The major appeal of census monographs often lies in the vast amounts of information that they provide. The vast data base is, however, the root of difficulties which seem to be inherent in these census-based documents. Authors of census monographs invariably begin with a data set, identify questions that might be addressed with such data, and then select analytical methods which seem appropriate given the data. While trying to tie these often disjointed analyses to some central theme, the authors are confronted with the problem of presenting a profusion of data and statistical results in a form that the reader can readily comprehend. Canada's Farm Population certainly provides much information, but it is plagued by these problems of analysis and presentation.

The monograph not only provides information on Canada's farm population, it also describes a source of data. Recognizing that "the human factor in Canadian agriculture has long been neglected", Statistics Canada sought to compile data on the socio-economic characteristics of the farm population. This was achieved by matching data on farm units, from the 1971 census of agriculture, with information on the respective farm operators and members of their households, from the 1971 Census of Population. This "Ag-Pop Linkage" provides the data base for the study. The nature of this data set and the system for its retrieval are described for the benefit of potential users. Such a comprehensive and consistent data source will be welcomed by researchers interested in socio-economic aspects of Canada's farm population. Data on individual farms/households are not available given census confidentiality rules. Thus, analysis in the monograph is limited to aggregates, such as distributions or averages for census divisions.

The substantive information on farms, farm families and incomes is presented in a variety of tables, graphs and histograms. In this way, a very comprehensive picture of interprovincial variations in demographic, family, mobility, educational, occupational and income characteristics of the Canadian farm population is supplied. The data are accompanied by considerable interpretation, elaboration and explanation. Shaw identifies analytical questions...
statistics, that are raised by the observed patterns, and relates the empirical information to pertinent theories, especially those of migration.

A major objective of the study is to gain an understanding of the spatial variation in farm family incomes. In the third chapter, correlation and regression methods are used to examine the relationships between farm family income and a wide range of farm and farm family characteristics. This type of analysis is conducted using provinces, then census divisions as the units of analysis, "to identify characteristics which are consistently associated with low versus high farm family incomes." The approach is clearly "more exploratory than one directed by a well-developed body of theory." Variations in average family income are shown to be related to variations in farm characteristics, farm operator characteristics, and farm family characteristics.

The methods for selecting particular variables for the regression analysis and the procedure for choosing specific estimating equations are outlined in detail. Although the methodology represents something of a statistical fishing expedition, the detailed description of the approach and the short exposition on regression coefficients assist the reader who is unfamiliar with such techniques.

Shaw carefully acknowledges the limitations of the analysis, especially those associated with the data. Much of the study deals with farm income, which is difficult to interpret given deductions of farm operating costs and "income in kind". This problem is addressed at some length, but not resolved. Elsewhere, Shaw recognizes that, "frankly, regression analysis of total farm family incomes is more relevant to understanding the structural aspects of Canada's farm sector than to the behaviour of the farm family production function."

The analysis in chapter four seeks to "typologize" characteristics which distinguish low from high income farm operators. Following some cross-tabulations, Shaw uses discriminant analysis to address this issue. As in the previous chapter, the rationale for including particular variables in the discriminant analysis is described in detail. The analysis itself is difficult to follow, partly because the results often refer to constructs rather than to the particular variables used in the statistical tests. Thus, "scale of farm operation" is actually measured by "net farm income as a major source." This variable is chosen for the discriminant function over other surrogates for "scale" because it has a high discriminatory power, introducing a certain circularity into the analysis and raising questions about the interpretation of the statistical results.

Each chapter concludes with a summary of the main findings. These summary points refer mainly to substantive information, such as which provinces have high farm incomes, and to the prominent statistical results, but they also note limitations imposed by the data and assess the analytical methods employed.

The monograph is an important contribution to a relatively neglected area of research. Its value lies in the vast amount of empirical information that it provides, and in its description of a data source with considerable potential, rather than in its analytical contribution. It seems in need of some editing, but perhaps we should not expect census monographs to provide bedtime reading. Certainly, the price is right.

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This product of a cooperative effort by the late Ministry of State for Urban Affairs, Statistics Canada, and the editors, led by Michael Ray, is a convenient digest of basic census material on Canadian cities. Similar in its thrust to Leroy Stone's post-1961 census monograph Urban Development in Canada, it is both more comprehensive and less evaluative. In contrast to the second volume, which provides a more detailed breakdown of the internal structures of the twenty-two Census Metropolitan areas, this volume focuses on the city (population 10,000 and over) as a unit. While the compendium is derived almost exclusively from Census Canada's data base, it goes beyond the available publications of that institution in reformulating 1971 census material and in gathering and retabulating temporal data. The book is divided into four substantive sections. The first elaborates on themes and basic population statistics; the second considers aspects of the urban economy; the third encompasses social characteristics and census housing data; and the fourth considers interurban interaction.

Three loosely defined themes are set forth as unifying the work: the consequences of size, the hierarchy of growth forces, and the complexity of the interrelationships among growth forces. In that these concepts are neither made explicit nor systematically developed in the data, they only loosely integrate what is fundamentally a data compendium. The introductory section also provides a basic spatial and temporal context for the ensuing data. The tables and excellent statistical mapping cover, among other things, provincial population change for the period from 1851.
metropolitan region populations from 1901, and adjusted county data by sex from 1911. Complementing this is a comparative assessment of the OECD countries for 1970.

The largest part of the work is devoted to the urban economy, in turn considering labour force statistics, manufacturing activity, and income distribution. The section on the labour force includes relationships between it and employment structure and city size by basic SIC Class; a breakdown of the urban labour force for 1971 for cities over 10,000; and a Maxwell-like deviation from minimum requirements classification of Canadian cities. The detailed section on manufacturing ranges from an interesting treatment of threshold size requirements and concentration, through a series of maps portraying foreign and non-local control of manufacturing, to a turgid rank ordering of cities and industries. Census income statistics are extensively cross-tabulated, relating personal, family, and head of household income with a range of variables including age, occupation, birthplace, ethnic origin, and family size. These data are generally provided for provinces or regions and urban size classes, but for some variables, such as average total family income, they are provided for all urban areas.

The third part of the work focuses on age and sex composition, variations in life cycle patterns, ethnicity, and housing. The section provides a well portrayed data set on birth and death rates, age structure, sex ratios, and family size. It also taps the rich census data base on birthplace, mother tongue, language at home, official language, ethnic origin, and religion to provide a concise review of cultural variation among the Canadian cities. Because of its exclusive dependence on census data, the housing section is of limited utility for any serious consideration of what was, by the time of publication, the most important issue in the Canadian cities. In a work published in the mid-seventies there is a disproportionate amount of space devoted to such trivia as the presence of colour television and too little to the rudiments of supply and demand relationships in the urban housing markets. Moreover, such consideration as exists on the issue of housing inflation and shifts in housing mode are premised on the weak estimates of house value and the frequently misinterpreted definitions of house type utilized by the census. The section could have been significantly strengthened by drawing upon data from CMHC and other agencies as well as the private sector.

Consisting of only nine pages, Part Four, entitled "Urban Interaction", is unduly truncated. What material is present (including interaction indices based on newspaper circulation and airline passenger travel, a matrix of interurban migration and migration ratios) is well written and informative. Given such a sweeping title and designated as a major part of the work, however, the section can only be described as incomplete.

The cartography and graphics are excellent. Computer generated, they are simple and innovative yet informative and accurate. While many of the maps use proportional circles, the associated perceptual errors are compensated for by a systematic radius adjustment. The standing linear bar, seen in perspective, is very successfully used in portraying distributions among Canadian cities.

Unfortunately, the compendium should not be used without first consulting the disconcertingly extensive errata sheet. Two large tables have errors substantial enough to require total reprinting. While some of the errors are obvious, others are more subtle and could easily be overlooked by the users of the statistics.

Despite the weaknesses, Canadian Urban Trends is a useful volume for both those with a general interest in Canadian urbanism and those with more specific interest looking for ancillary data. While the currency of the information is rapidly disappearing, as background and as a basis for analyzing temporal trends the book will have long-term utility.

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The Decay of Trade is primarily concerned with the problems and declining fortunes of the Newfoundland saltfish trade during the pre- and post-Confederation periods. In the pre-Confederation period, Alexander focuses attention on the efforts to create a national cooperative marketing system for Newfoundland salt cod in an attempt to maintain, and regain, some of the industry's greatness in the world of saltfish trade. The culmination of these efforts was the establishment in 1947 of the Newfoundland Association of Fish Exporters Limited (NAFEL). In the post-Confederation period, Alexander attempts to trace the way in which government policy towards the Newfoundland saltfish trade shifted away from the industry's marketing problems to focus on the problems of production and processing and, in so doing, contributed to a further decline in the saltfish trade.
Chapter 1 reviews a series of studies on the Newfoundland fishing industry’s problems in the period 1933-1949 (pre-Confederation) and in the early 1950s in order to show how the perception of the saltfish industry’s problems differed between the Maritimes and Newfoundland, and how the diagnosis of the Newfoundland industry’s problems changed with time and with political circumstances. The government of pre-Confederation Newfoundland identified marketing as the major problem; in Canada, the problems confronting the Maritimes’ saltfish trade were seen in the context of a much larger country and were thought to lie in the organization of production and in product development. The difference in emphasis in diagnosing the east coast industry’s problems are traced almost entirely to the different political settings for the geographically proximate industries. The 1940s brought increasing consultation between the Newfoundland and Canadian governments and, with this, the diagnosis of the Newfoundland saltfish industry’s problems resembled more closely that of the Maritimes.

Chapter 2 documents the emergence of an orderly national cooperative marketing system for exporting Newfoundland saltfish between the turn of this century and 1947. In the process, brief reference is made to the efforts of Newfoundland’s competitors to regulate and organize their own saltfish industries, although no attempt is made to assess the weaknesses and strengths of the Newfoundland efforts at cooperative saltfish marketing compared with the efforts of other countries such as Norway and Iceland.

Chapter 3 surveys the conditions of the “International Economy and Post-War Saltfish Trade”, highlighting the exchange problems of the sterling bloc and dollar area in the immediate post-war period and the difficulties that these problems presented to the Newfoundland saltfish industry, dependent as it was on sterling bloc countries for markets but tied to the dollar area through its financial connections with Canada.

Chapters 4 and 5 form almost 40 percent of the book and, although very descriptive, are undoubtedly its best researched chapters. They describe the problems encountered by NAFEL in marketing saltfish during the period 1947-1950. This detailed treatment of NAFEL’s operations strongly suggests that the motivation for Alexander’s work was the availability of NAFEL’s records and that the rest of the book was designed to provide a framework for what they revealed. The concentration on these four years can be justified in other terms, however, for the early post-war years saw a temporary resurgence in the fortunes of the Newfoundland saltfish trade after the decline of the thirties. It was a period in which the basic weaknesses of the production and inspection side of the industry were apparent, but little was done to overcome them. This, in turn, created marketing problems. These two chapters provide a detailed account of how the problems of the post-war international economy affected the activities of an export marketing organization and of the influence of a few individuals on the nature and direction of trade.

Chapter 6 attempts to isolate some of the factors contributing to the post-Confederation decline of the saltfish trade: changing political attitudes towards the industry and the manner in which changing political circumstances undermined the cooperative marketing system.

Alexander’s book has a number of shortcomings, not the least of which concerns the period chosen for study. Purportedly, the book covers the period 1935 to 1965, and it might be assumed that these two dates are of major significance to the declining Newfoundland saltfish trade. The reader may well be puzzled both by the absence of any clear justification for the selection of these two dates, and by the actual period covered by the text. In the preface, the author notes that the “reorganization of the industry began in Newfoundland in the 1930s and ’40s”. Chapter 2 reviews the events of the period up to the formation of NAFEL, but, unless the reader attaches more importance to the one paragraph on 1935 (pp. 28-29) than the author does, it is unclear why the study starts in 1935 rather than 1934 (the suspension of self-government and establishment of Commission of Government) or 1933 (the date of the Amulree Commission which analyzed the problems of the saltfish trade in the Depression years and provided an important input to the Commission of Government’s policy towards the industry throughout the period to 1949). The year 1935 appears to have little significance as a turning point in the decay of the Newfoundland saltfish trade.

Equally puzzling is the significance of the study’s termination date. It could be explained by the fact that Alexander did most of his work on the saltfish trade in the late 1960s. An explicit reference to this fact would have been useful. The time-frame for the study becomes even more confusing when, on page 125, the reader is brought up sharply by reference to the “two and a half depressing decades” after 1950. This is an indication of what is to come. The occasional production or export figure for 1972 or 1974 is added to the text or to a table, and odd references are incorporated into the text in an attempt to update the study from 1965 to the present. The attempt at updating is spotty, unsystematic, distracting, and superficial. Some works as late as 1976 are referenced but then others, such as the fisheries section of the Report of the Royal Commission on the Economic State and Prospects of Newfoundland and Labrador (1967) and the Atlantic Development Board’s report on the Fisheries of the Atlantic Provinces (1969), are completely ignored. One can appreciate the concern of the author (or series
editor?) about publishing in 1977 a study which in its original form terminated in 1965, but would it not have been far more acceptable to incorporate some of these post-1965 developments in the preface or in an appendix rather than to make rash insertions in the body of the text, where they leave the impression that the author’s treatment of this period is superficial? For example, how seriously can one treat the second of Alexander’s only two sentences on the Canadian Saltfish Corporation (p. 161): “It is far from certain that the Corporation has succeeded in warming the corpse of a once-great industry”? Although established in 1970 and in operation for at least six years before the final manuscript for this book was completed (see 1976 reference, p. 157), Alexander presents not a shred of evidence to support this “conclusion” about the Saltfish Corporation’s work. Such hastily written references to the post-1965 period are unworthy of the scholarship displayed in the rest of the book, particularly Chapters 4 and 5.

There are other serious shortcomings. The book fails to provide any theoretical framework for the study and the general application of the findings is left largely to the reader. In the opening chapter, the author notes that “the inadequacies of federal policy towards the east-coast [fishing] industry and the inadequacies of the Canadian union for peripheral regions like Newfoundland will be apparent” (p. 16), but the reader is left to draw his own conclusions as to what the best policy would be and whether that policy would be best for the region’s total development or just for one section (saltfish) of one industry (fishing).

The aim of the book and some of the conclusions present the reader with other problems. According to Alexander “the thesis of this study is that Canadian trade policy failed miserably in maintaining and expanding markets for the highly-export-oriented regional industries and economies” (p. 16). There may be merit in Alexander’s argument but, given that much of the study deals with the period before Newfoundland became part of Canada in 1949, many of the industry’s problems were certainly apparent before Confederation and were not only related to trade but to the nature of the primary and processing sector as well as the quality of the product being produced. One is left to wonder whether it is fair to lay most of the blame for the industry’s decline on Canadian trade policy.

Alexander contends that the major source of the problems of the 1970s (low productivity, poor quality, and inadequate marketing) has been inadequate market development and marketing organization (p. 160), yet his thorough review of NAFEL’s experience in the late 1940s and early 1950s shows clearly that many of the problems connected with selling Newfoundland’s saltfish in Europe and the Caribbean stemmed from the quality and nature of the product being sold and the organization of the fishery at the fisher-
familiar with the Newfoundland scene, it will provide excellent examples of the ways in which the actions of cavalier or independent-minded individuals may help to shape not only the direction and nature of trade, but the ultimate destiny of an industry.

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