

**Subsection 7.—Printing, Publishing and Allied Industries**

The printing trades group is made up of five closely related industries: printing and publishing, comprised of publishers who operate printing plants; printing and bookbinding, including general or commercial printers and bookbinders; lithographing, comprised of plants specializing in that process; engraving, stereotyping and electrotyping, including photo-engraving; and trade composition or typesetting for printers. A sixth industry covering publishers of periodicals who do not print their own publications has been included since 1949. Although strictly speaking these publishers are not manufacturers, they are closely related to the printing trades which produce the plates, cuts, etc., and print newspapers, magazines, directories, yearbooks, almanacs, house organs and other periodicals for them.

In 1957 the manufacturing printing trades employed 68,248 persons whose earnings totalled \$259,128,560. Their output was valued at \$660,810,350 and the raw materials used and services received cost \$212,362,067.

Periodicals valued at \$270,206,914 accounted for about 40 p.c. of the value of printed matter and other products, daily newspapers alone contributing \$194,901,935. The value of periodicals is made up of \$201,637,619 received from advertising and \$68,569,295 received from subscriptions and sales of publications. In addition, the 1,623 publishers in the sixth industry reported revenues of \$47,937,549 from advertising and \$14,196,040 from sales of publications.