

#### 4.—Advertising Expenditures as a Percentage of Shipments, by Market Characteristics and Industry Group, 1965

Market Characteristics and Industry Group	Advertising Ratio	Market Characteristics and Industry Group	Advertising Ratio
<b>Mainly or Exclusively Non-consumer Markets—</b>		<b>Consumer and Non-consumer Markets (both large)—continued</b>	
Primary metal industries.....	0.16	Petroleum and coal products industries.....	1.15
Wood industries.....	0.18	Rubber industries.....	1.27
Paper and allied industries.....	0.36	Miscellaneous manufacturing industries.....	2.17
Non-metallic mineral products industries.....	0.55	Chemical and chemical products industries.....	3.84
Metal fabricating industries.....	0.62		
Textile industries.....	0.81	<b>Mainly Consumer Markets—</b>	
Machinery industries.....	0.84	Clothing and Related Markets—	
<b>Consumer and Non-consumer Markets (both large)—</b>		Leather industries.....	0.90
Transportation equipment industries....	0.90	Clothing industries.....	1.01
Printing, publishing and allied industries	1.02	Knitting mills.....	1.09
Furniture and fixture industries.....	1.09	Frequent Small Purchases by Consumers—	
Electrical products industries.....	1.15	Food and beverage industries.....	2.03
		Tobacco industries.....	3.36

### Section 2.—Changes in the Manufacturing Industries since 1961

Employment in the manufacturing industries in 1965 showed its largest annual percentage increase since the beginning of the expansionary phase of the business cycle in 1961. There were marked influences from rising fixed capital formation in the economy, higher consumer expenditures, especially on durable goods, and higher exports. Production continued to rise in the motor vehicles industry, reflecting the increase in consumer purchases and also early export effects of the Canada-United States Agreement on Automotive Products, signed in January 1965. In fact, motor vehicle manufacturers made the largest single contribution of any industry to the over-all increase in employment in 1965 and replaced pulp and paper mills as Canada's largest manufacturing industry in terms of value of shipments. The second largest numerical contribution to increased employment came from miscellaneous machinery and equipment manufacturers.

The value of shipments of goods of own manufacture of the manufacturing industries reached \$33,889,000,000 in 1965, an increase of 9.8 p.c. over 1964; this advance was about the same as the average annual rate of increase over the 1961-65 period (9.6 p.c.). Value added by manufacture rose by 10.3 p.c. in 1965 to a total of \$14,928,000,000. The monthly survey of shipments of manufacturers indicates that shipments reached \$36,709,000,000 in 1966 and \$37,474,000,000 in 1967.\*

#### Subsection 1.—Employment, Production and Shipments Changes in Industry Groups

Analyses of recent changes in employment in various industry groups are given in Tables 5 and 6; Table 5 shows the sources of the increase in over-all employment by industry group for the 1961-65 period, based on the annual Census of Manufactures, and Table 6 shows percentage changes, on a year-to-year and an average annual basis, for the same period.

The volume of production by industry group, using the unrevised (1948) standard industrial classification, not wholly comparable with other statistics presented here, is shown for several recent years in Table 7. [Indexes of the volume of production, which exclude the effects of price changes and generally relate to net production and which are based on the revised (1960) standard industrial classification, will be available in mid-1968.] The 1967 indexes are preliminary.

\* DBS publication, *Inventories, Shipments and Orders in the Manufacturing Industries* (Catalogue No. 31-001).