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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. 12

December, 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 \$5,725,648 in December, 1954, compared with \$6,525,315 in 1953. In December, 1954, the trade sales (exclusive of water paints) accounted for about 43 per cent of the total, industrial sales for 45 per cent, water paints for 2 per cent, latex emulsion for 8 per cent, and unclassified sales for 2 per cent.

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

	1953	1954
	\$	\$
<u>December</u>		
1. Trade sales of paints, varnishes and lacquers (except water paints as given under item 3) ...	2,892,006	2,451,358
2. Industrial sales -		
(a) Paints and varnishes (except item 3)	2,345,006	2,173,394
(b) Lacquers	524,325	429,972
3. Sales of all types of water paints of own manufacture	99,362	91,346
4. Latex emulsion paints of own manufacture	458,274	455,539
5. Unclassified sales	206,342	124,039
Total all sales	6,525,315	5,725,648

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

	1953	1954
	\$	\$
<u>Twelve months ended December</u>		
1. Trade sales of paints, varnishes and lacquers (except water paints as given under item 3) ...	54,886,431	51,497,434
2. Industrial sales -		
(a) Paints and varnishes (except item 3)	33,769,494	31,753,131
(b) Lacquers	6,520,265	6,204,414
3. Sales of all types of water paints of own manufacture	2,080,857	2,060,788
4. Latex emulsion paints of own manufacture	7,201,978	8,096,130
5. Unclassified sales	5,184,627	2,465,090
Total all sales	109,643,652	102,076,987

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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EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

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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	3,055	2,383	484	151	416	196
February	3,872	2,764	497	170	644	213
March	4,289	2,797	491	188	904	204
April	4,984	2,951	530	191	1,109	248
May	5,936	3,172	568	196	1,073	246
June	6,103	3,224	556	174	822	265
July	5,352	2,617	454	145	475	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
November	3,226	2,318	573	132	638	170
December	2,451	2,173	430	91	456	124
Total twelve months	51,497	31,753	6,204	2,060	8,098	2,465

NOTE: These totals may differ slightly from the totals shown in Table 2 because of rounding of the figures.