

Advertising Agencies.—Advertising agencies handled advertising and provided other services in 1951 to the extent of \$108,413,585 compared with \$96,220,544 in 1950 and \$29,224,400 ten years earlier (1941). Gross revenue in 1951 amounted to \$17,015,496 and net revenue \$2,328,015.

32.—Financial Statistics of Advertising Agencies, 1947-51

| Year | Amount of Billings | | | Gross Revenue | |
|-----------|---------------------------------|---------|-------------|---------------|------------------------------|
| | Commis- sionable Billings | Other | Total | Amount | P.C. of Total Billings |
| | \$ | \$ | \$ | \$ | |
| 1947..... | 64,422,777 | 171,897 | 64,594,674 | 10,091,772 | 15.6 |
| 1948..... | 73,543,766 | 218,447 | 73,762,213 | 11,553,459 | 15.7 |
| 1949..... | 86,450,968 | 291,502 | 86,742,470 | 13,526,336 | 15.6 |
| 1950..... | 95,566,600 | 653,944 | 96,220,544 | 15,012,672 | 15.6 |
| 1951..... | 107,461,752 | 951,833 | 108,413,585 | 17,015,496 | 15.7 |

33.—Distribution of Advertising Billings, by Media, 1947-51

| Year | Total Commis- sionable Billings | Distribution of Billings | | | | | |
|-----------|--|--------------------------|-----------------|-----------------|-------|-------|-------|
| | | Publica- tions | Other Visual | Mechan- ical | Radio | Other | Total |
| | | p.c. | p.c. | p.c. | p.c. | p.c. | p.c. |
| | \$ | | | | | | |
| 1947..... | 64,422,777 | 61.8 | 4.4 | 16.3 | 15.8 | 1.7 | 100.0 |
| 1948..... | 73,543,766 | 60.4 | 4.5 | 16.1 | 16.7 | 2.3 | 100.0 |
| 1949..... | 86,450,968 | 61.2 | 4.4 | 16.4 | 15.7 | 2.3 | 100.0 |
| 1950..... | 95,566,600 | 59.6 | 5.7 | 18.5 | 16.1 | 0.1 | 100.0 |
| 1951..... | 107,461,752 | 59.3 | 5.2 | 18.0 | 17.3 | 0.2 | 100.0 |

Section 5.—Co-operative Organizations*

During the crop year ended July 31, 1952, reports were received by the Department of Agriculture from 2,616 co-operative associations of all types. Membership reported totalled 1,373,471 and the total volume of business, including other revenue, reached a record high of \$1,219,253,850. This volume figure represents an increase of \$202,700,000 over that reported in the previous year and is significant because it was reported by 152 associations fewer than in 1950-51. Marketing co-operatives reported a total sales value of farm products handled by them of \$927,589,172. Purchasing co-operative business amounted to \$248,050,761.

Fishermen's co-operatives numbered 83 with 14,641 members and the total sales value of fish and fish products handled amounted to over \$20,000,000. This figure is estimated to be nearly 12 p.c. of the total commercial value of Canadian fish production for 1951. Service co-operatives reporting numbered 339 with a membership of 195,027 and total business of \$8,125,000.

Developments in 1951-52.—Perhaps the two most important developments within the co-operative movement in Canada during 1951-52 were the reorganization of the Saskatchewan Co-operative Producers Limited and the beginning of operations on a national scale by the Co-operative Fire and Casualty Company.

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