

Sales of farm implements and equipment (valued at wholesale prices) rose dramatically in 1972, reaching their highest level in five years. The sales total of \$418.6 million was 28.3% higher than the comparable 1971 figure of \$326.2 million. The increase was general throughout Canada, although the Atlantic Provinces increase was considerably smaller than elsewhere. The largest percentage gains occurred in Saskatchewan, British Columbia and Ontario — 38.9, 35.4 and 26.9% respectively. Sales of repair parts, not included in Table 17.32, were \$88.7 million, 15.4% higher than the \$76.8 million sold in the previous year.

17.4.2.3 Service trades

Hotels. In addition to its annual hotel survey (Catalogue No. 63-204), Statistics Canada also reports semi-annually on the trend of hotel receipts in Canada, based on results obtained from a panel of hotels having 50 or more rooms. Table 17.33 shows that the receipts of such hotels increased by more than 32% during the 1968-72 period. The best results were experienced in Alberta and Quebec and the poorest in Manitoba and Ontario. The greatest rate of increase from 1971 to 1972 was recorded in Saskatchewan, which now appears to have reversed successfully its downward trend in the late 1960s. Other provinces where hotel receipts have risen at more than the national growth-rate during 1971-72 include British Columbia, Manitoba, Newfoundland and Prince Edward Island combined, Quebec and New Brunswick.

Restaurants. Receipts of Canadian restaurants have risen steadily over the past several years, reaching a new high of \$1,386.6 million in 1972 — an increase of more than \$220.0 million (18.9%) since 1968 (Table 17.34). The largest growth in restaurant receipts between 1968 and 1972 was experienced in Newfoundland, New Brunswick and Quebec. Declines were registered in only two provinces: Prince Edward Island (-5.2%) and Saskatchewan (-8.4%). These data include the receipts of traditional restaurants and drive-ins; they do not include such other areas of the food-serving industry as take-out restaurants, caterers, industrial restaurants and refreshment booths and stands.

Motion picture theatres. In 1970, total receipts from all motion picture theatres rose 9.1% from 1969 to an all-time high of \$128.7 million (Table 17.35). At the same time, amusement taxes collected rose 8.3% to \$9.2 million. The receipts of regular motion picture theatres increased at approximately the same rate as drive-in theatres — 9.1% and 8.9%, respectively. The rise of 2.3% in paid admissions for all types of theatres in 1970 reversed a five-year downward trend. Unlike receipts, the rise in number of admissions was considerably more pronounced in regular motion picture theatres (+2.4%) than in drive-ins (+1.6%). Despite lower employment levels in both types of theatres in 1970, salaries and wages rose to a new high of \$30.0 million, and the "average" salary increased 16.5%.

Data on Canadian motion picture production have been omitted, for this year only, from the "Service trades" section. No survey was carried out in 1971. The most recent data are for the year 1970 and appear in the 1972 *Canada Year Book*.

Film exchanges. During 1970, films were distributed by 53 companies through 112 offices located across Canada. Receipts totalled \$66.1 million, up 5.3% from 1969, and 2.3% higher than the previous record established in 1968. The industry paid \$5.3 million in salaries and wages to 737 employees in 1970 as compared to \$5.3 million paid to 846 employees the previous year (Table 17.36). Data for the National Film Board of Canada are not included.

Receipts from the rental of films rose to \$65.6 million in 1970, 6.1% higher than the \$61.8 million recorded in 1969 (Table 17.36). Revenue derived from rentals for theatrical use amounted to \$45.7 million, for television use \$18.8 million, and for other (non-theatrical) use \$1.1 million. In addition, \$53,000 was derived from the sale of advertising and \$500,000 from other sources. New films released for theatrical bookings numbered 948, of which 786 were feature films, 55 cartoons, 60 newsreels and 47 other short subjects. Of the 786 feature films, 53 originated in Canada (as compared to ten in 1969), 291 originated in the United States, 131 in Britain, 113 in Italy, 90 in France, and 108 in all other countries.

Power laundries and dry-cleaning and dyeing plants. In 1970, receipts of both power laundries and dry-cleaning and dyeing plants declined from the previous year for the first time since 1933. Receipts of power laundries declined 3.2% from 1969 to \$107.8 million while dry-cleaning and dyeing plants registered a drop of 7.5% to \$152.3 million. Employment in 1970 was down from 1968 in all categories, and salaries and wages for all firms combined dropped 7.1% from the 1969 level to \$118.8 million. The cost of materials and supplies also declined over the year, falling 13.2% from 1969 to \$23.4 million in 1970 (Table 17.37).