

Scoreboard

OUTPUT

1959	Production	Tons	Exports
Newsprint	6,394,172		5,952,704
Pulp for sale	2,512,804		2,460,133
Fine and other papers	1,160,731		146,026
Paperboard	1,029,567		115,880
Total production	11,097,274		8,674,743

Canada accounts for almost a fifth of the world's wood pulp production and for more than a quarter of all the international trade in pulp. As a pulp producer, Canada ranks only after the United States.

Canadian mills provide 48 per cent of the newsprint supply of the free world.

VALUES

1959

Gross value of production..... \$1.5 billion

Value of exports \$1.0 billion

Pulp and paper is Canada's largest creator of national wealth. The annual value of its production exceeds that of wheat and all other grains combined; or that of all Canada's mines; or that of any other producing industry.

Pulp and paper alone accounts for 21 per cent of the value of all Canadian exports and for almost 30 per cent of the value of exports to the U. S.

With a domestic trade of \$500 million, pulp and paper also ranks as one of the leading producers serving the domestic market.

EMPLOYMENT

Total annual wages paid..... \$425 million

Permanent employees in mills and woods..... 81,000

Seasonal woods workers 200,000

Excluding its seasonal workers, pulp and paper stands first among all manufacturing industries in numbers employed and in wages paid.

The annual wage bill of the industry far exceeds the combined wage bill of the two manufacturing industries that rank, after pulp and paper, as the largest manufacturing wage payers in the land.

RAW MATERIALS

The pulp and paper mills consume some 13 million cords of pulpwood annually of which 61 per cent comes from their limits, 22 per cent from farmers and other small holdings, and 17 per cent from other purchases including sawmill waste.

The pulpwood cut over all the industry's limits runs to an average of 6¼ cubic feet per acre per year. Scientific measurements reveal that this cut, plus all other losses, is below the annual growth. Thus the forest capital of the industry is not being impaired.

The pulp and paper mills operate their woodlands on a perpetual yield basis. Through research, by improved operating methods, and by a variety of silvicultural means, the pulp and paper mills are increasing the productivity of the woodlands.

NATIONAL VALUES

In all manufacturing industry, pulp and paper stands first in value of production, exports, capital invested, employment, and wages paid.

Almost one of every ten freight cars loaded in Canada carries pulp, paper, or pulpwood. The annual transportation bill of the industry is \$250 million.

Pulp and paper uses 27 per cent of all the electric power used in industry and mining.

Pulp and paper spends more for goods and services than any other manufacturing or producing industry.

Pulp and paper accounts for close to five per cent of the gross national product. Because the production of a dollar in goods, or of a dollar in exports, is generally followed by the production of another two dollars in other goods and services, pulp and paper operations generate, directly and indirectly, one of every seven dollars in the income of every Canadian.

Pulp Products Provide Useful Social Service

Canadian pulp and paper people are making products that are essential to human needs and human progress around the globe. Paper is the basis of civilization, the very currency of culture. But it is also, in more ways than one, the life of trade.

Paper is essential in the communication of culture and ideas. It is the bulwark of democracy and freedom. It is also the modern salesman, and its use in advertising has permitted the development of mass production which has both reduced the work week and raised the standard of living. In the form of paperboard, or cardboard as it is known to the layman, it has become the universal container and in a single generation has changed all merchandising and housekeeping methods and has changed them for the better.

Pulp is turned into myriads of other useful forms: building papers, building boards, hardboards, wrapping and industrial papers, cellophane, rayon, paints, lacquer, photo-film, explosives, sponges, and a variety of plastics. Even the by-products of pulp manufacture — turpentine, yeast, vanillin, commercial alcohol, road-binder, and tanning liquor — serve useful and important human needs.

Through the pulp and paper industry, Canada's forest resources are serving the nations of the world and contributing to human progress both at home and abroad. There is decency attached to making products that serve the real needs of mankind everywhere. There are also high national benefits in such endeavour.



Shipping Canadian pulp abroad.