

Some paper-using establishments purchase paper as a raw material from the pulp and paper industry and merely subject it to some form of treatment to fit it for further manufacture in some other industry. This occurs in the manufacture of coated, sensitized or corrugated paper. Other firms purchase paper and subject it to some treatment to fit it for a definite final use such as in the manufacture of asphalt roofing or waxed wrapping paper. Another large group uses paper and paperboard as a raw material for conversion into paper bags, boxes, envelopes, laminated wallboard and other commodities.

The manufacture of containers and packages of various kinds has grown very rapidly since ways have been found of converting tough and cheap paper stocks into strongly made boxes which are replacing wooden crates and packing cases. Small attractive paper containers for use in the retail trade are now in common use and their manufacture constitutes an important branch of the paper-using industries.

Composition roofing and sheathing, consisting of paper felt saturated with asphalt or tar and in some cases coated with a mineral surfacing, is being increasingly used as a substitute for metal roofing, wooden shingles and siding materials. Wood-fibre building boards, some of which are produced by lamination in the paper-using industries, are now used extensively in construction, especially for insulating purposes, replacing lumber and wood lath.

The growth of the paper-using industries in Canada since 1923 reflects these developments. In 1923 the 152 establishments in this group employed 6,870 persons, distributed \$7,442,102 in salaries and wages and produced goods valued at \$31,760,948. In 1959 these industries comprised 432 plants, provided employment for 29,203 persons whose earnings totalled \$108,053,202, and produced products worth \$527,713,524.

Subsection 7.—Printing, Publishing and Allied Industries

The printing trades group is made up of five closely related industries: printing and publishing, comprised of publishers who operate printing plants; printing and bookbinding, including general or commercial printers and bookbinders; lithographing, comprised of plants specializing in that process; engraving, stereotyping and electrotyping, including photo-engraving; and trade composition or typesetting for printers. A sixth industry covering publishers of periodicals who do not print their own publications has been included since 1949. Although strictly speaking these publishers are not manufacturers, they are closely related to the printing trades which produce the plates, cuts, etc., and print newspapers, magazines, directories, yearbooks, almanacs, house organs and other periodicals for them.

In 1959 the manufacturing printing trades employed 67,770 persons whose earnings totalled \$289,302,847. Their output was valued at \$740,015,907 and the raw materials used and services received cost \$231,078,138.

Periodicals valued at \$302,533,784 accounted for 40.9 p.c. of the value of printed matter and other products, daily newspapers alone contributing \$225,445,967. The value of periodicals is made up of \$223,088,250 received from advertising and \$79,445,534 received from subscriptions and sales of publications. In addition, the 1,462 publishers in the sixth industry reported revenues of \$59,864,886 from advertising and \$14,758,203 from sales of publications.