

Subsection 7.—Printing, Publishing and Allied Industries

The printing, publishing and allied industries group is made up of six closely related industries: printing and bookbinding, including commercial printers and bookbinders; lithographing, comprised of commercial printing plants using principally the offset printing process; engraving, stereotyping and electrotyping, including photo-engraving; trade composition or type setting for printers; printing and publishing, comprised of publishers who operate printing plants; and "publishers only", including establishments primarily engaged in publishing and which do no printing.

The total revenue of all establishments in this group of industries reached \$865,930,729 in 1960, an amount 7.5 p.c. higher than the preceeding year's total of \$805,530,111. It is noteworthy, however, that "publishers only" of books were surveyed for the first time in 1960; their revenue from book publishing amounted to \$15,540,436 for the year. On the other hand, a large number of publishers of "house organs" were eliminated from the 1960 survey, but the revenue accruing from this activity was relatively small. Employment by establishments classed in the printing trades and allied industries reached 73,694 with a payroll of \$322,788,021, compared with 72,263 in 1959 with a payroll of \$303,888,206.

The revenue to commercial printing establishments (including lithographers) rose to \$360,352,514 in 1960 from \$340,739,221 in the preceding year; plants specializing in trade composition, engraving, stereotyping, etc., had a total revenue of \$51,807,894, which was 3.1 p.c. higher than the \$50,266,909 recorded in 1959; revenue to the printing and publishing industry increased to \$359,876,447 from \$347,874,348 and for "publishers only" to \$93,893,874 from \$66,649,623. Revenues from advertising and from subscriptions or sales of Canadian newspapers and periodicals of all kinds rose to \$391,831,545 in 1960 from \$377,156,873 in 1959; advertising revenue was \$294,823,356 compared with \$282,953,136 and sales \$97,008,189 compared with \$94,203,737.