

## 19.17 Billings of advertising agencies 1975-77 (thousand dollars)

Type of medium or service	1975	1976	1977
Media billings			
Print media	228,617	271,297	308,101
Television	248,167	341,848	373,262
Radio	77,361	111,125	116,335
Outdoor and transportation	16,204	25,008	29,617
Total, media billings	570,349	749,278	827,315
Production cost			
Print media	49,901	49,731	58,969
Television	40,892	52,867	57,456
Radio	6,916	9,270	10,615
Outdoor and transportation	2,380	2,093	4,237
Direct mail	20,132	24,107	31,890
Other	6,470	3,628	4,476
Total, production cost	126,691	141,696	167,643
Total, advertising billings	697,041	890,974	994,958
Research			
Market surveys	24,096	25,214	31,053
Total, gross billings	721,137	916,188	1,026,011

## 19.18 Sales of wholesale merchants, by kind of business, 1976-78

Kind of business	1976 \$'000,000	1977 \$'000,000	1978 \$'000,000	Per- centage change 1977-78
Consumer goods trades	23,374.0	25,549.8	28,298.1	+10.8
Automotive parts and accessories	3,197.1	3,328.4	3,572.9	+7.3
Motor vehicles	941.5	1,218.2	1,335.2	+9.6
Drugs and drug sundries	1,023.8	1,088.0	1,194.4	+9.8
Clothing and furnishings	473.9	505.4	529.9	+4.9
Footwear	100.3	113.7	124.7	+9.7
Other textiles and clothing accessories	991.4	988.2	1,080.7	+9.4
Household electrical appliances	1,057.7	1,072.8	1,113.7	+3.8
Tobacco, confectionery and soft drinks	2,198.2	2,769.5	3,097.5	+11.8
Fresh fruits and vegetables	825.8	933.2	1,064.5	+14.1
Meat and dairy products	1,119.9	1,195.7	1,452.3	+21.5
Floor coverings	443.6	464.8	506.7	+9.0
Groceries and food specialties	7,394.4	8,000.6	9,061.5	+13.3
Hardware	1,080.1	1,141.0	1,225.3	+7.4
Other consumer goods	2,526.1	2,730.2	2,938.5	+7.6
Industrial goods trades	26,613.4	30,025.8	33,724.5	+12.3
Coal and coke	69.9	77.6	98.2	+26.6
Grain	4,440.1	6,104.7	5,430.0	-11.1
Electrical wiring supplies, construction materials, apparatus and equipment	863.6	934.7	952.0	+1.9
Other construction materials and supplies, including lumber	6,549.0	6,926.1	7,967.6	+15.0
Farm machinery	2,300.1	2,193.4	2,882.7	+31.4
Industrial and transportation equipment and supplies	4,753.7	5,311.0	6,214.2	+17.0
Commercial, institutional and service equipment and supplies	1,063.5	1,135.9	1,283.5	+13.0
Newsprint, paper and paper products	791.5	908.5	1,057.0	+16.3
Scientific and professional equipment and supplies	572.9	633.7	722.5	+14.0
Iron and steel	1,765.0	1,994.7	2,592.6	+30.0
Junk and scrap	671.5	675.2	892.2	+32.2
Other industrial goods	2,772.7	3,130.5	3,631.9	+16.0
Total, all trades	49,987.5	55,575.6	62,022.6	+11.6

## 19.19 Sales of farm implements and equipment, by province and by major group, 1974-77

Province and major group	1974 \$'000	1975 \$'000	1976 \$'000	1977 \$'000
Province				
Atlantic provinces	17,918	23,062	27,693	27,746
Quebec	84,821	108,559	125,785	135,623
Ontario	173,663	214,763	239,973	255,913
Manitoba	76,839	106,442	125,373	115,916
Saskatchewan	175,653	262,116	315,518	285,130
Alberta	163,604	226,734	268,054	270,541
British Columbia	21,199	24,623	31,689	33,687
Total	713,696	966,299	1,134,086	1,124,556