

Subsection 3.—Statistics of Service Establishments

Theatres.—Receipts from the exhibition of motion pictures in Canada, in 1950, amounted to \$86,713,357 with an additional \$11,841,704 collected in amusement taxes. These figures include all types of operation—regular theatres, drive-in theatres, community enterprises and itinerant operators. The total number of paid admissions was 242,396,679.

Drive-in theatres increased in number from 30 in 1949 with receipts (excluding amusement tax) of \$1,392,760 to 62 in 1950 with receipts of \$2,290,679. Itinerant exhibitors gave performances in 906 towns and villages in 1950 from which the receipts (excluding taxes) were \$463,605 and the number of paid admissions was 1,571,697.

Table 24 shows receipts, by provinces, of regular theatres and community enterprises. These two types are combined here for continuity of the statistics shown in earlier editions of the Year Book. Significant statistics concerning the four types of motion picture entertainment are also summarized in Table 25.

24.—Motion Picture Theatres and Receipts, by Provinces, 1941 and 1947-50

NOTE.—Itinerant operators and legitimate theatre operators are not included in these figures. Receipts are exclusive of amusement taxes.

Province	1941		1947		1948 ¹		1949 ¹		1950 ¹	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$		\$
Newfoundland.....	45	857,982	63	916,634
Prince Edward Island.....	6	141,317	14	255,835	16	281,995	17	288,741	17	293,307
Nova Scotia.....	61	2,195,599	79	2,666,189	78	2,738,331	82	3,111,160	85	3,269,653
New Brunswick.....	39	1,102,265	58	1,771,036	58	1,993,102	64	2,051,791	66	2,064,199
Quebec.....	202	8,047,022	318	13,918,163	472	16,405,929	506	19,502,992	583	21,644,261
Ontario.....	410	18,757,372	473	27,043,278	523	29,523,367	562	31,937,717	572	34,164,338
Manitoba.....	111	2,475,949	146	3,526,223	146	3,709,443	155	4,307,397	162	4,280,796
Saskatchewan.....	145	1,673,313	254	2,914,301	263	3,220,907	341	3,728,765	385	3,900,454
Alberta.....	144	2,257,115	178	3,711,366	216	4,245,121	236	5,111,220	257	5,482,890
British Columbia.....	122	4,145,945	173	7,058,888	178	7,539,053	192	7,662,014	197	7,942,541
Totals.....	1,240	40,795,897	1,693	62,865,279	1,950	69,657,248	2,200	78,559,779	2,387	83,959,073

¹ Includes, in addition to regular theatres, establishments in which motion picture entertainment is provided by community organizations such as churches, lodges, Boards of Trade, etc. In 1948 these halls numbered 346 with receipts of \$962,927; in 1949, 460 halls had receipts of \$1,140,307; and, in 1950, 586 halls had receipts of \$1,251,311.

25.—Summary Statistics of Motion Picture Theatre Operations, 1950

Item	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators	Total
Establishments..... No.	1,801	62	586	175	2,624
Receipts (excluding taxes)..... \$	82,707,762	2,290,679	1,251,311	463,605	86,713,357
Amusement Taxes..... \$	11,444,668	300,028	57,532	39,476	11,841,704
Paid admissions..... No.	231,746,881	4,943,000	4,135,101	1,571,697	242,396,679