

in Ontario. As Canada's major producing area, Ontario has perhaps been more influenced by external demands than most of the other provinces. Large quantities of newsprint, nickel, copper and uranium are shipped to world markets from Ontario, and sustained world demand for these products has resulted in a high level of expansion within the Province's resource industries.

The expansion of Ontario resource industries and those of other producing areas in Canada has stimulated manufacturing within the Province for plant and machinery to extract and process these natural resources. Continued mechanization of agriculture in the great wheat producing areas of Canada's West and in other parts of the country has resulted in the expansion of plants manufacturing agricultural implements within Ontario, which is the source of over 90 per cent of Canadian-made agricultural machinery.

A rapid population increase in both Canada and Ontario over the twelve-year period has been responsible for much of the rise in consumer demand. Ontario's population during that period rose from 4.1 million in 1946 to 5.7 million in 1957. Coupled with the rise in population has been the rise in personal income in the Province and the nation. Personal income in Ontario rose from \$3.8 billion in 1946 to nearly \$9.3 billion in 1957 -- more than 40 per cent of the total personal income earned in Canada. Retail sales, a good indicator of consumer demand, jumped from \$2.3 billion in 1946 to a record \$5.6 billion in 1957.

As a result of this continuing growth in Ontario's manufacturing industries, mid-year employment in manufacturing amounted to 658,000 workers in 1957, an increase of 160,000 since 1946. According to the Trade and Industry report, manufacturing has provided much more employment than the preceding figure might suggest, as civilian employment in 1957 stood at 2,150,000 in Ontario, 473,000 more than in 1946, an increase of more than 28 per cent over the twelve-year period. Manufacturing in the Province is a vital economic factor and is responsible for generating employment in the many service industries.

The report points out that the rapid expansion in demand and population has made it practical to manufacture many products in Canada which were formerly imported. Markets for such products as aircraft, electronic and mining equipment, a variety of chemicals, along with a host of consumer products, expanded to such an extent that manufacture of these products in Canada became a sound investment. Because Ontario provided the largest market for these products, the majority of these new factories located in the Province.

The report reveals that 1,232 major new manufacturing concerns have established plants in Ontario since 1946, and points out that this is a minimum figure including only the larger firms. The addition of many smaller companies also established during the period

might well bring the total to over 3,000. The volume of these new manufacturing establishments is an indication of the growing diversification of Ontario industry. Some industrial groups accounted for sensibly more new establishments than others. Industrial machinery and equipment accounted for 198 new establishments; chemicals for 118; miscellaneous metal products, 77; stone, clay and glass products, 76; wood products (except furniture), 68; electrical apparatus and supplies (excluding appliances), 64; and food and beverages, 64. Many new plants were also established in the motor vehicle and parts industry, fabricated metals, domestic machinery and appliances, furniture, primary metal products, plastics and many other industries.

The report also notes the number of major expansion of existing Ontario companies as a significant indication of the mature growth in the economy. Since 1946, more than 3,600 major expansions at site were recorded in Ontario manufacturing establishments. This does not include the myriad expansions undertaken by smaller, though none the less important, companies.

All economic regions have participated, in varying degrees, in the growth of Ontario's manufacturing industry during the past twelve years. A good indicator of how widespread this growth has been is the fact that over 170 municipalities received one or more new industries, while over 200 municipalities recorded one or more major expansions of existing concerns.

Different regions attracted different industrial groups, both in terms of new industries and expansions. The report gives some indication of the importance of different industrial groups in the regions.

Further, the report mentions another important trend in Ontario's economic expansion and in the decentralization of industry, namely branch plant location. This is the location of additional manufacturing facilities by existing industry in other municipalities than the established parent company. Since 1946, a total of 240 such branch plants were established in other parts of the Province by existing industry, with all economic regions receiving new plants, and over 100 separate communities receiving one or more.

The Trade and Industry Branch of the Planning and Development Department has been applying an increasingly scientific approach to finding new industries for the Province. By a detailed analysis of Canada's imports, it is determining products which lend themselves to manufacture in the Province. Sales effort is then aimed where it will do the most good. Operating the largest professional industrial development agency in Canada, Ontario maintains offices, not only in Toronto, but also in New York, Chicago and London, England, and employs a professionally trained staff of economists, engineers and industrial consultants.