

twelve months of the year and these had receipts of \$140,612,327. The total number also included 802 hotels which operated only during certain months, generally from May to September, and these had receipts of \$6,875,829.

The 5,646 hotels had a total of 128,980 guest rooms. They employed an average of 25,277 male and 20,725 female employees who received \$31,736,551 in salaries and wages. In addition there were 4,606 proprietors of unincorporated firms who were actively engaged in the business.

**Motion Picture Statistics.**—There were 1,269 motion-picture theatres in Canada in 1943 and these had a total of 205,826,197 paid admissions and box office receipts (exclusive of amusement taxes) of \$52,567,989. In addition there were 99 itinerant operators and these had 1,051,065 admissions and \$308,557 receipts. Dominion and provincial amusement taxes amounted to \$13,381,361.

### 31.—Motion-Picture Theatre Receipts, by Provinces, 1930, 1933 and 1941-43

(Exclusive of amusement taxes)

Province	1930	1933	1941	1942	1943
	\$	\$	\$	\$	\$
Prince Edward Island.....	188,300	85,700	141,317	178,480	226,902
Nova Scotia.....	1,814,500	933,300	2,195,599	2,634,353	3,086,785
New Brunswick.....	1,093,400	556,500	1,102,285	1,336,561	1,611,145
Quebec.....	8,301,800	5,510,500	8,236,930	9,347,981	10,734,929
Ontario.....	15,900,900	10,960,200	19,140,826	20,753,439	22,689,029
Manitoba.....	2,712,800	1,820,700	2,475,949	2,641,765	2,845,991
Saskatchewan.....	1,977,300	1,069,300	1,673,313	1,833,486	2,188,885
Alberta.....	2,323,700	1,465,300	2,257,115	2,665,063	3,218,683
British Columbia <sup>1</sup> .....	4,166,800	2,552,700	4,145,945	5,069,969	5,965,640
<b>Totals.....</b>	<b>38,479,500</b>	<b>24,954,200</b>	<b>41,369,259</b>	<b>46,461,097</b>	<b>52,567,989</b>

<sup>1</sup> Includes Yukon.

### Subsection 4.—Annual Estimates of Retail Trade

**Intercensal Estimates, 1931-40.**—The taking of a complete census of all retail trading establishments is a major undertaking, involving the securing of reports from some 137,000 retail stores. It is impossible to make a complete survey of this kind on an annual basis. In order to provide some measure of the extent of retail merchandise trade in the intercensal years, annual surveys were undertaken for the years 1931 to 1940 for which reports were secured from a sample of some 25,000 stores representing various trades and located in different parts of the country. The year-to-year trend as derived from this sample was applied to the census figure for 1930 in order to give estimated total sales for subsequent years. When these annual estimates were extended to 1941 it was found that the estimate for that year deviated by about 10 p.c. from the total figure secured for the census. This deviation has been spread back over the intercensal years in order to bring the estimated and census figures for 1941 into line. The revised indexes of sales are given in Table 32.