

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. Starting with 1960, a number of establishments specializing in the production of plastic bags (cellulose, polyethylene, etc.) previously classed in other industries, are included with the paper bag manufacturers.

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. Establishments classed as roofing manufacturers also produce a large proportion of the floor tiles manufactured in this country.

As a whole, the paper using industries have grown considerably in recent years. The same trend generally applied in 1961 compared with the preceding year; except for a small decline in the reported number of employees, statistics show a satisfactory increase. Shipments climbed to \$571,128,054 from \$542,785,569 in 1960; earnings were up to \$115,966,105 from \$113,130,561, despite a decline in the number of employees to 29,063 from 29,509; and plants numbered 444 compared with 439.

#### **Subsection 7.—Printing, Publishing and Allied Industries**

The printing, publishing and allied industries group is made up of six closely related industries: printing and bookbinding, including commercial printers and bookbinders; lithographing, comprised of commercial printing plants using principally the offset printing process; engraving, stereotyping and electrotyping, including photo-engraving; trade composition or type setting for printers; printing and publishing, comprised of publishers who operate printing plants; and "publishers only", including establishments primarily engaged in publishing and which do no printing.

The total revenue of all establishments in this group of industries reached \$871,902,450 in 1961, an amount 3.1 p.c. higher than the 1960 total of \$845,946,370. The payroll was up to \$327,880,120 from \$320,280,912 despite a small decline in the reported number of employees to 72,770 from 73,049; the plants numbered 3,427 compared with 3,410 in the preceding year.

The revenue to commercial printing establishments (including lithographers) rose to \$370,472,076 in 1961 from \$357,601,668 in 1960; plants specializing in trade composition, engraving, stereotyping, etc., had a total revenue of \$52,074,200 compared with \$51,800,688; the revenue to the printing and publishing industry increased to \$370,327,715 from \$358,524,761 and for "publishers only" to \$79,028,459 from \$78,019,253. Revenues from advertising and from subscriptions or sales of Canadian newspapers and periodicals of all kinds rose to \$398,736,452 in 1961 from \$391,946,462 in 1960; advertising revenues were \$298,677,860 compared with \$294,883,240 and sales \$100,058,592 compared with \$97,063,222.