

27.—Comparison of Sales and Financing of New Motor-Vehicles in Canada, 1932-40

Year	New Vehicles Sold		New Vehicles Financed			
			Units		Financing	
	Units	Retail Value	Number	P.C. of Total Sold	Amount	P.C. of Total Sales
	No.	\$			\$	
1932.....	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933.....	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934.....	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935.....	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936.....	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937.....	144,441	149,170,527	56,247	38.9	40,664,675	27.3
1938.....	121,165	135,011,908	45,267	37.4	33,701,624	25.0
1939.....	114,747	125,967,521	37,320	32.5	27,852,627	22.1
1940.....	130,552	148,845,278	42,982	32.9	33,473,397	22.5

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 tax) was \$3.77 per capita. By 1933, owing 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. Figures for later years are \$2.70 for 1936, \$2.93 for 1937, \$3.02 for 1938 and \$3.03 for 1939.

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. Since 1933 the situation has more than recovered itself, 797 theatres being reported in operation in 1934, 862 in 1935, 959 in 1936, 1,047 in 1937, 1,133 in 1938 and 1,186 in 1939. Principal statistics by leading cities for 1936 and 1937 are given at p. 621 of the 1939 Year Book.

28.—Motion-Picture Theatres, Employees, Salaries and Wages, and Total Receipts, by Provinces, 1930, 1938 and 1939

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

Year and Province	Theatres	Employees		Salaries and Wages	Total Receipts ¹
		Male	Female		
		No.	No.	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.....	73	322	143	536,900	2,712,800
Saskatchewan.....	104	223	80	340,400	1,977,300
Alberta.....	85	307	72	428,700	2,323,700
British Columbia ²	76	439	185	827,600	4,166,800
Canada, 1930.....	910	4,641	1,502	6,946,700	38,479,500

¹ Does not include amusement taxes.

² Includes Yukon and Northwest Territories.