

Advertising Agencies.—Table 17 records the growth of business done by advertising agencies during 1962 as compared with the four previous years.

17.—Summary Statistics of Advertising Agencies, 1958-62

Item	1958	1959	1960	1961*	1962
Billings..... \$	237,654,038	254,145,919	272,739,802	282,561,449	298,584,954
Commissionable billings..... \$	233,789,205	250,080,021	267,756,156	277,805,963	293,028,021
Other..... \$	3,864,832	4,065,898	4,983,646	4,755,486	5,556,933
Gross revenue..... \$	38,073,427	41,126,958	45,150,389	46,089,647	49,348,113
Distribution of Billings—					
Publications..... p.c.	49.3	47.8	47.2	45.5	44.0
Production, artwork, etc..... p.c.	14.4	14.7	18.7	19.0	17.2
Radio..... p.c.	10.5	10.6	9.7	9.4	10.8
Television..... p.c.	20.5	21.3	19.3	21.4	22.8
Other visual..... p.c.	4.7	4.8	5.1	4.6	5.1
Other..... p.c.	0.6	0.8	--	0.1	0.1

Section 2.—The Marketing of Agricultural Products

Subsection 1.—The Grain Trade, 1962-63

Total production of the five major Canadian grains amounted to 1,253,138,000 bu. in 1962, an output 79 p.c. higher than the 1961 production of 700,996,000 bu. This expansion more than offset a 37-p.c. decline in carryover stocks, from 850,548,000 bu. in 1961 to 537,006,000 bu. in 1962, and, as a result, estimated domestic supplies in the crop year 1962-63 at 1,790,232,000 bu. were about 15 p.c. greater than the 1,557,067,000 bu. of the previous season. Total marketings of the five major grains in the Prairie Provinces during 1962-63 amounted to 666,658,000 bu., exceeding by 63 p.c. the comparable 1961-62 total of 408,232,000 bu. and by 10 p.c. the ten-year (1951-52—1960-61) average of 605,828,000 bu. Reflecting reduced shipments of wheat, wheat flour and barley, total 1962-63 exports for the five major grains and their products, at 388,198,000 bu., were 8 p.c. less than the 1961-62 figure of 420,735,000 bu. and 10 p.c. less than the ten-year average of 432,847,000 bu.

Disappearance of these grains into domestic channels in 1962-63 was estimated at 667,094,000 bu. compared with 599,326,000 bu. in 1961-62. This increase more than offset the decline in exports, but the effect of larger total domestic supplies was reflected in a 37-p.c. increase in carryover stocks—from 537,006,000 bu. at July 31, 1962 to 734,919,000 bu. at the same date in 1963. Higher carryover stocks and higher production of the five major grains brought total domestic supplies for the 1963-64 crop year to 2,166,242,000 bu., 21 p.c. above the 1962-63 total of 1,790,232,000 bu.

In 1962-63, marketings of wheat, oats and barley continued under the compulsory crop year pools system of the Canadian Wheat Board (see p. 880). An initial quota of 100 units was in effect at local delivery points at the beginning of the marketing year; permit holders were entitled to deliver a maximum of 300 bu. of wheat or 1,000 bu. of oats or 500 bu. of barley or 500 bu. of rye or any combination of these grains, which, when calculated on the unit basis, did not exceed 100 units. The initial unit quota was followed by general quotas, based upon bushels per specified acre. Specified acreage consisted of each permit holder's acreage seeded to wheat (excluding Durum), oats, barley and rye, the summerfallow acreage, and the eligible acreage seeded to cultivated grasses and forage crops. For Durum grades, the delivery quota of 5 bu. per seeded acre or 200 bu., whichever was larger, established at the beginning of the year, was increased on Oct. 9 and Nov. 14, 1962 and again on June 20, 1963, the final quota being 15 bu. per seeded acre or 650 bu., whichever was larger. A number of supplementary delivery quotas were established on soft white spring wheat,