

During 1953, the increase in the number of new motor-vehicles financed by sales finance companies did not keep pace with the number sold. In 1952, 43 p.c. of new vehicles sold were financed by these companies; in 1953 the ratio declined to 41 p.c.

27.—Sales and Financing of New Motor-Vehicles (Passenger and Commercial), Selected Years, 1939-53

Year	Motor-Vehicles Sold	Motor-Vehicles Financed	P.C. of Total Sales Financed		Average Financed Value
			Number	Value	
	No.	No.		\$	\$
1939.....	114,747	37,230	32.5	22.1	746
1941.....	118,082	41,032	34.7	23.0	850
1946.....	120,044	22,866	19.0	14.5	1,224
1947.....	230,255	46,700	20.3	15.7	1,401
1948.....	221,300	51,867	23.4	16.8	1,423
1949 ¹	286,341	81,502	28.5	19.6	1,417
1950.....	429,695	135,304	31.5	21.6	1,415
1951.....	385,648	126,255	32.7	20.1	1,514
1952.....	400,777	172,587	43.1	29.2	1,695
1953.....	462,526	189,052	40.9	29.4	1,810

¹ Newfoundland included from 1949.

Advertising Agencies.—Total billings of advertising agencies in 1952 amounted to \$121,666,983 of which \$120,628,827 was commissionable billings and the rest was from other services. Gross revenue totalled \$19,060,261 compared with \$17,015,496 in 1951.

28.—Financial Statistics of Advertising Agencies, 1947-52

Year	Amount of Billings			Gross Revenue	
	Commissionable 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
1952.....	120,628,827	1,038,156	121,666,983	19,060,261	15.7

29.—Distribution of Advertising Billings, by Media, 1947-52

Year	Total Commissionable Billings	Distribution of Billings					
		Publications	Other Visual	Mechanical	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
1952.....	120,628,827	59.9	4.5	17.1	17.6	0.9	100.0