

the seventh highest among the industry groups and slightly above the growth rate for all manufacturing; in the 1956-65 period, however, the growth rate was only 4.0 p.c., significantly lower than the average for all manufacturing industries. There is an indirect, inverse relationship to the high growth rate of the Electrical apparatus and supplies industries, based especially on the introduction of television and that industry's eventual virtual saturation of the consumer market with television sets. This led to heavy inroads on the advertising revenues of the printing and publishing industry, serving to lower its growth rate for the latest 10 years and for the whole postwar period. The industry group, of course, also contains much production oriented to non-consumer users of printed matter, business forms and the like, and this market has been supported by the upward movement of over-all business activity.

Output expansion of the *Iron and steel products* group over the postwar period was at almost the same rate as that of manufacturing industries as a whole; in the 1956-65 period, it exceeded that of all manufacturing. These trends reflect growth in primary iron and steel production and in that part of the iron and steel using industries included in this industry group under the 1948 standard industrial classification. Some comments on the primary iron and steel industry and the sheet metal industry are given on pp. 673-674; the industry group also includes the household, office and store machinery industry, which benefited from the impact of higher consumer incomes on sales of certain household appliances. The primary iron and steel industry, of course, also benefited from the general uptrend in consumer appliance sales, whether included in this group or in the Electrical apparatus and supplies group.

Although the growth rate of the *Textiles* group was below the average for all manufacturing for the 1946-65 period, in the 1956-65 period its average annual growth rate was second highest among the industry groups. This significant advance in the recent period was attributable to the introduction of synthetic fabrics and their rapid penetration of the textile using industries. The fluctuating share of the Canadian producer in the domestic market complicates any analysis of the growth of the textile industries—and of some other industry groups discussed here—and no attempt has been made to relate the growth rates to this consideration.

The growth rate of the *Rubber products* industries is actually tied to that of various industrial and consumer uses of rubber besides the demand represented by motor vehicle tires. However, it is interesting to note that the growth rates for the Rubber products group for both the 1946-65 and 1956-65 periods match almost exactly those of the Transportation equipment group, which includes the motor vehicle industry. In any event, the acceleration of motor vehicle production in recent years has contributed to the increase noted in the growth of the Rubber products group, not only through the equipping of new cars but also through the large replacement market that has developed from the expansion of ownership of motor vehicles.

The *Paper products* group, one of the largest in dollar value, is dominated by the export of newsprint and pulp and its growth rate is correspondingly influenced by these export markets. Although the effect of the television broadcasting industry on printed media advertising and the market for newsprint has had some dampening influence on the expansion of the Paper products group, its growth has been relatively steady. Some production of hardboard is classified to this group and the changes in technology increasing the use of this product class have had some favourable effect.

The *Transportation equipment* group owes its growth rate over the postwar period to at least three outstanding factors—the rise in per capita car ownership; the increasing share of trucking in goods transportation, mentioned in connection with the Petroleum and coal products and the Rubber products groups; and the strong rise in the earlier postwar