

These results illustrate distinctly different experiences for food chain stores from other classes of chain store. Food chains operated with lower profit and expense ratios than the others shown and also had a higher stock turnover rate, particularly where meat sales form all or part of total sales.

Retail Consumer Credit.—The current series of retail consumer credit estimates is linked closely with that of retail trade estimates. Like retail trade, the 1951 Census results will reveal where the estimates require revision and, as these Census results were not available at time of assembly of this Section, consumer credit estimates cannot be presented here. These data will be given in subsequent editions of the Year Book.

Subsection 3.—Statistics of Service Establishments

Theatres.—Total receipts in 1951 from motion picture showings amounted to \$102,359,739, including \$11,373,629 collected as amusement tax. These receipts include all types of theatres but do not include receipts from showings by community organizations.

The comparable figures for several years, given in Table 23 on a provincial classification, do not include drive-in theatres or itinerant operators. Drive-in theatres increased from 62 in number in 1950 with receipts, excluding taxes, of \$2,290,679 to 82 in 1951 with receipts of \$3,347,670.

23.—Motion Picture Theatres and Receipts, by Province, 1941 and 1948-51

NOTE.—Itinerant operators and drive-in theatres are not included in these figures. Receipts are exclusive of amusement taxes.

Province	1941		1948 ¹		1949 ¹		1950 ¹		1951 ¹	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$		\$
Newfoundland.....	---	---	---	---	45	857,982	63	916,634	71	1,202,077
Prince Edward Island.....	6	141,317	16	281,995	17	288,741	17	293,307	15	319,421
Nova Scotia.....	61	2,195,599	78	2,738,331	82	3,111,160	85	3,269,653	85	3,460,236
New Brunswick.....	39	1,102,265	58	1,993,102	64	2,051,791	66	2,064,199	71	2,320,390
Quebec.....	202	8,047,022	472	16,405,929	506	19,502,992	583	21,644,261	617	23,043,006
Ontario.....	410	18,757,372	523	29,523,367	562	31,937,717	572	34,164,338	579	38,163,280
Manitoba.....	111	2,475,949	146	3,709,443	155	4,307,397	162	4,280,796	161	4,697,123
Saskatchewan.....	145	1,673,313	263	3,220,907	341	3,728,765	385	3,900,454	377	4,169,271
Alberta.....	144	2,257,115	216	4,245,121	236	5,111,220	257	5,482,890	267	6,245,159
British Columbia ²	122	4,145,945	178	7,539,053	192	7,662,014	197	7,942,541	197	8,865,707
Canada.....	1,240	40,795,897	1,950	69,657,248	2,200	78,559,779	2,387	83,959,073	2,440	92,485,670

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; in 1950, 586 halls had receipts of \$1,251,311; and in 1951, 632 halls had receipts of \$1,499,560. ² Includes the Yukon and Northwest Territories.

24.—Summary Statistics of Motion Picture Theatre Operations, 1951

Item	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators	Total
Establishments.....	No. 1,808	82	632	167	2,689
Receipts (excluding taxes).....	\$ 90,986,110	3,347,670	1,499,560	486,243	96,319,583
Amusement taxes.....	\$ 11,373,629	406,611	72,675	34,311	11,887,226
Paid admissions.....	No. 239,132,227	6,554,572	4,860,700	1,611,626	252,159,125