

# “MADE IN CANADA”

Backing Canada's favourable position among the top ten heavyweight trading nations of the modern world is a \$45,500,000,000 manufacturing industry employing close to two million Canadians. Their output of fabricated and finished products—ranging from cowboy shirts (a big seller in Japan) to ponderous, tracked land-ships (destined for Russia)—make up about three quarters of Canada's total exports of \$16,500,000,000.

In the last 10 years the value of manufactured exports has soared, earning the nation \$12,500,000,000 in 1970—an increase of 125 per cent since 1960.

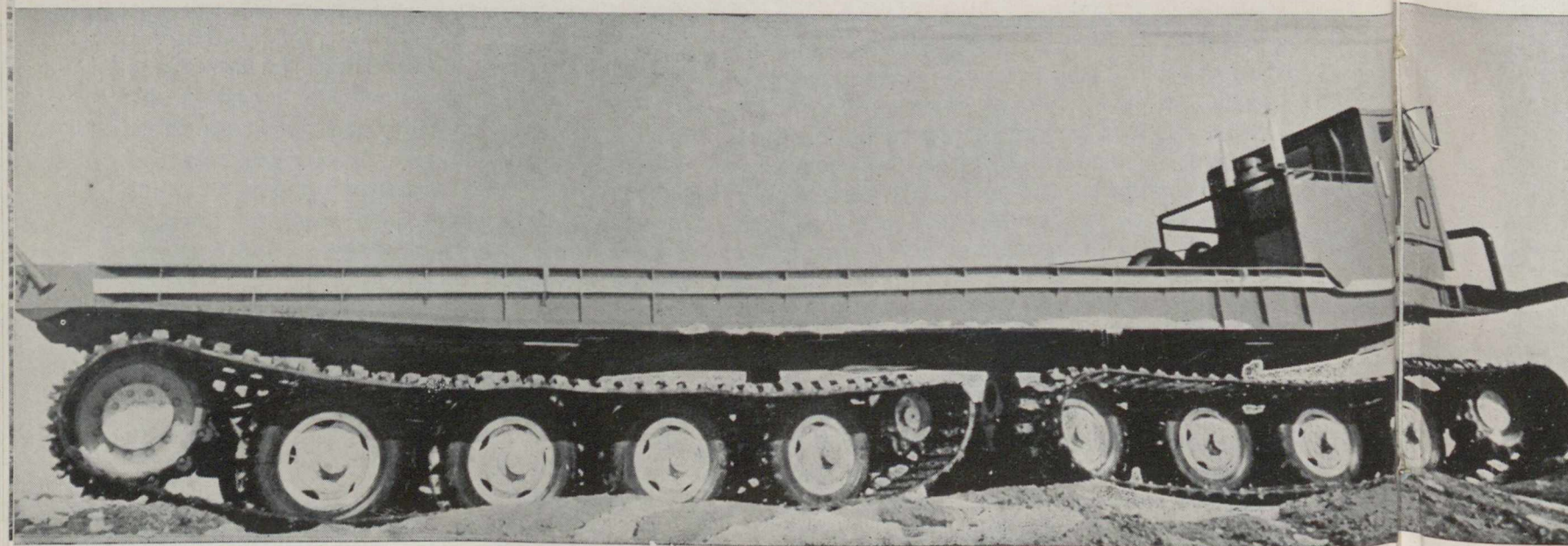
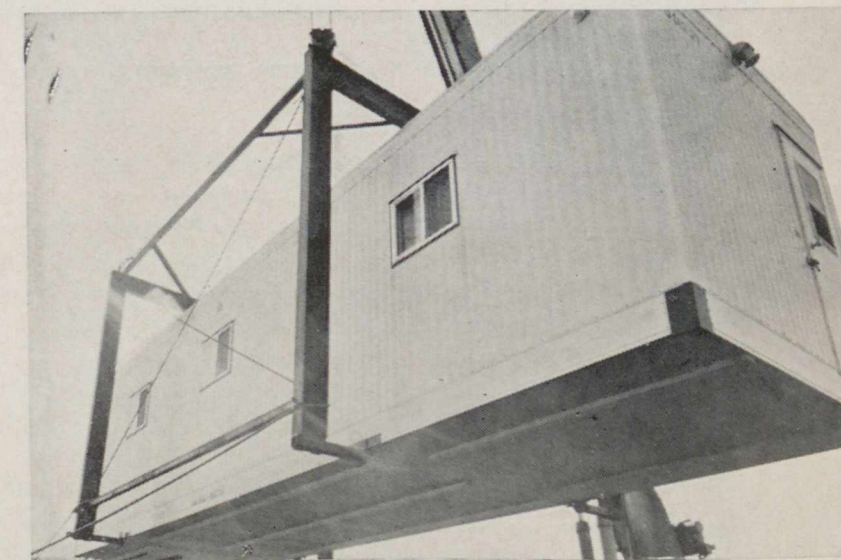
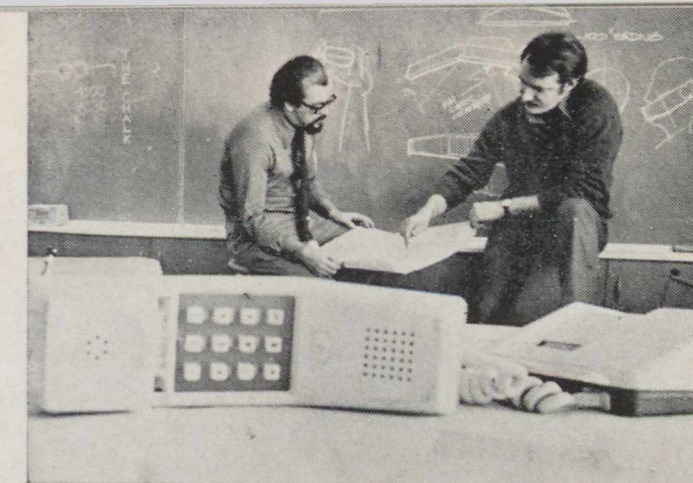
Catalogue No. 65-004 for 1970, published by the Dominion Bureau of Statistics tells the story of Canadian manufactured exports.

Examples:

235,264 snowmobiles went to 23 different countries (including Surinam and Indonesia) for a value of \$160 million.

Television sets, radios, record players and combinations earned Canada \$32 million on the export market; furniture: \$32 million; razors and blades: \$2 million, outdoor jackets, \$5 million; overcoats \$16 million; perfumes and cosmetics \$1,600,000; hockey sticks and ice skates, \$12 million; newspapers, magazines and periodicals, \$10 million; books and pamphlets \$7 million; printed matter (not elsewhere specified) \$10 million; turbine engines, \$42 million; rock drilling machinery (a real Canadian speciality) \$17 million; chain saws, \$5.5 million (doubled by chain saw parts, \$12 million); automobiles, trucks, trailers and parts, \$3,400 million; aircraft, engines and parts, \$379 million; tires and tubes, \$20 million; telephone equipment \$66 million; military weapons, \$60 million; electricity (to the United States) \$34 million; and whisky \$183 million.

Heavy equipment, ornaments, underwear, machinery and thousands of other items in daily use around today's busy world carry the tag **Made in Canada**—in ever-increasing variety and quantity.



Upper left: Imperial Industries Ltd. of South Burnaby, B.C. won an award for this school desk and chair.

Left: A Foremost vehicle on the testing ground.

National Film Board Photostory  
By John Ough

Top: Contempra telephone set made by Northern Electric Company, Ottawa was designed by John Tyson and James Bee.

Centre: ATCO Industries of Calgary originally designed and made this Portable Equipment Shelter.

Bottom: Accommodation units for railway line crews made by ATCO Ltd. of Montreal.