

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



Memorandum

Vol. 9-No. 10

October, 1954

Price: \$1.00 per year, 10¢ per copy.

SALES OF PAINTS, VARNISHES AND LACQUERS

Sales of paints, varnishes and lacquers by manufacturers, which normally account for 96 per cent of the total Canadian production, amounted to \$7,344,461 in October, 1954, compared with \$8,421,886 in 1953. In October, 1954, the trade sales (exclusive of water paints) accounted for about 48 per cent of the total, industrial sales for 38 per cent, water paints for 5 per cent, latex emulsion for 6 per cent, and unclassified sales for 3 per cent.

Table 1 - Sales of Paints, Varnishes and Lacquers by Canadian Producers, October, 1953 and 1954

	1953	1954
	\$	\$
<u>October</u>		
1. <u>Trade sales</u> of paints, varnishes and lacquers (except water paints as given under item 3) ...	4,230,251	3,512,885
2. <u>Industrial sales</u> -		
(a) Paints and varnishes (except item 3)	2,461,148	2,300,845
(b) Lacquers	527,730	492,640
3. Sales of all types of water paints of own manufacture	124,317	367,889
4. Latex emulsion paints of own manufacture	791,664	468,620
5. Unclassified sales	286,776	201,582
Total all sales	8,421,886	7,344,461

Table 2 - Sales of Paints, Varnishes and Lacquers by Canadian Producers, Ten Months Ended October, 1953 and 1954

	1953	1954
	\$	\$
<u>Ten months ended October</u>		
1. <u>Trade Sales</u> of paints, varnishes and lacquers (except water paints as given under item 3) ...	48,423,181	46,166,134
2. <u>Industrial sales</u> -		
(a) Paints and varnishes (except item 3)	29,030,916	27,261,341
(b) Lacquers	5,415,729	5,201,431
3. Sales of all types of water paints of own manufacture	1,855,050	1,837,573
4. Latex emulsion paints of own manufacture	6,161,646	6,656,500
5. Unclassified sales	4,710,685	2,170,570
Total all sales	95,597,207	89,293,549

NOTE: The above figures are for firms which normally account for 96 per cent of the total Canadian production. These figures have not been expanded.

Prepared in the Metal and Chemical Products Section, Industry and Merchandising Division.

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Table 3 - Sales of Paints, Varnishes and Lacquers, by Months, 1954 (Including revisions to date)

Month	Trade sales	Industrial sales		Water paints	Latex emulsion paints	Unclassified paint sales
		Paints and varnishes	Lacquers			
(Thousands of dollars)						
January	3,079	2,383	484	151	392	196
February	3,908	2,764	497	170	608	213
March	4,352	2,797	491	188	842	204
April	5,067	2,951	530	191	1,026	248
May	6,003	3,172	568	196	1,005	246
June	6,161	3,224	556	174	763	265
July	5,367	2,617	454	145	460	206
August	4,790	2,543	524	124	469	199
September	3,926	2,509	605	130	623	192
October	3,513	2,301	493	368	469	202
Total ten months.	46,166	27,261	5,202	1,837	6,657	2,171