

motor vehicle parts, heavy electrical machinery, and agricultural implements. Over three-quarters of the rubber goods and primary iron and steel are produced here, as are over one-half of all the aircraft and parts, industrial machinery and chemicals. At least half of all Canadian publishing and printing occurs in Ontario.

These industries chose that part of the country where transportation facilities were most suitable for the assembling of raw materials and parts, and for the marketing of the final product; where power and water for industrial use were cheap and plentiful; and where, by reason of the fertile land suitable to an efficient type of mixed farming, the varied food products demanded by a modern urban society could be produced. The production of half of Canada's manufacturing output in Ontario, decade after decade, testifies to the fact that these advantages continue undiminished here.

#### THE HEARTLAND MARKET

Fundamental to the expansion of Ontario's production on all fronts in the last few years has been the rapid growth of the Canadian population since 1946. More people have meant more demands for consumer goods, housing, schools, hospitals and roads. The necessary expansion to meet those needs has meant a further development of raw material sources. The whole process has required machinery, equipment and other materials, much of which is manufactured in this Province. Thus Ontario's position as the workshop of the nation has been based not only on its geographical advantages but on the fact that it forms the largest and richest market in the nation.

Backed by an increase of 40,000 people each year during the 1930's, Ontario's population passed the 4 million mark in 1946. In recent years it has been increasing at an annual rate of nearly 150,000. Under such impetus the Province's population climbed since 1946 to the 5.4 million figure recorded in June, 1956—an increase of 32 per cent. This rapid growth stems from two main forces—immigration and natural increase. Immigration to Ontario from foreign countries has been at an extraordinarily high level since the end of World War II. In the last ten years, around 700 thousand immigrants—over half of all those coming to Canada—have settled in Ontario, bringing new trades and skills, and their savings. A more influential factor—in combination with the fall in mortality rates since 1900—has been the rise in the birthrate in the last 16 years from 17 per thousand to 27 per thousand in 1955—one of the highest in Ontario's statistical history. The population rise has given the Province a labour force of 2.1 million in 1956—over a third of the Canadian total.

The Province's citizens already constitute an increasingly rich market. During 1956 they accounted for 40 per cent, or an estimated

\$8.6 billion of the total personal income earned in Canada. In Ontario there has been a substantial rise in personal income per capita since 1939, and more particularly in wage and salary earnings. The average weekly wage per employed person in manufacturing, expressed in 1949 dollars, rose from \$37.55 in 1939 to an estimated \$58.00 in 1955—an increase of around 57 per cent. During the same period the average length of the work week declined from 47 hours in 1939 to 41 hours in 1955—a reduction of 13 per cent.

As a result, measured by personal expenditure on consumer goods and services, the standard of living of Ontario residents may be estimated to have risen 53 per cent since 1939. There has been a tremendous increase in material acquisitions. Since 1941 the number of passenger automobiles registered in Ontario has more than doubled, and household conveniences of every variety have become established as commonplace. Thus the factors of a rising personal income and the development of expensive tastes, when coupled with the increase in population, have created a market force of formidable proportions. Ontario's retail sales amounted to \$5.4 billion in 1956, or 38 per cent of the Canadian total.

#### ONTARIO'S EXPANSION

Because of demands originating in and outside of the Province, Ontario undertook one of the biggest capital investment programmes in her history last year. During 1956, \$2.8 billion was invested in new construction and equipment. This was 35 per cent of the overall Canadian outlay, the largest share of any province in the country. A good \$379 million, or 13 per cent of the Ontario total, was spent on the primary and construction industries. A sizable part of this sum was accounted for by the development of uranium at Blind River and other base metal sources. Utility expenditure took up another 17 per cent of the 1956 Ontario programme, rising to \$480 million, with much of the money going to the St. Lawrence Seaway and Power Project which will provide the Province with 1.1 million horsepower of electricity. In terms of construction contracts awarded, over 41 per cent of the Canadian total of \$3.4 billion was spent in Ontario during 1956.

It is, however, in manufacturing that the Province showed its expansion power during last year, continuing to absorb—as it has for the past decade—nearly half of the total Canadian investment in that field.

Year	Investment in Manufacturing		
	Canada \$ Millions	Ontario \$ Millions	Ontario % of Canada
1947	527.9	253.4	48.0
1953	969.0	499.4	51.5
1954	822.1	416.3	50.6
1955	946.5	411.8	43.5
1956	1,349.0	605.7	44.9