

most other countries in Latin America and it has associate companies in Brazil, Venezuela and the Argentine. Apart from the integrated resources inventories of Pakistan and Ceylon under the Canadian Colombo Plan and large provincial surveys of Ontario and Alberta and elsewhere in Canada, this Bolivian assignment is one of the largest the Canadian group has undertaken in its operations on seven continents.

The contracts generally call for aerial photography, photogrammetric mapping, mosaicing, astro control, airborne magnetometer surveys and their interpretation. Robert Brocklebank, of Toronto, is in charge of the operation with headquarters at Cochabamba in central Bolivia. Three aircraft from Hunting's operating company, Kenting Aviation, a high altitude photographic Flying Fortress and two magnetometer and camera-equipped Hudsons are operating from the Bolivian towns of Trinidad, Santa Cruz, and Tarija.

As well as the aerial magnetometer and air photography side, the assignment calls for surveyors on the ground to take astronomical shots of the stars in jungle locations to locate exactly the aerial surveys. The ground surveyors and aerial photographers work for The Photographic Survey Corporation Limited, of Toronto, and the magnetometer operators for an associated company, Aeromagnetic Surveys Limited. Much of the advanced stages of work will be carried out in the Hunting Group's Toronto headquarters.

ELECTRIC POWER IN A GROWING ECONOMY

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getting under way is a large hydro project on the Nelson River. In British Columbia new hydro-electric facilities have been built to meet the needs of the smelter at Trail, while on Vancouver Island development of the water-power resources of the Campbell River has reflected in part the demand of new pulp and paper mills.

Important as the resource industries have been in the postwar upsurge in power consumption, it is a striking fact that general industrial, commercial and domestic use of power has accounted for a substantially larger part of the increase. The chemical industry and the primary iron and steel industry, both big users of electricity, have been among the most rapidly expanding segments of Canadian manu-

facturing industry. This expansion, along with the growth in a wide range of other manufacturing industries using power-driven machinery and electrical processes of one kind or another, has brought a 50 per cent increase in power use since the war by manufacturing industries other than metal-smelting and pulp and paper.

Most of this demand has been felt in the thickly settled parts of the country where at the same time the rise in population, particularly the explosive growth of suburban areas, has created big new commercial and domestic demands. The requirements of new shopping centres, new office buildings (many now air-conditioned) and increased municipal services such as street lighting have all converged on the power supply. Most striking of all is the growth in domestic use; power consumption by households and farms in 1956 was more than four times as large as at the end of the war and accounted for about 16 per cent of total consumption compared with 8 per cent in 1945. Behind this phenomenal expansion, of course, lie a great variety of factors -- a big inflow of immigrants, a high rate of family formation, a record rate of housebuilding, and accelerated rural electrification programs.

Quite as spectacular as the rise in the number of households served is the more intensive use of power in the home. One of the commonplaces of this electrical age is the constantly increasing variety of electrical appliances and equipment ranging all the way from washing machines and stoves to electric blankets and power tools for the home workshop. The number of households with electric refrigerators has risen from only 30 per cent in 1948 to over 80 per cent in 1957, and roughly two-thirds of Canadian households now own television sets. One measure of this rising domestic use of electricity is that consumption per customer more than doubled between 1945 and 1956. And the fact that the market for such relatively new items of domestic equipments as clothes dryers, freezers and air-conditioning units has only begun to be tapped in Canada points to a continued upward trend. It is perhaps worth noting in connection with the remarkable increase in domestic power use that, although the cost to the domestic customer varies greatly from province to province, the average charge per kilowatt-hour has either declined or shown only moderate increases during the postwar years and in most provinces is lower than in 1939, in several cases substantially so.