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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

IN CANADA

1936



OTTAWA
1938

Price 25 cents

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

MOTION PICTURES IN CANADA, 1936

Historical Background

For more than a century studies have been made of the "optical appearance of objects in motion". The first step in the development of the present day motion picture film was taken early in the 19th century when pictures mounted on a disc in chronological order were viewed through slots in a similar disc mounted on a turning shaft. About the middle of the century the development of photography enabled experimenters to use actual photographs instead of drawn pictures. In 1861 a machine called a kinematoscope was patented in the United States. The photographs were mounted on paddle blades which, when revolved from a certain point of view, produced a zeotropic effect. In 1899, for use in "roller photography", George Eastman of the Eastman Kodak Company began the manufacture of a photographic film on a nitro-cellulose base. It was with a 50 foot strip of this film that Thomas A. Edison, who had been experimenting with "motion pictures" for some time, demonstrated his kinetoscope, a small peep-show in which the strip of film ran between a magnifying lens and a light source. Although patented in the United States in 1891, no commercial use was made of Edison's kinetoscope until 1894. In that year a "kinetoscope parlour" was opened in New York City. It was in the same year that the Holland brothers exhibited a kinetoscope in Ottawa. Although this type of amusement place spread rapidly, the demand was really for a device which would project the kinetoscope film, as seen in the peep-show, upon a screen, and in 1896 such a machine, called the "vitascope", based on the principle of the modern projector, was demonstrated in New York by Thomas Armat. A year prior to this, however, a cinematograph evolved by Lumiere Brothers in France, similar to Armat's vitascope, had been imported into Canada and shown in Toronto. This is thought to be the first use of the motion picture projecting machine in the Dominion. In 1896 John Griffin, popularly described as "the father of motion picture houses in Canada", opened the first regular Canadian motion picture theatre on Yonge Street in Toronto. Shortly afterward, Mr. L. E. Ouimet, representing Pathé interests, opened a similar theatre in Montreal. Pictures were shown of the Corbett-Fitzsimmons fight in 1896, Queen Victoria's jubilee procession in 1897, and the departure of the Canadian contingent for South Africa in 1900.

Films of this early period consisted of only one reel and, as the novelty wore off, interest in them began to die out. In 1903 Edwin S. Porter, an Edison cameraman, in an attempt to revive this flagging interest made a picture which told a "story" or narrative, and it was on the basis of these narrative, multiple reel films that the moving picture industry began its phenomenal development. The story was conveyed to the audience by means of pantomime, printed dialogue flashed on the screen intermittently, and the action of the characters. Whereas, heretofore moving

picture films had frequently been shown merely as part (and a very minor part) of a vaudeville program, now across Canada theatres sprang up offering "movies" exclusively or at least as the major part of the program.

In 1926 Warner Brothers presented the first talking and sound pictures in New York. Over night Canadian theatres installed sound equipment and the "silent" picture practically disappeared. In a period of only thirty years motion pictures had become a leading amusement industry, recording a steady development in the technique of production and distribution.

The story of motion picture production in Canada is disappointing. A number of films, of course, have been produced here by Hollywood companies "on location" but practically every attempt of Canadian producers has failed although recently a few plays have been filmed in Toronto for the British market, and one Canadian company specializing in news films and shorts has enjoyed some success. The advent of "talking" or "sound" pictures, technicolor and many other improvements demand such a high degree of skill and technical knowledge, as well as such a heavy capital investment, that the development of commercial production in Canada is beset with difficulties.

In one field Canadians have pioneered with considerable success. In 1916 the Government created the Dominion Government Motion Picture Bureau for the purpose of making and distributing "short subject" informative films. Both the Canadian National and Canadian Pacific Railways produce films from time to time along the same lines.

Although negative film is not made in Canada, practically all of the positive film used in the Dominion is manufactured in Ontario and a substantial volume is exported. The printing of positive films for use in Canadian theatres is done by local firms from imported negatives.

MOTION PICTURE STATISTICS, 1936

Summary

According to the annual Census of Merchandising and Service Establishments the 959 permanently-equipped motion picture theatres operating in Canada in 1936 secured 127,441,574 paid admissions for the year, yielding gross receipts of \$29,610,300 exclusive of amusement taxes. This was a substantial increase over 1935, during which year there were 117,964,056 paid admissions with gross receipts of \$27,272,500, and over 1934 with approximately 109,000,000 paid admissions and gross receipts of \$25,598,300. In terms of percentages, the 1936 total admissions were 8.0 per cent greater than in 1935 while gross receipts were up by 8.6 per cent. The larger percentage increase for gross receipts reflects an increase in the average admission price which was 23.2 cents in 1936 compared with 23.1 cents in the preceding year. Canada's 959 motion picture theatres provided an average of one theatre for every 11,500 people in the Dominion. The seating capacity of these theatres totalled 566,201 so that, on the average, there was one seat for every 19 persons. Salaries and wages paid to the 4,961 male and 1,558 female employees amounted to \$4,928,700, an increase of 3.4 per cent over the 1935 payroll of \$4,766,500. In addition to the permanently-equipped theatres there were 44 itinerant operators with 502,653 paid admissions and \$132,800 receipts for 1936.

Every province shared to a greater or less degree in the general increase in paid admissions and gross receipts registered during the year. By provinces, the 1936 percentage increases in paid admissions over 1935 were as follows: Saskatchewan, 16.5; Prince Edward Island, 14.4; New Brunswick, 12.3; Ontario, 9.9; Quebec, 6.9; Nova Scotia, 6.4; Alberta, 5.2; British Columbia, 4.3, and Manitoba, 4.0. For Canada as a whole the average admission price (exclusive of amusement tax) was 23.2 cents. Provincial averages were as follows: Prince Edward Island, 27.3 cents; Alberta, 25.7 cents; Saskatchewan, 25.3 cents; Ontario, 23.9 cents; British Columbia, 22.5 cents; Quebec, 22.2 cents; Manitoba, 22.1 cents; Nova Scotia, 21.8 cents, and New Brunswick, 21.5 cents. Canadian motion picture theatres gave a total of 559,944 complete performances in 1936 or an average of 584 performances per theatre for the year. The number of performances given daily varied from one to six for individual theatres. On the average, 29 per cent of the seating capacity of motion picture theatres was occupied for each performance. This percentage varied widely for individual theatres operating under different conditions as to size of locality, seating capacity, number of performances given daily, and other factors. Other things being equal, it was greater in the larger cities than in the smaller centres, greater in small than in large theatres and greater in theatres showing only one performance per day than in those establishments where the program was repeated a number of times. It was, therefore, highest for small theatres giving but one or two performances per day and located in the larger cities. It was smallest for large theatres repeating their programs several times a day and located in smaller places.

The apparent popularity of the "double feature" program, in which two complete "feature" pictures are exhibited in the one performance, is evidenced by the fact that of all the 559,944 performances given in 1936 it is estimated that no less than 348,904 or 62 per cent were "double feature". There were 212 theatres which offered double feature programs only. Another 313 houses showed only single feature programs, while the remaining 434 theatres varied their programs with both types of performance. It is interesting to note that there was a wide variation in use of the "double feature" program in the different provinces. Whereas 81 per cent of the performances shown in Quebec were double feature, British Columbia and Manitoba recorded 71 per cent; Ontario, 60 per cent; Alberta, 50 per cent; Saskatchewan and Nova Scotia, 40 per cent, and New Brunswick, 38 per cent. No double feature performances were given in Prince Edward Island during the year.

The term "performance" as used in this report indicates one complete showing of the program being offered. That is to say, a performance is taken to mean the entire entertainment including all films exhibited between the showing of one picture and the showing of that same picture again. The set of films including either one or two features, one or more short subjects or a newsreel, and constituting a program or "bill" is generally repeated by a theatre for a number of days with one or more performances each day. Each theatre reported the number of bills which it purchased or rented during the year making a distinction between the number of single feature and double feature bills. Aggregates of figures thus obtained show a total usage of 85,909 bills which, when compared with the 539,944 performances, indicates an average of 6.5 performances for each bill. Of the 85,909 bills reported, 43,489 were double feature and 42,420 were single feature, resulting in a total usage of 129,398 feature films or an average of 135 films for each of the 959 motion picture theatres. Since the same feature films are exhibited in many theatres, these figures give no information as to the number of different features shown during the year. Each theatre was also asked to indicate, if possible, the country of origin of the films which it used. Aggregate figures for those theatres able to supply this information and forming 80 per cent of the total number show that the United States supplied 89.7 per cent of the features used. Great Britain came second with 5.2 per cent, followed by France with 5.0 per cent, and all other countries, 0.1 per cent. These figures relate to the number of films used. No information is available regarding the number of times each film was exhibited.

Per Capita Expenditure

There is no way of estimating the actual number of theatre-goers but, based on the estimated total population of Canada, the per capita expenditure in 1936 on motion picture entertainment (exclusive of amusement taxes) was \$2.70 as compared with \$2.50 in 1935 and \$2.36 in 1934. The following table shows the per capita expenditure at motion pictures for each province from 1930 to 1936 inclusive. It may be noted that, although there are wide variations for any province from year to year and between provinces for the same year, nevertheless there is surprisingly little change in the relative position which each province holds. Thus Prince Edward Island with the lowest per capita expenditure in 1930 continued to have the lowest per capita expenditure in 1936, while British Columbia continued to have the highest.

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1930 - 1936
(Exclusive of amusement taxes)

Province	1930	1931	1932	1933	(1) 1934	(1) 1935 (2)	1936 (2)
	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	3.28	2.73	2.33	2.36	2.50	2.70
Prince Edward Island	2.14	1.56	1.12	0.96	0.96	1.04	1.15
Nova Scotia	3.53	2.67	2.09	1.79	1.84	2.09	2.27
New Brunswick	2.69	2.16	1.71	1.33	1.41	1.64	1.78
Quebec	2.94	2.69	2.26	1.86	1.80	1.91	2.02
Ontario	4.70	4.29	3.68	3.08	3.16	3.19	3.49
Manitoba	3.94	3.41	2.90	2.56	2.58	2.72	2.83
Saskatchewan	2.19	1.65	1.32	1.12	1.15	1.28	1.51
Alberta	3.28	2.29	1.88	1.92	1.85	2.21	2.33
British Columbia ..	6.05	5.09	3.89	3.52	3.71	4.15	4.31

(1) Revised.

operators.

(2) Based on total receipts of regular theatres and itinerant/

A number of factors influence per capita expenditure for motion pictures: the prosperity of the district, the rates of admission, the age distribution of the population, Government regulations regarding admission of juveniles, counter attractions, etc. Per capita expenditure is usually larger in urban and thickly populated centres where theatres are easily accessible and probably more attractive than in country districts. In 1936, 54 per cent of the total gross receipts of moving picture theatres in Canada was collected in the eight cities having a population in excess of 100,000, while 27 per cent of the gross receipts was contributed by 55 cities and towns with populations of 10,000 to 100,000. The remaining 19 per cent was accounted for by all other areas.

Relation Between Per Capita Expenditure in Motion Pictures
and Per Capita Retail Sales

A comparison by provinces between per capita sales at retail stores and per capita expenditures at motion picture houses reveals a fairly close relationship. Provinces having high per capita retail sales also have high per capita expenditures at motion picture houses. Per capita figures for both sales and receipts are influenced largely by the same factors: proportions of urban and rural population, proximity to marketing centres in which motion picture houses are also generally located, occupational constitution and age distribution of the people as well as social habits and the general level of economic conditions. Per capita retail sales and per capita expenditures for motion pictures for the different provinces are shown below:

Per Capita Expenditure at Motion Picture Theatres and Per Capita
Retail Sales, by Provinces, 1936

Province	Per Capita Expenditure at Motion Picture Theatres(1)		Per Capita Retail Sales		Ratio, Theatres to Sales Per cent
	Amount	Order	Amount	Order	
CANADA	\$ 2.70	-	\$ 200	-	1.35
Prince Edward Island	1.15	1	123	1	0.93
Saskatchewan	1.51	2	140	2	1.08
New Brunswick	1.78	3	154	3	1.16
Quebec	2.02	4	161	4	1.25
Alberta	2.33	5	177	6	1.32
Nova Scotia	2.27	6	162	5	1.40
Manitoba	2.83	7	209	7	1.35
Ontario	3.49	8	247	8	1.41
British Columbia	4.31	9	275	9	1.57

(1) Based on total receipts of regular theatres and itinerant operators.

Amusement Taxes

The value of gross receipts reported by theatres in 1936 does not include the amounts paid in amusement taxes. In that year taxes on theatre tickets were levied in all provinces except Saskatchewan, in which province a municipal amusement tax was levied by five cities. Provincial authorities report the following revenues from amusement taxes in 1934, 1935 and 1936:

		1934	1935	1936
		\$	\$	\$
Fiscal Year				
Ending --				
Dec. 31	Prince Edward Island	5,535	5,384	11,639
Nov. 30	Nova Scotia	130,617	177,069	153,051
Oct. 31	New Brunswick(1)	52,195	75,426	81,833
June 30	Quebec(1)	1,276,483	1,224,163	1,087,560
March 31	Ontario	527,398(2)	301,628(3)	2,178,512
April 30	Manitoba	38,335	40,525	41,108
--	Saskatchewan(4)	55,114	58,309	65,334
March 31	Alberta(1)	115,619	121,243	131,917
March 31	British Columbia	124,891	134,875	152,224

(1) Includes taxes from sources other than theatres.

(2) Fiscal year ending October 31, 1934.

(3) Figures for five months ending March 31, 1935 (fiscal year changed).

(4) Returns from 5 municipalities only (calendar year).

It is not possible to make a strict comparison between amusement taxes and theatre receipts since the provincial fiscal years do not coincide with the calendar years for which theatre receipts are shown, and in some cases the returns include taxes other than those levied on theatre admissions. The large increase in revenue shown for Ontario was due to a change in the fiscal year and a revision of the tax schedule in 1935.

Trend in Motion Picture Theatre Receipts

Motion picture theatre receipts in Canada (exclusive of amusement taxes) declined from \$38,479,500 in 1930 to 64.7 per cent of that amount, or \$24,897,100, in 1933. The upswing commenced in 1934 was continued in 1935, bringing the total gross receipts for that year to \$27,272,500 or 70.9 per cent of the 1930 figure. A further gain of 8.6 per cent in 1936 resulted in \$29,610,300 being recorded for that year, a figure which, while almost 19 per cent above the low point reached in 1933, was still 23 per cent below the 1930 level. The index of theatre receipts for 1936 on the base 1930 equals 100 stands at 77.0.

Comparable figures for motion picture receipts and for the dollar value of retail trade as obtained from the results of the annual Census of Merchandising Establishments reveal a striking similarity in the extent of the declines recorded between 1930 and 1933. While motion picture receipts fell off somewhat less rapidly during the years immediately following 1930 than did the dollar value of retail sales, both series stood at about the same level in 1933 when compared with the earlier period. Indexes for 1933 on the 1930 base were 64.7 for motion picture receipts and 64.4 for retail sales. Retail sales were 24 per cent higher in 1936 than in 1933 while motion picture receipts increased 19 per cent during the same period. While the total recovery for retail sales has thus exceeded that for motion picture receipts, expenditures at picture houses have been gaining at the more rapid rate in recent years. Motion picture theatre receipts were 8.6 per cent higher in 1936 than in 1935 while retail sales were up by 7.2 per cent.

Changes in the value of retail sales from year to year are the resultant of two factors. Changes in the quantities of goods purchased and variations in price levels. Similarly, changes in gross receipts for motion picture theatres reflect

variations both in the number of persons attending and also in the average admission price. Although it is not possible to make exact corrections for price changes, it is certain that a large proportion of the decline in the value of retail trade between 1930 and 1933 was due to a lowering of price levels. Part of the recovery since that year must be attributed to increased prices. Numbers of admissions to motion picture theatres are not available for years prior to 1934. Were such figures available for the period from 1930 to 1933, it is extremely unlikely that they would indicate as large a decline as that reflected in dollar receipts.

A comparison of the trends in motion picture receipts and retail sales as indicated by indexes for the two series on the 1930 base is shown below. While in most cases the two series parallel each other closely, figures for the Maritime Provinces reveal that motion picture receipts fell off to a much greater extent between 1930 and 1933 than did retail sales.

Economic Division		1930	1933	1935	1936
CANADA -	Theatre Receipts ...	100	64.7	70.9	77.0
	Retail Sales	100	64.4	74.5	79.9
Maritime Provinces -	Theatre Receipts ...	100	50.9	61.2	67.7
	Retail Sales	100	65.5	77.3	83.7
Quebec -	Theatre Receipts ...	100	66.4	70.4	75.2
	Retail Sales	100	64.7	71.3	76.5
Ontario -	Theatre Receipts ...	100	68.9	73.7	81.1
	Retail Sales	100	66.9	78.0	83.0
Prairie Provinces -	Theatre Receipts ...	100	61.3	67.3	72.9
	Retail Sales	100	60.0	69.9	74.9
British Columbia -	Theatre Receipts ...	100	61.3	74.4	78.5
	Retail Sales	100	62.2	75.8	83.6

Motion Picture Statistics by Cities

Toronto was Canada's leading motion picture city in 1936, having 102 motion picture theatres with 22,301,324 paid admissions and \$5,198,000 gross receipts. Average admission price in this city was 23.3 cents. There were 62 motion picture theatres operating in Montreal (including Lachine, Verdun, Westmount and Outremont) and these had 22,006,918 paid admissions and \$4,797,300 receipts. The average admission price in this instance was 21.8 cents. In Winnipeg 32 motion picture theatres recorded 7,205,339 paid admissions and gross receipts of \$1,592,000. Vancouver's 31 motion picture theatres reported 8,950,627 paid admissions and gross receipts of \$1,850,000. With the exception of Victoria and St. Thomas, all Canadian cities having 3 motion picture theatres or more in 1936 recorded an increase over 1935 in the number of paid admissions. Gross receipts in 1936 as compared with 1935 declined by 0.1 per cent in Winnipeg, 2.8 per cent in St. Thomas and 5.5 per cent in Victoria. The average price of admission was highest in London at 27.6 cents and lowest in St. John, N. B., at 19.2 cents.

Theatres Classified According to Number of Weeks and Days in Operation

Of the total number of motion picture theatres in Canada, 721 or 75 per cent operated continuously during the 52 weeks of 1936. Of the remaining 238 theatres, 103 operated for more than 36 weeks, 71 for more than 20 but less than 36 weeks, and 64 operated for periods varying from 1 to 19 weeks. Theatres operating for fewer than 52 weeks include new theatres opened during the year, theatres closed either temporarily or permanently, in addition to theatres in summer resorts and in small towns which are open during certain seasons from year to year.

Theatres are allowed to remain open on Sunday in Quebec province only. Of the 154 theatres in Quebec in 1936, 111 or 72 per cent were open 7 days each week; another 10 were open 6 days, and the remaining 33 were open for fewer than 6 days per week. The proportion of theatres remaining open 6 days per week in other regions varied from 43 per cent in the Prairie Provinces to 91 per cent in Ontario. In the Maritime Provinces the proportion of full-time theatres was 70 per cent and in British Columbia it was 67 per cent. There were 118 theatres in Canada in 1936 which operated generally for two nights a week and there were another 60 houses which opened one night per week only. These part-time theatres are located in the smaller towns and villages where potential attendance varies considerably for different days of the week.

Number of Performances Per Day

Of the 959 motion picture theatres in Canada in 1936 there were 318 which averaged either one or one and a half complete performances per day. These are located chiefly in the smaller centres; the limited extent of their operations is evident from the fact that, while they formed about 33 per cent of the total number of houses, they accounted for only 6 per cent of the total admissions and receipts. Approximately 37 per cent of all the theatres averaged 2 or $2\frac{1}{2}$ performances per day and these accounted for 29 per cent of the total admissions and 26 per cent of the receipts. There were 188 theatres which gave an average of 3 or $3\frac{1}{2}$ performances per day. These formed about 20 per cent of the total number of houses and accounted for 33 per cent of the admissions and 31 per cent of the receipts. There were also 99 theatres which averaged four or more complete programs per day and these, while forming only 10 per cent of the total number, accounted for 32 per cent of the total admissions and 36 per cent of the receipts. The classifications of $1\frac{1}{2}$, $2\frac{1}{2}$ or $3\frac{1}{2}$ performances per day arise from the fact that some theatres vary in this respect on different days. Thus a theatre showing one performance on Friday, two on Saturday and none on the other days of the week would be considered as averaging $1\frac{1}{2}$ performances per day of operation.

Admissions and Receipts for Theatres Classified According to
Number of Performances Per Day, 1936

Number of Performances Per Day	Theatres		Admissions		
	Number	%	Number	%	Average Number Per Theatre
All Theatres, Total	959	100.0	127,441,574	100.0	132,890
1 or 1½	318	33.2	7,322,110	5.8	23,026
2 or 2½	354	36.9	37,083,216	29.1	104,754
3 or 3½	188	19.6	41,736,330	32.7	222,002
4 and over	99	10.3	41,299,918	32.4	417,171

Number of Performances Per Day	Receipts		
	Amount	%	Average Per Theatre
	\$		\$
All Theatres, Total	29,610,300	100.0	30,876
1 or 1½	1,810,100	6.1	5,692
2 or 2½	7,790,400	26.3	22,007
3 or 3½	9,292,300	31.4	49,427
4 and over	10,717,500	36.2	108,258

Theatres Classified According to Amount of Annual Receipts

Motion picture houses, like all other business enterprises, vary widely in the extent of their operations as measured by the number of paid admissions or amount of annual receipts. There were 158 theatres each with annual receipts of less than \$2,500 and these, while forming 17 per cent of the total number, accounted for only 0.7 per cent of the admissions and receipts. At the other extreme in size, there were 53 houses, located chiefly in down-town areas of cities and exhibiting "first-run" pictures, each of whose annual receipts reached \$100,000 or over. This group, while comprising only about 6 per cent of the total number of theatres, accounted for 25 per cent of the admissions and 32 per cent of the receipts. Average admission price was highest for the very small and the very large theatres, being 25.1 cents for the 158 houses in the less than \$2,500 class and 29.8 cents for the \$100,000 businesses. It was lowest, at 19.2 cents, for a group of 134 theatres each with annual receipts of between twenty and thirty thousand dollars.

Theatres Classified According to Amount of Annual Receipts
and Number of Performances Per Day, Canada, 1936

Amount of Annual Receipts	All Theatres, Total		Performances Per Day							
	Number	%	1 or 1½		2 or 2½		3 or 3½		4 and over	
			Number	%	Number	%	Number	%	Number	%
All Theatres, Total	959	100.0	318	33.2	354	36.9	188	19.6	99	10.3
Less than \$2,500.	158	100.0	132	83.5	24	15.2	2	1.3	—	—
\$2,500 - \$4,999 .	90	100.0	63	70.0	22	24.4	5	5.6	—	—
\$5,000 - \$9,999 .	108	100.0	65	60.2	38	35.2	4	3.7	1	0.9
\$10,000 - \$19,999	164	100.0	42	25.6	102	62.2	16	9.8	4	2.4
\$20,000 - \$29,999	134	100.0	13	9.7	80	59.7	34	25.4	7	5.2
\$30,000 - \$49,999	135	100.0	3	2.2	62	45.9	51	37.8	19	14.1
\$50,000 - \$99,999	117	100.0	—	—	26	22.2	62	53.0	29	24.8
\$100,000 and over	53	100.0	—	—	—	—	14	26.4	39	73.6

The above table illustrates the definite relationship which exists between the amount of the gross receipts of a theatre and the number of performances which are given daily. It shows that large annual receipts are associated with many performances per day while the smaller houses are restricted to one or two performances. Theatres with gross receipts of less than \$5,000 annually are nearly all in the class giving one or two performances a day. Theatres with gross receipts of over \$50,000 annually all give two or more performances daily, while no theatre with gross receipts exceeding \$100,000 gives less than three performances a day.

Theatres Classified According to Proportion of Single
and Double Feature Performances

Narrative or feature films in the beginning consisted of only one reel of about 1,000 feet in length. These gradually developed to six and seven reels and were augmented on programs by comedy reels or shorts. Early in the 1920's, super-pictures of 8,000 to 12,000 feet began to appear as special attractions, but in the past decade the features have been shortened and many theatres now offer two medium-length feature pictures on each program.

There were 313 motion picture houses or about 33 per cent of the total number operating in 1936 which reported that they showed single feature performances only. Another 212 theatres or 22 per cent of the total indicated that they showed only double features, while the remaining 434 establishments reported that they varied their programs with both single and double features. Single feature performances are most numerous in the small theatres in small localities; 121 or about 77 per cent of the houses whose annual gross receipts did not reach \$2,500 fell into this class. The single feature performance is also of considerable importance in the large first-run city theatre. While only 8 of the 53 theatres whose annual receipts were \$100,000 or more reported that they used single features only, another 12 of these large houses indicated that at least 50 per cent of the performances shown were of the single feature variety. The double feature performance is most popular in the medium-sized theatre, 135 houses with annual receipts of between \$30,000 and \$50,000 being divided in the proportions of 42 per cent double feature only, 10 per cent single feature only and 48 per cent mixed.

One-half of the 154 theatres operating in Quebec province showed double feature performances only while another 20 per cent showed only single features. About 23 per cent of Ontario's 325 moving picture houses used double features exclusively,

22 per cent showed only single features, while the remainder varied their programs with both types.

The relatively large number of theatres located in the smaller towns in the Prairie Provinces and Maritime Provinces result in much larger proportions of single feature performance theatres for these regions. About 52 per cent of all theatres in the Maritime Provinces were of the single feature variety. In the Prairie Provinces the corresponding ratio was 47 per cent. Details for theatres classified according to proportion of single and double feature performances shown and by economic divisions are shown in Table 6. A similar analysis for theatres classified according to amount of annual receipts is given in Table 7.

In the preceding paragraphs the motion picture theatres themselves were the subject of classification. When the actual performances are classified as to whether single or double features were shown, it is found that the 559,944 performances shown in 1936 were divided in the ratio 37.7 per cent single feature and 62.3 per cent double feature. The predominance of the double feature in Quebec is again apparent from the fact that 96,098 or 81.4 per cent of the 118,007 performances shown in that province in 1936 were double feature. The ratio of double feature to total performances was lowest in New Brunswick at 37.5 per cent. Details are given below.

Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1936

Province	Total		Single Feature		Double Feature	
	Number	%	Number	%	Number	%
CANADA	559,944	100.0	211,030	37.7	348,904	62.3
Prince Edward Island	2,536	100.0	2,536	100.0	--	--
Nova Scotia	30,981	100.0	18,696	60.3	12,285	39.7
New Brunswick	21,099	100.0	13,181	62.5	7,918	37.5
Quebec	118,007	100.0	21,909	18.6	96,098	81.4
Ontario	215,872	100.0	86,974	40.3	128,898	59.7
Manitoba	43,771	100.0	12,632	28.9	31,139	71.1
Saskatchewan	36,581	100.0	21,778	59.5	14,803	40.5
Alberta	34,829	100.0	17,268	49.6	17,551	50.4
British Columbia	56,268	100.0	16,056	28.5	40,212	71.5

Program Changes Per Week

While the length of time that a given theatre may exhibit the same program of pictures may vary with the popularity of the feature film, most motion picture houses find it advantageous to have regular and stated times for making program changes. Slightly more than one-half of the 959 motion picture theatres in Canada reported that they generally changed their program twice a week. There were 180 more which indicated an average of three program changes per week while another 8 establishments, 6 of which were in Quebec province, reported 4. Theatres changing their programs only once a week numbered 284 or about 30 per cent of the total and consisted in the first instance of the small theatres in small localities operating one or two days per week and, in the second place, of the large first-run city houses where a popular program may be run continuously for a week or even longer. Almost 80 per cent of the theatres with annual receipts below \$2,500 and nearly 50 per cent of the business of \$100,000 or more changed their programs on an average of once a week. On the other hand, two or three program changes per week are almost universal with the

medium-size theatres.

Distribution of Single and Double Bills

As previously stated a "bill" is the set of films constituting a program and shown in a theatre at one complete performance. Bills are spoken of as being single or double according as they include one or two feature pictures. In thus classifying a bill no account is taken of other films on the program such as news reels, comedies, cartoons or trailers. Each theatre, in making its return to the Census of Merchandising and Service Establishments, reported the approximate number of weeks on which single and double feature bills were shown, the average number of program changes per week and the total number of films rented during the year. From these data there could be calculated the approximate number of single and double feature bills which each theatre used. Since the same films are used by many theatres the aggregates of the figures thus derived have little significance in themselves but the percentage distribution of these totals as between single and double feature is indicative of the relative popularity of the two types of bill used. This percentage distribution is shown below for theatres classified according to amount of annual receipts. The almost universal use of the single bill in the small houses is apparent; 94 per cent of the bills used by theatres with less than \$2,500 annual receipts belonged to this class. As the size of theatre increases the proportion of single bills used is seen to decline until a minimum for this type is reached for theatres with annual receipts of between \$50,000 and \$100,000. With still larger theatres the single bill becomes more popular again, these large first-run city houses playing a considerable number of good outstanding features as single bills.

Distribution of Single and Double Feature Bills for Theatres Classified According to Amount of Annual Receipts, 1936

Amount of Annual Receipts	Number of Theatres	Bills					
		Total		Single		Double	
		Number	%	Number	%	Number	%
All Theatres, Total	959	85,909	100.0	42,420	49.4	43,489	50.6
Less than \$2,500	158	5,572	100.0	5,253	94.3	319	5.7
\$2,500 - \$4,999	90	5,034	100.0	4,505	89.5	529	10.5
\$5,000 - \$9,999	108	9,668	100.0	7,964	82.4	1,704	17.6
\$10,000 - \$19,999	164	18,469	100.0	10,478	56.7	7,991	43.3
\$20,000 - \$29,999	134	15,462	100.0	5,684	36.8	9,778	63.2
\$30,000 - \$49,999	135	15,393	100.0	4,377	28.4	11,016	71.6
\$50,000 - \$99,999	117	12,252	100.0	2,536	20.7	9,716	79.3
\$100,000 and over	53	4,059	100.0	1,623	40.0	2,436	60.0

Country of Origin of Films

Theatre owners, when reporting on their operations for 1936, were asked to state the number of feature films shown during the year classified according to their country of origin. In some cases no such records were available but 78 per cent of the theatres were able to give some information on this subject and an analysis of the results for these is given in the following table. Since the same film may have many prints and these may be shown in many theatres, it is apparent that figures thus obtained are not indicative either of the total number of films used or of the relative numbers of films imported from different countries. The figures are considered, however, to be at least indicative to some degree of the usage of films from different sources. According to the results obtained, 89.7 per

cent of the films (prints) used were produced in the United States, 5.2 per cent were from Great Britain, 5.0 per cent from France and only 0.1 per cent from other countries. Naturally the percentage of French films used in Quebec province was higher than for the Dominion as a whole. Here, 19.4 per cent of all films (prints) used were of French origin.

Percentage Distribution of Features Used According to Country of Origin,
by Provinces, 1936

Province	Percentage of Total Features Reported Produced in -			
	U. S. A.	Great Britain	France	Other Countries
CANADA	89.7	5.2	5.0	0.1
Prince Edward Island ..	97.5	2.5	-	-
Nova Scotia	96.0	3.9	(X)	(X)
New Brunswick	93.5	5.2	1.3	-
Quebec	75.9	4.7	19.4	(X)
Ontario	94.2	5.4	0.3	0.1
Manitoba	95.4	4.5	(X)	(X)
Saskatchewan	94.9	5.0	(X)	(X)
Alberta	92.7	7.1	-	0.2
British Columbia	93.9	5.7	-	0.4

(x) Less than 0.1 per cent.

Efficiency of Theatres

The average percentage of seats occupied at each performance gives some indication of the standard of performance of a motion picture theatre. A full house at every performance, in which case 100 per cent of the seats would be occupied, would indicate a maximum standard of performance while a ratio of less than 100 per cent would indicate, of course, that all seats were not occupied for each showing of a picture. In making its report, each theatre indicated its total admissions for the year, its seating capacity and also certain other information which permitted the calculation of the total number of performances shown. The ratio for any theatre may be found by expressing the average number of admissions per performance as a percentage of its seating capacity.

Aggregate figures for all theatres show that 29 per cent of the seating capacity was utilized at each performance in 1936. This ratio varies considerably for theatres operating under various conditions. It averaged somewhat higher at 30 per cent for theatres in places of 100,000 population and over compared with 27 per cent for theatres in smaller localities. It also varied inversely with the seating capacity averaging 27 per cent for all theatres with a seating capacity of 800 seats or over compared with 32 per cent for houses with fewer than 400 seats. A summary of these ratios for theatres classified as to seating capacity and size of locality in which they are located is given on the following page.

Average Percentage of Seating Capacity Utilized for Theatres Classified
as to Size of Locality and Number of Seats, 1936

Population	Number of Seats			
	All theatres	Over 800 seats	400 - 799 seats	Less than 400 seats
	%	%	%	%
All Places, Total	29	27	31	32
100,000 and over	30	28	35	47
10,000 - 99,999	27	26	30	32
Less than 10,000	27	25	26	29

The percentages shown above are weighted figures in which a large house has more weight in determining the final results than a smaller theatre. Regard has also been taken of the varying number of performances which different theatres show. Results for individual establishments vary widely from these weighted averages. Of the 959 theatres there were 14 for which the ratio was less than 10 per cent while for 126 or about 13 per cent of the total number it was more than 50 per cent. More than one-half of all the theatres (56 per cent) had a ratio lying between 20 per cent and 40 per cent. The average unweighted ratio for all theatres obtained by summing all the individual percentages and dividing by 959 works out at 34 per cent compared with the 29 per cent obtained by the weighted method. Tables 10 and 11 show distributions of theatres classified according to these efficiency ratios by size of locality and by economic divisions.

It is recognized that the operating efficiency of a motion picture theatre does not depend only upon the average proportion of the total seats filled at each performance. Capital investments and fixed operating expenses must be considered. Nevertheless, considerable interest attaches to the way in which this ratio varies for theatres operating under different conditions as to size of locality, seating capacity and number of performances shown per day.

Itinerant Operators

The provinces of Prince Edward Island, Manitoba, Saskatchewan, Alberta and British Columbia issue licenses to operators with movable apparatus, permitting them to travel from place to place and exhibit their pictures in concert halls. In 1936, 44 of these operators, working principally in Saskatchewan and Alberta, reported gross receipts of \$132,800 and total paid admissions of 502,653. The following table presents the information available covering the operations of this class of exhibitor in 1936:

	1936
Number Reporting	44
Total Receipts	\$132,800
Number of Admissions	502,653
Employees - (Male	21
(Female	5
Salaries and Wages	\$ 11,500

Film Exchanges

Theatre owners contract each year with an exchange for their supply of films. These exchanges, functioning as distributing agencies, are generally owned or

controlled by producers. Usually they are classed as wholesale distributors, but their function differs from that of the wholesaler of merchandise in that their product is not sold, but merely rented to the exhibitors. The "purchase" of a film implies only the right to exhibit it for a given number of days and, in most cases, an additional number of days clearance before a nearby competitor can exhibit the same film.

The 1936 returns record 66 film exchanges operating in Canada with receipts from film rentals and other sources of \$7,547,700. This is an 8.2 per cent increase over 1935. There were 378 males and 272 females employed by the film exchanges in 1936, the annual payroll amounting to \$1,008,400.

Table 1.--Summary of Motion Picture Theatre Statistics, 1936

Province	Number of Theatres	Number of Employees		Salaries and Wages	Receipts ⁽¹⁾
		Male	Female		
				\$	\$
CANADA	959	4,961	1,558	4,928,700	29,610,300
Prince Edward Island	4	14	9	11,100	103,200
Nova Scotia	55	241	86	196,800	1,217,600
New Brunswick	34	133	59	115,300	775,400
Quebec	154	1,012	300	842,100	6,245,200
Ontario	325	2,101	520	2,154,800	12,888,400
Manitoba	77	333	176	334,900	2,007,100
Saskatchewan	123	296	86	226,800	1,369,300
Alberta	87	332	68	347,900	1,734,100
British Columbia ⁽²⁾	100	499	254	699,000	3,270,000

(1) Not including amusement taxes.

(2) Includes Yukon and Northwest Territories.

Table 2.—Motion Picture Theatre Receipts by Provinces and by Years, 1930, 1933, 1935 and 1936

Province	Total Receipts ⁽¹⁾				Index of Receipts (1930 = 100)						
	1930	1933	1935(2)	1936	1930	1931	1932	1933	1934(2)	1935(2)	1936
	\$	\$	\$	\$							
CANADA	38,479,500	24,897,100	27,272,500	29,610,300	100.0	88.4	74.7	64.7	66.5	70.9	77.0
Prince Edward Island	188,300	85,700	90,900	103,200	100.0	72.8	53.1	45.5	45.3	48.3	54.8
Nova Scotia	1,814,500	933,300	1,100,200	1,217,600	100.0	75.6	59.7	51.4	53.3	60.6	67.1
New Brunswick	1,093,400	556,500	704,200	775,400	100.0	80.7	64.8	50.9	54.6	64.4	70.9
Quebec	8,301,800	5,510,500	5,840,700	6,245,200	100.0	93.1	72.1	56.4	65.4	70.4	75.2
Ontario	15,900,900	10,960,200	11,717,100	12,888,400	100.0	92.5	80.5	68.9	72.2	73.7	81.1
Manitoba	2,712,800	1,318,400	1,935,500	2,007,100	100.0	88.0	75.9	67.0	67.7	71.3	74.0
Saskatchewan	1,977,300	1,046,600	1,152,800	1,369,300	100.0	76.8	62.1	52.9	54.3	58.3	69.3
Alberta	2,323,700	1,433,200	1,650,300	1,734,100	100.0	72.1	59.9	61.7	60.1	70.2	74.6
British Columbia(3)	4,166,800	2,552,700	3,100,800	3,270,000	100.0	86.4	67.1	61.3	65.8	74.4	78.5

(1) All receipts given do not include amusement taxes or itinerant operators.

(2) Revised.

(3) Includes Yukon and Northwest Territories.

Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1936

Province or City	Number of Theatres		Seating Capacity, 1936	Receipts(1)			Admissions			
	1935	1936		(2)		%	(2)		%	Average
				1935	1936	change	1935	1936	change	price(3)
				\$	\$					c
CANADA	862	959	566,201	27,272,500	29,610,300	+ 8.6	117,964,056	127,441,574	+ 8.0	23.2
Prince Edward Island	4	4	2,148	90,900	103,200	+13.5	330,701	378,171	+14.4	27.3
Nova Scotia	50	55	30,029	1,100,200	1,217,600	+10.7	5,245,643	5,579,356	+ 6.4	21.8
Halifax	7	7	6,424	395,900	404,000	+ 2.0	1,967,610	1,957,939	- 0.5	20.6
Sydney	3	3	2,022	99,300	128,200	+29.1	476,870	598,471	+25.5	21.4
Other Places	40	45	21,583	605,000	685,400	+13.3	2,801,163	3,022,946	+ 7.9	22.7
New Brunswick	32	34	17,785	704,200	775,400	+10.1	3,211,346	3,605,771	+12.3	21.5
St. John	7	7	6,164	299,100	312,900	+ 4.6	1,435,624	1,631,054	+ 9.8	19.2
Other Places	25	27	11,621	405,100	462,500	+14.2	1,725,722	1,974,717	+14.4	23.4
Quebec	141	154	107,315	5,840,700	6,245,200	+ 6.9	26,296,889	28,103,958	+ 6.9	22.2
Montreal(4)	62	62	66,215	4,556,100	4,797,300	+ 5.3	20,899,225	22,006,918	+ 5.3	21.8
Quebec	11	11	8,464	436,600	438,900	+ 0.5	2,118,704	2,218,379	+ 4.7	19.8
Three Rivers	4	4	3,235	103,400	119,000	+15.1	468,345	519,143	+10.8	22.9
Other Places	64	77	29,901	744,600	890,000	+19.5	2,810,615	3,359,518	+19.5	26.5
Ontario	303	325	228,287	11,717,100	12,888,400	+10.0	49,125,391	53,974,133	+ 9.9	23.9
Toronto	95	102	83,545	4,772,000	5,198,300	+ 8.9	20,412,280	22,301,324	+ 9.3	23.3
Hamilton	18	18	16,690	821,800	885,000	+ 7.7	3,961,052	4,194,151	+ 5.9	21.1
Ottawa	12	12	11,768	837,100	888,900	+ 6.2	3,752,310	3,922,811	+ 4.5	22.7
Windsor	6	8	8,154	365,800	409,300	+11.9	1,693,918	1,826,535	+ 8.5	22.4
London	6	7	7,548	443,600	467,400	+ 5.4	1,627,326	1,691,618	+ 4.0	27.6
Sudbury	3	3	2,805	223,300	267,900	+20.0	917,210	1,000,016	+ 9.0	26.8
St. Thomas	3	3	2,809	110,700	107,600	- 2.8	478,328	459,410	- 4.0	23.4
Other Places	160	172	94,968	4,142,800	4,664,000	+12.6	16,292,967	18,578,268	+14.0	25.1
Manitoba	71	77	42,441	1,935,500	2,007,100	+ 3.7	8,740,929	9,091,141	+ 4.0	22.1
Winnipeg(5)	30	32	26,506	1,593,100	1,592,000	- 0.1	7,162,874	7,205,339	+ 0.6	22.0
Other Places	41	45	15,935	342,400	415,100	+21.2	1,578,055	1,885,802	+19.5	22.0

See footnotes at end of table.

Table 3.--Principal Statistics for Motion Picture Theatres, by Provinces and Cities, 1936 (Cont'd.) -

Province or City	Number of Theatres		Seating Capacity, 1936	Receipts(1)			Admissions			
	1935	1936		(2)	(2)	%	(2)	(2)	%	Average
				1935	1936	change	1935	1936	change	price(3)
		(7)		\$	\$					c
Saskatchewan	86	123	42,686	1,152,800	1,369,300	+18.8	4,644,446	5,411,228	+16.5	25.3
Saskatoon	6	5	4,302	271,000	295,600	+ 9.1	1,233,908	1,303,432	+ 5.6	22.7
Regina	5	5	4,421	318,000	352,000	+10.7	1,224,485	1,331,156	+ 8.7	26.4
Moose Jaw	3	4	2,472	115,000	133,700	+16.3	494,211	559,367	+13.2	23.9
Other Places	72	109	31,491	443,800	588,300	+31.1	1,691,842	2,217,273	+31.1	26.5
Alberta	81	87	35,906	1,630,300	1,734,100	+ 6.4	6,404,219	6,738,730	+ 5.2	25.7
Calgary	9	10	8,597	528,300	557,900	+ 5.6	2,176,380	2,185,035	+ 0.4	25.5
Edmonton	8	8	6,553	590,900	607,000	+ 2.7	2,313,075	2,418,771	+ 4.6	25.1
Other Places	64	69	20,756	511,100	569,200	+11.4	1,914,764	2,134,924	+11.5	26.7
British Columbia(6)	94	100	59,104	3,100,800	3,270,000	+ 5.5	13,964,492	14,559,086	+ 4.3	22.5
Vancouver	31	31	29,426	1,765,000	1,850,100	+ 4.8	8,588,294	8,950,627	+ 4.2	20.7
Victoria	6	5	4,817	359,200	339,300	- 5.5	1,704,879	1,503,725	-11.8	22.6
Other Places	57	64	24,361	976,600	1,180,600	+20.9	3,671,319	4,104,734	+11.8	28.8

(1) Not including amusement taxes.

(2) Revised figures.

(3) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(4) Includes Lachine, Verdun, Westmount and Outremont.

(5) Includes St. James.

(6) Includes Yukon and Northwest Territories.

(7) The increase in number of theatres in Saskatchewan is due to the inclusion of places previously listed as itinerant halls, now believed to be permanently-equipped buildings.

Table 4.--Distribution of Motion Picture Theatres by Economic Divisions, Number of Weeks in Operation in the Year and Number of Days in Operation per Week, 1936

Economic Division and Number of Weeks in Operation	All Theatres		Days in Operation per Week													
			7		6		5		4		3		2		1	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
CANADA	959	100.0	111	11.6	562	58.6	19	2.0	48	5.0	41	4.3	118	12.3	60	6.2
52 weeks	721	100.0	97	13.5	492	68.2	18	2.5	31	4.3	23	3.2	44	6.1	16	2.2
36 - 51 weeks	103	100.0	8	7.8	31	30.1	1	1.0	8	7.8	11	10.6	27	26.2	17	16.5
20 - 35 "	71	100.0	2	2.8	15	21.1	-	-	5	7.1	4	5.6	30	42.3	15	21.1
Less than 20 weeks	64	100.0	4	6.3	24	37.5	-	-	4	6.3	3	4.7	17	26.5	12	18.7

Table 4.--Distribution of Motion Picture Theatres by Economic Divisions, Number of Weeks in Operation
in the Year and Number of Days in Operation per Week, 1936 (Cont'd.) -

Economic Division and Number of Weeks in Operation	All Theatres		Days in Operation per Week													
			7		6		5		4		3		2		1	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Maritime Provinces, Total	93	100.0	-	-	65	69.9	1	1.1	8	8.6	2	2.1	10	10.8	7	7.5
52 weeks	73	100.0	-	-	58	79.5	1	1.4	6	8.2	1	1.4	5	6.8	2	2.7
36 - 51 weeks	10	100.0	-	-	3	30.0	-	-	2	20.0	1	10.0	1	10.0	3	30.0
20 - 35 "	5	100.0	-	-	1	20.0	-	-	-	-	-	-	2	40.0	2	40.0
Less than 20 weeks	5	100.0	-	-	3	60.0	-	-	-	-	-	-	2	40.0	-	-
Quebec, Total	154	100.0	111	72.1	10	6.6	3	1.9	9	5.8	7	4.5	11	7.2	3	1.9
52 weeks	121	100.0	97	80.2	7	5.8	2	1.6	5	4.1	3	2.6	5	4.1	2	1.6
36 - 51 weeks	15	100.0	8	53.3	1	6.7	1	6.7	-	-	3	20.0	2	13.3	-	-
20 - 35 "	10	100.0	2	20.0	1	10.0	-	-	2	20.0	1	10.0	3	30.0	1	10.0
Less than 20 weeks	8	100.0	4	50.0	1	12.5	-	-	2	25.0	-	-	1	12.5	-	-
Ontario, Total	325	100.0	-	-	296	91.2	6	1.8	14	4.3	4	1.2	5	1.5	-	-
52 weeks	280	100.0	-	-	259	92.5	6	2.1	8	2.9	3	1.1	4	1.4	-	-
36 - 51 weeks	22	100.0	-	-	20	90.9	-	-	2	9.1	-	-	-	-	-	-
20 - 35 "	8	100.0	-	-	5	62.5	-	-	3	37.5	-	-	-	-	-	-
Less than 20 weeks	15	100.0	-	-	12	79.9	-	-	1	6.7	1	6.7	1	6.7	-	-
Prairie Provinces, Total	287	100.0	-	-	124	43.2	8	2.8	10	3.5	25	8.7	75	26.1	45	15.7
52 weeks	170	100.0	-	-	111	65.3	8	4.7	6	3.5	14	8.2	20	11.8	11	6.5
36 - 51 weeks	51	100.0	-	-	5	9.8	-	-	4	7.8	7	13.7	22	43.2	13	25.5
20 - 35 "	38	100.0	-	-	2	5.3	-	-	-	-	3	7.9	22	57.9	11	28.9
Less than 20 weeks	28	100.0	-	-	6	21.4	-	-	-	-	1	3.6	11	39.3	10	35.7
British Columbia, Total	100	100.0	-	-	67	67.0	1	10.0	7	7.0	3	3.0	17	17.0	5	5.0
52 weeks	77	100.0	-	-	57	74.0	1	1.3	6	7.8	2	2.6	10	13.0	1	1.3
36 - 51 weeks	5	100.0	-	-	2	40.0	-	-	-	-	-	-	2	40.0	1	20.0
20 - 35 "	10	100.0	-	-	6	60.0	-	-	-	-	-	-	3	30.0	1	10.0
Less than 20 weeks	8	100.0	-	-	2	25.0	-	-	1	12.5	1	12.5	2	25.0	2	25.0

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1936

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity		Average Admission Price
	Number	%	Amount \$	%	Number	%	Number	%	¢
CANADA	959	100.0	29,610,300	100.0	127,441,574	100.0	566,201	100.0	23.2
Less than \$2,500	158	16.5	208,100	0.7	828,484	0.7	38,868	6.9	25.1
\$2,500 - \$4,999	90	9.4	310,400	1.1	1,249,737	1.0	25,942	4.6	24.8
\$5,000 - \$9,999	108	11.3	771,400	2.6	3,165,599	2.5	36,715	6.5	24.4
\$10,000 - \$19,999	164	17.1	2,367,900	8.0	11,290,628	8.8	73,766	13.0	21.0
\$20,000 - \$29,999	134	14.0	3,301,500	11.1	17,153,895	13.5	78,703	13.9	19.2
\$30,000 - \$49,999	135	14.0	5,130,300	17.3	26,131,299	20.5	97,071	17.1	19.6
\$50,000 - \$99,999	117	12.2	8,173,100	27.6	36,212,841	28.4	122,554	21.6	22.6
\$100,000 and over	53	5.5	9,347,600	31.6	31,409,091	24.6	92,582	16.4	29.8
Maritime Provinces	93	100.0	2,096,200	100.0	9,563,298	100.0	49,962	100.0	21.9
Less than \$2,500	13	14.0	17,100	0.8	70,784	0.7	3,087	6.2	24.2
\$2,500 - \$4,999	12	12.9	45,000	2.1	209,478	2.2	3,860	7.3	21.5
\$5,000 - \$9,999	12	12.9	91,800	4.4	394,830	4.1	4,422	8.9	23.3
\$10,000 - \$19,999	16	17.2	230,200	11.0	992,393	10.4	7,466	14.9	23.2
\$20,000 - \$29,999	15	16.1	368,900	17.6	1,876,050	19.6	8,782	17.6	19.7
\$30,000 - \$49,999	15	16.1	568,000	27.1	2,960,629	31.0	11,745	23.5	19.2
\$50,000 and over	10	10.8	775,200	37.0	3,059,134	32.0	10,800	21.6	25.3
Quebec	154	100.0	6,245,200	100.0	28,103,958	100.0	107,815	100.0	22.2
Less than \$2,500	26	16.9	39,300	0.6	178,275	0.6	5,885	5.5	22.0
\$2,500 - \$4,999	5	3.2	16,100	0.3	58,973	0.2	1,344	1.2	27.3
\$5,000 - \$9,999	15	9.7	106,500	1.7	423,779	1.5	4,736	4.4	25.1
\$10,000 - \$19,999	25	16.3	365,100	5.8	1,768,550	6.3	11,223	10.4	20.6
\$20,000 - \$29,999	24	15.6	602,000	9.6	3,420,164	12.2	14,901	13.8	17.6
\$30,000 - \$49,999	21	13.6	789,300	12.7	4,774,246	17.0	15,778	14.6	16.5
\$50,000 - \$99,999	26	16.9	1,867,000	29.9	9,201,205	32.7	30,434	28.3	20.3
\$100,000 and over	12	7.8	2,459,900	39.4	8,278,766	29.5	23,514	21.8	29.7

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts,
by Economic Divisions, 1936 (Cont'd.) -

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions		Seating Capacity		Average Admission Price
	Number	%	Amount \$	%	Number	%	Number	%	c
Ontario	325	100.0	12,888,400	100.0	53,974,133	100.0	228,287	100.0	23.9
Less than \$2,500	9	2.8	9,600	(X)	40,375	0.1	3,480	1.5	23.8
\$2,500 - \$4,999	12	3.7	46,000	0.4	175,025	0.3	4,110	1.8	26.3
\$5,000 - \$9,999	38	11.7	266,600	2.1	1,155,601	2.1	14,091	6.2	23.1
\$10,000 - \$19,999	71	21.8	1,053,400	8.2	5,283,960	9.8	31,573	13.8	19.9
\$20,000 - \$29,999	59	18.1	1,461,700	11.3	7,302,114	13.5	35,264	15.4	20.0
\$30,000 - \$49,999	59	18.1	2,183,100	16.9	10,647,208	19.8	41,722	18.3	20.5
\$50,000 - \$99,999	53	16.4	3,770,800	29.3	15,863,024	29.4	57,284	25.1	23.8
\$100,000 and over	24	7.4	4,097,200	31.8	13,506,826	25.0	40,763	17.9	30.3
Prairie Provinces	287	100.0	5,110,500	100.0	21,241,099	100.0	121,033	100.0	24.1
Less than \$2,500	98	34.2	125,700	2.5	493,947	2.3	23,933	19.8	25.4
\$2,500 - \$4,999	51	17.8	167,300	3.3	668,353	3.1	13,378	11.1	25.0
\$5,000 - \$9,999	29	10.1	209,700	4.1	861,623	4.1	9,635	8.0	24.3
\$10,000 - \$19,999	38	13.2	513,000	10.0	2,175,249	10.2	15,796	13.1	23.6
\$20,000 - \$29,999	20	7.0	480,300	9.4	2,419,411	11.4	9,884	8.2	19.9
\$30,000 - \$49,999	23	8.0	932,900	18.3	4,472,716	21.1	15,749	13.0	20.9
\$50,000 - \$99,999	19	6.6	1,320,800	25.8	5,549,753	26.1	18,635	15.4	23.8
\$100,000 and over	9	3.1	1,360,800	26.6	4,600,047	21.7	14,023	11.5	29.6
British Columbia	100	100.0	3,270,000	100.0	14,559,086	100.0	59,104	100.0	22.5
Less than \$2,500	12	12.0	16,400	0.5	45,103	0.3	2,483	4.2	36.4
\$2,500 - \$4,999	10	10.0	36,000	1.1	137,908	0.9	3,450	5.8	26.1
\$5,000 - \$9,999	14	14.0	96,800	3.0	329,766	2.3	3,831	6.5	29.4
\$10,000 - \$19,999	14	14.0	206,200	6.3	1,070,476	7.4	7,708	13.0	19.3
\$20,000 - \$29,999	16	16.0	388,600	11.9	2,136,156	14.6	9,872	16.8	18.2
\$30,000 - \$49,999	17	17.0	657,000	20.1	3,276,500	22.5	12,077	20.4	20.1
\$50,000 and over	17	17.0	1,879,000	57.1	7,563,177	52.0	19,683	33.3	24.8

(X) Less than 0.1 per cent.

Table 6.—Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, 1936

Economic Division	All Theatres		All Double Performances		Proportion of Single Performances								All Single Performances	
	Number or Amount	%	Number or Amount	%	1 - 24% Single		25 - 49% Single		50 - 74% Single		75 - 99% Single		Number or Amount	%
					Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%		
CANADA -														
Number	959	100.0	212	22.1	141	14.7	63	6.6	84	8.8	146	15.2	313	32.6
Receipts	\$29,610,300	100.0	\$8,831,600	29.8	\$6,793,200	22.9	\$3,749,300	12.7	\$2,843,400	9.6	\$3,437,200	11.6	\$3,955,600	13.4
Admissions	127,448,574	100.0	44,771,633	35.1	30,285,616	23.8	14,382,570	11.3	11,010,454	8.6	12,022,533	9.4	14,968,713	11.8
Average admission price.	23.2	-	19.7	-	22.4	-	26.1	-	25.8	-	28.6	-	26.4	-
Maritime Provinces -														
Number	93	100.0	9	9.7	3	3.2	7	7.5	14	15.1	12	12.9	48	51.6
Receipts	\$ 2,096,200	100.0	\$ 277,600	13.2	\$ 133,600	6.4	\$ 375,100	17.9	\$ 301,800	14.4	\$ 220,500	10.5	\$ 787,600	37.6
Admissions	9,563,298	100.0	1,816,704	19.0	697,518	7.3	1,636,123	17.1	1,445,370	15.1	903,305	9.4	3,064,278	32.0
Average admission price.	21.9	-	15.3	-	19.2	-	22.9	-	20.9	-	24.4	-	25.7	-
Quebec -														
Number	154	100.0	77	50.0	10	6.5	12	7.8	15	9.8	9	5.8	31	20.1
Receipts	\$ 6,245,200	100.0	\$4,101,300	65.7	\$ 576,000	9.2	\$ 682,900	10.9	\$ 612,800	9.8	\$ 36,700	0.6	\$ 235,500	3.8
Admissions	28,103,958	100.0	20,629,516	73.4	1,959,732	7.0	1,969,583	7.0	2,042,955	7.3	147,742	0.5	1,354,430	4.8
Average admission price.	22.2	-	19.9	-	29.4	-	34.7	-	30.0	-	24.8	-	17.4	-
Ontario -														
Number	325	100.0	74	22.8	73	24.0	28	8.6	33	10.2	41	12.6	71	21.8
Receipts	\$12,833,400	100.0	\$2,663,800	20.6	\$3,590,100	27.9	\$1,358,000	10.5	\$1,192,300	9.3	\$1,924,000	14.9	\$2,160,200	16.8
Admissions	53,974,133	100.0	12,825,844	23.7	16,644,532	30.8	5,821,930	10.8	4,703,481	8.7	6,199,081	11.5	7,779,265	14.4
Average admission price.	23.9	-	20.8	-	21.6	-	23.3	-	25.3	-	31.0	-	27.3	-
Prairie Provinces -														
Number	287	100.0	31	10.8	25	8.7	12	4.2	14	4.9	70	24.4	135	47.0
Receipts	\$ 5,110,500	100.0	\$1,102,700	21.6	\$1,294,700	25.2	\$ 862,300	16.9	\$ 241,900	4.7	\$ 965,000	18.9	\$ 643,900	12.7
Admissions	21,241,099	100.0	5,217,119	24.6	5,491,157	25.8	3,340,719	15.7	1,159,173	5.5	3,645,712	17.2	2,387,219	11.2
Average admission price.	24.1	-	21.1	-	23.6	-	25.8	-	20.9	-	26.5	-	27.0	-
British Columbia -														
Number	100	100.0	21	21.0	25	25.0	4	4.0	8	8.0	14	14.0	28	28.0
Receipts	\$ 3,270,000	100.0	\$ 686,200	21.0	\$1,198,800	36.7	\$ 471,000	14.4	\$ 494,600	15.1	\$ 291,000	9.9	\$ 123,400	3.9
Admissions	14,559,086	100.0	4,282,450	29.4	5,492,677	37.8	1,614,215	11.1	1,659,475	11.4	1,126,743	7.7	383,526	2.6
Average admission price.	22.5	-	16.0	-	21.8	-	29.2	-	29.8	-	25.8	-	33.5	-

Table 7.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Amount of Annual Receipts, 1936

Amount of Annual Receipts	All Theatres		All Double Performances		Proportion of Single Performances								All Single Performances	
	All Theatres		All Double Performances		1 - 24% Single		25 - 49% Single		50 - 74% Single		75 - 99% Single		All Single Performances	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
ALL THEATRES -														
Number	959	100.0	212	22.1	141	14.7	63	6.6	86	9.0	144	15.0	313	32.6
Receipts	\$29,610,300	100.0	\$8,831,600	29.8	\$6,793,200	22.9	\$3,749,300	12.7	\$2,862,700	9.7	\$3,417,900	11.5	\$3,955,600	13.4
Admissions	127,441,574	100.0	44,771,633	35.1	30,285,616	23.8	14,332,570	11.3	11,083,428	8.7	11,949,609	9.4	14,968,718	11.7
Average admission price .	23.2	-	19.7	-	22.4	-	26.1	-	25.8	-	28.6	-	26.4	-
Less than \$2,500 -														
Number	158	100.0	5	3.2	1	0.6	2	1.3	4	2.5	25	15.8	121	76.6
Receipts	\$ 208,100	100.0	\$ 5,100	2.5	\$ 2,000	1.0	\$ 3,600	1.7	\$ 5,300	2.5	\$ 39,400	13.9	\$ 152,700	73.4
Admissions	323,434	100.0	23,762	2.9	10,822	1.3	15,860	1.9	19,300	2.3	160,456	19.4	598,234	72.2
Average admission price .	25.1	-	21.5	-	18.5	-	22.7	-	27.5	-	24.6	-	25.5	-
\$2,500 - \$4,999 ..														
Number	90	100.0	4	4.4	2	2.2	-	-	1	1.1	24	26.7	59	65.6
Receipts	\$ 310,400	100.0	\$ 17,300	5.6	\$ 7,600	2.4	-	-	\$ 4,500	1.4	\$ 31,300	26.4	\$ 199,200	64.2
Admissions	1,249,737	100.0	71,920	5.8	29,052	2.3	-	-	18,000	1.4	349,679	28.0	781,086	62.5
Average admission price .	24.8	-	24.1	-	26.2	-	-	-	25.0	-	23.4	-	25.5	-
\$5,000 - \$9,999 ..														
Number	108	100.0	10	9.3	4	3.7	3	2.8	10	9.3	23	21.2	58	53.7
Receipts	\$ 771,400	100.0	\$ 82,800	10.7	\$ 29,600	3.8	\$ 21,900	2.8	\$ 70,100	9.2	\$ 160,300	20.8	\$ 406,700	52.7
Admissions	3,165,599	100.0	489,741	15.5	112,549	3.6	93,518	3.0	336,067	10.6	647,064	20.4	1,486,660	46.9
Average admission price .	24.4	-	16.9	-	26.3	-	23.4	-	20.9	-	24.3	-	27.4	-
\$10,000 - \$19,999 -														
Number	164	100.0	32	19.5	24	14.6	10	6.1	28	17.1	37	22.6	33	20.1
Receipts	\$ 2,367,900	100.0	\$ 499,500	21.1	\$ 354,000	14.9	\$ 141,600	6.0	\$ 398,200	16.8	\$ 518,400	21.9	\$ 456,200	19.3
Admissions	11,290,628	100.0	3,101,386	27.5	1,966,005	17.4	663,377	5.9	1,640,915	14.5	2,097,808	18.6	1,821,137	16.1
Average admission price .	21.0	-	16.1	-	18.0	-	21.3	-	24.3	-	24.7	-	25.0	-

Table 7.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Amount of Annual Receipts, 1936

(Cont'd.)

Amount of Annual Receipts	All Theatres		All Double Performances		Proportion of Single Performances								All Single Performances	
	All Theatres		All Double Performances		1 - 24% Single		25 - 49% Single		50 - 74% Single		75 - 99% Single		All Single Performances	
	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
\$20,000 - \$29,999 -														
Number	134	100.0	47	35.1	25	18.7	15	11.2	18	13.4	14	10.4	15	11.2
Receipts	\$3,301,500	100.0	\$1,173,500	35.5	\$ 632,700	19.2	\$ 355,400	10.8	\$ 449,500	13.6	\$ 329,200	10.0	\$ 361,200	10.9
Admissions	17,153,895	100.0	6,968,405	40.6	3,466,563	20.2	1,917,937	11.2	1,921,085	11.2	1,303,654	7.6	1,576,251	9.2
Average admission price ...	19.3	-	16.8	-	18.3	-	18.5	-	23.4	-	25.3	-	22.9	-
\$30,000 - \$49,999 -														
Number	135	100.0	56	41.5	37	27.4	6	4.4	17	12.6	5	3.7	14	10.4
Receipts	\$5,130,300	100.0	\$2,129,300	41.5	\$1,420,400	27.7	\$ 220,200	4.3	\$ 642,900	12.5	\$ 168,200	3.3	\$ 549,300	10.7
Admissions	26,131,299	100.0	11,705,034	44.8	7,280,279	27.9	1,074,103	4.1	2,834,920	10.8	646,526	2.5	2,590,437	9.9
Average admission price ...	19.6	-	18.2	-	19.5	-	20.5	-	22.7	-	26.0	-	21.2	-
\$50,000 - \$99,999 -														
Number	117	100.0	47	40.2	36	30.8	17	14.5	3	2.6	9	7.6	5	4.3
Receipts	\$8,173,100	100.0	\$3,287,400	40.2	\$2,487,600	30.4	\$1,241,700	15.2	\$ 177,800	2.2	\$ 609,300	7.5	\$ 369,300	4.5
Admissions	36,212,841	100.0	16,002,576	44.2	10,817,594	29.9	5,011,597	13.8	767,000	2.1	2,165,627	6.0	1,448,447	4.0
Average admission price ...	22.6	-	20.5	-	23.0	-	24.8	-	23.2	-	28.1	-	25.5	-
\$100,000 and Over -														
Number	53	100.0	11	20.8	12	22.6	10	18.9	5	9.4	7	13.2	8	15.1
Receipts	\$9,347,600	100.0	\$1,636,700	17.5	\$1,859,300	19.9	\$1,764,900	18.9	\$1,114,400	11.9	\$1,511,300	16.2	\$1,461,000	15.6
Admissions	31,409,091	100.0	6,408,809	20.4	6,602,752	21.0	5,606,178	17.8	3,546,141	11.3	4,578,795	14.6	4,666,416	14.9
Average admission price ...	29.8	-	25.5	-	28.2	-	31.5	-	31.4	-	33.0	-	31.3	-

Table 8.--Theatres Classified According to Amount of Annual Receipts and Usual Number
of Program Changes per Week, 1936

Amount of Annual Receipts	All Theatres		Usual Number of Program Changes per Week							
			1		2		3		4	
	No.	%	No.	%	No.	%	No.	%	No.	%
All Theatres	959	100.0	284	29.6	487	50.8	180	18.8	8	0.8
Less than \$2,500	158	100.0	126	79.7	30	19.0	2	1.3	-	-
\$2,500 - \$4,999	90	100.0	64	71.1	21	23.3	5	5.6	-	-
\$5,000 - \$9,999	108	100.0	21	19.5	70	64.8	17	15.7	-	-
\$10,000 - \$19,999	164	100.0	10	6.1	100	61.0	50	30.5	4	2.4
\$20,000 - \$29,999	134	100.0	12	9.0	74	55.2	46	34.3	2	1.5
\$30,000 - \$49,999	135	100.0	9	6.7	85	63.0	39	28.8	2	1.5
\$50,000 - \$99,999	117	100.0	16	13.7	82	70.1	19	16.2	-	-
\$100,000 and over	53	100.0	26	49.1	25	47.2	2	3.7	-	-

Table 9.--Theatres Classified by Economic Divisions and Usual Number of Program Changes
per Week, 1936

Economic Division	All Theatres		Usual Number of Program Changes per Week							
			1		2		3		4	
	No.	%	No.	%	No.	%	No.	%	No.	%
CANADA	959	100.0	284	29.6	487	50.8	180	18.8	8	0.8
Maritime Provinces	93	100.0	18	19.4	39	41.9	35	37.6	1	1.1
Quebec	154	100.0	36	23.4	80	51.9	32	20.8	6	3.9
Ontario	325	100.0	48	14.8	200	61.5	76	23.4	1	0.3
Prairie Provinces	287	100.0	154	53.7	116	40.4	17	5.9	-	-
British Columbia	100	100.0	28	28.0	52	52.0	20	20.0	-	-

Table 10.--Efficiency Factors for Theatres Classified According to Size of Locality, 1936

Efficiency Factor	All Localities, Total		Places Having a Population of -					
			100,000 and over		10,000 - 99,999		Less than 10,000	
	Number	%	Number	%	Number	%	Number	%
Totals	959	100.0	276	100.0	150	100.0	533	100.0
Less than 10 per cent	14	1.5	-	-	1	0.7	13	2.4
10 - 19 per cent	128	13.3	19	6.9	21	14.0	88	16.6
20 - 29 " "	290	30.2	71	25.7	61	40.7	158	29.6
30 - 39 " "	246	25.7	90	32.6	44	29.3	112	21.0
40 - 49 " "	155	16.2	70	25.4	18	12.0	67	12.6
50 per cent and over	126	13.1	26	9.4	5	3.3	95	17.8

Table 11.--Efficiency Factors for Theatres, by Economic Divisions, 1936

Efficiency Factor	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Totals	959	100.0	93	100.0	154	100.0	325	100.0	287	100.0	100	100.0
Less than 10 per cent	14	1.5	1	1.0	5	3.2	5	1.5	1	0.3	2	2.0
10 - 19 per cent	128	13.3	14	15.1	31	20.1	38	11.7	38	13.2	7	7.0
20 - 29 " "	290	30.2	39	41.9	55	35.7	99	30.5	74	25.8	23	23.0
30 - 39 " "	246	25.7	19	20.5	36	23.4	85	26.2	76	26.5	30	30.0
40 - 49 " "	155	16.2	9	9.7	14	9.1	68	20.9	41	14.3	23	23.0
50 per cent and over	126	13.1	11	11.8	13	8.5	30	9.2	57	19.9	15	15.0

Table 12.--Principal Statistics for Film Exchanges in Canada,
1930 and 1933 to 1936

Year	Number of Exchanges	Number of Employees		Salaries and Wages	Receipts	Stocks on Hand, End of Year (at cost)
		Male	Female			
				\$	\$	\$
1930	59	372	291	1,074,700	9,046,300	162,700
1933	59	331	243	855,800	6,127,700	115,000
1934	60	344	230	923,400	6,692,900	103,200
1935	61	358	249	953,700	6,976,100	124,200
1936	66	378	272	1,008,400	7,547,700	91,200

List of Theatres and Buildings in Canada Having Permanent Sound
and Projection Equipment and Operated for the Commercial Showing of
Motion Pictures During at Least Part of 1936

Prince Edward Island

Charlottetown - Capitol
" - Prince Edward

Montague - McLean's

Summerside - Capitol

Nova Scotia

Amherst - Capitol
Annapolis Royal - King's
Antigonish - Capitol
" - Celtic
Barrington Passage - Goudey
Berwick - Bligh's
Bridgetown - Strand
Bridgewater - Empire
Canso - Ideal
Chester - Strand
Clark's Harbour - Vimy
Dartmouth - Capitol
" - Dundas
" - Royal
Digby - Bijou
Dominion - Dominion
Freeport - New Era
Glace Bay - Russell
" " - Savoy

Halifax - Capitol
" - Casino
" - Community
" - Family
" - Gaiety
" - Garrick
" - Orpheus
Inverness - Palace
Kentville - Capitol
Liverpool - Astor
Lockeport - Hayden
Lunenburg - Capitol
Middleton - Capitol
New Glasgow - Academy
" " - Roseland
New Waterford - Majestic
North Sydney - Rivoli
Parrsboro - Community

Pictou - Capitol
River Hebert - Palace
Shelburne - Magnet
Springhill - Capitol
Stellarton - Jubilee
Sydney - Capitol
" - Casino
" - Strand
Sydney Mines - Strand
Tiverton - Tiverton
Truro - Capitol
" - Strand
Westport - Strickland's
Westville - Roxy
Weymouth - Community
Windsor - Imperial
Wolfville - Orpheum
Yarmouth - Majestic

New Brunswick

Atholville - Atholville
Bathurst - Opera House
Campbellton - Capitol
Chatham - Capitol
Chipman - Chipman
Dalhousie - Opera House
Edmundston - Casino
" - Star
Fairville - Gaiety
Fredericton - Capitol
" - Gaiety
Grand Falls - Opera House

Grand Manan - Happy Hour
Hartland - Neighbourhood
McAdam - Capitol
Minto - Gaiety
Moncton - Capitol
" - Empress
" - Imperial
Newcastle - Opera House
Plaster Rock - Community Hall
St. Andrews - Marina
St. George - Opera House

St. John - Capitol
" " - Community
" " - Empire
" " - Mayfair
" " - Opera House
" " - Regent
" " - Strand
St. Stephen - Queen
Sackville - Imperial
Sussex - Strand
Woodstock - Capitol

Quebec

Amos - Salle Paroissiale	Montreal - Crystal Palace	Port Alfred - Chateau
Asbestos - Asbestos	" - Dominion	Quebec City - Arlequin
Aylmer - Aylmer	" - Electra	" " - Canadien
Beauharnois - Ideal	" - Empress	" " - Capitol
Bedford - Bedford	"(Lachine) - Empress	" " - Cartier
Bienville - Academie de Musique	" - Fairyland	" " - Cinema de Paris
Brownsburg - Princess	" - Francais	" " - Classic
Buckingham - Oasis	" - Granada	" " - Empire
Chateauguay Basin - Alamo	" - His Majesty's	" " - Francais
Chicoutimi - Capitol	" - Hollywood	" " - Princess
Coaticook - Rivoli	" - Imperial	" " - Rialto
Cowansville - Princess	" - King Edward	" " - Victoria
Dolbeau - Imperial	" - Laval	Rawdon - Copping
Drummondville - Rialto	" - Lido	Richmond - Richmond
Duparquet - Beattie	" - Loew's	Rigaud - Vimy
East Angus - Royal	" - Lord Nelson	Rimouski - Le Bon
Farnham - Rialto	" - Maisonneuve	Riviere du Loup - Princess
Granby - Cartier	" - Majestic	Rock Island - Border
" - Palace	" - Mayfair	Rouyn - Alexander Hall
Grand Mère - National	" - Midway	" - Rouyn
Hull - Laurier	" - Monkland	St. Agathe - Roxy
Huntingdon - O'Connor	" - Mount Royal	St. Agathe des Monts - Alhambra
Joliette - Capitol	" - National	Ste. Anne de Bellevue - Rex
" - Passe Temps	" - Orleans	St. Georges East - St. Georges
Jonquiere - Aiglon	" - Orpheum	St. Hyacinthe - Corona
" - Salle Empire	" - Outremont	" " - Maska
Lachute - Rex	" - Palace	St. Jerome - Rex
Lac Megantic - Bijou	" - Papineau	St. Johns - Capitol
La Tuque - Empire	"(Verdun) - Park	" " - Imperial
Levis - Cinema de Levis	" - Passe-Temps	St. Joseph d'Alma - Alma
Longueuil - Radio	" - Perron Hall	St. Lambert - Victoria
Louisville - Le Parisien	" - Plaza	Ste. Marie de Beauce - Bellevue
Magog - Cinema de Paris	" - Princess	St. Therese de Blainville - Roxy
" - Wonderland	" - Regent	Senneterre - Senneterre
Maniwaki - Plaza	" - Rex	Shawinigan Falls - Auditorium
Marieville - National	" - Rialto	Sherbrooke - Cinema de Paris
Matane - Salle Nationale	" - Rivoli	" - Granada
Mont Joli - Mont Joli	" - Rosemont	" - Premier
Montreal - Amherst	"(Lachine) - Royal Alexandra Sorel - Eden	
" - Arcade	" - St. Denis	Terrebonne - Salle Poitras
" - Belmont	" - Seville	Thetford Mines - Elite
" - Broadway	" - Star	Three Rivers - Capitol
" - Cameo	" - Starland	" " - Cinema de Paris
" - Canada	" - Stella	" " - Imperial
" - Canadien	" - Strand	" " - Rialto
" - Capitol	" - System	Valdor - Palace
" - Cartier	"(Verdun) - Verdun Palace	" - Princess
" - Centre	" - Westmount	Valleyfield - Royal
" - Century	Noranda - Noranda	Victoriaville - Victoria
" - Chateau	Pointe au Pic - Casino	Waterloo - Starland
" - Cinema de Paris	Pointe Gatineau - Regent	Windsor Mills - Regent
" - Corona		

Ontario

Acton - Gregory	Fort William - Royal	Lindsay - Kent
Almonte - O'Brien	Galt - Capitol	Listowel - Princess
Amherstburg - Liberty	Gananoque - Delaney	London - Capitol
Ansonville - Empire	Georgetown - Gregory	" - Centre
Arnprior - O'Brien	Geraldton - Strand	" - Grand
Aurora - Royal	Goderich - Capitol	" - Loew's
Aylmer - Capitol	Gore Bay - Community Hall	" - Palace
Barrie - Capitol	Grimsby - Moore's	" - Patricia
" - Roxy	Guelph - Capitol	" - Rex
Belleville - Belle	" - Royal	Long Branch - Royal
" - Capitol	Hagersville - Regah	Meaford - Capitol
Blenheim - Temple	Hamilton - Capitol	Midland - Capitol
Blind River - Palace	" - Delta	Milton - Princess
Bowmanville - Royal	" - Empire	Mimico - Rex
Bracebridge - Strand	" - Granada	Morrisburg - Cameo
Brampton - Capitol	" - Gregory	Mount Dennis - Mount Dennis
Brantford - Brant	" - Kenilworth	Mount Forest - Lauder
" - Capitol	" - Kenmore	Napanee - Granada
Brockville - Capitol	" - Lyceum	New Hamburg - Regent
Burlington - Hume	" - Lyric	New Liskeard - Empire
Campbellford - Hollywood	" - Main	Newmarket - Palace
Cannington - Aldersey	" - Palace	New Toronto - Capitol
Capreol - Audion	" - Playhouse	Niagara Falls - Capitol
Cardinal - Savoy	" - Queen's	" " - Hollywood
Carleton Place - Star	" - Regent	North Bay - Capitol
Chapleau - Regent	" - Royal	Oakville - Gregory
Chatham - Capitol	" - Strand	Orangeville - Uptown
" - Granada	" - Tivoli	Orillia - Opera House
Chesterville - Community	" - Westdale	" - Princess
Clinton - Roxy	Hanover - Paramount	Oshawa - Mark's
Cobalt - Classic	Harriston - Queens	" - Regent
Cobourg - Capitol	Hawkesbury - Ottawa	Ottawa - Avalon
Cochrane - Empire	Hearst - New Royal	" - Capitol
Collingwood - Gayety	Hespeler - Queens	" - Centre
" - Regent	Hornepayne - Lyric	" - Columbia
Cornwall - Capitol	Huntsville - King George	" - Francais
" - Palace	Ingersoll - Maitland	" - Imperial
Creighton Mines - Regent	Kapuskasing - Community Club	" - Mayfair
Delhi - Capitol	Kenora - Derry's Palace	" - Regent
Dresden - Majestic	Kincardine - Blue Water	" - Remy
Dryden - Strand	Kingston - Capitol	" - Rialto
Dundas - Majestic	" - Tivoli	" - Rideau
Dunnville - Hollywood	Kingsville - Roxy	" - Victoria
Englehart - Palace	Kirkland Lake - Capitol	Owen Sound - Classic
Espanola - Princess	" - Strand	" " - Savoy
Essex - Rio	" - Uptown	Paris - Capitol
Exeter - Leavitt's	Kitchener - Capitol	Parry Sound - Royal
Fergus - Grand	" - College	Pembroke - O'Brien
Forest - Kineto	" - Lyric	Penetanguishene - Esquire
Fort Erie North - Bellard	Leamington - Capitol	Perth - Perth
Fort Frances - Royal	Leaside - Bayview	Peterborough - Capitol
Fort William - Orpheum	Lindsay - Academy	" - Regent

Ontario (Cont'd.) -

Petrolia - Iroquois	Toronto - Aster	Toronto - Kum C.
Picton - Regent	" - Avalon	" - Lansdowne
Port Arthur - Colonial	" - Beach	" - La Plaza
" " - Lyceum	" - Beaver	" - La Rita
Port Carling - Island Park	" - Bedford	" - Liberty
Port Colborne - Strand	" - Belsize	" - Loew's
Port Dover - Gem	" - Beverly	" - Lyndhurst
Port Elgin - Elgin	" - Bluebell	" - Madison
Port Hope - Capitol	" - Bloor	" - Major Rogers Road
Preston - Park	" - Bloordale	" - Major St. Clair
Rainy River - Gaiety	" - Bonita	" - Mayfair
Renfrew - O'Brien	" - Brighton	" - National
Ridgetown - Palace	" - Broadview	" - Oakwood
St. Catharines - Capitol	" - Brock	" - Odeon
" " - Granada	" - Cameo	" - Oriole
St. Mary's - Lyric	" - Capitol	" - Orpheum
St. Thomas - Capitol	" - Carlton	" - Oxford
" " - Columbia	" - Casino	" - Palace
" " - Granada	" - Century	" - Paramount
Sarnia - Imperial	" - Chateau	" - Parkdale
Sault Ste. Marie - Algoma	" - Christie	" - Parliament
" " " - Princess	" - Circle	" - Photodrome
Schumacher - Mascioli's	" - Classic	" - Pickford
Seaforth - Regent	" - College	" - Prince Edward
Simcoe - Capitol	" - College Playhouse	" - Prince of Wales
" - Lyric	" - Crescent	" - Queen
Sioux Lookout - Mayfair	" - Crown	" - Radio City
Smith's Falls - Capitol	" - Doric	" - Regent
Smooth Rock Falls - Falls Hall	" - Duchess	" - Revue
South Porcupine - Mascioli's	" - Eastwood	" - Rex
Stirling - Stirling	" - Eclipse	" - Rialto
Stouffville - Stanley	" - Eglinton	" - Roxy
Stratford - Classic	" - Embassy	" - Royal
" - Majestic	" - Family	" - Royal Alexandra
Strathroy - King	" - Garden	" - Royal George
Sturgeon Falls - Regent	" - Gerrard	" - Royce
Sudbury - Capitol	" - Granada	" - Runnymede
" - Grand	" - Grant	" - St. Clair
" - Regent	" - Grover	" - Strand
Sutton West - Simcoe	" - Guild	" - Tivoli
Thessalon - Empire	" - Hillcrest	" - Ukrainian Temple
Thorold - Tivoli	" - Hippodrome	" - Uptown
Tilbury - Plaza	" - Hollywood	" (Forest Hill) - Village
Tillsonburg - Capitol	" - Hudson	" - York
Timmins - Goldfields	" - Ideal	Trenton - Capitol
" - Palace	" - Imperial	" - Trent
Toronto - Academy	" - Iola	Uxbridge - Strand
" - Adelphi	" - Kenwood	Walkerton - Rienville
" - Alhambra	" - King	Wallaceburg - Capitol
" - Allenby	" - King's Playhouse	Welland - Capitol
" - Apollo	" - Kingswood	Weston - Weston
" - Arcadian	" - Kitchener	Whitby - Brock

Ontario (Cont'd.) -

Warton - Berford
Williamsburg - Picadilly
Windsor - Capitol
" - Empire
" - Palace

Windsor - Regent
" - Royal
" - Temple
" - Tivoli

Windsor - Vanity
Wingham - Lyceum
Woodstock - Capitol
" - Princess

Manitoba

Binscarth - Bourget's
Birtle - Savoy
Bissett - Community Theatre
Boissevain - Victoria
Bowsman - Happyland
Brandon - Capitol
" - Oak
" - Strand
Carman - Memorial Hall
Dauphin - Dauphin
Deloraine - Jubilee
East Kildonan - Roxy
Elkhorn - McLeod's Hall
Emerson - De Luxe
Flin Flon - Northland
" " - Rex
Gilbert Plains - Orland
Gladstone - Revilo
Glenboro - Roxy
Killarney - Lyceum
Manitou - Kino
Melita - Melita
Minnedosa - Lyric
Morden - Starland
Morris - Princess
Neepawa - Roxy

Norwood - Plaza
Portage la Prairie - Elite
" " " - Playhouse
Roblin - Lyric
Rossburn - Rossburn
St. Boniface - Baddow
St. Vital - Onyx
" " - Windsor
Selkirk - Central
Shoal Lake - Shoal Lake Hall
Souris - Avalon
Stonewall - Stonewall Community
Swan River - Palace
The Pas - Roxy
Transcona - Transcona
Virden - Auditorium
Wadhope - Wadhope
Winnipeg - Arlington
" - Beacon
" - Bijou
" - Capitol
" (St. James) - Classic
" - College
" - Colonial
" - Corona
" - Crescent

Winnipeg - De Luxe
" - Fox
" - Furby
" - Gaiety
" - Garrick
" (St. James) - King's
" - Leland
" - Lyceum
" - Mac's
" - Metropolitan
" - Orpheum
" - Osborne
" - Palace
" - Park
" - Province
" - Regent
" - Rialto
" - Rose
" - Starland
" - Times
" - Tivoli
" - Uptown
" - Wonderland
Winnipeg Beach - Beach
Winnipegosis - Rex

Saskatchewan

Abbey - Community
Arborefield - Rocklin
Arcola - Princess
Assiniboia - Olympia
Bengough - Bengough
Bienfait - Legion
Biggar - Majestic
Broadview - S. O. E.
Cabri - Rex
Canora - Royal
Carlyle - Community Hall
Clearwater Lake - Pavilion
Climax - Community
Conquest - Coliseum
Craik - Pallas
Cut Knife - Cut Knife

Davidson - Pallas
Dinsmore - Gaiety
Doddsland - Doddsland
East End - Pastime
Eatonville - Frank's
Elrose - Elrose
Esterhazy - Community
Estevan - Orpheum
Eston - Eston
Foam Lake - Foam Lake
Fort Qu'Appelle - Dick's
Fox Valley - Fox Valley
Golden Prairie - Rex
Govan - Pastime
Gravelbourg - Legion
Grenfell - Windsor

Gull Lake - Lyceum
Hodgeville - Myers
Hudson's Bay Jct. - Legion
Humboldt - Lux
Imperial - Lyceum
Indian Head - Auditorium
Kamsack - Elite
Kelvington - Gaiety
Killiker - Community
Kerrobert - Orpheum
Kindersley - Rex
Kinistino - Marlowe's
Kipling - Kipling
Kyle - Kyle
La Fleche - Globe
Langenburg - Capitol

Saskatchewan (Cont'd.) -

Lashburn - Community Hall	Nokomis - Nokomis	Saskatoon - Ritz
Leader - Star	Norquay - Norquay	" - Roxy
Leask - Marks	North Battleford - Empress	" - Tivoli
Lemberg - Lemberg Community	Outlook - Lyric	Sceptre - Palace
Limerick - Palace	Oxbow - Palladium	Semans - Coliseum
Lloydminster - Empress	Pelly - Pelly Memorial	Shaunavon - Plaza
Lucky Lake - Mirror	Perdue - Onyx	Star City - Roxy
Luseland - Luseland Community	Plato - Plato Community	Swift Current - Eagle
Macklin - Memorial Hall	Prince Albert - Orpheum	" " - Lyric
Maidstone - Maidstone	" " - Strand	Tisdale - Falkon
Maple Creek - Grand	Punnichy - Planchet's	Turtleford - Recreation
Marsden - Community	Radisson - Town Hall	Unity - Star
Melfort - Grand	Radville - Princess	Val Marie - Val Marie
Melville - Princess	Raymore - Raymore	Vanguard - Vanguard
Meyronne - Municipal	Regina - Capitol	Viscount - Community
Moose Jaw - Capitol	" - Grand	Wadena - G. W. V. A. Hall
" " - Orpheum	" - Metropolitan	Watrous - Little Manitou
" " - Royal	" - Rex	Watson - Star
" " - Savoy	" - Roxy	Weyburn - Hi-Art
Moosomin - Lyric	Riverhurst - Hollywood	Whitewood - Rex
Morse - Town Hall	Rosetown - Unique	Wilkie - Marnel
Mossbank - Rose	Rose Valley - Pioneer	Willow Bunch - Willow Bunch
Naicam - Community	Rosthern - Orpheum	Wolseley - Savoy
Neilburg - Community	Saskatoon - Capitol	Wynyard - Legion
Nipawin - Nipawin	" - Daylight	Yorkton - Roxy

Alberta

Banff - Lux	Coal Valley - Community	Lacombe - Avalon
Bashaw - Lyric	Coleman - Palace	Lethbridge - Capitol
Bellevue - Cole's	Coronation - Star	" - Roxy
Big Valley - Lyceum	Dewberry - Community	Luscar - Luscar
Blairmore - Orpheum	Drumheller - Napier	Macleod - Empress
Brooks - Gayety	East Coulee - Star	Magrath - Empress
Burdett - Community	Edgerton - Edgerton	Mayerthorpe - Mayerthorpe
Cadomin - Cadomin	Edmonton - Avenue	Medicine Hat - Monarch
Calgary - Capitol	" - Capitol	" " - New Dreamland
" - Crescent	" - Dreamland	Mirror - Grand
" - Grand	" - Empress	Mountain Park - Mountain Park
" - Isis	" - Gem	Nordegg - Empress
" - Kinema	" - Princess	Olds - Mayfair
" - Plaza	" - Rialto	Paradise Valley - Valley
" - Palace	" - Strand	Peace River - Boyd
" - Strand	Edson - New Edson	Picture Butte - Melody
" - Tivoli	Fort McMurray - Fort	Pincher Creek - Opera House
" - Variety	Grande Prairie - Capitol	Ponoka - Empress
Camrose - Bailey	Granum - Starland	Provost - Royal
Canmore - Opera House	Hanna - Capitol	Raymond - Capitol
Cardston - Palace	Hardisty - Kiefer's	Red Deer - Crescent
Castor - Pekin Hall	High River - Wales	Rockfort Bridge - Rockfort
Champion - Champion	Hillcrest - Cole's	Rocky Mountain House - Pastime
Chauvin - Chauvin	Irma - Kiefer's	St. Paul - Elite
Claresholm - Rex	Jasper - Chaba	Sangudo - Sangudo

Alberta (Cont'd.) -

Sedgewick - Sedgewick
Sexsmith - Grand
Stettler - Stettler
Strathmore - Hirtle's

Sylvan Lake - Uptown
Taber - Rex
Vegreville - Vimy
Vermillion - Columbia

Viking - Elks
Wainwright - Elite
Wayne - Rex
Wetaskiwin - Audien

British Columbia

Abbotsford - Abbotsford
Armstrong - Star
Ashcroft - Ash
Atholmer - Atholmer
Atlin - Globe
Bralorne - Community Hall
Britannia Beach - Tunnel Hall
Chilliwack - Strand
Courtenay - Bickle
Cranbrook - Star
Creston - Grand
Cumberland - Ilo Ilo
Dawson Creek - Carlsania
Duncan - Capitol
Ferne - Orpheum
Grand Forks - Granada
Greenwood - Greenwood
Hedley - Community
Hollyburn - Hollyburn
Kamloops - Capitol
Kelowna - Empress
Kimberley - Orpheum
Ladner - Ladner
Ladysmith - Rialto
Langley Prairie - Langley
Masset - Masset Hall
Merritt - Rex
Michel - Opera House
Mission City - Victory
Nanaimo - Capitol
" - Strand
Natal - Opera House
Nelson - Capitol

New Westminster - Columbia
" " - Edison
" " - Westminster
North Vancouver - Lonsdale
Oak Bay - Oak Bay
Ocean Falls - Pacific Mills
Oliver - Oliver
Penticton - Empress
Port Alberni - Capitol
" " - Port
Port Alice - Port Alice
Powell River - Patricia
Premier - Community Hall
Prince George - Strand
Prince Rupert - Capitol
Princeton - Capitol
Quesnel - Rex
Revelstoke - Province
Rossland - Capitol
Salmon Arm - Rex
Sointula - Opera House
Stewart - Opera House
Trail - Liberty
" - Rialto
Vancouver - Alma
" - Beacon
" - Broadway
" - Capitol
" - Colonial
" - Dominion
" - Dunbar
" - Fairview
" - Fraser

Vancouver - Globe
" - Grandview
" - Hollywood
" - Kerrisdale
" - Kingsway
" - Kitsilano
" - Little
" - Lyric
" - Marpole
" - Music Box
" - Olympia
" - Orpheum
" - Plaza
" - Princess
" - Regent
" - Rex
" - Royal
" - Stanley
" - Star
" - Strand
" - Victoria
" - Windsor
Vernon - Empress
Victoria - Atlas
" - Capitol
" - Columbia
" - Dominion
" - Plaza
Wells - Sunset
West Summerland - Rialto
Westview - Roxy
Williams Lake - Oliver
Wingdam - Wingdam Hall

Yukon

Dawson City - Dawson Family

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