

Subsection 3.—Service Establishments

Service establishments as defined in the Census of Distribution included all those places of business where the major part of gross income (annual turnover) was derived from the rendering of services as opposed to the sale of merchandise. The following types of service were covered: amusement and recreation such as motion picture theatres and producers, and bowling alleys; personal services such as laundries and dry-cleaning plants, barber shops and shoe repair shops; certain business services such as advertising agencies and window display services; repair services such as automobile repair, radio repair and watch repair; burial services; photography, commercial and portrait; hotels and tourist camps; and other services such as cold storage locker rentals and taxis.

Summary statistics of the detailed coverage in 1951 are given in the 1955 Year Book at pp. 974-977. Annual data for certain services only are included here.

Motion Picture Theatres.—The receipts of motion picture theatres increased steadily up to 1953 when they amounted to \$108,603,966, but thereafter decreased each year to \$72,294,344 in 1960. The number of theatres in operation has also decreased rapidly. The receipts of drive-ins, the most recent of theatre developments, amounted to \$6,790,000 in 1960, somewhat below the total receipts of 1959; the previous peak was in 1954.

16.—Summary Statistics of Motion Picture Theatre Operations, 1958-60

Year and Item	Regular Theatres	Drive-in Theatres	Total
1958			
Establishments..... No.	1,622	232	1,854
Receipts (excluding taxes)..... \$	75,138,668	6,254,410	81,393,078
Amusement taxes..... \$	6,950,961	504,281	7,455,242
Paid admissions..... No.	136,334,967	10,148,774	146,483,741
1959			
Establishments..... No.	1,515	234	1,749
Receipts (excluding taxes)..... \$	68,370,049	7,143,925	75,513,974
Amusement taxes..... \$	5,959,857	504,546	6,464,403
Paid admissions..... No.	118,633,400	10,225,995	128,859,395
1960			
Establishments..... No.	1,427	232	1,659
Receipts (excluding taxes)..... \$	65,504,666	6,789,678	72,294,344
Amusement taxes..... \$	5,365,182	524,189	5,889,371
Paid admissions..... No.	107,705,112	10,029,249	117,734,361

Motion Picture Production.—Table 17 shows the operations of private firms in the production and printing of motion picture films and film-strips for industry, government, education, entertainment, etc. Films are also produced by government agencies but information concerning such production is, of course, not available. In addition, nine firms in other business categories produced films in 1960 (one theatrical short, one film for television use, nine other non-theatrical films of five minutes or longer, 280 newsreel stories and ciné-magazines for television, four for other uses, 16 commercial advertising films and seven non-commercial advertising films for television and 20 film titles for unspecified uses). This work brought in revenue amounting to \$66,000.