External Trade: Domestic exports in the first nine months of this year rose $8.1 \%$ from a year earlier to $\$ 3,899,600,000$ from $\$ 3,608,800,000$. (Pages $2-4$ )

Prices: Consumer price index reached 129.4 in October, up $0.8 \%$ from 128.4 in September and up $1.1 \%$ from 128.0 in October last year. All major group indexes in October were higher than in the preceding month and same month a year earlier ... Index of farm prices of agricultural products in September rose to 238.0 from 235.2 in August.
(Pages 5-7)

Education: Universities and colleges, federal and provincial departments and agencies, public libraries and private business colleges in Canada reported a total enrolment of 522,207 in classes for adults in 1957-58. Government departments, reporting chiefly under local school boards, accounted for $70.3 \%$ of the total, universities and colleges $24.1 \%$, business colleges $5.2 \%$ and 1 ibraries $0.4 \%$.
(Page 7)

Merchandising: Department store sales in September at $\$ 125,792,000$ were $0.9 \%$ below a year earlier, while January-September sales at $\$ 954,156,000$ were $1.4 \%$ above a year ago. Sales in the week ended October 29 were up $2.8 \%$ from last year's corresponding week.
(Pages 8-9)

Advertising: Advertising agencies in 1959 had total bilings of $\$ 254,145,919$, larger by $6.9 \%$ than 1958 's total of $\$ 237,654,038$. Gross revenue on total billings was $\$ 41,126,958$ and represented $16.2 \%$ of total billings. (Page 9)

Manufacturing: Canada's steel mills, operating at $91.3 \%$ of rated capacity in the week ended November 5, produced 117,940 tons of steel ingots ... Out* put of motor vehicles was smaller in October but larger in the January-October period this year as compared to last ... Shipments of synthetic detergents were larger in September and January-September this year than last ... Some $34,273,048,000$ cigarettes were shipped in 1959, compared to $32,-$ $777,573,000$ in 1958.
(Pages 10-12)

Electricity: Generation of electric energy in September amounted to 9,249,184 megawatt hours as compared to $8,220,040$ mwh a year ago, bringing JanuarySeptember generation to $84,922,282 \mathrm{mwh}$, larger by $12.1 \%$ than last year.

Exports In Third Quarter And Nine Months of 1960
detailed figures released

Exports of Canadian produce in the third quarter of 1960 were valued at $\$ 1,358,600,000$ and re-exports of foreign goods amounted to $\$ 34,700,000$, according to by the Dininion Bureau of Statistics. Domestic exports in the third quarter of this yea. were the highest recorded in the same period of any year since the war and were $7.5 \%$ above 1959 shipments for the same three months.

Domestic exports in the first nine months of 1960 rose $8.1 \%$ over the corresponding total of last year and reached a post-war record of $\$ 3,899,600,000$. Compared to 1959, higher exportsin the current and first quarters of this year more than counteracted a small decline in the second quarter. The average export price level showed fractional increases each quarter so that the physical volume of exports in the nine months expanded only slightly less than their value. Domestic exports to all main trading areas increased, with the exception of fractional declines in those to the United States and South America. Shipments to the United Kingdom and other Commonwealth coun\% \%h f ahy dus=ent nine months rose by a fifth and those to Western Europe were almost a third greater in value than in the same period of 1959. Exports of foreign produce (re-exports) for the first nine months rose from $\$ 84,300,000$ last year to $\$ 95$, 800,000 this year.

The majority of leading commodities showed gains in exports both for the third quarter and in totals for the first nine months of 1960. Newsprint remained the principal Canadian export and shipments in the current quarter advanced $4.9 \%$ over the same period last year and by $5.9 \%$ for January-September. Although wheat exports rose $3.7 \%$ for July-September this year, the total for the first nine months of 1960 was $11.3 \%$ below the same period last year due to a $30.6 \%$ decline in the second quarter. Lumber and timber sales abroad went up $12.5 \%$ in the current quarter but rose only $7.4 \%$ over nine months as shipment: were down in the second quarter. Wood pulp exports showed increases in each quarter of 1960.

Uranium, which rose in the first three months of this year, fell approximately one-fifth in both the second and third quarters so that over the nine months' period exports were $11.8 \%$ less than last year. Current January-September shipments of nickel, aluminum, copper and iron were all above 1959 totals. Fish and products, though up slightly in the current quarter, were down $5.2 \%$ for the first nine months of 1960 , and farm implements declined considerably.

Domestic exports to the United States in the third quarter of 1960 were valued at $\$ 742,426,000$, a declinc of $4.7 \%$ when compared with $\$ 779,416,000$ in the same period of last year. However, for the irst nine months of 1960 , exports totalled $\$ 2,224,945,00$, being only fractionally less than for January-September 1959, due to a substantial advance in the first quarter which almost offset the considerable drop in the second quarter and the lesser fall this quarter.

The United States remained the chief purchaser of Canadian goods during the current nine months but absorbed only $57.1 \%$ of domestic exports as compared with $61.8 \%$ in the same period of last year. Declines were noted in third quarter exports of the mafority of principal products. Newsprint, the leading commodity, was off fractionally in the third quarter but silghtly up in the nine months, lumber and timber down somewhat and aluminum and uranium decined considerably. However, wood pulp was up slightly and exports of iron ore advanced. Copper exports for nine months totalled more this year than last but third quarter shipments were less. Nickel declined about a fifth both for the current quarter and for the nine months, as did farm implements. Crude petroleum exports were higher in all three quarters of 1960 though advancing less in the current one.

Domestic exports to the United Kingdom for the third quarter of 1960 stood at $\$ 237,906,000$, the highest quarterly total since 1945 and were $19.4 \%$ above the 1959 July-September figure of $\$ 199,233,000$. Exports to the United Kingdom for the first nine months of 1960 reached a post-war recact and were valued at $\$ 670$, 932,000 , an advance of $20.2 \%$ over the same period last year when shipments amounted to $\$ 558,239,000$. The United Kingdom also took a greater share of exports, purchasing this year $17.2 \%$ of total January-September shipments as compared with $15.5 \%$ in the same period of 1959 .

Increases in exports to the United Kingdom were chiefly in non-ferrous metals, wood and paper products and iron and products. Wheat, flour, fish products and barley shipments declined. Although aluminum shipments fell in the third quarter, advances in the first two quarters brought the cumulative total for nine months of 1960 to $10.5 \%$ above the same nine months of 1959 . Copper exports increased $47.6 \%$ over mine months and by over a half in the third quarter and nickel shipments while advancing moderately in the current quarter were 77.4\% higher for January-Septemuer of this year, due mainly to a vey sharp rise in the first quarter. Lumber and timber exports tripled in the third quarter and for the first nine months of this year were more than double those for the same period cil last year. Newsprint shipments advanced almost a quarter and wood pulp nearly a third over last year's total for nine months, and there were also significant advances for pigs and ingots, rolling-mill products and certain chemicals.

Domestic exports to other Comonwealth countries increased $29.5 \%$ in the third quarter of 1960 to $\$ 85,100,000$ from $\$ 65,700,000$ for the $s$ ame quarter last year. The January-September total was $\$ 238,900,000$, an advance of $20.6 \%$ over the same period last year. Shipments to Australia showed gains throughout the year and for the current nine months at $\$ 72,464,000$ advanced $87.1 \%$ and to Hong Kong at $\$ 18,466,000$ rose $166.3 \%$. Exports to South Africa advanced for the third quarter but not enough to offset the major decline in the first quarter so that the nine months' total for 1960 of $\$ 40,224,000$ was $5.0 \%$ less than last year.

Shipments to India were less and totalled $\$ 26,870,000$ or $27.7 \%$ below the first nine months of 1959: those to Pakistan and to Ceylon dropped by a half. Exports to New Zealand almost doubled, reaching $\$ 16,237,000$ for January - September 1960 while those to Jamaica at $\$ 12,974,000$ rose slightıy. Wheat deliveries to Pakistan, Ireland, the Union of South Africa and India declined considerably. Increased shipments of lumber and timber, wood pulp, newsprint, engines, aluminum and copper and products contributed substantially to the overall gain in trade with Comonwealth countries.

Exports to Western Europe in the third quarter of 1960 weat up substantially by $38.9 \%$ to $\$ 160,300,000$ and the nine months' total of $\$ 411,500,000$ was $30.6 \%$ higher than in the corresponding period of 1959. In particular, trade advanced considerably with the Federal Republic of Germany, Norway, France, Belgium and Luxembourg, the Netherlands, Italy and Sweden. Increased wheat sales to France, Belgium, Italy, the Netherlands and Norway did not quite compensate for smaller deliveries to Germany and Switzerland. Exports of aluminum and products increased to Belgium, Sweden and France and more than doubled to Germany, Italy and Spain. Copper shipments were higher to Germany, France, Norway, the Netherlands and Switzerland, while nickel sales increased to Belgium, France, Germany, Italy, Norway and Sweden. Asbestos shipments were up to Belgium, Geriaany and France while somewhat less to the Netherlands

Domestic exports to non-Commonwealth Asian countries advanced over $25 \%$ this year, Japan being the principal destination. Japan remained as Canada's third largest customer and increased her purchases by more than $25 \%$ to $\$ 50,239,000$ for the third quarter of 1960 and to $\$ 128,694,000$ for January-September 1960. Larger sales of wheat, seeds, iron ore, non-farm machinery, aluminum and products, copper and asbestos contributed to these gains. Exports to the Philippines were a quarter larger this year due mainly to increased sales of wheat flour.

Domestic exports to the Middle East rose both in the third quarter and for the first nine months of the year. Exports to South and Central America advanced in the third quarter but the combined total for January-September remained at almost the same level as last year. Shipments to Venezuela dropped nearly a third in the current quarter and were over a fifth less for the first nine months of 1960 . Exports to Mexico, however, increased $268 \%$ for the third quarter and $16.4 \%$ for the January-September period of 1960. (1)

| Main Countries | September |  | $\frac{\text { July }- \text { Sept. }}{1960} \frac{1959}{190}$ |  | January-September |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1960 | 1959 |  |  | 1960 | 1959 |
|  | Millions of Dollars |  |  |  |  |  |
| United States | \$238.0 | \$270.2 | \$742.4 | \$779.4 | \$2,224,9 | \$2,230,9 |
| United Kingdom | 72.9 | 78.7 | 237.9 | 199.2 | 670.9 | 558.2 |
| Japan | 19.8 | 9.6 | 50.2 | 39.6 | 128.7 | 100.6 |
| Germany, Federal Republic | 17.7 | 8.2 | 49.2 | 31.9 | 112.9 | 90.6 |
| Australia | 8.9 | 4.7 | 27.4 | 15.7 | 72.5 | 38.7 |
| Norway | 6.0 | 6.5 | 18.7 | 15.4 | 54.1 | 46.0 |
| France | 4.4 | 3.7 | 17.4 | 7.2 | 53.3 | 26.0 |
| Belgium and Luxembourg | 8.5 | 7.2 | 21.0 | 17.3 | 47.0 | 40.0 |
| Netherlands | 5.4 | 5.1 | 15.2 | 14.5 | 43.4 | 36.7 |
| Union of South Africa | 3.4 | 4.1 | 13.2 | 11.2 | 40.2 | 42.4 |
| Main Commodities |  |  |  |  |  |  |
| Newsprint paper | 58.7 | 62.0 | 195.7 | 186.5 | 553.3 | 522.3 |
| Wheat | 44.2 | 32.5 | 103.4 | 99.7 | 285.8 | 322.2 |
| Lumber and timber | 27.5 | 25.6 | 91.1 | 81.0 | 264.6 | 246.4 |
| Wood pulp | 23.4 | 25.4 | 81.9 | 80.0 | 242.3 | 232.3 |
| Uranium ores \& concentrates | 21.9 | 27.1 | 64.0 | 79.9 | 203.4 | 230.6 |
| Nicke1 | 20.9 | 25.5 | 67.0 | 59.3 | 197.4 | 158.2 |
| Aluminum and products | 18.6 | 19.8 | 61.3 | 63.0 | 196.6 | 161.7 |
| Copper and products | 19.4 | 19.9 | 60.8 | 42.7 | 172.7 | 111.8 |
| Iron ore | 20.3 | 22.8 | 76.9 | 61.4 | 127.9 | 110.9 |
| Fish and fishery products | 13.6 | 12.2 | 40.0 | 39.2 | 98.5 | 103.9 |

Consumer Price Index
Canada's consumer price index rose $0.8 \%$ from 128.4 to 129.4 between September and October 1960. All five group indexes contributed to this movement but a further seasonal increase of $2.0 \%$ in foods accounted for most of it. Increases in the other four group indexes averaged $0.2 \%$. The October index of 129.4 stood $1.1 \%$ above the October 1959 level of 128.0 .

The rise in the food index from 123.3 to 125.8 was largely seasonal and this movement placed the October 1960 index $1.3 \%$ above the October 1959 level of 124.2 . Price increases between September and October were reported for eggs, bananas, citrus fruits, tomatoes and most meats. Price declines were generally limited to apples, lamb, veal and domestically grown vegetables.

The shelter index increased fractionally from 144.2 to 144.3 with both the rent and home-ownership components edging up. The clothing index rose $0.6 \%$ from 110.5 to 111.2 , largely reflecting prices of new season's lines of winter clothing up from last season's year-end levels. Women's and girls' winter coats were particularly affected in these price changes.

The household operation index increased from 123.3 to 123.5 , a rise of $0.2 \%$. Furniture prices moved up from previous months' sales levels, while higher prices were reported for coal and some household supplies and services. Appliance prices continued to drift to lower levels as both current and new season's models reflected this movement.

The "other" commodities and services index increased a fractional 0.1\% from 1376 to 137.8 as fees were higher for doctors' and dentists' services and premiums for prepaid health care increased in some regions.
(2)

Consumer Price Indexes (1949=100)

|  | Total <br> Index | Food | Shelter | Clothing | Household <br> Operation | Other <br> Comodities <br> Services |  |
| :--- | :--- | :--- | :--- | :---: | :---: | :---: | :---: |
| October | 1960 | 129.4 | 125.8 | 144.3 | 111.2 | 123.5 | 137.8 |
| September | 1960 | 128.4 | 123.3 | 144.2 | 110.5 | 123.3 | 137.6 |
| October | 1959 | 128.0 | 124.2 | 142.4 | 110.5 | 123.4 | 135.5 |

Wholesale Prices The price index of 30 industrial materials at wholesale ( $1935-39=100$ ) moved down $1.2 \%$ from 241.7 to 238.8 in the three-week period September 30 to October 21. Eleven commodities registered declines, led by hogs, fir timber, domestic copper, raw rubber, steers, raw wool, and beef hides. Cottonseed oil rose slightly. Compared to the same week a year ago, when the index stood at 243.0 , prices were substantially lower for raw wool, linseed oil, beef hides and fir timber; rosin, sisal and hogs showed major gains.

The price index of Canadian farm products at terminal markets eased down $1.2 \%$ in the same period from 218.0 to 215.3 , reflecting price changes which were for the most part minor. In animal products, for which the index declined $2.1 \%$ from 274.5 to 268.6 , lower prices were reported for hogs, for steers in the East, and for eggs, raw wool and lambs in the West. For field products the index edged up $0.3 \%$ from 161.5 to 162.0 , reflecting a higher price for oats, followed by lesser gains for peas, wheat and hay in the East, and lower prices for corn in the East and rye in the West. Regional indexes declined: the eastern index moved down $1.8 \%$ from 239.2 to 235.0 and the western index $0.7 \%$ from 196.9 to 195.5.
(2)

Wholesale Price Index
Canada's general wholesale price index reached 230.4 (1935-
$39=100$ ) in September, up slightly (0.1\%) from 230.2 in
August. Last year's September index was 230.9. Compared to the preceding month, three major group indexes were higher, four lower and one (textile products group at 228.9) unchanged.

The animal products group index in September rose to 252.1 from 250.0 , principally as a result of higher prices for canned salmon, cured and fresh meats and livestock. The non-metallic minerals group and the iron products group indexes edged up to 184.5 from 184.4 and 255.6 from 255.5 , respectively.

The non-ferrousmetals group index fell to 177.4 from 178.9 , as lower prices were reported for copper and its products. Three major group indexes were just noticeably lower as the wood products group index moved down to 301.0 from 301.4, the chemical products group to 188.0 from 188.2 and the vegetable products group to 200.9 from 201.0 .
(3)

Wholesale Price Indexes

| October* |
| :---: |
| 1960 |$(1935-1969 * 100)$ | September*October <br> 1959 |
| :---: |

General Index
Vegetable products
Animal products
Textile products
Wood products
Iron products
Non-ferrous metals
Non-metallic minerals
Chemical froducts
Raw and Manufactured products -
Combined iron products and non-
ferrous metals (excluding gold)

* These indexes are preliminary.
230.3
201.5
251.0
229.2
301.8
255.6
175.5
184.3
187.8
248.6
250.0
248.0

Security Price Indexes
The investors index of 93 common stock prices, on the base $1935-39=100$, edged $0.2 \%$ higher from 239.4 to 239.8 in the four-week period September 29 to October 27. Among the major groups 72 industrials showed a gain of $0.4 \%$, while 7 banks and 14 utilities declined $0.7 \%$ and $0.5 \%$, respectively.

Sub-group gains were led by milling and grains, up $2.5 \%$, machinery and equipment $2.2 \%$, and food and allied products $1.6 \%$. Declines for sub-groups were led by a drop of $4.9 \%$ for transportation, with the index at its lowest level since January 1954 , and $2.3 \%$ for textiles and clothing.

The index for 27 mining stocks advanced $3.4 \%$ in the same period, reflecting a sharp rise of $7.4 \%$ for 21 golds and a fractional loss of $0.6 \%$ for 6 base metals. Both groups were high in the third week; for golds the index touched its highest level since August 1959.

In the same period, two of the supplementary indexes on the base $1956=100$ showed gains: pipelines, $3.7 \%$ and uraniums $2.0 \%$; while investment and loan and primary ofls and gas declined $2.8 \%$ and $1.4 \%$, respectively.
(2)

Security Price Indexes
Investors' Price Index
Total common stocks
Industrials
Utilities
Banks
Mining Stock Price Index
Total mining stocks
Golds
Bave metals

November 3
245.7
251.8
186.8
321.9
112.1
84.4
175.5

October 27 $1935-39=100$

| 239.8 | 241.5 |
| ---: | ---: |
| 244.5 | 246.1 |
| 186.3 | 189.2 |
| 316.6 | 317.5 |
| 107.3 |  |
| 80.3 | 77.3 |
| 169.0 | 169.7 |

Farm Prices of Agricultural Products

Canada's September index of farm prices of agricultural products $(1935-39-100)$ rose almost three po its to 238.0 from the revised August figure of 235.2 . This increase can be attributed in the main to higher grain, livestock and egg prices. Prairie farmers received higher prices in September than in August for grains and livestock. The higher grain prices in the Prairies can be attributed to the higher average quality of the 1960 crop as compared with the previous crop.

Provincial indexes for September follow: Prince Edward Island, 217.2 (216.6 in August); Nova Scotia, 222.1 (220.4); New Brunswick, 219.6 (221.2); Quebec, 271.2 (269.8); Ontario, 265.5 (264.2); Manitoba, 223.4 (222.0); Saskatchewan, 200.8 (195.6); Alberta, 222.2 (215.8); and British Columbia, 259.7 (263.7). (4)

EDUCATION
Adult Education Total enrolment of 522,207 in classes and courses for adults was reported by universities and colleges, federal and provincial departments and agencies, public libraries and private business colleges in Canada in 1957-58.

The report contains information on the adult education activities of 43 universities and colleges, 30 federal and provincial departments and agencies, 56 public libraries and 117 business colleges. Professional and vocational classes and courses accounted for $48.5 \%$ of all enrolment, $20.0 \%$ was enrolment in academic work toward a university degree or secondary school graduation diploma, and the balance of the enrolment (31.5\%) was in informal classes ani courses in social education and other cultural subjects.

Government departments, reporting chiefly on night schools under local school boards, accounted for $70.3 \%$ of the total enrolment, universities and colleges $24.1 \%$, business colleges $5.2 \%$ and public libraries $0.4 \%$.

Public lectures, film showings, art exhibits, musical and dramatic performances and similar public events under these institutions and agencies totalled 26,335 and drew an attendance of $1,863,842$.

The universities and colleges and government departments and agencies reported 600 full-time and 861 part-time employees engaged in adu't education.

Sales And Purchases of Securities Between Canada And Other Countries

Transactions in outstanding securities between Canada and other countries in August led to a small balance of purchases of $\$ 2,800,000$.

This resulted chiefly from increased repurchases by Canadian residents of Canadian bonds and debentures as there continued to be net sales of Canadian stocks to nonresidents, and gross sales of Canadian bonds to non-residents were again at about the same level as in July. There were also small net purchases by Canadians of foreign securities. The purchase balance on account of all securities contrasts with substantial sales balances earlier in the year, and in the eight months period cumulative net sales amounted to $\$ 92,300,000$.

The principal changes during the month were in transactions with the United States where there were small purchase balances of both Canadian and foreign securities amounting to $\$ 3,800,000$. With the United Kingdom there were again net purchases amounting to $\$ 2,900,000$, while with other countries net sales continued at $\$ 4,000,000$.

Net purchases of Canadian bonds and debentures which amounted to $\$ 6,100,000$ were mainly in transactions with the United States in Government of Canada and corporation bonds, and there continued to be small repurchases of borids from United Kingdom and net sales to other countries. In transactions in Canadian stocks there were again net sales to United States and other countries as in recent morths. Net purchases of foreign securities were mainly of United States stocks.

Cumulative net sales in the January-August period to all countries of outstanding Canadian and foreign securities were $\$ 92,300,000$ and $\$ 50,800,000$ of this capital inflow was from United States, $\$ 46,000,000$ from other countries, with small net repurchases from the United Kingdom. In the same period of 1959 net sales of all outstanding securities amounted to $\$ 141,000,000$ and in the twelve months the total was $\$ 169,000,000$.

MERCHANDISING

Department Store Sales In September And Nine Months

Department store sales in September were valued at an estimated $\$ 125,792,000$, a decline of $0.9 \%$ from last year's corresponding total of $\$ 126,933,000$. Decreases were also posted in January, May and July but total sales for the first nine months of this year rose $1.4 \%$ to $\$ 954,156,000$ from $\$ 940,788,000$ a year earlier. Selling value of August 31 stocks was up $3.8 \%$ from a year ago at $\$ 349,338,000$ versus $\$ 336,-$ 543,000

Sales in the week ending October 29 were $2.8 \%$ higher in value than in the correspending week last year. Increases of $0.2 \%$ in Quebec, $4.0 \%$ in Ontario, $13.1 \%$ in Manitoba, $8.3 \%$ in Saskatchewan and $9.8 \%$ in Alberta more than offset decreases of 5.0\% in the Atlantic Provinces and $4.6 \%$ in British Columbia.

Sales in September were smaller than a year earlier in all provinces except the Atlantic Provinces, Quebec and Alberta. Totals (in thousands) were: Atlantic Provinces, $\$ 8,091$ ( $\$ 8,010$ a year earlier) ; Quebec, $\$ 22,956(\$ 21,968)$ Ontario, $\$ 41,762$ ( $\$ 42,659$ ); Manitoba, $\$ 10,960(\$ 11,441)$; Saskatchewan, $\$ 5,598$ ( $\$ 5,930$ ); Alberta, $\$ 14,419$ ( $\$ 14,192$ ); and British Columbia, $\$ 22,006$ ( $\$ 22,733$ ).

January-September sales were above year-earlier levels in all provinces except the Prairies. Totals (in thousands) were: At lantic Provinces, $\$ 67,351$ $(\$ 65,570)$; Quebec, $\$ 165,620(\$ 158,741)$; Ontario, $\$ 317,766(\$ 310,782)$; Manitoba, $\$ 85,271(\$ 85,423)$; Saskatchewan, $\$ 43,989(\$ 46,721)$; Alberta, $\$ 108,312$ ( $\$ 109,-$ 495) ; and British Columbia, $\$ 165,847(164,056)$.

Sales in September were larger than a year earlier for 15 of the 29 specified departments, while January-September sales were larger for all except six. Month's increases ranged from $0.2 \%$ for boys' clothing and furnishings to $14.4 \%$ for food and kindred products, while decreases were between $0.1 \%$ for women's and misses' coats and suits and $12.8 \%$ for major appliances. Nine-month advances lay between $0.8 \%$ for lingerie and corsets and $8.9 \%$ for toiletries, cosmetics and drugs, while declines ranged from $0.5 \%$ for home furnishings to $10.5 \%$ for furs. (7)

## ADVERTISING

Advertising Agencies In 1959 Total billings to clients of 122 advertising agencies operated in Canada through 214 offices in 1959 amounted to $\$ 254,145,919$, larger by $6.9 \%$ than the preceding year's 123 agency total of $\$ 237,654,038$, according to advance figures that will appear in the annual report on advertising agencies to be released shortly by DBS. Gross revenue on total billings amounted to $\$ 41,126,958$, an increase of $8.0 \%$ over $\$ 38,073,427$ in 1958 . Of total billings, $\$ 250,080,021$ went to publications, television, radio and other kinds of advertising on a commission or fee basis, leaving $\$ 4,065,898$ for market surveys, other research and fees.

Gross revenue on total billings ( $\$ 41,126,958$ ) represented $16.2 \%$ of total billings compared with $16.0 \%$ in 1958. Advertising placed for clients on a commission or fee basis accounted for $91.6 \%(\$ 37,678,828)$ of total revenue; the rest $(3,448,130)$ was derived from market surveys, research, other fees and revenues. Net revenue before deductions for income taxes rose by $7.1 \%$ to $\$ 2,903$,109 and represented the same proportion of gross revenue (7.1\%) as in 1958.

Of the 122 firms reporting, 33 with total billings of $\$ 39,764,062$ showed losses for the year averaging $\$ 14,206$ per finm as compared with an average loss of $\$ 12,668$, and total billings of $\$ 40,567,779$ reported by 30 firms in 1958. The remaining 89 firms showed an average net profit of $\$ 37,887$ and total billings of $\$ 214,381,857$ compared with average net profit of $\$ 33,232$ and total billings of $\$ 197,086,259$ reported by 93 firms in the preceding year.

The distribution of comissionable billings by type of medium was as follows ( 1958 percentages in brackets) : publications, $47.8 \%$ ( $49.3 \%$ ); television, $21.3 \%$ ( $20.5 \%$ ); other visual, $4.8 \%$ ( $4.7 \%$ ); radio, $10.6 \%$ ( $10.5 \%$ ); production, art, printing, etc., $14.7 \%$ ( $14.4 \%$ ) ; and other, $0.8 \%$ ( $0.6 \%$ ).

Advertising agencies provided employment for 4,256 persons in 1959 and paid $\$ 26,013,132$ in salaries and wages, comissions and bonuses. This amount was $9.2 \%$ higher than the $\$ 23,826,156$ paid to 4,197 employees in 1958 and represented $63.3 \%$ of gross revenue compared with $62.6 \%$ the preceding year.

Weekly Steel Ingot Output

Production of steel ingots in the week ended November 5 amounted to 117,940 tons, up slightly ( $0.3 \%$ ) from 117,568 tons in the previous week and down $1.4 \%$ from 119,648 tons in the corresponding week last year, according to a special DBS statement. Canada's steel mills in the week ended November 5 operated at $91.3 \%$ of rated capacity $(6,719,000$ tons as at January 1, 1960), compared to $91.0 \%$ in the preceding week and $98.5 \%$ of rated capacity $(6,313,000$ tons as at January 1,1959$)$ in the like 1959 week.

Stee 1 Ingots \& Pig Iron
Production of steel ingots in October dropped to 477, 369 tons from 525,116 in the corresponding month last year, bringing output in the January-October period to $4,900,603$ tons, an increase of $3.3 \%$ from the like 1959 total of $4,743,765$ tons. Month's production of pig iron rose to 368,952 tons from 360,812 and the 10 -month total increased $5.6 \%$ to $3,651,283$ tons from $3,457,639$. (8)

Production Of Motor Vehicles Production of motor vehicles in Octoher declined to 26,905 units from 27,208 in the corresponding month last year, and, with increases in January, March, May and September offsetting decreases in the other months, the January-October total rose $1.2 \%$ to 327,270 units from 323,408 in the like 1959 period. Output of passenger cars was larger than a year earlier both in the month and 10 -month period, while that for commercial vehicles was smaller in the month and larger in the cumulative period. (9)

Refined Petroleum Products
Output of refined petroleum products in September increased $1.5 \%$ to $23,924,269$ barrels from 23,579, 767 in the corresponding month last year, according to advance figures that will be contained in the September issue of "Refined Petroleum Products". Receipts of crude oil in the month rose $5.8 \%$ to $24,393,523$ barrels from 23,050, 000 a year earlier, comprising less domestic crude at $12,660,721$ barrels versus $13,274,062$ and more imported crude at $11,732,802$ barrels versus $9,775,938$.

Net sales of liquid petroleum fuels in September were: naphtha specialties, 129,309 barrels ( 148,453 a year earlier); aviation gasoline, 307,265 ( 462,946 ); motor gasoline, $9,618,184$ ( $9,352,581$ ); aviation turbo fuel, 534,557 $(405,260)$; kerosene, stove oil and tractor fuel, $925,199(959,181)$; diesel fuel oil, $2,367,725(2,300,879)$; light fuel oil, $2,457,538(1,941,231)$; and heavy fuel oil, $3,970,952(3,249,598)$.

Crude Oil Consumption In Consumption of crude oil by refineries in Canada in September And Nine Months September rose to 23,639,952 barrels from 23,074, 189 in the corresponding month last year. This brought consumption in the January-September period to 208,104,802 barrels, up $4.9 \%$ from $198,333,152$ barrels in the first nine months of 1959.

September consumption of domestic crude oil declined to $12,577,731$ barrels from $13,195,580$ a year earlier, while that of imported crude oil increased to $11,062,221$ barrels from 9,878,609. Nine-month consumption of domestic crude oil rose $2.0 \%$ to $115,693,523$ barrels from $113,463,643$ a year ago and imported crude $8.9 \%$ to $92,411,279$ barrels from $84,869,509$.

January-September consumption of crude oil was larger than a year earlier in all regions except Saskatchewan and Alberta. Nine-month totals were: Maritimes and Quebec, $89,347,970$ barrels ( $81,816,757$ a year ago); Ontario, 59,312, 009 (56,763,552); Manitoba, 8,318,901 (8,172,535); Saskatchewan, 13,916,845 $(14,300,596)$; Alberta, $18,723,594(19,442,332)$; British Columbia and Yukon, $18,-$

Skim Milk Powder Production of skim milk powder (packed in consumer-size containers of 24 pounds or less) in this year's third quarter amounted to $7,232,947$ pounds, compared to $5,201,309$ pounds in the corresponding 1959 quarter, according to a special DBS statement. Some $3,966,049$ pounds of this year's total were packed in consumer-size containers of 5 pounds or less and the balance in packages of 6 to 24 pounds.

## Sugar Situation In September

Production of refined beet and cane sugar increased in September to $184,174,000$ pounds from $161,943,000$ in the corresponding month last year, while sales decreased to $15 \_$805,000 pounds from $179,514,000$. January-September output advanced to 1,104,026,000 pounds from $1,055,785,000$ a year ago and sales to $1,298,051,000$ pounds from 1,275,766,000. Company-held stocks at September 30 were larger thar a year ago at $157,782,000$ pounds as compared to $148,606,000$.

Receipts of raw cane sugar dropped in September to $132,809,000$ pounds from $152,531,000$ a year earlier and meltings and sales to $153,815,000$ pounds from 157,451,000. Nine-month recelpts fell to $994,744,000$ pounds from $1,132,262,000$ a year ago, while neltings and sales rose to $1,091,105,000$ pounds from 1,073, 298,000. End-of-Scptember company-held stocks were smaller than list year at $223,705,000$ pounds versus $324,342,000$. (11)

Paint Sales In September, 9 Months Sales of paints, varnishes and lacquers by manufacturers that normally account for all but a small part of the national total were valued at $\$ 11,550,000$ in September as compared with $\$ 11,747,000$ in the corresponding month last yiar, buinging January-September sales to $\$ 115,661,000$ as against $\$ 113,152,000$ in the like 1959 period. (12)

Electric Storage Batteries Factory sales of electric storage batceries by firms that normally account for all but a small part of the national total rose $2.2 \%$ in September to $\$ 3,105,700$ from $\$ 3,037,800$ in the corresponding month last year and fell $9.8 \%$ in the January-September period to $\$ 18,672,900$ from $\$ 20,695,100$ a year ago. Month's sales of batteries used for starting or ignition of internal combustion engines rose $0 \$ 2,697,700$ from $\$ 2,645,400$, while nine-month sales dropped to $\$ 15,118,000$ from $\$ 16,863,300$. (13)

Shipments of Foundation Garments
Shipments of foundation garments in September and the January-September puriod this year and last appear in the following table which is a special monthly release hy the Dominion Bureau of Statistics.

| Type of Garment | September |  | January-September |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 1960 | 1959 | 1960 | 1959 |
|  |  | Shipments | in Duzens |  |
| Corselettes, or all-in-one garments | 2,975 | 3,754 | 38,520 | 33,205 |
| Girdles, with rigid panels plus elastic | 15,815 | 14,327 | 134,386 | 102,283 |
| Girdles, principally elastic | 17,365 | 17,269 | 14., 5.55 | 149,387 |
| Bandeaux bras | 91,922 | 91,190 | 632,338 | 642,570 |
| Longline bras | 14,522 | 14,736 | 118,576 | 118,315 |
| Garter belts | 10,044 | 6,442 | 66,362 | 59,926 |

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Soaps & Synthetic Detergents Shipments of all soaps except toilet soaps in
    September were smaller than a year earlier, while
those of synthetic detergents were larger. Totals were: laundry and household bar soaps, \(1,224,700\) pounds ( \(1,235,500\) a year earlier) ; soap chips and flakes, \(1,356,500(1,399,200)\); tollet soaps (except liquid), \(4,317,500(4,123,200)\); soap powders, \(2,321,700(2,521,400)\); solid synthetic detergents, \(16,466,400\) ( \(15,-\) \(632,500)\); liquid detergents, \(4,732,000(4,152,400)\); and paste detergents, \(231,-\) \(900(202,500)\).
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January-September shipments were: laundry and household bar scaps, 9,746,100 pounds ( $9,915,000$ a year ago); soap chips and flakes, $10,961,800$ ( $11,538,400$ ); tollet soaps (except liquid), $30,723,600(30,909,100)$; soap powders, $20,317,500$ $(25,288,400)$; solid detergents, $126,987,000$ ( $117,051,600$ ); liquid detergents, $40,893,600(33,140,800)$; and paste detergents, $1,372,700(1,464,400)$. (14)

Foods \& Beverages Industries Value of factory shipments by Canada's foods and beverages industries in 1958 reached an all-time high of $\$ 4,528,889,00$ a rise of $8.6 \%$ from 1957 's previous peak of $\$ 4,171,971$, 000 , according to the Bureau's annual general review of the group of industries. The index of volume of production for the group $(1949=100)$ rose to 140.4 from 135.6 in 1957. The preliminary figure for 1959 showed a further rise to 146.4.

Number of establishments in 1958 decreased to 8,417 from 8,536 in 1957 and employees to 190,445 from 192,177 , but salaries and wages increased to $\$ 623,290,-$ 000 from $\$ 590,025,000$. Cost of materials and supplies used advanced to $\$ 2,939$, 313,000 from $\$ 2,704,377,000$ and value added by manufacture to $\$ 1,536,379,000$ from $\$ 1,437,423,000$. (15)

## Industry And Production Notes

The following advance releases give figures which have recently become available in the regular compilations of the Industry and Merchandising Division, and which will appear at a later date in regular publications.

Tobacco Products Factory shipments from the tobacco products industry in 1959 were valued at $\$ 212,360,000$ (excluding sales taxes and excise duties), compared to $\$ 196,948,000$ in 1958, a rise of $7.8 \%$. Number of establishments declined to 24 from 25 in 1958 and employees to 8,356 from 8,476 , while salaries and wages rose to $\$ 32,988,000$ from $\$ 32,144,000$. Cost of materials and supplies climbed to $\$ 111,617,000$ from $\$ 108,872,000$.

Shipments of cigarettes in 1959 increased to $34,273,048,000$ (valued at $\$ 493,911,000$ including sales taxes and excise duties) from 32,777,573,000 in $1958(\$ 439,367,000)$ and smoking tobacco to $22,134,000$ pounds $(\$ 58,733,000)$ from $21,609,000(\$ 55,771,000)$. Shipments of cigars decreased to $313,472,000$ ( $\$ 23,-$ 014,000 ) from $319,595,000(\$ 22,518,000)$ and "other" tobacco to $1,862,000$ pounds $(\$ 4,766,000)$ from $1,892,000(\$ 4,832,000)$.

Tobacco Processing \& Packing\% Sixteen establishments engaged primarily in the processing and packing of tobacco in 1959 had factory shipments valued at $\$ 112,203,000$, an increase of $3.7 \%$ from 1958's 15 -plant total of $\$ 108,191,000$. These plants had more employees in 1959 than in the preceding year at 1,931 versus 1,843 , higher salary and wage payments at $\$ 5,090,000$ versus $\$ 4,999,000$ and increased costs for materials and supplies at $\$ 101,154,000$ versus $\$ 97,172,000$.

Production of flue-cured (Bright Virginia) tobacco in 1959 rose to 161, 658,000 pounds (valued at $\$ 104,481,000$ ) from $147,274,000(\$ 100,816,000)$ in 1958 and "other" tobacco to $15,487,000$ pounds $(\$ 7,722,000)$ from $12,952,000$ ( $\$ 7,375$,000).

Process Cheeser Value of factory shipments from the 13 plants engaged in the production of process cheese in 1959 (unchanged from 1958) was virtually the same as in the preceding year at $\$ 34,600,000$ versus $\$ 34,834,000$. Number of employees declined to 1,084 from 1,238 and salaries and wages rose to $\$ 4,624,000$ from $\$ 4,570,000$. Cost of materials and supplies eased down to $\$ 27,340,000$ from $\$ 27,860,000$. Shipments of process cheese in 1959 increased to $52,458,000$ pounds from $50,736,000$ in 1958 and the value to $\$ 23,435,000$ from $\$ 22,396,000$.

Lasts, Trees \& Wooden Shoefindingsr Shipments from Canada's lasts, trees and wooden shoefindings industry were factory valued at $\$ 5,104,000$ in 1950, an increase of $5.9 \%$ from 1958's total of $\$ 4,821,000$. Number of employees increased to 669 from 604 in the preceding year, salaries and wages to $\$ 1,719,000$ from $\$ 1,409,000$ and cost of materials and supplies to $\$ 2,080,000$ from $\$ 1,907,000$.

Excelsior Ten establishments engaged chiefly in the manufacture of excelsior in 1959 had factory shipments valued at $\$ 571,000$, a rise of $4.6 \%$ from the preceding year's $9-$ plant total of $\$ 546,000$. Employees in 1959 numbered 88 versus 91 in 1958, salaries and wages totalled $\$ 242,000$ versus $\$ 223,000$ and cost of materials and supplies amounted to $\$ 207,000$ versus $\$ 220,000$.

## AGRICULTURE \& FOOD

Production Of Major Field Crops Prairie farmers had taken off nearly all of the cereal crops by mid-October this year in contrast to a year earlier when the harvest had been stalled by wet weather and snowstorms. Harvesting conditions were good and the bulk of the crop was stored in dry condition. The harvest also progressed well throughout most of eastern Canada and in British Columbia. By mid-October most cereal crops had been harvested and good progress had been made in lifting root crops. The suybean harvest in Ontario was well advanced and corn picking was getting underway.

Canada's 1960 wheat crop now estimated at 489.6 million bushels is $18 \%$ above last year's estimate of 413.5 million , but $1 \%$ below the ten-year (1950-59) average of 495.1 million. The increase in production is due to a $1 \%$ increase in acreage and an $18 \%$ advance in yields. The average yield at 21.1 bushels per acre is $3 \%$ above the ten-year average of 20.5 bushels.

Production of oats for grain is estimated at 456.1 million bushels, $9 \%$ above the 1959 figure of 417.9 miliion and $8 \%$ above the $1950-59$ average of $421.1 \mathrm{mil-}$ 1ion. This year's barley crop is placed at 207.0 million bushels, $8 \%$ below last year's 225.6 million and $12 \%$ below the ten-year average of 234.8 milition bushels.

Combined production of Fall and Spring rye in 1960 is now estimated at 10.1 million bushels, some $24 \%$ above the 1959 crop of 8.1 million and $29 \%$ below the 1950-59 average of 14.3 million bushels. This year's crop of mixed grains, grown principally in eastern Canada is estimated at 59.7 million bushels, $6 \%$ below last year's 63.8 million and $8 \%$ below the ten-year average of 65.2 milli n bushels. (16)

9-City Stocks of Dairy And Poultry Products At November 1

Stocks of creamery butter and cheddar cheese in nine cities of Canada were larger at November 1 this year than last, while holdings of cold storage eggs were smaller. November 1 stocks were: creamery butter, $80,420,000$ pounds ( $71,143,000$ a year ago); cheddar cheese, $30,872,000$ pounds ( $27,149,000$ ); and cold storage eggs, 5,000 cases $(19,000)$. (17)

## ELECTRICITY

## Generation Of Electric Energy

Total net generation of electric energy, by plants which produce 10 million kilowatt hours or more per year, increased $12.5 \%$ in September to $9,249,184$ megawatt hours from $8,220,040 \mathrm{mwh}$ in the same month last year. This brought generation in the Jan-uary-September period to $84,922,282 \mathrm{mwh}$ from $75,745,198 \mathrm{mwh}$ in the corresponding 1959 period, an increase of $12.1 \%$. (18)

TRANSPORTATION
Canal Traffic In July Freight cleared through Canadian canals in July this year amounted to $7,632,000$ tons, up $2 \%$ from $7,488,000$ tons in the corresponding month last year. More freight was locked through the St. Lawrence, Sault Ste. Marie, Canso and Ottawa Rivor canals. Number of vessel passages declined to 4,489 from 4,755 , while the registered net tonnage increased to $6,302,000$ tons from $6,182,000$. Pleasure craft lockages were down to 49,026 from 60,037 and the number of passengers to 52,892 from 63,483 . (19)

## MINING

Feldspar \& Quartz Mining Industry Production in the feldspar and quartz mining industry in 1959 was valued at a new peak of $\$ 6,798,000$, according to the Bureau's annual report. This was $22.4 \%$ larger than the 1958 total of $\$ 5,556,000$ and $4.7 \%$ greater than the previous high of $\$ 6,495$, 000 reached in 1957. Shippers increased to 38 from 35 in 1958, employees to 509 from 450 and salaries and wages to $\$ 2,079,000$ from $\$ 1,805,000$.

Shipments of feldspar in 1959 decreased in volume to 17,953 tons from 20, 387 in 1958 and in value to $\$ 301,000$ from $\$ 360,000$. Nepheline syenite shipments increased to 228,722 tons from 201,306 and the value climbed to $\$ 2,931,000$ from $\$ 2,613,000$. Shipments of quartz climbed to $2,163,546$ tons from $1,453,656$ and the value to $\$ 3,437,000$ from $\$ 2,538,000$. (20)
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