

17.39 Advertising billings to clients, by medium and by kind of service, 1970

Medium	Media billings \$'000	Production charges \$'000	Total billings \$'000	% distribution (total billings)
Print	159,576	37,168	196,744	42.5
Television	142,380	28,354	170,734	36.9
Radio	56,248	5,825	62,073	13.4
Direct mail, point of purchase, brochures, catalogues, contests, etc.	12,132	1,377	13,509	2.9
Outdoor and transportation	...	17,956	17,956	3.9
Other	...	1,716	1,716	0.4
Total	370,336	92,396	462,732	100.0

17.40 Estimated quarterly inventories of wholesale and retail merchandisers, 1971 and 1972

Kind of business	1971				1972				Percentage change 4th qtr 1971 to 4th qtr 1972
	1st qtr	2nd qtr	3rd qtr	4th qtr	1st qtr	2nd qtr	3rd qtr	4th qtr	
<i>Million dollars</i>									
Wholesale trade	3,414	3,361	3,323	3,378	3,654	3,776	3,763	3,889	+15.1
Consumer goods	1,509	1,496	1,484	1,472	1,556	1,626	1,640	1,675	+13.8
Industrial goods	1,905	1,865	1,839	1,906	2,098	2,150	2,123	2,214	+16.2
Department stores	706	745	731	763	816	858	865	859	+12.6
Women's, misses' and children's clothing	166	163	140	128	187	181	159	141	+10.2
Men's and boys' clothing	114	119	112	100	126	128	117	99	-1.0
Furniture, TV, radio and household appliances	115	125	96	137	140	150	123	159	+16.1
Other departments	311	338	383	398	363	399	466	460	+15.6
Retail chain store groups	912	927	986	939	969	1,002	1,067	1,081	+15.1
Grocery and other food	190	189	190	216	174	181	173	204	-5.6
General merchandise	278	278	294	247	296	303	318	305	+23.5
Automotive	64	77	67	67	72	77	82	84	+25.4
Apparel and accessories	139	133	158	130	156	157	183	154	+18.5
Hardware and home furnishings	60	59	60	62	69	67	64	68	+9.7
Other	179	192	217	217	202	216	249	267	+23.0
<i>Quarter-to-quarter percentage change</i>									
Independent retail stores	+18.2	+2.8	+2.3	+4.1	+3.2	+3.4	+7.8	—	...
Motor vehicle dealers	+24.6	+4.1	+0.9	+6.1	+4.7	-6.9	-12.5	+26.2	...

17.41 Sales finance company new paper purchased and balances outstanding, by class of goods, 1969-72 (million dollars)

Class of goods	Paper purchased				Balances outstanding Dec. 31			
	1969	1970	1971	1972 ¹	1969 ¹	1970 ²	1971	1972 ¹
Consumer goods	1,181	965	806	952	1,266	983	891	1,035
New passenger cars	659	402	359	444	907	679	426	521
Used passenger cars	282	215	177	177				
Radio and television sets, household appliances, furniture and other consumer goods	240	348	269	331	360	305	274	299
Commercial and industrial	752	836	870	1,022	1,098	994	1,053	1,226
New commercial vehicles	251	408	455	482	539	534	495	549
Used commercial vehicles	73	76	75	67				
Other commercial goods	428	352	341	473				
Total	1,933	1,802	1,676	1,974	2,364	1,977	1,943	2,261

¹ Revised to include the retail sales financing of consumer loan companies. Passenger cars purchased for commercial use (i.e., car rentals, company fleets, taxis, etc.) have been transferred from the "consumer goods" to the "commercial and industrial" category.

² Revised to exclude pre-computed unearned finance charges.