

**Advertising Agencies.**—Table 14 records the growth of business done by advertising agencies during 1964 as compared with the four previous years.

**14.—Summary Statistics of Advertising Agencies, 1960-64**

Item	1960	1961	1962	1963	1964
Billings..... \$	272,739,802	282,661,449	298,584,954	302,851,514	318,140,339
Commissionable billings..... \$	267,768,158	277,805,963	293,022,021	296,762,297	311,532,070
Other..... \$	4,983,648	4,755,486	5,556,933	6,089,217	6,608,269
Gross revenue..... \$	45,150,389	46,089,647	49,348,113	50,465,061	53,591,932
Distribution of Billings—					
Publications..... p.c.	47.2	45.5	44.0	42.2	40.4
Production, artwork, etc..... "	18.7	19.0	17.2	16.2	18.4
Radio..... "	9.7	9.4	10.8	10.7	10.5
Television..... "	19.3	21.4	22.8	26.3	26.7
Other visual..... "	5.1	4.6	5.1	4.6	3.9
Other..... "	--	0.1	0.1	--	0.1

**Hotels.**—In 1964 there were 4,976 hotels in operation in Canada, 4,407 of them full-year hotels and 569 seasonal. Table 15 shows the provincial distribution of these establishments, together with the sources of their revenue for 1964, with totals for 1958-64.

**15.—Hotels and Their Receipts, by Source 1958-64, and by Province, 1964**

Year and Province or Territory	Hotels	Rooms	Receipts				Total <sup>1</sup>
			Rooms	Meals	Beer, Wine and Liquor	All Other Sources	
			No.	No.	\$'000	\$'000	
1958.....	5,088	151,362	111,174	87,550	243,695	37,876	480,295
1959.....	5,269	154,725	117,396	95,139	264,067	40,861	517,483
1960.....	5,294	156,538	120,890	98,641	283,223	42,703	545,457
1961.....	5,123	159,674	130,077	104,024	285,125	48,537	567,762
1962.....	4,983	152,467	135,751	112,306	295,868	43,764	577,889
1963.....	4,787	160,687	141,264	122,165	314,027	45,144	622,601
1964.....	4,976	156,657	157,381	139,281	341,407	48,687	686,756
<b>Province, 1964</b>							
Newfoundland.....	70	1,418	1,963	1,378	2,675	408	6,423
Prince Edward Island.....	14	475	530	392	"	"	1,028
Nova Scotia.....	94	3,317	4,081	2,409	1,231	896	8,617
New Brunswick.....	66	2,531	2,650	1,570	"	"	5,566
Quebec.....	1,745	46,696	43,455	38,254	84,277	11,690	177,676
Ontario.....	1,281	44,519	50,787	49,827	94,462	14,758	209,834
Manitoba.....	277	8,228	7,568	6,865	35,806	3,714	53,952
Saskatchewan.....	432	10,234	6,584	5,454	33,925	3,209	49,172
Alberta.....	455	18,126	15,462	11,448	37,835	6,491	71,236
British Columbia, Yukon and North-west Territories.....	542	22,213	24,302	21,685	50,329	6,936	103,252

<sup>1</sup> Components may not add to totals because of rounding.

<sup>2</sup> Figures withheld to avoid disclosure of individual operations.