

Advertising Agencies.—Table 18 records the growth of business done by advertising agencies during 1961 as compared with the four previous years.

18.—Summary Statistics of Advertising Agencies, 1957-61

Item	1957	1958	1959	1960	1961
Billings..... \$	226,083,949	237,654,038	254,145,919	272,739,802	282,430,458
Commissionable billings..... \$	222,025,288	233,789,205	250,080,021	267,756,156	277,683,282
Other..... \$	4,058,661	3,864,833	4,065,898	4,983,646	4,747,176
Gross revenue..... \$	35,757,762	38,073,427	41,126,958	45,150,389	46,060,680
Distribution of Billings—					
Publications..... p.c.	51.6	49.3	47.8	47.2	45.5
Production, artwork, etc..... p.c.	15.1	14.4	14.7	18.7	19.0
Radio..... p.c.	10.0	10.5	10.6	9.7	9.4
Television..... p.c.	18.3	20.5	21.3	19.3	21.4
Other visual..... p.c.	4.4	4.7	4.8	5.1	4.6
Other..... p.c.	0.6	0.6	0.8	--	0.1

Hotels.—In 1960 there were 5,294 hotels in operation in Canada, 4,416 of them full-year hotels and 878 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 1955-60, and by Province 1960

Year and Province	Hotels	Rooms	Receipts				Total
			Rooms	Meals	Beer, Wine and Liquor	All Other Sources	
			\$'000	\$'000	\$'000	\$'000	
	No.	No.	\$'000	\$'000	\$'000	\$'000	\$'000
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
1957.....	5,151	151,517	110,505	84,049	238,210	37,305	470,069
1958.....	5,088	151,362	111,174	87,550	243,695	37,876	480,295
1959.....	5,269	154,725	117,396	95,139	264,087	40,861	517,483
Province, 1960							
Newfoundland.....	55	1,077	1,235	754	1,326	386	3,701
Prince Edward Island.....	21	628	399	323	—	58	780
Nova Scotia.....	119	3,594	3,205	2,644	420	560	6,829
New Brunswick.....	81	2,811	2,096	1,422	—	595	4,113
Quebec.....	1,683	44,260	33,210	27,222	71,324	9,880	141,636
Ontario.....	1,499	47,714	39,422	39,249	79,298	14,040	172,009
Manitoba.....	285	7,933	5,684	4,062	27,798	2,720	40,264
Saskatchewan.....	520	11,367	5,817	4,171	29,932	3,124	43,044
Alberta.....	452	14,975	12,610	7,087	32,798	5,714	58,209
British Columbia, Yukon and N.W.T.....	579	21,179	17,212	11,707	40,327	5,626	74,872
Canada, 1960.....	5,294	155,538	120,890	98,641	283,223	42,703	545,457

Section 2.—The Marketing of Agricultural Products

Subsection 1.—The Grain Trade, 1961-62

Based on the combined total of the five major Canadian grains (wheat, oats, barley, rye and flaxseed) production, marketings and domestic disappearance during the 1961-62 crop year each recorded substantial declines from their respective 1960-61 levels. Exports of the five grains in 1961-62 were almost the same as in the previous year and carryover stocks at the close of the crop year were considerably lower than those at Aug. 1, 1961.