



CANADIAN CAVALCADE

The Proof of Canada's Progress SOME FACTS AND FIGURES

- 1 Though ranking but twenty-eighth in point of population, Canada has consolidated her position as fifth among the great exporting nations of the world. For the first eleven months of 1934—as compared with the corresponding period of 1933—the total merchandise trade of Canada increased in value by \$221,000,000, or 26 per cent.
- 2 During the same period, the merchandise exports of Canada increased by \$111,000,000, as compared with 1933, and imports by \$109,000,000, whilst the balance of trade in 1934 (eleven months) was favourable to the extent of \$124,000,000, a gain of \$4,000,000 over 1933. This is exclusive of a net balance of \$83,000,000 of exports of bullion, nearly all newly-mined Canadian gold.
- 3 In the first ten months of 1934, Canadian exports to foreign countries increased by \$29,000,000, over the similar period of 1933, and Canadian exports to Empire countries increased by \$78,000,000.
- 4 Manufacturing output in 1934 shows a big gain both in volume and value over 1933. The index of industrial production showed a gain of 19 per cent for the ten-month period ending October 31, 1934, over the corresponding months of 1933. Output of pig iron and steel more than doubled; newsprint output registered a gain of 29 per cent; construction increased by nearly 40 per cent; output of cars and trucks by 36 per cent; tires by 34 per cent; consumption of electrical power reached a new high point in the history of the industry; and gains were recorded in almost every important branch of productive activity.
- 5 The volume of mineral production reached a new high peak in 1934, with a gain over 1933 of nearly 20 per cent. In 1932, Canada's mineral output was valued at \$191,000,000; in 1933 at \$221,000,000; while in 1934 it will exceed \$260,000,000. Coal produced in Canada during 1934 shows an increase of nearly 20 per cent over 1933.
- 6 Lumber exports in 1934 show tremendous increases, a gain of 90 per cent being registered over 1933. Under the Empire trade agreements, exports to British countries have increased from 342,000,000 feet in 1932 to 653,000,000 feet in 1933, and to possibly 1,000,000,000 feet in 1934. (The exports for the first ten months of the year show a total of 892,000,000 feet.) Exports to foreign countries, other than the United States, have also increased. The pulp and paper industry has resumed, in 1934, production on almost a normal scale, which, in itself, has provided employment for thousands of additional men in the woods and in the mills. The production of newsprint during the first ten months of the year exceeded that of any previous year, excepting 1929. The total value of pulp and paper exports during 1934 is expected to show an increase of \$14,000,000 over 1933.
- 7 The estimated value of the field crops of Canada for 1934 is the highest since 1930, and exceeds the 1933 value by \$113,000,000. The high quality of the Dominion field crops and livestock has again been notably demonstrated at the recent Chicago International Exhibition, when Canadian exhibitors won 17 championships and 32 first prizes. The grand championship for Hard Red Spring Wheat—the major award for wheat entries—was again won by the Dominion.
- 8 During the year 1934, Canada has not experienced a single major industrial disturbance—an impressive indication of the national stability of the Dominion's industrial life. Employment, one of the most vital indices of a country's economic position, showed a gain of 15.9 per cent during 1934. Compared with a year ago, 92,191 employees have been added to the pay-rolls of the firms reporting, whose numbers have increased by some 500.
- 9 As a basic indication of industrial and agricultural activity, freight movement in 1934 registered a considerably higher level than in 1933. Car loadings showed a gain, for the first ten months of 1934, of 16 per cent as compared with a similar period of 1933, nine of the eleven commodity groups showing increases.
- 10 Total ordinary revenue for the Dominion in the first eight months of 1934 (fiscal year) amounted to \$245,062,540 as against a total of \$216,902,271 for the corresponding period of 1933—an increase of \$28,160,269. For this same period, there is a surplus of ordinary revenue over ordinary expenditure of \$1,604,449.
- 11 Gross postage collections in the first ten months of 1934, amounted to \$1,213,560 more than in the corresponding period of 1933; this is indicative of increasing business.

AS THE YEAR 1934 passes into history, Canada can look back upon a period of unimpaired progress so definitely sustained that it has brought us to the pathway that leads to a sound, sensible, and stable prosperity. The advance that we, as a country, have made during the past year has demonstrated anew the inherent strength and stability of the Dominion. We have seen the faith to which we held so firmly in the darker days abundantly fulfilled—the confidence to which we clung in gloomier years triumphantly vindicated. With clearer skies above us, and with firmer ground beneath our feet, we have advanced with unimpeded progress along the road of national reconstruction and economic recuperation. It is at once a tribute and a testimony to the courage of the Canadian people that, to-day, Canada marches in the vanguard of the nations in their pilgrimage toward prosperity.

Throughout the past year, the pulse of our business life has grown stronger day by day. Canadian industry, through all its multitudinous channels, has felt the urge of a resurgent activity. The process of production has been steadily accelerated to meet an intensified demand for Canadian commodities, and, throughout the Dominion, our manufacturing plants have experienced a sustained activity that often challenged their capacity. Our international trade, so vital to the economic welfare of the nation, has seen an almost spectacular increase in volume and in value, and the trade agreements which have been effected between Canada and other parts of the Empire, as well as with twenty-five other nations throughout the world, have opened up new avenues of distribution, with ever-widening potentialities of business, for the products of Canadian farms, forests, and fisheries, mines and manufactories. And it is a significant fact—as well as a symbol of our progress—that employment in Canada has reached, to-day, a higher level than that of any month since the upward trend began.

Encouraged by the progress we have made, cheered by the brighter days we now encounter, sustained by the courage and the confidence which upheld us through the darker years, we can face, unafraid, the problems of the future. As a united people—yet each in his own place and endeavor—let us advance together to further heights of national achievement. Thus shall the great destiny of Canada be fulfilled, and all her people find happiness in the days to be.

Hon. R. B. HANSON, K.C., M.P.,
Minister

DEPARTMENT OF TRADE AND COMMERCE
OTTAWA · CANADA

January 1st, 1935

The Department of
Trade and Commerce
exists to serve you
USE THE SERVICES
IT PROVIDES

The Department now maintains Thirty-four Trade Commissioners in strategic centres throughout the world—fourteen of them within the Empire. These Commissioners, who devote their entire time to the furtherance of Canada's industrial interests abroad, are selected by examination from Canadian university graduates, and specially trained to undertake the work they have to do as Canada's trade representatives abroad. Their duties are to increase the export trade of Canada; to link up the Canadian exporter with the foreign importer; to study conditions and needs of the territories where they are located; to make direct enquiries or conduct preliminary surveys regarding the potential market for any product, reporting the exact kinds of goods wanted, competition to be met, and the best methods of packing, shipping and billing. Their services are always at the disposal of firms and individuals interested in Canada's trade expansion.

All trade developments the world over are being constantly reported by these Commissioners to the Commercial Intelligence Section of the Department of Trade and Commerce, Ottawa. This information is always available, and enquiries from Canadian manufacturers, and others interested, on any phase of export trade are welcomed.

The Dominion Bureau of Statistics, which operates under the Department of Trade and Commerce, supplies an analytical survey of statistics which forms the background of practically all industrial enterprise in Canada. The Bureau maintains this continuous analysis of facts and figures, constantly up to date, its numerous publications covering every important phase of the Dominion's growth or development, week by week, month by month, year by year. Its "Monthly Review of Business Statistics" is a particularly valuable analysis from the business man's standpoint. The Canada Year Book, which is published by the Bureau, is possibly the most valuable compendium of information on the business of Canada, viewed from every possible standpoint, that can be obtained; it is the text book of Canadian economic progress.

Other activities of the Department of Trade and Commerce include: the constant study of world tariffs and their application to Canadian trade; the inspection of gas and electrical appliances; the subsidizing of steamship services towards the development of new markets; the advertising of the Dominion by motion picture films, by pictorial matter and by written copy; the grading and weighing of our wheat crops; the popularizing of Canadian products in the markets of Great Britain and elsewhere through the work of its Exhibition Commission in co-operation with its Publicity Branch; and a great many other services calculated to expand internal and external commerce.

J. G. PARMELEE, O.B.E.,
Deputy Minister