



# CANADA'S NATIONAL INDUSTRY

Published on National Pulp and Paper Day to mark 150 years of ever increasing contributions by the industry to the well-being of the nation.

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PULP AND PAPER LEADS ALL CANADIAN INDUSTRY IN THE PRODUCTION OF NATIONAL WEALTH

## Unseen Industry Benefits Canadians Coast to Coast

Scattered across the face of the nation, the Canadian pulp and paper mills are usually located in the hinterlands. Yet the operations of these unseen mills, their more distant tasks in the forests, and the sale of their products at home and to the nations of the world directly touch and benefit all Canadians everywhere.

Pulp and paper is, of course, by far Canada's largest manufacturer and largest exporter. It accounts for one fifth of the value of all exports. Its value to the nation stems, not only from its magnitude, but from its operations which stimulate every facet of trade, commerce, and business in the land. For example, the industry is the chief user of the railways. It is also by far the leading consumer of electric power in Canada accounting for a quarter of all the power used in industry and mining. Indeed, Canada's hydroelectric development was based in large measure on power plants initiated or stimulated by the pulp and paper industry. Again, as a provider of permanent jobs and as a wage-payer in the mills, pulp and paper leads all Canadian manufacturers. In addition to permanent workers in mills and woods, the industry pro-

vides seasonal woods work east of the Rockies for hundreds of thousands of Canadians at a season when employment normally declines.

The export trade in pulp and paper is of special importance for it accounts for close to a third of all Canada's exports to the United States and thus reduces in part the imbalance of trade between the two countries.

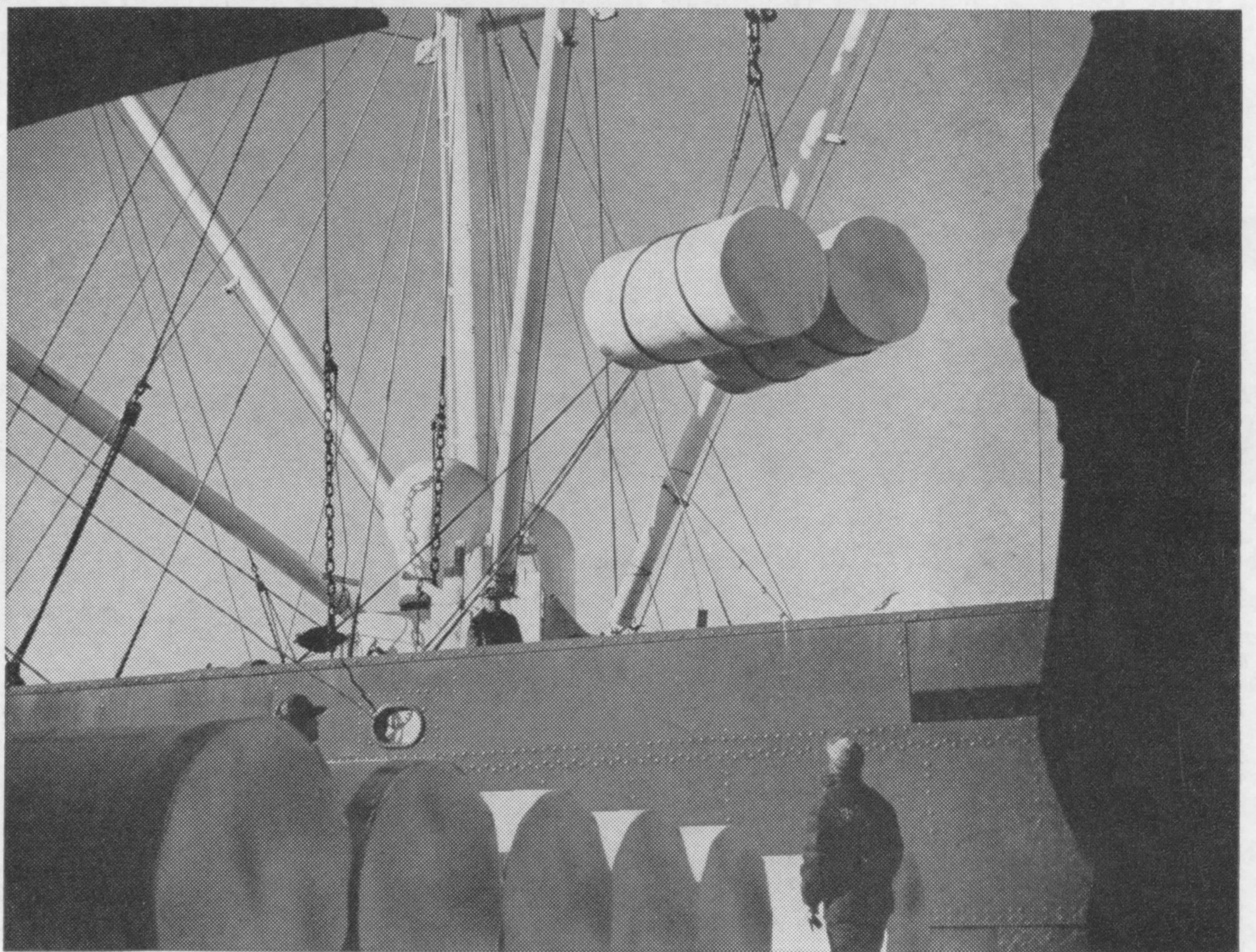
Annually the industry receives \$1½ billion for its products and this sum in one way or another is practically all spent in Canada. The total wages paid alone run to \$425 million. A quarter of a billion dollars is paid out for transportation services. Close to \$300 million goes for purchases of fuel, electricity, and chemicals and other mill supplies. About \$200 million is paid out in taxes to various governments.

And \$125 million dollars is paid out to purchase pulpwood and other fibres used in paper making. In addition, since the war the capital expenditures of the industry have averaged about \$100 million annually. Such growth benefits the nation.

The importance of the forests and the forest industries to Canadians is no new thing. They have been a mainstay of the nation for two centuries and with the growth of Canada's trade their position in the economy has not lessened. Indeed, pulp and paper creates as large a proportion of the national income today as it did 35 years ago. In short, the industry is an enduring bastion of the economy; and with the increasing world demand for pulp and paper products, it will continue to bring increasing rewards to all Canada and all Canadians.

### \$120 to a Billion

In 1890, Canadian pulp and paper exports had a value of only \$120. In 1919 they ran to \$97 million; in 1929 to \$198 million; and in 1939 to \$155 million. In 1946, pulp and paper exports totalled \$401 million, and during the last five years have annually exceeded \$1 billion.



Canadian newsprint being shipped abroad to provide virtually half of the free world's needs.