

RECORD AUDIENCE

A record 7,600,000 Canadians listened to or watched Canadian Broadcasting Corporation English and French-language radio and television coverage of the March 31 federal election, according to a special survey undertaken for CBC audience research.

With cities from Sydney, N.S., to Victoria, B.C., linked by a live TV network, 4,000,000 viewers were able to watch the English-language coverage on CBC and privately-owned stations. An additional 1,600,000 viewers watched the programme on the CBC's French-language television network.

The total of 5,600,000 viewers represents the largest Canadian TV audience for a live presentation. Total TV audience for CBC coverage of the 1957 election was 4,200,000. Approximately 5,500,000 Canadians watched Her Majesty the Queen address the nation in 1957. The total audience for last year's Grey Cup football game was 4,850,000.

Despite the great number of people watching TV, CBC radio recorded one of its largest audiences since 1952. Close to 2,000,000 French and English-speaking Canadians listened to CBC radio network coverage through CBC and affiliated stations across the country.

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REVISED PARTY STANDING

The revised standing of the parties in the House of Commons following the March 31 general election is as follows:

Progressive Conservative	208
Liberal	49
CCF	8
Total	265

SHOPPING CENTRES

Retail establishments in 67 Canadian shopping centres in 1956 had sales totalling \$238,027,000, the Dominion Bureau of Statistics reports. Some 898 retail establishments operated in these centres, comprising 520 independent stores with sales amounting to \$94,489,000 (39.7 per cent) of the total and 378 chain stores with sales of \$143,538,000 (60.3 per cent of the total).

Ontario had 41 shopping centres in 1956 with sales totalling \$157,009,000 or 3.9 per cent of the province's total retail sales. Quebec's 10 shopping centres had sales valued at \$45,915,000 or 1.8 per cent of the year's total for the province, and other provinces, Nova Scotia, Alberta and British Columbia with a total of 16 shopping centres had sales of \$35,104,000 or 1.3 per cent of retail sales for these three provinces.

SASKATCHEWAN ECONOMIC GAINS

Despite an overall business decline in the United States and Canada, the industrial economy of Saskatchewan continued to advance in 1957, Provincial Treasurer C.M. Fines said in presenting his 1958-59 budget address.

Mineral production made the most important advance in the province, with value of production rising 37 per cent to reach a new high of about \$158,000,000. Gross value of non-farm commodity production rose about seven per cent from the 1956 figure, and the index of industrial employment continued to hold gains, Mr. Fines said.

Gains in oil and minerals offset some weaknesses in industrial minerals and base metals, and the construction industry in the province operated at peak levels during most of the year, with value of work performed in the latter expected to surpass the record \$365,000,000 construction intentions figure forecast early in 1957.

Substantial gains were also shown in manufacturing, with output of such new industries as steel pipe, cement, wire and cable, paper bag manufacturing and others adding to older established industries to bring total value of shipments to about \$320,000,000.

OPTIMISTIC VIEW

Although economic prospects on the national scene remain somewhat clouded for 1958, Mr. Fines said, a number of special factors in Saskatchewan appeared to justify a "reasonably optimistic" view of the immediate economic outlook for the province.

He foresaw the possibility of moderate improvement in the farm income picture, due to higher protein content in wheat, reduced wheat exports from Australia and the Argentine, longer federal credit terms for exports, a lower premium on the Canadian dollar, and some levelling of production costs.

FURTHER EXPANSION

In the non-farm sector of the provincial economy, Mr. Fines also forecast further expansion, particularly in the mineral industries. Oil production is expected to rise still further, with one forecast placing total value of crude oil production at about \$100,000,000, compared to only \$77,000,000 in 1957. Expanded distribution facilities assure a further increase in natural gas production, and enlarged capacity of uranium mills points to a further increase in uranium output.

Mr. Fines said resource development and private manufacturing investment were all expected to maintain recent high levels, with the outlook for housing and investment generally expected to be aided by substantially easier money conditions and lower interest rates.