

Motion Picture Statistics.—The motion picture has become the most popular form of public entertainment and the business of satisfying the demand for such amusement has assumed a corresponding importance. In 1930 the expenditure on motion picture entertainment (exclusive of amusement taxes) was \$3.77 per capita. By 1933, due to reduced patronage and lower prices of tickets, the per capita expenditure had dropped to \$2.33, while for 1935 the figure rose slightly to \$2.50. In 1936 there was a further increase to \$2.70 and in 1937 it rose again to \$2.93.

Statistics for motion picture theatres in Canada were secured for the first time in connection with the Census of Merchandising and Service Establishments, 1931. According to the results of this census, there were 910 motion picture theatres in operation in 1930. During the depression a number of theatres were closed so that in 1933 only 765 were reported. During the following three years some recovery took place, 797 theatres being reported in operation in 1934, 862 in 1935, 959 in 1936 and 1,047 in 1937. Summary figures of motion picture theatres by provinces for 1930, 1936, and 1937 are given in Table 40 and the principal statistics by leading cities for 1936 and 1937 in Table 41.

40.—Motion Picture Theatres, Employees, Salaries and Wages, and Total Receipts, by Provinces, 1930, 1936, and 1937.

NOTE.—Figures for intervening years will be found in the corresponding table of previous editions of the Year Book.

Year and Province.	Theatres. No.	Employees.		Salaries and Wages. \$	Total Receipts. \$
		Male. No.	Female. No.		
1930.					
Prince Edward Island.....	5	16	21	28,200	188,300
Nova Scotia.....	56	198	69	204,400	1,814,500
New Brunswick.....	39	129	77	160,700	1,093,400
Quebec.....	148	1,126	299	1,593,600	8,301,800
Ontario.....	324	1,881	556	2,826,200	15,900,900
Manitoba.....	78	322	143	536,900	2,712,800
Saskatchewan.....	104	223	90	340,400	1,977,300
Alberta.....	85	307	72	428,700	2,323,700
British Columbia ¹	76	439	185	827,600	4,166,800
Canada.....	910	4,641	1,592	6,946,700	38,479,500
1936.					
Prince Edward Island.....	4	14	9	11,100	103,200
Nova Scotia.....	55	241	86	196,800	1,217,600
New Brunswick.....	34	133	59	115,300	775,400
Quebec.....	154	1,012	300	842,100	6,245,200
Ontario.....	325	2,101	520	2,154,800	12,888,400
Manitoba.....	77	333	176	334,900	2,007,100
Saskatchewan.....	123	296	86	226,800	1,369,300
Alberta.....	87	332	68	347,900	1,734,100
British Columbia ¹	100	499	254	699,000	3,270,000
Canada.....	959	4,961	1,558	4,928,700	29,610,300
1937.²					
Prince Edward Island.....	4	14	11	13,300	110,300
Nova Scotia.....	54	219	98	199,400	1,298,600
New Brunswick.....	34	135	65	122,600	821,300
Quebec.....	166	1,078	323	961,100	6,749,700
Ontario.....	349	2,261	562	2,520,900	14,457,000
Manitoba.....	90	396	191	386,100	2,196,400
Saskatchewan.....	123	292	81	242,700	1,351,000
Alberta.....	127	374	82	393,600	1,880,000
British Columbia ¹	100	525	243	787,600	3,635,000
Canada.....	1,047	5,294	1,656	5,627,300	32,499,300

¹ Includes Yukon and Northwest Territories.

² Subject to revision.