotia, Manitoba and the Yukon
 Territories, and numbers injured were up in Nova Scotia, Ontario, Saskatchewan,
 Alberta and British Columbia but down in the other provinces.

Number of accidents in 1955 were as follows by provinces: Newfoundland,
 2,266 (3,159 in 1954); Prince Edward Island, 828 (1,128); Nova Scotia, 10,876
 (9,812); New Brunswick, 6,169 (6,512); Ontario, 63,219 (62,509); Manitoba,
 12,960 (12,943); Saskatchewan, 9,048 (8,631); Alberta, 17,041 (15,649);
 British Columbia, 22,030 (22,425); Yukon and Northwest Territories, 409 (400).

Fatal Accidents: Newfoundland, 38 (20 in 1954); Prince Edward Island, 12
 (8); Nova Scotia, 116 (140); New Brunswick, 123 (113); Ontario, 971 (897);
 Manitoba, 88 (106); Saskatchewan, 110 (53); Alberta, 170 (165); British Columbia,
 194 (181); Yukon and Northwest Territories, 3 (5).

Persons Killed: Newfoundland, 46 (23 in 1954); Prince Edward Island, 16
 (12); Nova Scotia, 123 (157); New Brunswick, 137 (123); Ontario, 1,111 (1,045);
 Manitoba, 100 (121); Saskatchewan, 125 (74); Alberta, 197 (189); British
 Columbia, 225 (211); Yukon and Northwest Territories, 4 (5).

Non-Fatal Injury Accidents: Newfoundland, 430 (436 in 1954); Prince
 Edward Island, 151 (171); Nova Scotia, 1,954 (1,882); New Brunswick, 1,429
 (1,438); Ontario, 17,905 (16,810); Manitoba, 2,107 (2,238); Saskatchewan,
 1,864 (1,865); Alberta, 2,775 (2,464); British Columbia, 5,532 (5,246);
 Yukon and Northwest Territories, 82 (77).

Persons Injured: Newfoundland, 538 (541 in 1954); Prince Edward Island,
 188 (219); Nova Scotia, 2,611 (2,515); New Brunswick, 1,822 (1,856); Ontario,
 26,246 (24,607); Manitoba, 2,973 (3,021); Saskatchewan, 2,723 (2,631);
 Alberta, 4,335 (3,918); British Columbia, 8,263 (7,582); Yukon and Northwest
 Territories, 129 (130).

Property Damage Accidents: Newfoundland, 1,798 (2,703 in 1954); Prince
 Edward Island, 665 (949); Nova Scotia, 8,806 (7,790); New Brunswick, 4,617
 (4,961); Ontario, 44,343 (44,802); Manitoba, 10,765 (10,599); Saskatchewan,
 7,704 (5,713); Alberta, 14,096 (13,020); British Columbia, 16,304 (16,998);
 Yukon and Northwest Territories, 324 (318).

Total Property Damage: Newfoundland, \$829,702 (\$925,074 in 1954); Prince
 Edward Island, \$284,935 (\$309,055); Nova Scotia, \$2,649,017 (\$2,238,112);
 New Brunswick, \$2,202,937 (\$1,968,954); Ontario, \$26,535,035 (\$25,387,394);
 Manitoba, (not available for 1955 or 1954); Saskatchewan, \$3,193,611 (\$3,142,-
 314); Alberta, \$6,052,998 (\$5,469,322); British Columbia, \$8,653,176 (\$7,303,-
 323); Yukon and Northwest Territories, \$237,636 (\$263,169).

Department Store Sales Department store sales rose 11.9% in the week ending
Increased 11.9% In Week April 21 as compared with a year earlier. All
 regions of the country shared in the advance, Alberta
 leading with a rise of 25%, the Atlantic Provinces and Saskatchewan each with
 18.4%, Manitoba 15.9%, Quebec 8.5%, British Columbia 8.3%, and Ontario 8.1%.

Wholesale Sales Up Sales of Canadian wholesalers in February increased 15.1%
15.1% In February to an estimated \$528,420,000 from \$458,909,000 in the
 corresponding month a year earlier. January-February
 cumulative sales rose 10.6% to \$1,001,414,000 from \$905,657,000.

All classifications reported increased sales in the month except household electrical appliances to \$11,530,000 from \$12,139,000 a year earlier, and footwear with no change at \$2,352,000. Sales of farm machinery rose to \$3,659,000 from \$2,016,000; industrial and transportation equipment and supplies to \$59,746,000 from \$34,492,000; construction materials and supplies, including lumber to \$44,408,000 from \$33,451,000; and commercial, institutional and service equipment and supplies to \$8,235,000 from \$6,518,000. The remaining classifications had increases.

Fourteen of the 18 types of business reported sales gains in the January-February period. Some of the larger increases were in industrial and transportation equipment and supplies, farm machinery, construction materials and supplies, including lumber, and commercial, institutional and service equipment and supplies. Sales were lower for household automotive parts and accessories, and footwear. (22)

F U R S

Pelt Production Up 27% Value of pelts of fur-bearing animals produced on
In Value In Year 1954 Canadian fur farms jumped 27% in 1954 to \$12,975,000
 from \$10,198,000 a year earlier and sales of live
 fur-bearers rose to \$1,329,000 from \$1,084,000. The combined value increased to \$14,304,000 from \$11,282,000. The value of animals on fur farms at the end of the year was up to \$12,941,000 from \$10,835,000, but the number of farms dropped to 2,408 from 2,513.

Mink led all others by a wide margin in both number of pelts produced and in total value. The year's take of mink pelts numbered 677,014 (622,358 in 1953) valued at \$12,868,787 (\$10,097,794). Foxes were next in order with 6,836 pelts (10,784) valued at \$70,554 (\$82,252).

Average farm values per pelt in 1954, with those of 1953 in brackets, were as follows: silver fox, \$9.61 (\$7.13); platinum fox, \$8.23 (\$7.45); pearl platinum fox, \$12.77 (\$9.13); white-marked fox, \$6.25 (\$5.25); blue fox, \$10.99 (\$7.53); standard min, \$15.58 (\$13.05); platinum (silverblue) mink, \$17.12 (\$17.12); pastel, \$22.54 (\$20.12); other mutation mink, \$24.72 (\$23.40).

Manitoba led the provinces from the standpoint of total value of production or sales in 1954 at \$3,405,745 (\$2,493,524 in 1953), Ontario was next with \$3,296,916 (\$2,655,155), British Columbia \$2,505,769 (\$1,839,596), Alberta \$2,435,424 (\$2,130,733), Quebec \$1,214,254 (\$948,748), Saskatchewan \$896,423 (\$770,319), Nova Scotia \$302,153 (\$229,938), New Brunswick \$167,330 (\$143,457), and Prince Edward Island \$79,800 (\$70,449). (23)

Close To \$400,000,000 Spent
On Advertising In Year 1954

Close to \$400,000,000 was spent on advertising in Canada in 1954, according to the final report on a special Bureau survey. The report contains revisions of preliminary figures issued on December 30, 1955, with additional detail. Actual expenditures stood at an estimated \$397,062,000 in 1954, almost four times as large as 1944's total of \$104,926,000 when the Bureau made a similar survey. The 1954 total represented the equivalent of 2.53% of all personal expenditures for consumer goods and services.

Printed advertising accounted for \$258,328,000 or 65.2% of the national total in 1954, a steep rise over 1944's \$74,646,000. Top medium in this group was Canadian periodicals with estimated advertising revenues of \$194,386,000 (\$53,631,000 in 1944). Daily newspapers accounted for \$118,030,000 (\$32,612,000); national week-end newspapers, \$10,529,000 (not available for 1944); weekly, bi-weekly and tri-weekly newspapers, \$16,915,000 (\$5,329,000); magazines of general circulation, \$13,098,000 (\$4,863,000); trade, technical and scientific publications, \$15,220,000 (\$5,720,000); agricultural publications, \$5,454,000 (\$1,876,000); and all other publications, \$15,140,000 (\$3,231,000).

Radio advertising revenue at \$31,711,000 accounted for 8% of the total in 1954 (\$11,487,000 in 1944), and outdoor advertising revenue at \$17,607,000 for 4.4% (\$4,145,000). These media figures are exclusive of agencies' commissions which amounted to \$23,230,000 in 1954 (\$5,949,000 in 1944). With television still in the stages of expansion in 1954, advertising revenue placed through this medium amounted to \$8,596,000 or 2.2% of total expenditure on advertising.

Printed advertising other than that which appeared in periodicals represented an expenditure of \$63,942,000 in 1954, also sharply higher than 1944's \$16,493,000. Largest single item under this category was catalogues worth \$15,503,000 (\$3,176,000 in 1944). Books chiefly for advertising totalled \$3,791,000 (\$768,000 in 1944), and all other printed advertising matter, including expenditures on the printing of calendars, circulars, price lists, dodgers, posters, advertising novelties, totalled \$44,648,000 (\$12,549,000 in 1944).

Internal costs of advertisers, including salaries and wages of advertising staffs, allocation of overhead costs, supplies, etc., grossed \$31,953,000 in 1954, manufacturing industries accounting for \$15,155,000, retail trade for \$9,596,000, wholesale trade for \$3,433,000, transportation and utilities for \$1,627,000, and other services (theatres, hotels, governments, banks, loan companies, insurance, etc.) for \$2,142,000.

Ratio of advertising expenditures to sales in Canadian manufacturing industries in 1954 worked out at 1.07% of the sales dollar. Toilet preparations topped the individual industries with a ratio of 15.86%, breakfast foods was next with 11.76%, followed by soaps and washing compounds 11.26%, polishes and dressings 6.74%, pipes, lighters and smokers' supplies 6.41%, corsets, girdles and foundation garments 6.38%, fountain pens and pencils 6.24%, and medicinal and pharmaceutical supplies 6.07%.

Among independent retail establishments, jewellery stores had the highest advertising-sales ratio at 2.19% of sales, followed by furniture stores with 1.82%, household appliance, radio and television stores 1.71%, family clothing stores 1.69%, men's clothing stores 1.63%. Jewellery stores also topped the list among retail chain outlets with a ratio of 3.7%, followed by furniture stores with 3.46% and men's clothing stores with 3.18%. Among service establishments, theatres led with a ratio of 8.11%. (24)

Railway Car Loadings Increased Car loadings on Canadian railways in the week ending April 21 rose 18.4% to 83,204 cars from 70,297 a year earlier, boosting loadings for the year to date 13.1% to 1,203,511 cars from 1,064,195. Receipts from connections climbed 9.8% in the week to 34,159 cars from 31,105 and 12.4% in the cumulative period to 555,867 cars from 494,341.

Commodities carried in increased volume in the week were: grain, 11,387 cars (as against 5,117 in 1955); coal, 4,469 (3,237); iron ore, 771 (357); fuel oil, 2,235 (1,771); "other" mine products, 2,487 (1,948); pulpwood, 1,542 (1,049); miscellaneous carload commodities, 6,130 (5,452); and merchandise L.C.L., 15,992 (15,223).

Principal commodities moved in larger numbers of cars in the cumulative period were: grain, 119,061 (versus 86,705); coal, 83,360 (71,746); manufactured iron and steel products, 25,013 (17,687); pulpwood, 64,301 (54,620); miscellaneous carload commodities, 83,141 (70,617); and merchandise L.C.L., 215,395 (209,035). (25)

MINING

Production & Imports Of Coal Up In Quarter Domestic output and landed imports of coal increased in the first quarter of this year. Production increased to 4,387,000 tons from 4,127,000 in the corresponding period last year, while landed imports rose to 2,203,000 tons from 1,769,000. March output decreased to 1,300,000 tons from 1,401,000 a year earlier but landed imports increased to 744,000 tons from 574,000. (26)

Production Of Copper, Nickel Silver & Zinc Up, Lead Down Output of primary copper, nickel, silver and zinc increased in February, while lead production decreased. Primary copper production rose to 26,861 tons (25,160 a year earlier); nickel, 14,997 tons (13,375); silver, 2,094,335 fine ounces (1,960,506); and zinc, 35,198 tons (32,068). Lead production decreased to 14,226 tons from 15,018 a year ago. (27 & 28)

LIST OF PUBLICATIONS

1956 List Of Current Bureau Publications Now Ready The Bureau has released its 1956 list of current publications with revisions and additions to bring it completely up-to-date. The list contains a number of new titles and there have been some deletions. The contents of the new publications have been incorporated into the commodity and subject index. Compiled to facilitate the selection and ordering of Bureau publications, the index also helps those who maintain files on Bureau publications to locate all available information on a particular item.

The index contains upwards of 4,000 entries ranging from "abrasives, artificial" to "zirconium", and includes over 16,000 references to publications in the Bureau's 1956 list. The list groups close to 500 Bureau publications under such headings as Agriculture, Labour, and Transport, and provides information on coverage, frequency and price.

Copies of the Bureau's 1956 list of current publications are available on request from the Press and Publicity Section, Information Services Division, Dominion Bureau of Statistics. (29)

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

- 1-Monthly Summary of Foreign Trade, January, 10¢
 - 2-Imports for Consumption, January, 20¢
 - 3-Employment & Payrolls, February, 25¢
 - 4-Prices & Price Indexes, March, 25¢
 - 5-M: Mineral Wool, March, 10¢
 - 6-M: Asphalt & Vinyl-Asbestos Floor Tiles, March, 10¢
 - 7-M: Rigid Insulating Board Industry, March, 10¢
 - 8-M: Hard Board, March, 10¢
 - 9-M: Gypsum Products, March, 10¢
 - 10-Consumption, Production & Inventories of Rubber, February, 25¢
 - 11-M: Stoves & Furnaces, February, 10¢
 - 12-Refined Petroleum Products, December, 25¢
 - 13-The White Metal Alloys Industry, 1954, 25¢
 - 14-Quarterly Production of Garments (Selected Items), 4th Quarter, 25¢
 - 15-The Vegetable Oils Industry, 1954, 25¢
 - 16-The Dairy Review, March, 25¢
 - 17-M: Fluid Milk Sales, February, 10¢
 - 18-M: Grain Statistics Weekly, April 18, 25¢
 - 19-M: The Sugar Situation, March, 10¢
 - 20-Shipments of Prepared Stock & Poultry Feeds, February, 25¢
 - 21-R: Undergraduate Scholarships & Bursaries (Reference Paper No. 55), 75¢
 - 22-Wholesale Trade, January & February, 10¢
 - 23-M: Report on Fur Farms, 1954, 25¢
 - 24-R: Advertising Expenditures in Canada, 1954 (Reference Paper No. 67), 50¢
 - 25-M: Car Loadings on Canadian Railways, April 21, 10¢
 - 26-M: Preliminary Report On Coal Production, March, 10¢
 - 27-M: Copper & Nickel Production, February, 10¢
 - 28-M: Silver, Lead & Zinc Production, February, 10¢
 - 29-List of Current Publications, 1956 -- Free on Application
 - Miscellaneous Chemical Products Industry, 1954, 25¢
 - The Labour Force, March, 25¢ -- Summarized in Weekly Bulletin of April 27.
- M: Memorandum
R: Reference Paper

Prepared in Press & Publicity Section, Information Services Division

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