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DEPARTMENT OF TRADE AND COMMERCE  
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PRELIMINARY REPORT

on the

PRINTING & PUBLISHING INDUSTRY

in

CANADA

1931

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Published by Authority of the Hon. H.H. Stevens, M.P.,

Minister of Trade and Commerce

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Note, - Production figures as given in this bulletin do not necessarily represent the total output in Canada of the commodities listed, as there may be also a considerable production in other industrial groups. For complete information this bulletin must be read with the rest of the series on paper industries and other publications of the Census of Industry.

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
FORESTRY BRANCH  
CANADA

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THE PRINTING AND PUBLISHING INDUSTRY IN CANADA

1930-1931.

Ottawa, February, 1933.- A report on the printing and publishing industry in Canada for 1930 and 1931 has just been issued by the Forestry Branch of the Dominion Bureau of Statistics. This report gives the production of newspapers and periodicals which print their own publications.

There were 764 establishments engaged in this industry in 1931 as against 776 in 1930. The distribution by provinces was as follows:- Ontario, 290; Saskatchewan, 131; Alberta, 81; Manitoba, 72; Quebec, 66; British Columbia and Yukon, 67; Nova Scotia, 32; New Brunswick, 21 and Prince Edward Island, 4.

Capital investment in these concerns decreased from \$66,860,624 in 1930 to \$65,573,014 in 1931 showing a loss of \$1,287,610 or 1.9 per cent below the figure for the preceding year. The value placed on lands, buildings, machinery, tools, etc., was given at \$47,857,705; materials on hand and stocks in process amounted to \$2,599,379; finished products on hand \$477,557 and cash, trading and operating accounts and bills receivable to \$14,638,373.

The average number of employees in the printing and publishing industry in 1931 was 16,918 or 145 less than the number reported in 1930, and the total sum paid in salaries and wages was \$26,375,663 as compared with \$26,937,052 in 1930. The 7,478 salaried employees were paid \$12,626,269 and the 9,440 wage-earners received \$13,749,394.

Cost of fuel totalled \$286,830, a decrease of \$63,001 from \$349,831 reported in 1930. Bituminous coal was valued at \$109,847; gas cost \$64,883; fuel oil \$31,555; anthracite coal \$26,908; gasoline \$10,296; lignite coal \$12,827; wood \$11,954; coke \$4,647 and other fuel \$8,795. Expenditures on electric power during the year amounted to \$423,575 which represented the cost of 23,437,326 k.w.h. Power installation included sixteen steam and 164 gasoline engines, five hydraulic turbines or water wheels and 5,756 electric motors operated by purchased power with a total rating of 21,999 horsepower.

Materials used in the printing and publishing industry amounted to \$14,029,548 as against \$15,993,916 in 1930. Newsprint paper was used to the amount of \$9,557,286 and formed 68.1 per cent of the total value of materials employed, book and writing paper cost \$1,534,899; paper board, \$82,240; cover and fancy paper \$55,411; envelopes \$122,127; ready print \$69,643; all other paper and paper board \$667,641 and all other materials \$1,940,240.

Production in 1931 was valued at \$65,700,122 as compared with the corresponding figure of \$72,013,171 recorded in 1930. The total amount received for subscriptions and sales was \$15,602,626 and for advertising \$39,006,633. In addition to printing their own publications, many of these establishments carry on job printing which amounted to \$9,320,699 in 1931. They also do various other kinds of printing, book-binding and allied work.

The following tables give, first, a summary of the principal statistics of the industry in 1930 and 1931 followed by comparative detailed tables for both years covering the distribution of establishments, capital invested, employment, fuel, electricity, power, materials used and products manufactured.



The Printing and Publishing Industry, 1930 and 1931.

Table 1. - Principal Statistics, 1930 and 1931.

Items		1930	1931
Establishments	No.	776	764
Capital employed	\$	66,860,624	65,573,014
Employees on Salaries	No.	6,707	7,478
Salaries paid	\$	11,831,366	12,626,269
Employees on wages	No.	10,356	9,440
Wages paid	\$	15,105,686	13,749,394
Fuel used	\$	349,831	286,830
Power used	\$	400,587	423,575
Cost of materials	\$	15,993,916	14,029,548
Value of products	\$	72,013,171	65,700,122

Table 2. - Distribution of Establishments by Provinces, 1930 and 1931.

Provinces	Number of establishments	
	1930	1931
CANADA	776	764
Ontario	293	290
Saskatchewan	139	131
Alberta	80	81
Manitoba	70	72
Quebec	69	66
British Columbia and Yukon	66	67
Nova Scotia	33	32
New Brunswick	22	21
Prince Edward Island	4	4

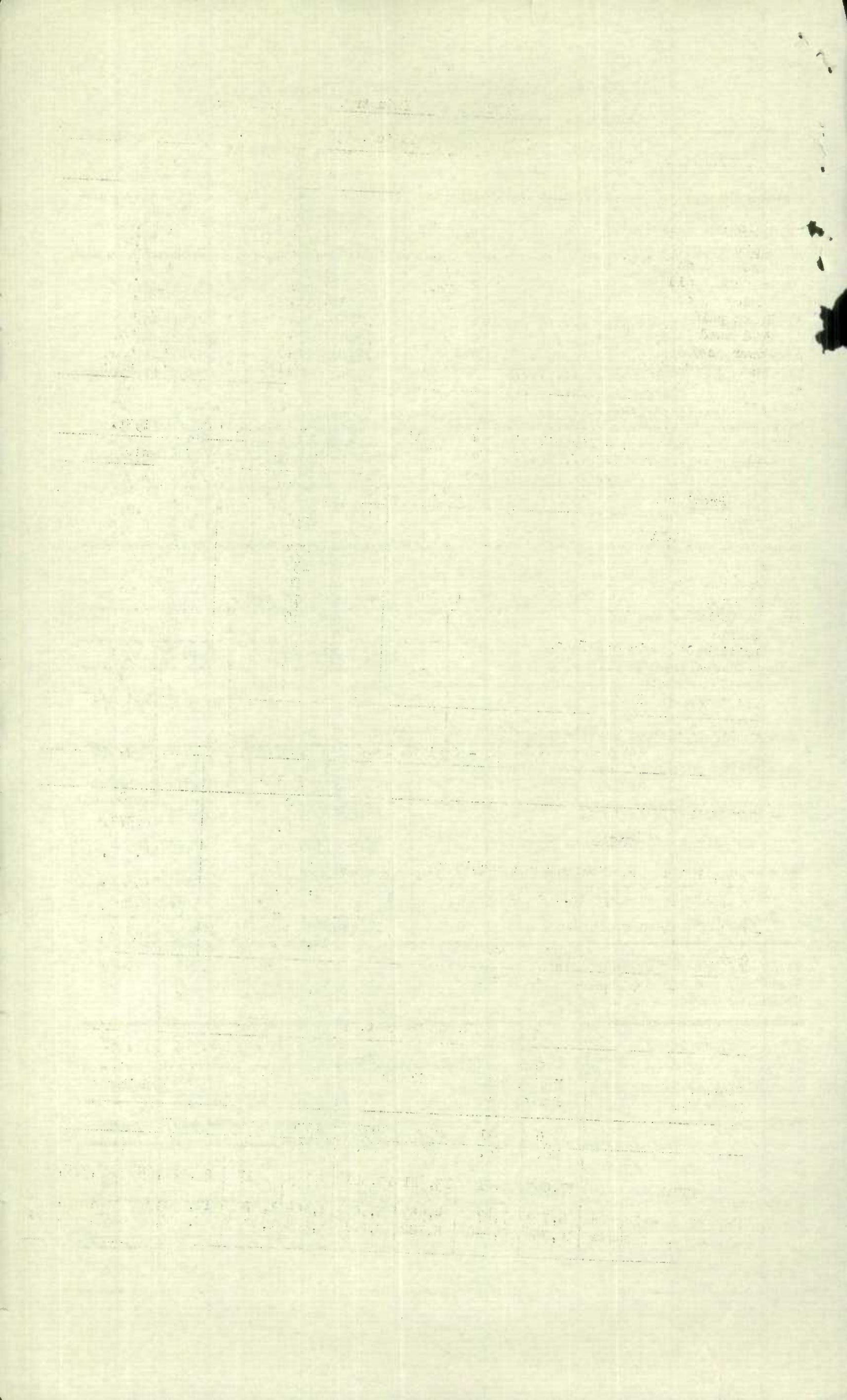
Table 3. - Capital Invested, 1930 and 1931.

Items	1930	1931
	\$	\$
TOTAL	66,860,624	65,573,014
Land, buildings, fixtures and machinery	48,526,385	47,857,705
Materials, stocks, etc., on hand	3,458,033	2,599,379
Finished products on hand	-	477,557
Cash, trading and operating accounts	14,876,206	14,638,373

+ Not separated in 1930.

Table 4. - Employment, 1930 and 1931.

Classes of Employees	Total Number of Employees		Males		Females		Total Salaries and Wages	
	1930 No.	1931 No.	1930 No.	1931 No.	1930 No.	1931 No.	1930 \$	1931 \$
TOTAL	17,063	16,918	13,681	13,601	3,369	3,317	26,937,052	26,375,663
Salaries employees	6,707	7,478	4,959	5,600	1,805	1,878	11,831,366	12,626,269
Employees on wages	10,356	9,440	8,722	8,001	1,564	1,439	15,105,686	13,749,394



The Printing and Publishing Industry, 1930 and 1931.

Table 5. - Fuel used, 1930 and 1931.

Kind of Fuel	Quantity		Value	
	1930	1931	1930	1931
			\$	\$
TOTAL	-	-	349,831	286,830
Bituminous coal, Canadian..... Tons	9,599	7,602	71,453	56,768
Imported..... "	8,005	8,195	55,509	53,079
Anthracite coal..... "	3,637	2,453	39,064	26,908
Lignite coal, Canadian..... "	926	1,422	6,140	11,959
Imported..... "	203	80	1,811	858
Coke..... "	658	585	5,399	4,647
Gasoline..... Gals.	62,234	32,638	17,961	10,296
Kerosene..... "	5,146	25,580	1,401	5,118
Fuel oil..... "	334,761	373,328	32,084	31,555
Wood..... Cords	2,311	2,350	12,945	11,954
Gas (a) manufactured..... M cu.ft.	58,138	55,123	55,097	55,066
(b) natural..... "	88,703	25,636	43,167	9,817
Other fuel.....	-	-	7,800	8,795

Table 6. - Electricity Used, 1930 and 1931.

	Quantity		Value	
	1930	1931	1930	1931
			\$	\$
TOTAL	-	-	400,587	423,575
Electricity purchased for power only - metered - K.W.H.	21,754,826	23,437,326	369,316	423,575
Electricity purchased for power only - at flat rate - H.P.	2,325	-	31,271	-

+ Not separated in 1931.

Table 7. - Power Employed, 1930 and 1931.

Power Units	No. of Units		Total H.P.	
	1930	1931	1930	1931
Steam engines and steam turbines	17	16	1,289	1,059
Gasoline, gas and oil engines	173	164	658	482
Hydraulic turbines or water wheels	10	5	26	11
Total Primary Power	200	185	1,973	1,552
Electric motors operated by purchased power	5,548	5,756	21,023	21,999
Total Power	5,748	5,941	22,996	23,551
Electric motors on power generated by the establishment	15	23	25	68
Total electric motors	5,563	5,779	21,048	22,067
Boilers	51	105	3,175	4,666



The Printing and Publishing Industry, 1930 and 1931.

Table 8. - Materials Used, 1930 and 1931.

Materials		Quantity		Value	
		1930	1931	1930	1931
TOTAL		-	-	\$ 15,993,916	\$ 14,029,548
Newsprint paper	Reams	32,040	13,110	121,909	30,235
	Lbs.	258,691,056	228,229,830	11,088,757	9,527,051
Book and writing paper	Reams	26,442	18,840	133,819	81,052
	Lbs.	18,667,843	16,793,529	1,536,268	1,453,847
Paper board	Reams	744	763	8,660	12,929
	Lbs.	1,244,108	605,296	119,648	69,311
Cover and Fancy Paper	Reams	626	569	4,162	6,233
	Lbs.	128,859	208,868	36,892	49,178
All other paper	Reams	4,440	2,079	19,907	8,623
	Lbs.	8,553,598	8,001,483	537,351	541,983
+ Ready print	Reams	-	4,559	-	18,459
	Lbs.	-	560,319	16,368	51,239
Envelopes	Value only	-	-	78,434	122,127
All other paper and paper board	Value only	-	-	159,126	117,041
All other materials	Value only	-	-	2,132,615	1,940,240

+ No quantities given in 1930.

Table 9. - Products Manufactured, 1930 and 1931.

Products	Value	
	1930	1931
	\$	\$
TOTAL.....	72,013,171	65,700,122
Subscriptions and sales of publications.....	15,801,292	15,602,626
Advertising.....	43,913,858	39,006,633
Job Printing.....	10,347,102	9,320,699
Stereotyping.....	954	10,566
Fuling.....	8,735	9,276
Lithographing.....	61,194	46,848
Photo-engraving.....	311,584	298,914
Other engraving.....	23,369	9,878
+ Electrotyping.....	25,884	-
Bookbinding.....	286,397	353,444
Loose Leaf and blank books.....	2,505	4,541
Counter check books.....	2,259	1,947
Tags, seals and greeting cards.....	13,489	11,517
Stationery goods of all kinds.....	75,676	49,415
Trade composition.....	28,439	4,632
All other products and work done including radio advertising and cartons, etc.....	1,110,434	969,186

+ Less than three firms in 1931, included with all other products and work done.

Note: Data given here do not necessarily represent the total Canadian production under each heading since these products are also listed under other industries.

