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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES
IN CANADA
1937



OTTAWA
1938

Price 25 cents

MOTION PICTURE THEATRES IN CANADA, 1937

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1937

Summary

The Annual Survey of Motion-Picture Theatres in Canada, made by the Census of Merchandising and Service Establishments, for the year 1937 shows a total attendance of 134,374,061 and box-office receipts of \$32,499,300, exclusive of amusement taxes and collections of itinerant operators, thus recording a substantial increase both in receipts and admissions for the fourth consecutive year. These figures compared with those for 1936 show increases of 9.8 per cent in amount of receipts and 5.4 per cent in number of admissions. The difference in these percentage increases indicates a slight rise in the average price of admission from 23.2 cents in 1936 to 24.2 cents in 1937. The number of permanently equipped theatres in operation was 1,047, up by 88 from 1936, this increase being due partly to new construction, but largely to new permanent installations made in public halls in the Western Provinces. There were 5,294 male and 1,656 female employees in Canadian theatres during the year. The total payroll was \$5,627,300, an increase of \$698,600 over 1936. In addition to the theatres shown in the general tables in this report, 39 itinerant operators were reported as having receipts of \$78,300 for 408,813 paid admissions to their travelling shows.

Provincial summaries show paid admission increases in all provinces except Saskatchewan. Alberta led with a gain of 7.3 per cent due largely to the development of several halls previously operated by itinerant operators into full-fledged motion-picture houses. Ontario was second in point of view of increased attendance with an increase of 6.4 per cent followed by Manitoba with 6.2 per cent; British Columbia, 5.7 per cent; Quebec, 5.3 per cent; Prince Edward Island, 4.6 per cent; New Brunswick, 4.2 per cent; Nova Scotia, 0.8 per cent; while admissions in Saskatchewan dropped off 2.0 per cent. The average price of admission, exclusive of amusement taxes, varied from 27.9 cents in Prince Edward Island to 21.9 cents in New Brunswick as follows: Prince Edward Island, 27.9; Alberta, 26.0; Saskatchewan, 25.5; Ontario, 25.2; British Columbia, 23.6; Nova Scotia, 23.1; Quebec, 22.8; Manitoba, 22.7; and New Brunswick, 21.9.

The total seating capacity of Canadian theatres was increased by 35,410, reaching a total of 601,611 seats during 1937, 28 per cent of which, on an average, was occupied at each performance. Based on Canada's estimated population of 11,120,000 in 1937, the Dominion was provided with one theatre for every 10,620 persons and one theatre seat for every 18 persons.

For the first time data are available covering the value of the property and equipment used by motion-picture exhibitors. The total reported value of \$67,-538,400 is made up of \$15,469,100 for land, \$39,518,600 for buildings, and \$12,550,-700 for equipment. The average total value per theatre in Canada is slightly more than \$64,500.

A survey was also made of stage presentations both along with and without the motion-picture program. During 1937 only 252 theatres out of the total of 1,047 gave performances from the stage, 108 theatres gave a total of 1,104 amateur night performances, 141 theatres gave 4,389 days of professional vaudeville in addition to their picture programs, and 38 theatres were opened for 374 days to legitimate, professional stage shows.

Slightly more than one-half of Canada's theatres are operated under independent or single ownership; that is, by persons or companies owning only one establishment. Another 119 are operated by owners of either 2 or 3 units, while 359 theatres are operated by corporations or individuals owning 4 or more establishments. The "independents" receipts amounted to \$9,311,200 or 28.7 per cent of the total; 8.5 per cent went to those owning 2 or 3 theatres, while 62.8 per cent of the total receipts were taken by those owning four theatres or more.

Per Capita Expenditure

The per capita expenditure is based on the total estimated population of Canada for the year. Conforming with the upward trend in total receipts there has been a gradual increase in per capita expenditures since 1933, when it averaged \$2.33 per person. This advanced to \$2.36 in 1934, \$2.50 in 1935, \$2.70 in 1936, and \$2.93 in 1937. British Columbia continues to have the highest per capita expenditure, followed by Ontario, Manitoba, Alberta, Nova Scotia, Quebec, New Brunswick, Saskatchewan and Prince Edward Island.

Per Capita Expenditure on Motion-Picture Entertainment, Canada and the Provinces, 1930 - 1937

(Exclusive of amusement taxes)

Province	1930	1931	1932	1933	1934	(1) 1935	(1) 1936	(1) 1937
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.77	3.28	2.73	2.33	2.36	2.50	2.70	2.93
Prince Edward Island ..	2.14	1.56	1.12	0.96	0.96	1.04	1.15	1.23
Nova Scotia	3.53	2.67	2.09	1.79	1.84	2.09	2.27	2.41
New Brunswick	2.69	2.16	1.71	1.33	1.41	1.64	1.78	1.86
Quebec	2.94	2.69	2.26	1.86	1.80	1.91	2.02	2.15
Ontario	4.70	4.29	3.68	3.09	3.16	3.19	3.49	3.90
Manitoba	3.94	3.41	2.90	2.56	2.58	2.72	2.83	3.07
Saskatchewan	2.19	1.65	1.32	1.12	1.15	1.28	1.51	1.48
Alberta	3.28	2.29	1.88	1.92	1.85	2.21	2.33	2.44
British Columbia	6.05	5.09	3.89	3.52	3.71	4.15	4.31	4.82

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

While no estimate can be made of the actual number of theatre-goers and the above figures are, of necessity, based on the total population, a large percentage of the total receipts is confined to the larger population areas, and the per capita expenditure would, therefore, be much larger in these urban centres. About 53 per cent of the total 1937 receipts were taken in at box offices in cities of 100,000 population and over, another 27.2 per cent in places of 10,000 to 100,000 population and only 19.7 per cent or less than one-fifth of the total receipts in cities and towns of less than 10,000 people.

Present Value of Canadian Theatres

The estimated value of Canadian theatres was placed at slightly over \$67½ million in 1937. No attempt was made to determine the original investment or capital expenditure, as the age of some theatres and the number of times they have changed ownership makes such figures almost impossible to obtain. Table No. 2 is based on the estimated or book value of theatre property and equipment as it existed at the end of 1937. Out of the total of \$67½ million for all property, about \$15½ million was allotted to land occupied by theatre buildings and public halls used as theatres, \$39½ million to the buildings proper, and \$12½ million to projection, stage and lighting equipment and fixtures. The average value per theatre in Canada is \$64,506. Ontario with the largest number of theatres reported a property value of \$29,549,100, or an average of \$84,667 per theatre. Quebec, with the second largest number of theatres, reported a total value of \$15,735,400, or an average of \$94,791 per theatre. This average drops to \$68,047 in British Columbia, \$43,604 in the Maritimes, and \$33,640 in the Prairie Provinces, where many small theatres are in operation.

Trend in Motion-Picture Receipts

Motion-picture receipts continued their upward trend in 1937 along with an increased number of theatres and a steadily increasing attendance. Receipts for the year came within 16 per cent of the 1930 figure and were 26 per cent above the low point reached in 1933. Gains of from 4 to 10 per cent over 1936 were recorded in all provinces except Saskatchewan, which showed a small decline of 1 per cent.

Principle statistics for selected cities show upward trends in both receipts and admissions for most of the large centres. Declines were shown in St. John, St. Thomas, Saskatoon and Edmonton over the previous year. The average price of admission is lowest in St. John at 19.1 cents and highest in Sudbury at 28.3 cents. New Brunswick has the lowest average price of admission for any province at 21.9 cents with Manitoba second at 22.7 cents followed by Quebec at 22.8 cents, Nova Scotia, 23.1 cents; British Columbia, 23.6 cents; Ontario, 25.2 cents; Saskatchewan, 25.5 cents; Alberta, 26.0 cents. Prince Edward Island stands highest with an average of 27.9 cents. Receipts increased for the year by a slightly greater percentage than the admissions, reflecting a slight increase in the general average price of theatre admissions.

Theatres Classified According to Amount of Annual Receipts

Wide variations are shown in the scale of operations of theatres throughout Canada. There were 165 theatres, or almost 16 per cent of the total, having annual receipts of less than \$2,500 for 1937, while 56 theatres, or 5 per cent of the total, had paid admissions amounting to over \$100,000 per theatre. More than 25 per cent of theatres had a total annual revenue of less than \$5,000 each and accounted for less than 2 per cent of the total receipts and admissions, while in the upper brackets 18 per cent of the theatres attracted over 53 per cent of the patrons and collected slightly less than 60 per cent of the total receipts. The smaller theatres are grouped largely in the prairie provinces where 54 per cent of the theatres receive less than

\$5,000 per annum, while the larger group consists mainly of first-run theatres in the large cities of Canada and, naturally, are favourably situated to attract the large theatre-going audiences. Ontario had 89 theatres, with yearly receipts of \$50,000 and over; Quebec had 44 theatres in this group, the Prairie Provinces, 26; British Columbia, 21; and the Maritimes, 10; making a total of 190 theatres as compared with 170 theatres having the same rating in 1936.

Theatres Classified According to Ownership

From the standpoint of number of theatres, the "Independents" or those under single ownership, form the leading group. There were 569 such theatres and these, forming 54.3 per cent of the total number, had 28.7 per cent of the total receipts and 31.9 per cent of the total admissions. There were 119 theatres under "Multiple" ownership; that is, companies or individuals owning and operating either 2 or 3 theatres. Although this group is small and is confined mostly to the smaller theatres, 8.5 per cent of the total receipts and 10.0 per cent of the admissions went to these shows during 1937. The "Chain" group, or those owning 4 theatres or more, operated 359 theatres in 1937, had 62.8 per cent of the total receipts and 58.1 per cent of the total patronage.

Efficiency of Theatres

Table 7 of this report presents the relationship of actual admissions to total possible admissions having regard to the seating capacity and number of performances of each theatre. The first column of the table shows the actual number of admissions. The second column headed "potential admissions" represents the maximum number of admissions possible and is the number there would have been if every seat had been filled for every performance. The average ratio of actual to possible admissions for all theatres is 28 per cent for 1937 compared with 29 per cent for 1936. On a provincial basis, British Columbia leads in this respect with an average of 33 per cent, Ontario is second with 31 per cent, Alberta averaged 30 per cent; Manitoba, 27 per cent; Quebec and New Brunswick, 26 per cent; Nova Scotia, 24 per cent; Saskatchewan, 23 per cent; and Prince Edward Island, 21 per cent.

Considerable variations in efficiency ratios are noted for the several cities for which separate data can be published. Toronto had a ratio of actual to possible attendance of 35.2 per cent and Vancouver was second with 33.3 per cent, followed by Ottawa with 31.3 per cent and Edmonton at 31.2 per cent. Table 8 gives this comparison for selected cities and, where possible, for first, second and subsequent-run theatres. It is interesting to note that the average efficiency is generally higher in both the second and subsequent-run theatres than in the first-run. This is due largely to first-run theatres being "continuous" shows, many of them showing morning as well as afternoon and evening performances, averaging as high as 5 or 6 per day, while the second-run houses restrict themselves largely to evening shows with one or two performances per day. The highest average of any group is found in a group of 17 second-run theatres in Vancouver where the efficiency reaches 39.4 per cent. In Toronto the average is 38.6 per cent for second-run and 38.4 per cent for subsequent-run houses, compared with 27.2 per cent for 9 first-run theatres. Montreal's average of 25.9 per cent is lower than that for other large cities, this being due, in part, to many down-town theatres with large seating capacities and partly to restrictions on juvenile attendance. London had a ratio of 21.6 per cent, this being the lowest for any city for which separate figures are available.

Vaudeville and Stage Presentations

Prior to 1927 no theatre was complete without a stage and orchestra pit, where in the more expensive shows the musicians played not only for the stage presentations in the interlude between the picture performances, but also during the

picture itself, supplying many sound effects and a tempo of music to match the movements on the screen.

With the coming of sound pictures, music during the picture was necessarily abandoned. The vaudeville acts began to be replaced by sound shorts and with the new vogue of double-feature programs less and less attention was paid to stage performances. Many of the newer theatres are now constructed with no provision for orchestra, stage or lighting equipment. Apart from vaudeville and motion-picture theatres almost every town of any size used to boast of an opera house where stock companies and minstrel shows were presented from time to time. Most of these opera houses have now been converted or replaced by sound motion-picture establishments. In 1937, however, 38 theatres presented at least one or more nights of professional stage shows unaccompanied by any motion-picture program. Manitoba leads in this field with 142 nights played and Ontario is second with 116. The year saw 141 theatres give their patrons vaudeville performances along with their picture offerings for a total of 4,389 days or an average of 31 days for each theatre. Quebec leads in vaudeville offerings with 1,919 days playing. In other places, "Amateur nights" were used as added attractions by 108 exhibitors. These theatres averaged slightly over 10 nights each, for a total of 1,104 such performances. In all, only 252 theatres, or about 25 per cent of the total, used their stages during the year. Ontario led with 81, then Quebec with 60, Alberta, 27; Saskatchewan, 23; Nova Scotia, 19; British Columbia, 17; Manitoba, 16; New Brunswick, 8; and Prince Edward Island, 1.

Theatres Classified According to Year of Construction

Many of the one-time opera houses and auditoriums in smaller centres have been converted into motion-picture houses and along with many of our largest urban theatres made up a total of 446 theatres in Canada that were constructed before 1920 and are still in use. The total value of these early theatres reaches over \$29 million and over 46 per cent of the 1937 receipts were taken in at these places. As shown in Table 11, 177 of these theatres have never received any extensive alterations. The installation of sound equipment which took place in theatres during the late 20's was not considered as an alteration or remodelling of the theatre. Construction of theatres increased rapidly from 1920 to 1930, when a total of 355 theatres were opened, 33.9 per cent of the theatres now in operation being built in these 10 years. The period from 1930 to 1933 brought decline in motion-picture receipts and naturally a consequent falling off in new construction. While receipts rose again in 1934 and 1935, construction remained backward until confidence in the future was once more restored. In 1936 and 1937, 109 new theatres were placed in operation, having a total value of \$4,260,200. The trend in recent construction seems to favour the smaller "neighbourhood" theatres as evidenced by the average value of \$40,675 for those constructed in 1937, as compared with over \$65,000 for those built prior to 1920, \$96,708 for those in 1920 to 1924, and \$64,754 for those in the prosperous years of 1925 to 1929.

Quebec with 166 theatres having a total value of \$15,735,400 leads in average value at \$94,791 per theatre. Ontario's 349 theatres average \$84,667 each. In both cases, the more expensive theatres were constructed between 1920 and 1924.

Besides the construction of 41 new theatres in 1936, 96 of the older theatres were remodelled and brought up to date. In 1937, 68 new theatres were constructed and 118 remodelled, 80 of which were constructed before 1925.

Out of 959 theatres in operation during 1936, 32 were closed in 1937. By provinces, 14 were closed in Saskatchewan, 5 in British Columbia, 4 in Alberta, 3 in Quebec, 2 in each of Manitoba and Nova Scotia, and 1 in Ontario and Quebec. One hundred and twenty theatres, having a total value of \$3,423,300, were either newly built or remodelled and re-opened.

Itinerant Operators

Moveable projection equipment is not permissible in some provinces, although Prince Edward Island and the Western Provinces still issue licenses to operators who cover many of the smaller towns and villages. Thirty-nine of these operators reported for 1937, giving their total receipts, total paid admissions and the number of shows held or the number of playing dates. Very few operate regularly throughout the year. A comparison with 1936 is as follows:

Itinerant Operators

	1936	1937
Number reporting	44	39
Total receipts	\$ 132,800	\$ 78,300
Number of admissions	502,653	408,813
Total number of days played.	-	5,325

Film Exchanges

The clearing house for motion pictures is the Film Exchange. Because of the tremendous expense involved in the production of a standard motion-picture film, no theatre is able to buy a feature outright. Thus, film distributing agencies have grown up through which the producer rents or leases his film to a theatre owner for a certain number of days, and with that lease guarantees a "clearance" or time limit before any of his competitors can secure a lease on the same film. These exchanges all operate under provincial license and no film is allowed to be released by them until it has received the approval of the Censor Board.

Sixty-three Exchanges were in operation during 1937. Total receipts from film rentals amounted to \$8,579,000. In all, 636 persons were employed in this branch of the industry and the 1937 payroll amounted to \$1,062,900.

Table 1. - Summary of Motion Picture Theatre Statistics, 1937.

Province	Number of Theatres	Number of Employees		Salaries and Wages \$	Receipts ⁽¹⁾ \$
		Male	Female		
CANADA	1,047	5,294	1,656	5,627,300	32,499,300
Prince Edward Island	4	14	11	13,300	110,300
Nova Scotia	54	219	98	199,400	1,298,600
New Brunswick	34	135	65	122,600	821,300
Quebec	166	1,078	323	961,100	6,749,700
Ontario	349	2,261	562	2,520,900	14,457,000
Manitoba	90	396	191	386,100	2,196,400
Saskatchewan	123	292	81	242,700	1,351,000
Alberta	127	374	82	393,600	1,880,000
British Columbia ⁽²⁾	100	525	243	787,600	3,635,000

(1) Not including amusement taxes.

(2) Includes Yukon.

Table 2.—Present Value of Land and Buildings Occupied, and Equipment and Fixtures Used
by Motion Picture Theatres, by Provinces, 1937.

Province	Number of Theatres	Receipts \$	Present Value			
			Total \$	Land \$	Buildings \$	Equipment \$
CANADA	1,047	32,499,300	67,538,400	15,469,100	39,518,600	12,550,700
Prince Edward Island	4	110,300	170,400	21,200	113,600	35,600
Nova Scotia	54	1,298,600	2,614,800	410,800	1,731,500	472,500
New Brunswick	34	821,300	1,226,400	154,600	831,300	240,500
Quebec	166	6,749,700	15,735,400	4,547,500	8,916,500	2,271,400
Ontario	349	14,457,000	29,549,100	5,920,600	17,571,500	6,057,000
Manitoba	90	2,196,400	4,474,200	1,083,000	2,754,900	636,300
Saskatchewan	123	1,351,000	3,113,700	703,400	1,725,800	684,500
Alberta	127	1,880,000	3,849,700	846,200	2,243,600	759,900
British Columbia	100	3,635,000	6,804,700	1,781,800	3,629,900	1,393,000

Table 3.--Trend in Motion Picture Receipts by Provinces, 1930-1937.

Province	Total Receipts ⁽¹⁾				Index of Receipts (1930 = 100)							
	1930	1933	1936	1937	1930	1931	1932	1933	1934	1935	1936	1937
	\$	\$	\$	\$								
CANADA	38,479,500	24,897,100	29,610,300	32,499,300	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5
Prince Edward Island	188,300	85,700	103,200	110,300	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6
Nova Scotia	1,814,500	933,300	1,217,600	1,298,600	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6
New Brunswick	1,093,400	556,500	775,400	821,300	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1
Quebec	8,301,800	5,510,500	6,245,200	6,749,700	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3
Ontario	15,900,900	10,960,200	12,888,400	14,457,000	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9
Manitoba	2,712,800	1,818,400	2,007,100	2,196,400	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0
Saskatchewan	1,977,300	1,046,600	1,369,300	1,351,000	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3
Alberta	2,323,700	1,433,200	1,734,100	1,880,000	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9
British Columbia ⁽²⁾	4,166,800	2,552,700	3,270,000	3,635,000	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2

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

(2) Includes Yukon.

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, 1937.

Province or City	Number of Theatres		Seating Capacity, 1937	Receipts (1)			Admissions			
	1936	1937		1936	1937	% change	1936	1937	% change	Average (2) Price, 1937
				\$	\$					c
CANADA	959	1,047	601,611	29,610,300	32,499,300	+ 9.8	127,441,574	134,374,061	+ 5.4	24.2
Prince Edward Island ..	4	4	2,414	103,200	110,300	+ 6.9	378,171	395,643	+ 4.6	27.9
Nova Scotia	55	54	30,863	1,217,600	1,298,600	+ 6.7	5,579,356	5,621,911	+ 0.8	23.1
Halifax	7	8	7,061	404,000	424,700	+ 5.1	1,957,939	1,770,897	- 9.6	24.0
Sydney	3	3	2,072	128,200	138,000	+ 7.6	598,471	632,993	+ 5.8	21.8
Other Places	45	43	21,730	685,400	735,900	+ 7.4	3,022,946	3,218,021	+ 6.5	22.9
New Brunswick	34	34	18,266	775,400	821,300	+ 5.9	3,605,771	3,757,796	+ 4.2	21.9
St. John	7	7	6,150	312,900	302,700	- 3.3	1,631,054	1,580,895	- 3.1	19.1
Other Places	27	27	12,116	462,500	518,600	+12.1	1,974,717	2,176,901	+10.2	23.8
Quebec	154	166	115,603	6,245,200	6,749,700	+ 8.1	28,103,958	29,592,010	+ 5.3	22.8
Montreal (3)	62	66	69,406	4,797,300	4,922,100	+ 2.6	22,006,918	22,328,596	+ 1.5	22.0
Quebec	11	11	8,436	438,900	492,000	+12.1	2,218,379	2,286,037	+ 3.0	21.5
Three Rivers	4	4	3,235	119,000	127,100	+ 6.8	519,143	490,766	- 5.5	25.9
Drummondville	(x)	3	2,212	(x)	68,400	-	(x)	263,207	-	26.0
Other Places	77	82	32,314	890,000	1,140,100	+28.1	3,359,518	4,223,404	+25.7	27.0
Ontario	325	349	241,867	12,888,400	14,457,000	+12.2	53,974,133	57,434,014	+ 6.4	25.2
Toronto	102	105	85,799	5,198,300	5,653,300	+ 8.8	22,301,324	22,710,763	+ 1.8	24.9
Hamilton	18	19	17,937	885,000	976,300	+10.3	4,194,151	4,286,057	+ 2.2	22.8
Ottawa	12	13	12,524	888,900	904,900	+ 1.8	3,922,811	3,965,287	+ 1.1	22.8
Windsor	8	8	8,202	409,300	515,400	+25.9	1,826,535	2,238,103	+22.5	23.0
London	7	8	8,149	467,400	504,400	+ 7.9	1,691,618	1,939,354	+14.6	26.0
Sudbury	3	3	2,792	267,900	318,900	+19.0	1,000,016	1,128,770	+12.9	28.3
St. Thomas	3	3	2,809	107,600	104,600	- 2.8	459,410	388,998	-15.3	26.9
Barrie	(x)	3	1,752	(x)	53,000	-	(x)	248,785	-	21.3
Other Places	172	187	101,903	4,664,000	5,426,200	+16.3	18,578,268	20,527,897	+10.5	26.4

See footnotes at end of table.

(Continued on Page 12)

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, 1937—(Cont'd.)

Province or City	Number of Theatres		Seating Capacity, 1937	Receipts (1)			Admissions			
	1936	1937		1936	1937	% change	1936	1937	% change	Average (2) Price, 1937
Manitoba	77	90	48,428	2,007,100	2,196,400	+ 9.4	9,091,141	9,657,941	+ 6.2	22.7
Winnipeg (4)	32	37	31,297	1,592,000	1,785,400	+12.1	7,205,339	7,811,611	+ 8.4	22.9
Other Places	45	53	17,131	415,100	411,000	- 1.0	1,885,802	1,846,330	- 2.1	22.3
Saskatchewan	123	123	42,479	1,369,300	1,351,000	- 1.3	5,411,228	5,302,161	- 2.0	25.5
Saskatoon	5	5	4,266	295,600	277,200	- 6.2	1,303,432	1,226,258	- 5.9	22.6
Regina	5	5	4,424	352,000	359,000	+ 2.0	1,331,156	1,354,425	+ 1.7	26.5
Moose Jaw	4	3	2,012	133,700	125,100	- 6.4	559,367	504,161	- 9.9	24.8
Other Places	109	110	31,777	588,000	589,700	+ 0.3	2,217,273	2,217,317	+ 0.0	26.6
Alberta	87 ⁽⁶⁾	127	42,834	1,734,100	1,880,000	+ 8.4	6,738,730	7,230,881	+ 7.3	26.0
Calgary	10	11	8,029	557,900	553,500	- 0.8	2,185,035	2,177,841	- 0.3	25.4
Edmonton	8	8	6,546	607,000	632,600	+ 4.2	2,418,771	2,466,411	+ 2.0	25.6
Other Places	69	108	28,259	569,200	693,900	+21.9	2,134,924	2,586,629	+21.2	26.8
British Columbia (5) ..	100	100	58,857	3,270,000	3,635,000	+11.2	14,559,086	15,381,704	+ 5.7	23.6
Vancouver	31	29	27,977	1,850,100	2,036,900	+10.1	8,950,627	9,131,173	+ 2.0	22.3
New Westminster ..	3	3	2,443	135,900	140,500	+ 3.4	627,543	622,836	- 0.8	22.6
Other Places	66	68	28,437	1,284,000	1,457,600	+13.5	4,980,916	5,627,695	+13.0	25.9

(1) Not including amusement taxes.

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

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

(4) Includes St. James.

(5) Includes Yukon.

(6) The increase in number of theatres in Alberta is due to the inclusion of places previously listed as itinerant halls, which are now permanently-equipped buildings.

(x) Indicates figures withheld to avoid disclosing individual operations.

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1937.

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
			\$			
CANADA	1,047	100.0	32,499,300	100.0	134,374,061	100.0
Less than \$2,500	165	15.8	243,500	.7	982,759	.7
\$2,500 - \$4,999	107	10.2	360,000	1.1	1,362,915	1.0
\$5,000 - \$9,999	123	11.7	883,900	2.7	3,563,877	2.7
\$10,000 - \$19,999	162	15.5	2,367,800	7.3	11,096,984	8.3
\$20,000 - \$29,999	143	13.7	3,506,800	10.8	17,244,334	12.8
\$30,000 - \$49,999	157	15.0	5,923,100	18.2	28,718,357	21.4
\$50,000 - \$99,999	134	12.8	9,416,200	29.0	40,169,599	29.9
\$100,000 and over	56	5.3	9,798,000	30.2	31,235,236	23.2
Maritime Provinces	92	100.0	2,230,200	100.0	9,775,350	100.0
Less than \$2,500	9	9.8	9,600	.4	39,986	.4
\$2,500 - \$4,999	9	9.8	31,500	1.4	129,046	1.3
\$5,000 - \$9,999	12	13.0	86,700	3.9	380,566	3.9
\$10,000 - \$19,999	18	19.6	256,200	11.5	1,153,963	11.8
\$20,000 - \$29,999	17	18.5	422,600	18.9	1,928,791	19.7
\$30,000 - \$49,999	17	18.5	661,700	29.7	3,247,657	33.2
\$50,000 and over	10	10.8	761,900	34.2	2,895,341	29.7
Quebec	166	100.0	6,749,700	100.0	29,592,010	100.0
Less than \$2,500	16	9.6	27,200	.4	122,787	.4
\$2,500 - \$4,999	12	7.2	38,600	.6	162,665	.5
\$5,000 - \$9,999	22	13.3	157,700	2.3	660,216	2.2
\$10,000 - \$19,999	18	10.8	277,800	4.1	1,298,440	4.4
\$20,000 - \$29,999	31	18.7	773,700	11.5	3,772,939	12.7
\$30,000 - \$49,999	23	13.9	852,900	12.6	5,073,296	17.2
\$50,000 - \$99,999	31	18.7	2,199,800	32.6	10,116,423	34.2
\$100,000 and over	13	7.8	2,422,000	35.9	8,380,244	28.4
Ontario	349	100.0	14,457,000	100.0	57,434,014	100.0
Less than \$2,500	10	2.9	12,200	.1	54,255	.1
\$2,500 - \$4,999	13	3.7	49,900	.3	178,900	.3
\$5,000 - \$9,999	35	10.0	256,800	1.8	1,111,018	1.9
\$10,000 - \$19,999	73	20.9	1,082,500	7.5	5,217,612	9.1
\$20,000 - \$29,999	63	18.1	1,536,700	10.6	7,525,324	13.1
\$30,000 - \$49,999	66	18.9	2,457,800	17.0	11,522,704	20.1
\$50,000 - \$99,999	64	18.3	4,605,600	31.9	18,615,212	32.4
\$100,000 and over	25	7.2	4,455,500	30.8	13,208,989	23.0
Prairie Provinces	340	100.0	5,427,400	100.0	22,190,983	100.0
Less than \$2,500	122	35.9	184,600	3.4	732,393	3.3
\$2,500 - \$4,999	64	18.8	209,400	3.9	808,754	3.6
\$5,000 - \$9,999	39	11.5	286,800	5.3	1,116,790	5.0
\$10,000 - \$19,999	38	11.2	527,100	9.7	2,312,062	10.4
\$20,000 - \$29,999	19	5.6	462,500	8.5	2,260,197	10.2
\$30,000 - \$49,999	32	9.4	1,234,900	22.8	5,652,226	25.5
\$50,000 - \$99,999	17	5.0	1,182,500	21.8	4,966,085	22.4
\$100,000 and over	9	2.6	1,339,600	24.6	4,342,476	19.6

(Continued on Page 14)

Table 5.--Distribution of Motion Picture Theatres According to Amount of Annual Receipts, by Economic Divisions, 1937--(Cont'd.) -

Economic Division and Amount of Annual Receipts	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
			\$			
British Columbia	100	100.0	3,635,000	100.0	15,381,704	100.0
Less than \$2,500	8	8.0	9,900	.3	33,338	.2
\$2,500 - \$4,999	9	9.0	30,600	.8	83,550	.5
\$5,000 - \$9,999	15	15.0	95,900	2.6	295,287	1.9
\$10,000 - \$19,999	15	15.0	224,200	6.2	1,114,907	7.2
\$20,000 - \$29,999	13	13.0	311,300	8.6	1,757,083	11.5
\$30,000 - \$49,999	19	19.0	715,800	19.7	3,217,474	20.9
\$50,000 and over	21	21.0	2,247,300	61.8	8,880,065	57.8

Table 6.--Motion Picture Theatres Classified According to Number of Theatres under Same Ownership, 1937.

Number of Theatres Under Same Ownership.	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
			\$			
TOTAL	1,047	100.0	32,499,300	100.0	134,374,061	100.0
One	569	54.3	9,311,200	28.7	42,805,712	31.9
Two	74	7.1	1,764,800	5.4	8,117,853	6.0
Three	45	4.3	1,020,000	3.1	5,378,720	4.0
Four to Ten	69	6.6	1,791,500	5.5	7,703,733	5.7
Eleven to Twenty	52	5.0	2,215,500	6.8	9,635,685	7.2
Twenty-One and Over	238	22.7	16,396,300	50.5	60,732,358	45.2

Table 7.--Average Percentage of Seating Capacity Utilized in Motion Picture
Theatres, by Provinces, 1937.

Province	Number of Admissions	Potential Admissions	Average
CANADA	134,374,061	470,855,670	28
Prince Edward Island	395,643	1,843,304	21
Nova Scotia	5,621,911	23,246,396	24
New Brunswick	3,757,796	14,188,696	26
Quebec	29,592,010	114,925,713	26
Ontario	57,434,014	187,488,384	31
Manitoba	9,657,941	36,204,718	27
Saskatchewan	5,302,161	22,619,175	23
Alberta	7,230,831	24,088,095	30
British Columbia	15,381,704	46,251,189	33

Table 8.—Average Percentage of Seating Capacity Utilized
in Motion Picture Theatres in Selected Cities, 1937.
(Theatres Classified as First, Second or Subsequent-Run)

City	All Theatres				First-Run Theatres			
	No.	Admissions	Potential Admissions	Average	No.	Admissions	Potential Admissions	Average
Montreal	66	22,328,596	86,365,767	25.9	11	6,442,774	26,888,560	24.0
Toronto	105	22,710,763	64,497,740	35.2	9	5,148,087	18,937,968	27.2
Vancouver	29	9,131,173	27,397,380	33.3	6	4,061,459	13,276,224	30.6
Winnipeg	37	7,811,611	30,027,438	26.0	7	2,263,973	9,814,502	23.1
Hamilton	19	4,286,057	15,860,724	27.0	4	(x)	(x)	(x)
Quebec	11	2,286,037	8,276,688	27.6	3	779,742	4,043,914	19.3
Ottawa	13	3,965,287	12,649,856	31.3	4	1,540,254	6,154,640	25.0
Windsor	8	2,238,103	8,611,200	26.0	1	(x)	(x)	(x)
Calgary	11	2,177,841	8,437,036	25.8	3	(x)	(x)	(x)
Edmonton	8	2,466,411	7,901,904	31.2	3	(x)	(x)	(x)
London	8	1,939,354	8,996,016	21.6	3	1,198,107	5,697,120	21.0
Halifax	8	1,770,897	7,815,768	22.7	3	(x)	(x)	(x)
Regina	5	1,354,425	5,567,952	24.3	2	(x)	(x)	(x)
St. John	7	1,580,895	6,116,580	25.8	2	(x)	(x)	(x)
Saskatoon	5	1,226,258	5,417,568	22.6	2	(x)	(x)	(x)

(x) Figures withheld to avoid disclosing individual operations.

Table 8.—Average Percentage of Seating Capacity Utilized
in Motion Picture Theatres in Selected Cities, 1937.
(Theatres Classified as First, Second or Subsequent-Run)

Second-Run Theatres				Third and Subsequent-Run Theatres			
No.	Admissions	Potential Admissions	Average	No.	Admissions	Potential Admissions	Average
44	13,325,218	52,371,220	25.4	11	2,560,604	7,105,987	36.0
79	15,488,556	40,151,644	38.6	17	2,074,120	5,408,128	38.4
17	3,858,575	9,798,396	39.4	6	1,211,139	4,322,760	28.0
22	4,184,836	15,488,824	27.0	8	1,362,802	4,724,112	28.8
12	2,233,237	7,267,104	30.7	3	(x)	(x)	(x)
5	884,808	2,563,106	34.5	3	621,487	1,669,668	37.2
6	1,729,609	4,758,936	36.3	3	695,424	1,736,280	40.0
6	(x)	(x)	(x)	1	(x)	(x)	(x)
4	762,471	2,388,932	31.9	4	(x)	(x)	(x)
3	(x)	(x)	(x)	2	(x)	(x)	(x)
5	741,247	3,298,896	22.5	-	-	-	-
5	(x)	(x)	(x)	-	-	-	-
2	(x)	(x)	(x)	1	(x)	(x)	(x)
4	(x)	(x)	(x)	1	(x)	(x)	(x)
3	(x)	(x)	(x)	-	-	-	-

(x) Figures withheld to avoid disclosing individual operations.

Table 9.-Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations
and Number of Days on which such Presentations were Shown, by Provinces, 1937.

Province	Stage Presentations with Motion Picture Programs				Stage Presentations Without Motion Picture Programs (Professional)	
	Amateur		Professional			
	No. of Theatres	No. of Days	No. of Theatres	No. of Days	No. of Theatres	No. of Days
CANADA	108	1,104	141	4,389	38	374
Prince Edward Island	-	-	1	6	-	-
Nova Scotia	9	84	12	163	2	3
New Brunswick	1	52	6	18	2	2
Quebec	31	325	32	1,919	11	59
Ontario	29	417	56	1,048	3	116
Manitoba	6	21	11	547	2	142
Saskatchewan	12	27	9	27	5	25
Alberta	14	147	4	73	10	18
British Columbia	6	31	10	588	3	9

Note: Since some theatres presented stage shows under two or all three of the classifications mentioned above, the number of theatres shown in the three columns are not mutually exclusive.

Table 10.--Motion Picture Theatres Classified According to Date of Original Construction, by Economic Divisions, 1937.

Economic Division	Date of Original Construction	Theatres		Receipts		Value of Land, Buildings and Equipment		Average Value per Theatre
		Number	%	Amount	%	Amount	%	
CANADA, Total	-	1,047	100.0	\$ 32,499,300	100.0	\$ 67,538,400	100.0	\$ 64,506
	1937	68	6.5	880,600	2.7	2,765,900	4.1	40,675
	1936	41	3.9	849,500	2.6	1,494,300	2.2	36,446
	1935	24	2.3	521,800	1.6	695,900	1.0	28,995
	1934	29	2.8	456,600	1.4	688,600	1.0	23,744
	1930 - 1933	84	8.0	2,038,200	6.3	4,198,000	6.2	49,976
	1925 - 1929	183	17.5	5,226,900	16.1	11,850,000	17.5	64,754
	1920 - 1924	172	16.4	7,297,500	22.5	16,633,900	24.6	96,708
	Before 1920	446	42.6	15,228,200	46.8	29,211,800	43.4	65,497
Maritime Provinces, Total	-	92	100.0	2,230,200	100.0	4,011,600	100.0	43,604
	1937)							
	1936)	7	7.6	80,300	3.6	205,800	5.1	29,400
	1935)							
	1934	6	6.5	102,600	4.6	163,500	4.1	27,250
	1930 - 1933	5	5.4	111,000	5.0	131,300	3.3	26,260
	1925 - 1929	13	14.1	357,700	16.0	1,381,100	34.4	106,238
	1920 - 1924	23	25.0	503,100	22.5	745,000	18.6	32,391
	Before 1920	38	41.4	1,075,500	48.3	1,384,900	34.5	36,444
Quebec, Total	-	166	100.0	6,749,700	100.0	15,735,400	100.0	94,791
	1937	15	9.0	363,900	5.4	1,021,700	6.5	68,113
	1936	8	4.8	42,200	.6	132,200	.8	16,525
	1935)							
	1934)	6	3.6	41,300	.6	118,700	.8	19,783
	1930 - 1933	9	5.4	183,600	2.7	499,300	3.2	55,477
	1925 - 1929	29	17.5	1,103,900	16.4	2,360,500	15.0	81,396
	1920 - 1924	19	11.5	1,445,300	21.4	3,280,400	20.8	172,652
	Before 1920	80	48.2	3,569,500	52.9	8,322,600	52.9	104,032

(Continued on Page 20)

Table 10.—Motion Picture Theatres Classified According to Date of Original
Construction, by Economic Divisions, 1937--(Cont'd.)

Economic Division	Date of Original Con- struction	Theatres		Receipts		Value of Land, Buildings and Equipment		Average Value per Theatre
		Number	%	Amount	%	Amount	%	
Ontario, Total	-	349	100.0	\$ 14,457,000	100.0	\$ 29,549,100	100.0	\$ 84,667
	1937	24	6.9	404,400	2.8	1,420,100	4.8	59,170
	1936	11	3.2	509,300	3.5	816,700	2.8	74,245
	1935	7	2.0	364,600	2.5	446,500	1.5	63,785
	1934	8	2.3	288,400	2.0	391,800	1.3	48,975
	1930 - 1933	35	10.0	1,189,500	8.2	2,567,500	8.7	75,357
	1925 - 1929	64	18.3	2,169,200	15.1	4,859,600	16.4	75,931
	1920 - 1924	61	17.5	3,461,300	23.9	7,514,700	25.4	123,191
	Before 1920	139	39.8	6,070,300	42.0	11,532,200	39.0	82,965
Prairie Provinces, Total	-	340	100.0	\$ 5,427,400	100.0	\$ 11,437,600	100.0	\$ 33,640
	1937	26	7.6	84,700	1.6	245,400	2.1	9,438
	1936	13	3.8	128,600	2.4	256,600	2.2	19,738
	1935	8	2.4	67,500	1.2	74,000	.7	9,250
	1934	9	2.6	15,000	.3	36,400	.3	4,044
	1930 - 1933	28	8.2	415,800	7.6	829,600	7.3	29,628
	1925 - 1929	59	17.4	813,700	15.0	1,676,500	14.7	28,415
	1920 - 1924	50	14.8	992,300	18.3	3,242,100	28.3	64,842
	Before 1920	147	43.2	2,909,800	53.6	5,077,000	44.4	34,537
British Columbia, Total	-	100	100.0	\$ 3,635,000	100.0	\$ 6,804,700	100.0	\$ 68,047
	1937)	7	7.0	124,400	3.4	207,300	3.0	29,614
	1936)							
	1935)	7	7.0	91,300	2.5	108,000	1.6	15,428
	1934)							
	1930 - 1933	7	7.0	138,300	3.8	170,300	2.5	24,328
	1925 - 1929	18	18.0	782,400	21.5	1,572,300	23.2	87,350
	1920 - 1924	19	19.0	895,500	24.7	1,851,700	27.2	97,457
	Before 1920	42	42.0	1,603,100	44.1	2,895,100	42.5	68,930

Table 11.--Motion Picture Theatres Classified According to Date of Original Construction and Year of Latest Remodelling, Canada, 1937.

Date of Original Construction	All Theatres	Year of Latest Remodelling -							
		Not Remodelled	1937	1936	1935	1934	1930-1933	1925-1929	Before 1925
Total	1,047	600	118	96	46	39	89	49	10
1934 - 1937	162	158	2	2	-	-	-	-	-
1930 - 1933	84	66	7	8	1	1	1	-	-
1925 - 1929	183	112	29	16	11	8	7	-	-
1920 - 1924	172	87	29	21	7	8	16	4	-
1915 - 1919	180	85	21	22	9	9	20	14	-
1910 - 1914	210	76	24	21	16	12	30	23	8
Before 1910	56	16	6	6	2	1	15	8	2

Table 12.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1937.

Year	Number of Exchanges	Number of Employees		Salaries and Wages	Receipts
		Male	Female		
				\$	\$
1930	59	372	291	1,074,700	9,046,300
1933	59	331	243	855,800	6,127,700
1934	60	344	230	923,400	6,692,900
1935	61	358	249	953,700	6,976,100
1936 (1)	66	377	265	1,011,200	7,590,100
1937	63	380	256	1,062,900	8,579,000

(1) Revised.

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 1937.

Prince Edward Island

Charlottetown	- Capitol	Montague	- McLean's
"	- Prince Edward	Summerside	- Capitol

Nova Scotia

Amherst	- Capitol	Kentville	- Capitol
Annapolis Royal	- King's	Liverpool	- Astor
Antigonish	- Capitol	Lockeport	- Hayden
Barrington Passage	- Goudey	Lunenburg	- Capitol
Berwick	- Bligh's	Middleton	- Capitol
Bridgetown	- Strand	New Glasgow	- Academy
Bridgewater	- Capitol	" "	- Roseland
Canso	- Ideal	New Waterford	- Majestic
Chester	- Strand	North Sydney	- Rivoli
Clark's Harbour	- Vimy	Parrsboro	- Community
Dartmouth	- Capitol	Pictou	- Capitol
"	- Dundas	River Hebert	- Palace
"	- Royal	Shelburne	- Magnet
Digby	- Bijou	Springhill	- Capitol
Dominion	- Royal	Stellarton	- Jubilee
Freeport	- New Era	Sydney	- Capitol
Glace Bay	- Russell	"	- Casino
"	- Savoy	"	- Strand
Halifax	- Capitol	Sydney Mines	- Strand
"	- Casino	Tiverton	- Tiverton
"	- Community	Truro	- Capitol
"	- Family	"	- Strand
"	- Gaiety	Westville	- Roxy
"	- Garrick	Weymouth	- Community
"	- Orpheus	Windsor	- Imperial
"	- Oxford	Wolfville	- Orpheum
Inverness	- Palace	Yarmouth	- Majestic

New Brunswick

Bathurst	- Opera House	McAdam	- Capitol
Campbellton	- Capitol	Marysville	- Lyric
Chatham	- Capitol	Minto	- Gaiety
Chipman	- Chipman	Moncton	- Capitol
Dalhousie	- Capitol	"	- Empress
Edmundston	- Casino	"	- Imperial
"	- Star	Newcastle	- Opera House
Fairville	- Gaiety	Plaster Rock	- Community Hall
Fredericton	- Capitol	St. Andrews	- Marina
"	- Gaiety	St. George	- Opera House
Grand Falls	- Opera House	St. John	- Capitol
Grand Manan	- Happy Hour	" "	- Community
Hartland	- Neighbourhood	" "	- Empire

New Brunswick--(Cont'd.) -

St. John	- Mayfair	St. Stephen	- Queen
" "	- Princess	Sackville	- Imperial
" "	- Regent	Sussex	- Strand
" "	- Strand	Woodstock	- Capitol

Quebec

Amos	- Royal	Montreal	- Canada
"	- Salle Paroissiale	"	- Canadien
Asbestos	- Asbestos	"	- Capitol
Aylmer	- Pix	"	- Cartier
Beauharnois	- Ideal	"	- Centre
Bedford	- Bedford	"	- Century
Bienville	- Academie de Musique	"	- Chateau
Bourlamaque	- Capitol	"	- Cinema de Paris
Brownsburg	- Capitol	"	- Corona
Buckingham	- Oasis	"	- Crystal Palace
"	- Scala	"	- Dominion
Chateauguay	- Alamo	"	- Electra
Chicoutimi	- Capitol	"	- Empire
Coaticook	- Rivoli	"	- Empress
Cowansville	- Princess	" (Lachine)	- Empress
Dolbeau	- Imperial	"	- Fairyland
Drummondville	- Capitol	" (Verdun)	- Fifth Avenue
"	- Drummond	"	- Francais
"	- Rialto	"	- Granada
Duparquet	- Beattie Athletic	"	- His Majesty's
East Angus	- Royal	"	- Hollywood
Farnham	- Rialto	"	- Imperial
Granby	- Cartier	"	- King Edward
"	- Palace	"	- Laval
Grand Mere	- National	"	- Lido
Hull	- Cartier	"	- Loew's
"	- Laurier	"	- Lord Nelson
Huntingdon	- O'Connor	"	- Maisonneuve
Joliette	- Passe Temps	"	- Majestic
Jonquiere	- Salle Empire	"	- Mayfair
Lachute	- Rex	"	- Midway
Lac Megantic	- Bijou	"	- Monkland
La Tuque	- Empire	"	- Mount Royal
Levis	- Cinema de Levis	"	- National
Longueuil	- Radio	"	- Orleans
Louisville	- Le Parisien	"	- Orpheum
Magog	- Cinema de Paris	"	- Outremont
"	- Wonderland	"	- Palace
Maniwaki	- Plaza	"	- Papineau
Marieville	- National	" (Verdun)	- Park
Matane	- Salle Nationale	"	- Passe-Temps
Mont Joli	- Cinema de Mont-Joli	"	- Perron Hall
Montreal	- Amherst	"	- Plaza
"	- Arcade	"	- Princess
"	- Beaubien	"	- Regent
"	- Belmont	"	- Rex
"	- Broadway	"	- Rialto
"	- Cameo	"	- Rivoli

Quebec--(Cont'd.)

Montreal	- Rosemont	Rouyn	- Alexander Hall
"	- Royal Alexandra	"	- Rouyn
"	- St. Denis	St. Agathe	- Roxy
"	- Seville	St. Agathe des Monts-	Alhambra
"	- Snowdon	St. Anne de Bellevue-	Rex
"	- Star	St. Georges East	- St. Georges
"	- Starland	St. Hyacinthe	- Corona
"	- Stella	" "	- Maska
"	- Strand	St. Jerome	- Rex
"	- System	St. Johns	- Capitol
" (Verdun)	- Verdun Palace	St. John	- Imperial
"	- Westmount	St. Joseph d'Alma	- Alma
Mont Laurier	- Cinema Mont Laurier	St. Lambert	- Astor
New Carlisle	- Salle Stella	" "	- Victoria
Noranda	- Noranda	Ste. Marie de Beauce	- Salle Bellevue
Pointe au Pic	- Casino	St. Therese de Blainville	- Roxy
Pointe Gatineau	- Regent	Senneterre	- Senneterre
Port Alfred	- Chateau	Shawinigan Falls	- Auditorium
Quebec City	- Arlequin	" "	- Roxy
" "	- Canadian	Sherbrooke	- Cinema de Paris
" "	- Capitol	"	- Granada
" "	- Cartier	"	- Premier
" "	- Cinema de Paris	Sorel	- Eden
" "	- Classic	Terrebonne	- Salle Poitras
" "	- Empire	Thetford Mines	- Elite
" "	- Francais	Three Rivers	- Capitol
" "	- Princess	" "	- Cinema de Paris
" "	- Rialto	" "	- Imperial
" "	- Victoria	" "	- Rialto
Rawdon	- Copping	Valdor	- Palace
Richmond	- Richmond	"	- Princess
Rigaud	- Vimy	Valleyfield	- Royal
Rimouski	- Le Bon	Victoriaville	- Victoria
Riviere du Loup	- Princess	Waterloo	- Starland
Rock Island	- Border	Windsor Mills	- Regent

Ontario

Acton	- Gregory	Blind River	- Palace
Almonte	- O'Brien	Bowmanville	- Royal
Amherstburg	- Liberty	Bracebridge	- Strand
Ansonville	- Empire	Bradford	- Holland
Arnprior	- O'Brien	Brampton	- Capitol
Aurora	- Royal	Brantford	- Brant
Aylmer	- Capitol	"	- Capitol
Barrie	- Capitol	"	- Esquire
"	- Imperial	Brockville	- Capitol
"	- Roxy	Burlington	- Hume
Beardmore	- Roxy	Caledonia	- Andrea
Belleville	- Belle	Campbellford	- Hollywood
"	- Capitol	Cannington	- Aldersey
Blenheim	- Temple	Capreol	- Audion

Ontario--(Cont'd.) -

Cardinal	- Savoy	Hamilton	- Palace
Carleton Place	- Star	"	- Playhouse
Chapleau	- Regent	"	- Queen's
Chatham	- Capitol	"	- Regent
Chatham	- Granada	"	- Royal
Chesterville	- Community	"	- Savoy
Clinton	- Roxy	"	- Strand
Cobalt	- Classic	"	- Tivoli
Cobourg	- Capitol	"	- Westdale
Cochrane	- Empire	Hanover	- Paramount
Collingwood	- Gayety	Harriston	- Queens
"	- Regent	Hawkesbury	- Ottawan
Cornwall	- Capitol	Hearst	- New Royal
"	- Palace	Hespeler	- Queens
Creighton Mines	- Regent	Hornepayne	- Lyric
Delhi	- Capitol	Huntsville	- King George
Dresden	- Majestic	Ingersoll	- Maitland
Dryden	- Strand	Kapuskasing	- Community Club
Dundas	- Majestic	Kenora	- Bijou
Dunnville	- Granada	"	- Derry's Palace
Englehart	- Palace	Kincardine	- Capitol
Espanola	- Princess	Kingston	- Capitol
Essex	- Rio	"	- Tivoli
Exeter	- Leavitt's	Kingsville	- Roxy
Fergus	- Grand	Kirkland Lake	- Capitol
Forest	- Kineto	Kirkland Lake	- Strand
Fort Erie North	- Bellard	" "	- Uptown
Fort Frances	- Royal	Kitchener	- Capitol
Fort William	- Orpheum	"	- College
" "	- Royal	"	- Lyric
Galt	- Capitol	Leamington	- Capitol
Gananoque	- Delaney	Leaside	- Bayview
Georgetown	- Gregory	Levack	- Rio
Geraldton	- Strand	Lindsay	- Academy
Goderich	- Capitol	"	- Kent
Gore Bay	- Community Hall	Listowel	- Princess
Gravenhurst	- Muskoka	Little Current	- Princess
Grimsby	- Moore's	London	- Capitol
Guelph	- Capitol	"	- Centre
"	- Royal	"	- Elmwood
Hagersville	- Regah	"	- Grand
Hallville	- Community Hall	"	- Loew's
Hamilton	- Capitol	"	- Palace
"	- Delta	"	- Patricia
"	- Empire	"	- Rex
"	- Granada	Long Branch	- Royal
"	- Gregory	McKenzie Island	- Island
"	- Kenilworth	Matachewan	- Palace
"	- Kenmore	Meaford	- Capitol
"	- Lyceum	Midland	- Capitol
"	- Lyric	Milton	- Princess
"	- Main	Mimico	- Rex

Ontario--(Cont'd.)

Morrisburg	- Cameo	Red Lake	- Cabin
Mount Dennis	- Mount Dennis	Renfrew	- O'Brien
Mount Forest	- Roxy	Ridgetown	- Palace
Napanee	- Granada	St. Catharines	- Capitol
New Hamburg	- Regent	" "	- Granada
New Liskeard	- Empire	St. Mary's	- Lyric
Newmarket	- Palace	St. Thomas	- Capitol
New Toronto	- Capitol	" "	- Columbia
Niagara Falls	- Capitol	" "	- Granada
" "	- Hollywood	Sarnia	- Capitol
North Bay	- Capitol	"	- Imperial
North Bay	- Royal	Sault Ste Marie	- Algoma
Oakville	- Gregory	" " "	- Princess
Orangeville	- Uptown	Schumacher	- Mascioli's
Orillia	- Opera House	Seaforth	- Regent
"	- Princess	Simcoe	- Capitol
Oshawa	- Mark's	"	- Lyric
"	- Regent	Sioux Lookout	- Mayfair
Ottawa	- Avalon	Smith's Falls	- Capitol
"	- Capitol	Smooth Rock Falls	- Falls Hall
"	- Centre	South Porcupine	- Mascioli's
"	- Elgin	Stirling	- Stirling
"	- Francais	Stratford	- Classic
"	- Imperial	"	- Majestic
"	- Mayfair	Strathroy	- King
"	- Nola	Sturgeon Falls	- Regent
"	- Regent	Sudbury	- Capitol
"	- Remy	"	- Grand
"	- Rialto	"	- Regent
"	- Rideau	Sutton West	- Simcoe
"	- Victoria	Thessalon	- Empire
Owen Sound	- Classic	Thorold	- Tivoli
" "	- Savoy	Tilbury	- Plaza
Paris	- Capitol	Tillsonburg	- Capitol
Parry Sound	- Royal	Timmins	- Goldfields
Pembroke	- O'Brien	"	- Palace
Penetanguishene	- Esquire	Toronto	- Academy
Perth	- Perth	"	- Adelphi
Peterborough	- Capitol	"	- Alhambra
"	- Regent	"	- Allenby
Petrolia	- Iroquois	"	- Apollo
Picton	- Regent	"	- Arcadian
Port Arthur	- Colonial	"	- Aster
" "	- Lyceum	"	- Avalon
Port Carling	- Island Park	"	- Beach
Port Colborne	- Strand	"	- Beaver
Port Credit	- Vogue	"	- Bedford
Port Dover	- Gem	"	- Bellevue
Port Elgin	- Elgin	"	- Belsize
Port Hope	- Capitol	"	- Beverly
Preston	- Park	"	- Bloor
Rainy River	- Gaiety	"	- Bloordale

Ontario--(Cont'd.)

Toronto	- Bluebell	Toronto	- Madison
"	- Bonita	"	- Major Rogers Road
"	- Brighton	"	- Major St. Clair
"	- Broadview	"	- Mayfair
"	- Broadway	"	- National
"	- Brock	"	- New Strand
"	- Cameo	"	- Oakwood
"	- Capitol	"	- Odeon
"	- Carlton	"	- Oriole
"	- Casino	"	- Orpheum
"	- Century	"	- Oxford
"	- Chateau	"	- Palace
"	- Christie	"	- Paradise
"	- Circle	"	- Paramount
"	- Classic	"	- Parkdale
"	- College	"	- Parliament
"	- College Playhouse	"	- Photodrome
"	- Community	"	- Pickford
"	- Crescent	"	- Prince of Wales
"	- Crown	"	- Queen
"	- Doric	"	- Radio City
"	- Duchess	"	- Regent
"	- Eastwood	"	- Revue
"	- Eclipse	"	- Rex
"	- Eglinton	"	- Rialto
"	- Embassy	"	- Royal
"	- Family	"	- Royal Alexandra
"	- Fox	"	- Royal George
"	- Garden	"	- Royce
"	- Gerrard	"	- Runnymede
"	- Granada	"	- St. Clair
"	- Grant	"	- Scarboro
"	- Grover	"	- Tivoli
"	- Guild	"	- Ukrainian Temple
"	- Hillcrest	"	- Uptown
"	- Hippodrome	" (Forest Hill)	- Village
"	- Hollywood	"	- York
"	- Hudson	Trenton	- Capitol
"	- Ideal	"	- Trent
"	- Imperial	Tweed	- Tweed
"	- Iola	Uxbridge	- Strand
"	- Kenwood	Walkerton	- Rienville
"	- King	Wallaceburg	- Capitol
"	- King's Playhouse	Waterloo	- Waterloo
"	- Kingswood	Welland	- Capitol
"	- Kum C	Weston	- Weston
"	- Lansdowne	Whitby	- Brock
"	- La Plaza	Warton	- Berford
"	- La Reta	Williamsburg	- Picadilly
"	- Liberty	Windsor	- Capitol
"	- Loew's	"	- Empire
"	- Lyndhurst	"	- Palace

Ontario--(Cont'd.)

Windsor	Regent	Wingham	Lyceum
"	Royal	Woodstock	Capitol
"	Temple	"	Princess
"	Tivoli	"	Royal
"	Vanity		

Manitoba

Binscarth	Bourget's	Transcona	Transcona
Birtle	Savoy	Treherne	Legion
Bissett	Rice Lake	Virden	Auditorium
Boissevain	Victoria	Wadhope	Wadhope
Bowsman	Happyland	Wasagaming	Park
Brandon	Capitol	Waskada	Brenda
"	Oak	Winnipeg	Arlington
"	Strand	"	Beacon
Carman	Memorial	"	Bijou
Chrystal City	Roxy	"	Capitol
Dauphin	Dauphin	" (St. James)	Classic
"	Gay	"	College
Deloraine	Jubilee	"	Colonial
Elkhorn	McLeod's	"	Corona
Emerson	De Luxe	"	Crescent
Flin Flon	Northland	"	De Luxe
" "	Rex	"	Dominion
Gilbert Plains	Orland	"	Elm
Gladstone	Revilo	"	Fox
Glenboro	Roxy	"	Furby
Grandview	Orland	"	Gaiety
Killarney	Lyceum	"	Garrick
Manitou	Kino	" (St. James)	King's
Melita	Melita	"	Leland
Minnedosa	Lyric	"	Lyceum
Morden	Starland	"	Mac's
Morris	Princess	"	Metropolitan
Neepawa	Roxy	"	Orpheum
Norwood	Plaza	"	Osborne
Pine Falls	Chateau	"	Palace
Portage la Prairie	Elite	"	Park
" " "	Playhouse	"	Playhouse
Rivers	Wagar	"	Province
Roblin	Lyric	"	Regent
St. Boniface	Baddow	"	Rialto
St. Claude	St. Claude	"	Rose
St. Vital	Onyx	" (East Kildonan)	Roxy
" "	Windsor	"	Starland
Selkirk	Central	"	Times
Sherridon	Roxy	"	Tivoli
Shoal Lake	Shoal Lake	"	Tower
Somerset	Lorne Central	"	Uptown
Souris	Avalon	"	Wonderland
Stonewall	Noton's	Winnipeg Beach	Beach
Swan River	Palace	Winnipegosis	Rex

Saskatchewan

Arborfield	- Rocklin	Limerick	- Palace
Arcola	- Princess	Lintlaw	- Municipal
Assiniboia	- Olympia	Lloydminster	- Empress
Balcarres	- Arcadia	Lucky Lake	- Mirror
Bengough	- Bengough	Luseland	- Luseland Community
Bienfait	- Legion	Macklin	- Community Hall
Big River	- Big River	Maidstone	- Maidstone
Biggar	- Majestic	Maple Creek	- Grand
Birch Hills	- Municipal	Melfort	- Grand
Broadview	- S. O. E.	Melville	- Princess
Cabri	- Rex	Meyronne	- Municipal
Canora	- Royal	Moose Jaw	- Capitol
Carlyle	- Community Hall	" "	- Orpheum
Climax	- Community	" "	- Royal
Conquest	- Coliseum	Moosomin	- Lyric
Craik	- Pallas	Morse	- Morse Town Hall
Cut Knife	- Cut Knife	Mossbank	- Rose
Davidson	- Pallas	Naicam	- Community
Dinsmore	- Gaiety	Neilburg	- Community
Dodsland	- Dodsland	Nipawin	- Orpheum
East End	- Pastime	Nokomis	- Nokomis
Eatonia	- Frank's	Norquay	- Norquay
Elrose	- Elrose	North Battleford	- Empress
Esterhazy	- Community	Outlook	- Lyric
Estevan	- Orpheum	Oxbow	- Palladium
Eston	- Eston	Pelly	- Pelly Memorial
Foam Lake	- Foam Lake	Perdue	- Onyx
Fort Qu'Appelle	- Dick's	Plato	- Plato Community
Goldfields	- Bay	Ponteix	- De Lux
Govan	- Pastime	Prince Albert	- Orpheum
Gravelbourg	- Legion	Prince Albert	- Strand
Grenfell	- Windsor	Punnichy	- Planchet's
Gull Lake	- Lyceum	Radisson	- Town Hall
Herbert	- Municipal	Radville	- Princess
Hodgeville	- Myers	Raymore	- Raymore
Hudson's Bay Junction	- Legion	Regina	- Capitol
Humboldt	- Lux	"	- Grand
Indian Head	- Auditorium	"	- Metropolitan
Ituna	- Municipal	"	- Rex
Kamsack	- Elite	"	- Roxy
Kelliher	- Community	Riverhurst	- Hollywood
Kelvington	- Legion	Rosetown	- Unique
Kerrobert	- Orpheum	Rose Valley	- Pioneer
Kindersley	- Rex	Saskatoon	- Capitol
Kinistino	- Marlowe's	"	- Daylight
Kipling	- Kipling	"	- Ritz
Kyle	- Kyle	"	- Roxy
Langenburg	- Capitol	"	- Tivoli
Lashburn	- Community Hall	Semans	- Coliseum
Leader	- Star	Shaunavon	- Plaza
Leask	- Marks	Shellbrook	- Shellbrook
Lemberg	- Lemberg Community	Speers	- Scott's

Saskatchewan--(Cont'd.)

Star City	-	Roxy	Watson	-	Star
Swift Current	-	Eagle	Weyburn	-	Hi-Art
" "	-	Lyric	White Fox	-	Ladysmith Hall
Tessier	-	Community	Whitewood	-	Rex
Tisdale	-	Falkon	Wilkie	-	Marnel
Unity	-	Star	Wolseley	-	Savoy
Viscount	-	Community	Wynyard	-	Legion
Wadena	-	G.W.V.A. Hall	Yorkton	-	Roxy
Wapella	-	Municipal	Young	-	Young
Watrous	-	Roxy			

Alberta

Acme	-	McInnis	Dewberry	-	Community
Alix	-	Legion	Didsbury	-	Opera House
Alliance	-	Elks	Donalda	-	I.O.O.F. Hall
Andrew	-	Andrew	Drumheller	-	Napier
Athabaska	-	Parker	Duchess	-	Duchess
Banff	-	Lux	East Coulee	-	Star
Barrhead	-	U.F.A.	Eckville	-	Eckville
Bashaw	-	Lyric	Edgerton	-	Edgerton
Bellevue	-	Cole's	Edmonton	-	Avenue
Bentley	-	Community	"	-	Capitol
Big Valley	-	Lyceum	"	-	Dreamland
Blairmore	-	Orpheum	"	-	Empress
Brooks	-	Gayety	"	-	Gem
Burdett	-	Community	"	-	Princess
Cadomin	-	Cadomin	"	-	Rialto
Calgary	-	Capitol	"	-	Strand
"	-	Crescent	Edson	-	New Edson
"	-	Empress	Elnora	-	Community
"	-	Garry	Fairview	-	Gem
"	-	Isis	Foremost	-	Midland
"	-	Kinema	Forestburg	-	Crillion
"	-	Palace	Fort McMurray	-	Fort
"	-	Plaza	Galahad	-	Community
"	-	Strand	Gleichen	-	Community
"	-	Tivoli	Grande Prairie	-	Capitol
"	-	Variety	Granum	-	Starland
Camrose	-	Bailey	Hanna	-	Capitol
Canmore	-	Opera House	Hardisty	-	Kiefer's
Carbon	-	Carbon	High River	-	Wales
Cardston	-	Palace	Hillcrest	-	Cole's
Castor	-	Pekin Hall	Holden	-	Community
Champion	-	Champion	Hughendon	-	Recreation
Chauvin	-	Chauvin	Innisfail	-	Royal
Claresholm	-	Rex	Innisfree	-	Innisfree
Clive	-	Community	Irma	-	Kiefer's
Coal Valley	-	Community	Jasper	-	Chaba
Coleman	-	Palace	Lacombe	-	Avalon
Consort	-	Village	Lamont	-	Lamont
Delburne	-	Opera House	Leduc	-	Telford

Alberta--(Cont'd.)

Lethbridge	- Capitol	Raymond	- Capitol
"	- Roxy	Red Deer	- Crescent
Luscar	- Luscar	Rimbey	- Town Hall
Macleod	- Empress	Rocky Mountain House	- Roxy
Magrath	- Empress	St. Paul	- Elite
Mannville	- Orange	Sedgewick	- Sedgewick
Marwayne	- Marwayne	Sexsmith	- Grand
Mayorthorpe	- Mayorthorpe	Stettler	- Stettler
Medicine Hat	- Monarch	Strathmore	- Hirtle's
"	- Roxy	Sylvan Lake	- Uptown
Mirror	- Grand	Taber	- Rex
Morinville	- Parish Hall	Three Hills	- Lyric
Mountain Park	- Mountain Park	Trochu	- Strohmaire's
Mundare	- National	Turner Valley	- Mountain View
Myrnam	- Myrnam	"	- Valley
Nanton	- Elkland	Two Hills	- Recreation
Nordegg	- Empress	Vegreville	- Vimy
Okotoks	- Municipal	Vermilion	- Columbia
Olds	- Mayfair	Viking	- Elks
Paradise Valley	- Valley	Wainwright	- Elite
Peace River	- Boyd	Wayne	- Rex
Picture Butte	- Melody	Westlock	- U.F.A.
Pincher Creek	- Opera House	Wetaskiwin	- Audien
Ponoka	- Empress	Willingdon	- Willingdon
Provost	- Royal		

British Columbia

Abbotsford	- Abbotsford	Langley Prairie	- Langley
Armstrong	- Star	Merritt	- Rex
Ashcroft	- Ash	Michel	- Opera House
Athalmer	- Athalmer	Mission City	- Victory
Atlin	- Globe	Namaimo	- Capitol
Bralorne	- Community	"	- Strand
Britannia Beach	- Tunnel Hall	Natal	- Opera House
Chilliwack	- Strand	Nelson	- Capitol
Courtenay	- Bickle	New Westminster	- Columbia
Cranbrook	- Star	" "	- Edison
Creston	- Grand	" "	- Westminster
Cumberland	- Ilo Ilo	North Vancouver	- Lonsdale
Dawson Creek	- Carlsania	Oak Bay	- Oak Bay
Duncan	- Capitol	Ocean Falls	- Pacific Mills
Fernie	- Orpheum	Oliver	- Oliver
Grand Forks	- Granada	Penticton	- Capitol
Hedley	- Community	Port Alberni	- Capitol
Haney	- Haney	" "	- Port
Hollyburn	- Hollyburn	Port Alice	- Port Alice
Kamloops	- Capitol	Powell River	- Patricia
Kelowna	- Empress	Premier	- Community
Kimberley	- Orpheum	Prince George	- Strand
Ladner	- Ladner	Prince Rupert	- Capitol
Ladysmith	- Rialto	Princeton	- Capitol

British Columbia--(Cont'd.) -

Quesnel	- Rex	Vancouver	- Marpole
Revelstoke	- Province	"	- Music Box
Rock Bay	- Rock Bay	"	- Orpheum
Rossland	- Capitol	"	- Plaza
Salmon Arm	- Rex	"	- Princess
Sointula	- Opera House	"	- Regent
Squamish	- Squamish	"	- Rex
Stewart	- Opera House	"	- Royal
Trail	- Liberty	"	- Stanley
"	- Rialto	"	- Star
Vancouver	- Alma	"	- Strand
"	- Beacon	"	- Victoria
"	- Broadway	"	- Windsor
"	- Capitol	Vernon	- Empress
"	- Colonial	Victoria	- Atlas
"	- Dominion	"	- Capitol
"	- Dunbar	"	- Columbia
"	- Fairview	"	- Dominion
"	- Fraser	"	- Plaza
"	- Globe	"	- Royal
"	- Grandview	Wells	- Sunset
"	- Hollywood	West Summerland	- Rialto
"	- Kerrisdale	Westview	- Roxy
"	- Kingsway	Williams Lake	- Oliver
"	- Kitsilano	Wingdam	- Wingdam
"	- Lyric		

Yukon

Dawson City - Family

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