

IMPORTANT ANNOUNCEMENT!

Stouffville Merchants announce

NEW SHOPPING HOURS

Effective Monday, May 14

Monday, Thursday, Saturday to 6p.m.

TUESDAY & FRIDAY

To 10 p.m.

Closed All Day Wednesday

Stouffville Businessmen's Association

E-A-S-Y does it
...when you
drive a Pontiac!



Pontiac's Cushioned-Ride gives you easy chair comfort on all kinds of roads

Pontiac is a relaxing sort of car... easy on you... easy on your nerves... easy on your pocket, too. One drive convinces you that here is the car you've always wanted... safe, sure and steady, yet exciting in its power (up to 227 flashing horsepower), thrilling in its performance (never before such blazing GO), eye-arresting in its styling. Try a Pontiac out for size. Out of 31 easy-to-look-at models there's sure to be one to fit you like your favorite pair of shoes. Comfort... that's what counts—and it's yours in a Pontiac.

Relax with built-in safety and comfort in a

PONTIAC

WIDE STRANCE REAR SUSPENSION
Is the secret of Pontiac stability. Parallel outrigger springs permit a lower centre of gravity and complete freedom from pitch and roll.



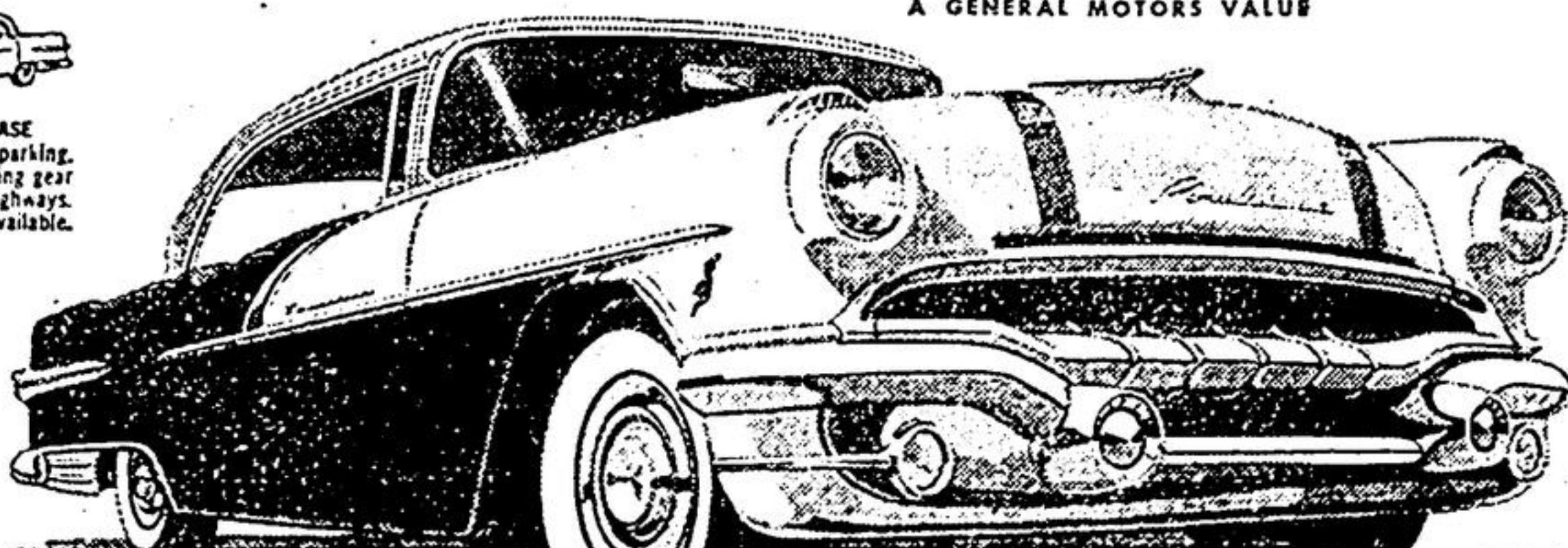
MORE POWER THAN EVER BEFORE
In 5 great engines—from the economical 148 h.p. Strato-Six to the sizzling 227 h.p. Strato-Streak V-8, Pontiac sets the pace in '56.



CUSHIONED FRONT SUSPENSION
Smooths out road shocks and bumps—brings more real comfort to drivers than you ever believed possible, and brings you new stability.



FINGER-TIP STEERING EASE
Makes a pleasure even of parking. Pontiac's new ball-race steering gear turns city streets into open highways. Optional power steering also available.



A GENERAL MOTORS VALUE

PATRICK MOTORS

Main St. W., Stouffville, Ont.

Phone 372

National Quinquennial Census

Canada will take its first national quinquennial census of population and agriculture in 1956. This marks an important departure from the previous practice of confining the quinquennial census to the Prairie Provinces, where they have been taken in Manitoba since 1886 and in Saskatchewan and Alberta since 1906.

In recent decades there have been numerous requests to extend this five-year census to other provinces. The rapidity with which changes have been taking place in Canada in the post-war period and, indeed, since the 1951 Census, have resulted in more numerous and urgent requests.

It was not practicable to take a five-year census on a national scale in the past because of at least two formidable obstacles. These were the length of time required to take a census and the cost. If it took from three to five years to compile the results of a census of all Canada, then the compiling of one would overlap the preparation for the next and create serious organizational difficulties. The 1951 Census, which introduced in Canada radical new procedures in census taking, reduced the time for completing a census to one-half, thus removing the difficulty of timing. This of course, also made possible considerable reductions in cost. The 1951 Census cost approximately \$8,000,000. If it had been taken by the former methods, it would have cost approximately two million dollars more.

Further reductions in the cost of a national quinquennial census could be made by reducing the number of questions and by confining it to population and agriculture; that is, there would be no schedules for distribution, fisheries or housing. This plan has been adopted for the 1956 Census. In spite of higher price and wage and salary levels since 1951, the 1956 national quinquennial census has been designed to cost not more than \$5,000,000 as compared with \$8,000,000 in 1951. Besides the simplification due to fewer schedules and questions, the time-saving procedures used in the 1951 Census will be given a wider application. For example, a mark-sense questionnaire will be used in agriculture for the first time, as it was for population and housing in 1951.

There will be five questions in the 1956 Census of Population instead of the twenty-nine asked in 1951. These are age, sex, marital status, relationship to head of household and whether living on a farm. Information on the other questions asked in 1951 has not the same degree of urgency; in fact, some of the characteristics of the population such as religion, origin, education and citizenship change only slowly and an enumeration of them once in ten years is adequate.

The agriculture questionnaire will have seventy-six questions as against approximately two hundred in 1951. After consultation with federal and provincial agriculturalists and interested organizations, it was decided that answers to these 76 questions would furnish essential benchmarks and other basic materials appropriate for a quinquennial census of agriculture. It is intended to supplement this questionnaire somewhat later by a sample survey conducted by specially trained enumerators to secure information on such items as farm expenses and income from non-farm operations.

Agriculture is the most important of Canada's primary industries. Farmers, business governments and all interested in the making of agricultural policy require a variety of statistical data to assist them. They must know the current situation with regard to crops, live stock and other aspects of farming activities. It is, of course, not practicable to take a complete annual census of agriculture. Instead, the Bureau of Statistics annually sends out mail questionnaires to obtain information about acreages and numbers of live stock, etc. Approximately one-fifth of the farmers send in replies. From this sample, percentage changes from one year to the next are calculated and these percentages are applied to the base or benchmark figures obtained in the last complete census to obtain annual total figures for the various crops, live stock, etc.

It is found in practice that this method of obtaining annual estimates is subject to error and that the errors are cumulative, so that the longer the period between censuses the larger the error. In the ten-year interval the error for some farm products becomes serious. This fact has created an urgent need for a national agricultural census more frequently than once in ten years to check on the accuracy of the annual estimates and is one of the principal reasons for taking a national agricultural census in 1956.

Canada has lagged behind several countries in regard to the frequency of taking agricultural censuses. For instance, Australia, New Zealand, and the United Kingdom take one annually and the United States takes one every five years. This serious gap in Canadian statistical information will be filled by the 1956 Census.

There will be many additional advantages. The 1956 Census will secure information by small geographical areas, which will be of great assistance to governments at all levels in the administration of agricultural policy. Information by small areas cannot be secured through sample surveys.

All businesses interested in the farm market will have an up-to-date statistical picture of farm production to assist them.

Population

Many organizations besides governments are interested in and working for the welfare of the farmer. To appraise emergent situations wisely, they must have a variety of the most accurate statistics possible. The quinquennial census of agriculture will lay the basis for improving many statistical series.

It is expected that the 1956 count of Canada's population will be around 16 million, an increase of approximately 2 million over 1951, which is 14% in the five-year period. If this rate should be maintained until 1961, it would be greater than the high rate of increase in the 1941-51 decade, which, excluding Newfoundland, was 18.6%—with Newfoundland it was 21.75%. A 28% rate of increase in a decade was exceeded only in the period 1901-11, when it was 34.17%. However, that was the period when Canada experienced its heavy flow of immigration due to the settlement of the Prairies.

Accompanying this rapid increase there have been considerable movements of people between and within provinces. There has been something in the nature of an exodus to the outskirts of cities, which has expanded greatly the metropolitan areas. This movement has gone beyond the limits of cities and metropolitan areas and has also changed the character of purely rural areas to a combination of rural and urban.

Such movements as these create heavy demands on municipal and provincial governments for all manner of services—roads, schools, waterworks, fire protection, etc. Provincial governments have given help to municipalities in

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