

## PRAIRIE MANUFACTURING

Factory shipments from manufacturing establishments in the Prairie Provinces in 1960 were valued at \$1,972,888,000, a slight (0.9 per cent) rise from the 1959 total of \$1,955,672,000, the Dominion Bureau of Statistics reports in its annual review for the region. The value of factory shipments in 1960 increased 2.3 per cent in Alberta, to \$889,658,000 from \$869,404,000 in the preceding year, edged up 0.2 per cent in Saskatchewan, to \$344,773,000 from \$344,085,000, and eased off 0.5 per cent in Manitoba, to \$738,457,000 from \$742,183,000.

The number of Prairie establishments rose in 1960 to 4,327 from 4,112 in 1959, while the number of employees decreased to 94,414 from 94,430; but their salaries and wages increased to \$360,368,000 from \$350,115,000. The cost of materials and supplies rose to \$1,159,897,000 from \$1,150,143,000.

In the Prairie Provinces considered as an economic unit, slaughtering and meat-packing, with factory shipments valued at \$344,320,000, was the leading industry in 1960. Petroleum refining, with shipments valued at \$234,442,000, ranked second, followed by flour mills at \$96,646,000, pasteurizing plants at \$69,966,000, and butter and cheese at \$60,712,000. These five industries accounted for 41 per cent of the total value of factory shipments in the Prairie Provinces in 1960.

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## FROBISHER STAMP ISSUE

Details of a new commemorative five-cent postage stamp in the Canadian explorer series, to honour the sixteenth century voyager Sir Martin Frobisher, have been released by Postmaster-General Azellus Denis. The stamp will be released on July 29.

Frobisher was born about 1535 and raised at Normanton, Yorkshire. As a young man, he strongly advocated a search for the Northwest Passage to China and India. The first stage of his dream was

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realized in 1576, when he set sail from Blackwall with three ships, the "Gabriel", the "Michael" and a 10-ton pinnace, to undertake the first of three voyages to the New World.

Frobisher sighted the coast of Labrador on July 28. He continued northwest in the hope of finding a passage to the open sea. Instead, he entered the vast bay that now bears his name. The voyage created great interest in the commercial world, partly since the "black earth" Frobisher brought back from Canada was rumoured to be gold ore. Two further expeditions, which were supported by the Queen with financial assistance as well as material aid, followed in 1577 and 1578.

Few new discoveries were made by Frobisher during his later voyages, though he did land on the south coast of Greenland, which he named West England. Unfortunately, much time had been spent by then in collecting ore that turned out to be of little value.

The new stamp, designed by Philip Weiss of Ottawa, will be a horizontal of intermediate size, printed in blue. A portrait of Frobisher will appear in the left foreground; in the right background, the outline of a sailing ship of the late sixteenth century will appear silhouetted against an iceberg. The meridian lines tapering toward the top of the stamp are intended to suggest the Northern Hemisphere.

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## ADVERTISING AND NEWSPAPER REVENUE

Revenue from advertising and subscriptions and sales of Canadian newspapers and periodicals in 1961 aggregated \$398,736,452, a rise of 1.7 per cent from the 1960 total of \$391,946,462, according to advance figures that will be contained in the 1961 issue of the DBS report "The Printing Trades". Revenue from advertising advanced 1.3 per cent in 1961 to \$298,677,860, from \$294,883,240 in the preceding year, while revenue from subscriptions and sales climbed 3.1 per cent, to \$100,058,592 from \$97,063,222.

...The Government has decided to appoint an advisory committee of representatives of recognized fishing associations on the West Coast for consultation in connection with these negotiations and with the work of the International North Pacific Fisheries Commission. ...