

Subsection 3.—Service Establishments

Service establishments as defined in the Census of Distribution include all those places of business whose major source 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 recreational such as motion picture theatres 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.

Theatres.—The receipts of motion picture theatres, which had been increasing steadily up to 1953, registered a drop in 1954, most of which was accounted for by lower receipts of regular theatres in Ontario. All other provinces, except Quebec and New Brunswick, reported increases in this comparison. Drive-ins have shown the greatest development among the theatres in recent years. It is interesting to note that, while in 1949 there were 30 such establishments with receipts of \$1,393,760, in 1954 the number had increased to 230 with receipts of \$6,316,947. Community establishments increased from 469 to 645 in the same comparison.

14.—Motion Picture Theatres and Receipts by Province 1950-54

Note.—Figures include, in addition to regular theatres, establishments in which motion picture entertainment is provided by community organizations such as churches, lodges, Boards of Trade, etc., as well as drive-in theatres. Halls serviced by itinerant operators are not included. Receipts are exclusive of amusement taxes.

Province	1950		1951		1952		1953		1954	
	No.	\$	No.	\$	No.	\$	No.	\$	No.	\$
Newfoundland.....	63	916,634	71	1,202,077	86	1,269,248	104	1,321,390	115	1,475,567
P. E. Island.....	18	293,807	17	323,413	17	348,887	15	359,162	22	427,680
Nova Scotia.....	85	3,269,653	86	3,475,104	88	3,772,822	92	4,364,824	97	4,543,668
New Brunswick.....	66	2,064,199	71	2,320,390	72	2,618,307	76	2,398,430	79	2,872,828
Quebec.....	583	21,644,261	617	23,043,006	646	25,449,414	654	25,989,955	639	23,066,057
Ontario.....	609	35,557,030	625	40,139,582	644	42,806,986	658	42,253,374	645	39,847,466
Manitoba.....	166	4,426,997	165	4,897,805	175	5,235,192	194	5,610,673	198	5,773,354
Saskatchewan.....	391	4,001,268	387	4,386,055	386	5,345,231	415	5,711,955	435	6,270,287
Alberta.....	262	5,831,685	274	6,680,644	275	7,754,465	300	8,810,223	319	9,780,059
British Columbia ¹	206	8,244,218	209	9,395,264	215	10,363,047	240	11,283,980	264	11,072,915
Canada.....	2,449	86,249,752	2,522	95,833,340	2,604	104,963,599	2,749	108,603,966	2,813	105,129,881

¹ Includes the Yukon and Northwest Territories.

15.—Summary Statistics of Motion Picture Theatre Operations 1953 and 1954

Item	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators	Total
1953					
Establishments.....	No. 1,906	174	669	805	3,554
Receipts (excluding taxes).....	\$ 100,889,361	5,862,920	1,851,685	468,562	109,072,528
Amusement taxes.....	\$ 12,760,235	685,389	105,057	31,859	13,582,540
Paid admissions.....	No. 241,182,726	11,134,788	5,647,668	1,381,655	259,346,837
1954					
Establishments.....	No. 1,938	230	645	658	3,471
Receipts (excluding taxes).....	\$ 97,012,140	6,316,947	1,800,794	385,682	105,515,563
Amusement taxes.....	\$ 12,098,922	721,630	128,515	26,189	12,975,256
Paid admissions.....	No. 218,508,653	12,380,246	5,269,925	1,106,070	237,264,894