

Advertising Agencies.—Table 18 records the growth of business done by advertising agencies during 1956 as compared with the four previous years.

18.—Summary Statistics of Advertising Agencies 1952-56

Item	1952	1953	1954	1955	1956
Billings..... \$	121,666,983	144,339,308	156,163,289	177,240,355	204,580,522
Commissionable billings..... \$	180,628,827	142,957,916	154,467,028	174,924,772	201,797,434
Other..... \$	1,038,156	1,381,392	1,696,261	2,315,583	2,783,088
Gross revenue..... \$	19,060,261	22,591,718	24,579,169	27,689,654	32,203,754
Distribution of Billings—					
Publications..... p.c.	59.9	59.1	56.4	53.3	52.6
Other visual..... p.c.	4.5	4.2	4.5	5.5	4.4
Production, artwork, etc..... p.c.	17.1	17.4	17.3	15.1	15.3
Radio..... p.c.	17.6	18.7	15.4	11.9	10.3
Television..... p.c.			5.5	13.5	16.6
Other..... p.c.	0.9	0.6	0.9	0.7	0.8

Hotels.—In 1956 there were 5,067 hotels in operation in Canada, 4,148 of them full-year hotels and 919 seasonal hotels. Table 19 shows the provincial distribution of these establishments, together with the sources of their revenue.

19.—Hotels and their Receipts by Source 1950-56 and by Province 1955 and 1956

Year and Province	Hotels	Rooms	Receipts				Total
			Rooms	Meals	Beer, Wine and Liquor	All Other Sources	
			\$'000	\$'000	\$'000	\$'000	
	No.	No.					\$'000
1950.....	5,169	146,353	75,842	58,586	162,815	25,147	322,390
1951.....	5,092	146,441	83,322	63,440	180,642	29,878	357,282
1952.....	5,157	140,615	89,879	67,269	201,759	33,029	391,936
1953.....	5,209	149,653	93,914	70,974	209,984	35,843	410,715
1954.....	5,208	148,890	94,094	70,829	204,555	36,378	405,856
1955.....	5,081	147,812	96,273	72,236	211,415	35,385	415,309
1956.....	5,067	149,625	104,453	78,169	223,398	35,811	441,831
1955							
Newfoundland.....	29	801	856	627	710	197	2,390
Prince Edward Island.....	25	717	334	296	—	57	687
Nova Scotia.....	133	3,665	2,895	2,438	389	622	6,344
New Brunswick.....	96	3,189	2,175	1,325	—	509	4,009
Quebec.....	1,505	39,801	24,045	18,994	51,072	8,007	102,118
Ontario.....	1,495	45,881	31,415	28,295	62,698	12,151	134,559
Manitoba.....	287	8,006	4,672	2,523	19,171	2,026	28,392
Saskatchewan.....	523	11,780	5,728	3,595	23,586	2,582	35,491
Alberta.....	450	14,764	10,911	6,531	28,172	4,704	50,318
British Columbia ¹	538	19,208	13,242	7,612	25,617	4,530	51,001
Canada, 1955.....	5,081	147,812	96,273	72,236	211,415	35,385	415,309
1956							
Newfoundland.....	28	798	938	684	746	205	2,573
Prince Edward Island.....	24	677	357	292	—	51	700
Nova Scotia.....	129	3,705	3,073	2,638	286	572	6,569
New Brunswick.....	96	3,152	2,310	1,395	—	571	4,276
Quebec.....	1,500	40,293	26,166	20,111	55,529	7,651	109,457
Ontario.....	1,496	46,584	33,934	30,289	64,843	12,231	141,297
Manitoba.....	287	8,012	4,832	3,058	19,048	2,040	28,978
Saskatchewan.....	518	11,698	5,983	3,632	24,094	2,703	36,412
Alberta.....	449	14,921	11,598	6,977	28,553	4,768	51,896
British Columbia ¹	540	19,785	15,262	9,093	30,299	5,019	59,673
Canada, 1956.....	5,067	149,625	104,453	78,169	223,398	35,811	441,831

¹ Includes the Yukon and Northwest Territories.