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Published by Authority of the Hon. James A. MacKINNON, M.P.
Minister of Trade and Commerce.

CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE THEATRES

IN CANADA

1940



OTTAWA
1942

Price 25 cents

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1940

Summary

Admissions to motion picture theatres in Canada exceeded one and one-half millions in 1940 while box office receipts, exclusive of amusement taxes, reached a total of almost \$38,000,000, according to final results of the annual survey of motion picture theatres made by the Internal Trade Branch of the Dominion Bureau of Statistics. Per capita expenditure at motion picture houses stood at \$3.35 for 1940 compared with \$3.03 for 1939, \$3.02 for 1938 and \$3.77 for 1930, the earliest year for which figures are available. There were altogether 1,232 motion picture theatres in Canada in 1940 and these had a total of 152,137,277 admissions for the year with box office receipts of \$37,858,955, up 10 per cent in number of admissions and 11 per cent in receipts compared with 1939.

All provinces reported gains in admissions and receipts over 1939, a marked increase in the city of Halifax producing a gain for the Province of Nova Scotia considerably in excess of those recorded for other provinces. Percentage increases in box office receipts over 1939 for the various provinces are as follows: Nova Scotia, 29 per cent; New Brunswick, 21 per cent; Ontario, 14 per cent; Saskatchewan, 11 per cent; Alberta, 9 per cent; Manitoba, 8 per cent; Quebec, 7 per cent; British Columbia, 6 per cent; and Prince Edward Island, 2 per cent.

Nine theatres in Halifax had 2,767,340 admissions and \$644,979 receipts in 1940, up 38 per cent in number of admissions and 48 per cent in value of receipts compared with the preceding year. Other cities with increases in receipts amounting to 20 per cent or over together with the percentage increases over 1939 are as follows: Sydney, 27 per cent; St. John, 24 per cent; Windsor, Ontario, 24 per cent; Sudbury, 27 per cent; St. Catharines, 33 per cent; Brantford, 27 per cent; and Calgary, 27 per cent.

Potential admissions to motion picture theatres in 1940 totalled 507,139,-995. That is, this figure represents the number of admissions there would have been had there been a full house in every theatre at every performance. A comparison of this figure with the actual number of admissions or 152,137,277 indicates that 30 per cent of the seating capacity was utilized on the average at each performance. The corresponding ratio for 1939 was 27 per cent. The ratio for 1940 varied considerably for different provinces, ranging from 22 per cent in Prince Edward Island to 33 per cent in Ontario. Ratios computed for some of the larger cities show 37 per cent for Toronto, 26 per cent for Montreal, 26 per cent for Winnipeg, 32 per cent for Vancouver,

35 per cent for Hamilton, 30 per cent for Ottawa, 38 per cent for Quebec, 29 per cent for Edmonton, 33 per cent for Calgary, 30 per cent for Halifax, 30 per cent for Windsor, and 27 per cent for London.

The relative proportions of single and double feature performances shown in 1940 varied but little from the previous year. Single feature performances formed 37 per cent of the total number while double feature programs made up the remaining 63 per cent. The proportion of double feature programs to the total was lowest in Prince Edward Island at 5 per cent and was highest in Quebec province at 83 per cent. Double feature programs formed 67 per cent of the total number shown in both Ontario and British Columbia, 63 per cent in Manitoba, 50 per cent in New Brunswick, 46 per cent in Alberta, 44 per cent in Nova Scotia, and 25 per cent in Saskatchewan.

Itinerant operators numbered 94 in 1940. Nine of these used 35 m.m. equipment, operated for a total of 769 days and had 69,878 admissions and \$18,567 receipts. The remaining 85 used 16 m.m. equipment, operated a total of 9,405 days and had 680,054 admissions and \$159,346 receipts.

Reports secured from 72 film exchanges engaged in supplying films to the theatres show total receipts for 1940 of \$11,880,895, of which \$11,445,167 represents the rental of films, \$385,504 represents revenue from advertising and \$50,224 represents receipts from other sources.

Per Capita Expenditure on Motion-Picture Entertainment,
Canada and the Provinces, 1930 and 1933-1940

(Exclusive of amusement taxes)

Province	1930	1933	1934	(1) 1935	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940
CANADA	3.77	2.33	2.36	2.50	2.70	2.93	3.02	3.03	3.35
Prince Edward Island	2.14	0.96	0.96	1.04	1.15	1.23	1.20	1.23	1.26
Nova Scotia	3.53	1.79	1.84	2.09	2.27	2.41	2.47	2.59	3.27
New Brunswick	2.69	1.33	1.41	1.64	1.78	1.86	1.95	1.84	2.21
Quebec	2.94	1.86	1.80	1.91	2.02	2.15	2.17	2.19	2.30
Ontario	4.70	3.09	3.16	3.19	3.49	3.90	4.07	4.08	4.63
Manitoba	3.94	2.56	2.58	2.72	2.83	3.07	3.20	3.03	3.23
Saskatchewan	2.19	1.12	1.15	1.28	1.51	1.48	1.45	1.57	1.76
Alberta	3.28	1.92	1.85	2.21	2.33	2.44	2.53	2.61	2.80
British Columbia ...	6.05	3.52	3.71	4.15	4.31	4.82	4.81	4.83	4.98

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

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Table 1.—Motion Picture Theatre Receipts by Provinces, 1930, 1933 and 1935 to 1940

Province	Receipts(1)							
	1930 \$	1933 \$	1935 \$	1936 \$	1937 \$	1938 \$	1939 \$	1940 \$
CANADA	38,479,500	24,897,100	27,272,500	29,610,300	32,499,300	33,635,052	34,010,115	37,858,955
Prince Edward Island	188,300	85,700	90,900	103,200	110,300	108,946	112,158	114,590
Nova Scotia	1,814,500	933,300	1,100,200	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185
New Brunswick	1,093,400	556,500	704,200	775,400	821,300	861,792	826,285	995,487
Quebec	8,301,800	5,510,500	5,840,700	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058
Ontario	15,900,900	10,960,200	11,717,100	12,888,400	14,457,000	15,202,597	15,247,941	17,348,450
Manitoba	2,712,800	1,818,400	1,935,500	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801
Saskatchewan	1,977,300	1,046,600	1,152,800	1,369,300	1,351,000	1,318,435	1,433,862	1,587,380
Alberta	2,323,700	1,433,200	1,630,300	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842
British Columbia ...	4,166,800	2,552,700	3,100,800	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162

(1) Receipts given do not include amusement taxes nor receipts of itinerant shows.

Table 2.—Indexes of Motion Picture Receipts, by Provinces, 1930 to 1940
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940
CANADA	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4
Prince Edward Island .	100.0	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9
Nova Scotia	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9
New Brunswick	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0
Quebec	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2
Ontario	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1
Manitoba	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4
Saskatchewan	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3
Alberta	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0
British Columbia	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2

Table 3.—Summary of Motion Picture Statistics, 1930 to 1940

Year and Province	No. of Theatres	Receipts (1)	Paid Admissions	Employees (2)		
				Male	Female	Salaries and Wages \$
1930	910	38,479,500	-	4,641	1,502	6,946,700
1931	-	34,006,400	-	-	-	-
1932	-	28,731,300	-	-	-	-
1933	765	24,954,200	-	3,842	1,396	4,446,200
1934	799	25,280,300	107,718,000	4,251	1,362	4,289,400
1935	862	27,272,500	117,964,056	4,571	1,454	4,826,600
1936	959	29,610,300	127,441,574	4,961	1,558	4,928,700
1937	1,047	32,499,300	134,374,061	5,294	1,656	5,627,300
1938	1,133	33,635,052	137,976,052	5,422	1,826	5,666,049
1939	1,186	34,010,115	138,497,043	5,574	1,903	5,954,796
 <u>1940</u>						
CANADA	1,232	37,858,955	152,137,277	5,751	1,988	6,363,403
Prince Edward Island	6	114,590	403,773	30	9	16,748
Nova Scotia	60	1,828,185	7,730,490	270	134	255,061
New Brunswick	39	995,487	4,239,493	136	78	139,273
Quebec	190	7,490,058	31,444,246	1,137	337	1,089,531
Ontario	393	17,348,450	67,106,204	2,547	686	2,920,872
Manitoba	114	2,344,801	10,023,569	383	214	388,124
Saskatchewan	147	1,587,380	6,186,473	325	115	261,913
Alberta	159	2,183,842	8,301,586	438	95	453,688
British Columbia	124	3,966,152	16,701,443	485	320	838,193

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1939 and 1940

Province or City	Number of Theatres		Seating Capacity, 1940	Receipts (1)			Admissions			% Change	Average(2) Price, 1940
	1939	1940		1939 \$	1940 \$	% Change	1939	1940	% Change		
CANADA	1,186	1,232	676,652	34,010,115	37,858,955	+ 11.3	138,497,043	152,137,277	+ 10.0	24.9	
Prince Edward Island	6	6	2,831	112,158	114,590	+ 2.2	397,940	403,773	+ 1.5	28.4	
Nova Scotia	64	60	35,445	1,420,395	1,828,185	+ 28.7	6,204,655	7,730,490	+ 24.6	23.9	
Halifax	9	9	7,624	435,548	644,979	+ 47.9	2,011,986	2,767,340	+ 37.5	24.0	
Sydney	5	5	3,742	182,082	230,547	+ 26.6	787,834	996,458	+ 26.5	23.1	
Other Places ..	50	46	24,079	802,765	952,659	+ 18.7	3,404,835	3,966,692	+ 16.5	24.0	
New Brunswick	39	39	19,451	826,285	995,487	+ 20.5	3,699,291	4,239,493	+ 14.6	23.5	
St. John	6	6	5,315	290,280	360,863	+ 24.3	1,400,308	1,642,162	+ 17.3	22.0	
Other Places ..	33	33	14,136	536,005	634,624	+ 18.4	2,298,983	2,597,331	+ 13.0	24.4	
Quebec	172	190	124,792	7,032,678	7,490,058	+ 6.5	29,489,279	31,444,246	+ 6.6	23.8	
Montreal (3) ..	67	67	69,880	4,999,700	5,207,479	+ 4.2	21,485,377	22,100,630	+ 2.9	23.6	
Quebec	11	11	8,348	514,884	559,251	+ 8.6	2,288,973	2,588,410	+ 13.1	21.6	
Three Rivers ..	4	4	3,235	123,553	129,219	+ 4.6	503,343	534,772	+ 6.2	24.2	
Other Places ..	90	108	43,329	1,394,541	1,594,109	+ 14.3	5,211,586	6,220,434	+ 19.4	25.6	
Ontario	383	393	268,972	15,247,941	17,348,450	+ 13.8	59,686,373	67,106,204	+ 12.4	25.9	
Toronto	108	108	87,598	5,782,863	6,302,204	+ 9.0	22,726,525	24,299,961	+ 6.9	25.9	
Hamilton	18	20	18,475	947,241	1,105,418	+ 16.7	4,257,414	4,688,409	+ 10.1	23.6	
Ottawa	14	15	13,659	922,584	1,073,862	+ 16.4	3,966,787	4,430,487	+ 11.7	24.2	
London	8	8	8,109	514,047	593,749	+ 15.5	1,959,333	2,243,570	+ 14.5	26.5	
Windsor	8	8	8,456	502,088	624,501	+ 24.4	2,005,022	2,402,542	+ 19.8	26.9	
Brantford	4	4	4,062	221,959	280,702	+ 26.5	921,300	1,149,641	+ 24.8	24.4	
St. Catharines.	4	4	3,197	204,074	272,133	+ 33.4	759,275	1,084,092	+ 14.3	25.1	
Sudbury	4	4	3,863	321,946	409,500	+ 27.2	998,369	1,359,608	+ 36.2	30.1	
Other Places ..	215	222	121,553	5,831,139	6,686,381	+ 14.7	22,092,340	25,447,894	+ 15.2	26.3	

See footnotes at end of table.

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada. 1939 and 1940—(Cont'd)

Province or City	Number of Theatres		Seating Capacity, 1940	Receipts (1)			Admissions			Average(2) Price, 1940
	1939	1940		1939	1940	% Change	1939	1940	% Change	
	\$	\$								Average(2) Price, 1940
Manitoba	115	114	52,151	2,181,732	2,344,801	+ 7.5	9,596,548	10,023,569	+ 4.4	23.4
Winnipeg(4)	44	43	32,050	1,678,489	1,817,473	+ 8.3	7,547,503	7,877,489	+ 4.4	23.1
Other Places	71	71	20,101	503,243	527,528	+ 4.8	2,049,045	2,146,080	+ 4.7	24.6
Saskatchewan	144	147	47,701	1,433,862	1,587,380	+ 10.7	5,692,883	6,186,473	+ 8.7	25.7
Regina	5	5	4,436	358,275	398,596	+ 11.3	1,418,159	1,576,500	+ 11.2	25.3
Saskatoon	5	5	4,295	287,750	324,133	+ 12.6	1,278,104	1,354,746	+ 6.0	23.9
Other Places	134	137	38,970	787,837	864,651	+ 9.7	2,996,620	3,255,227	+ 8.6	26.6
Alberta	150	159	53,973	2,013,514	2,183,842	+ 8.5	7,775,491	8,301,586	+ 6.7	26.3
Edmonton	10	11	9,142	670,744	688,150	+ 2.6	2,608,010	2,559,083	- 1.9	26.9
Calgary	10	11	8,759	551,584	701,109	+ 27.1	2,115,326	2,730,160	+ 29.1	25.7
Other Places	130	137	36,072	791,186	794,583	+ 0.4	3,052,155	3,012,343	- 1.3	26.4
British Columbia ...	113	124	71,336	3,741,550	3,966,162	+ 6.0	15,954,583	16,701,443	+ 4.7	23.7
Vancouver (5) ...	37	39	34,235	2,113,379	2,208,112	+ 4.5	9,477,476	9,878,491	+ 4.2	22.4
New Westminster .	5	5	3,463	157,434	164,148	+ 4.3	726,213	745,520	+ 2.7	22.0
Other Places	71	80	33,638	1,470,737	1,593,902	+ 8.4	5,750,894	6,077,432	+ 5.7	26.2

(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, Norwood, and St. Boniface.

5. Includes North Vancouver and West Vancouver.

Table 5.--Employment in Motion Picture Theatres Showing Total Payroll, Proprietors and Family Members with and without Salaries and Classified According to Number of Weeks in Operation and by Provinces, 1940.

Province and Number of Weeks in Operation	Total Persons Employed			Total Payroll \$	Proprietors, Firm and Family Members					
	Total	Proprietors	Employees		With Salary		Without Salary			
					Male	Female	Salaries	Male	Female	
CANADA	9,018	1,279	7,739	6,884,844	257	29	521,441	724	269	
Employees in theatres operated 300 days and over -										
Total	7,178	638	6,540	6,468,792	219	26	471,375	283	110	
Prince Edward Island	28	1	27	14,498	-	-	-	1	-	
Nova Scotia	396	30	366	268,546	12	-	23,332	15	3	
New Brunswick	203	17	186	142,578	5	-	10,660	7	5	
Quebec	1,501	129	1,372	1,161,043	52	4	103,338	61	12	
Ontario	3,162	282	2,880	2,982,131	83	8	203,778	132	59	
Manitoba	478	32	446	384,850	14	1	20,264	15	2	
Saskatchewan	290	24	266	255,341	12	1	22,645	10	1	
Alberta	413	53	360	423,125	16	3	30,965	20	14	
British Columbia	707	70	637	836,680	25	9	56,393	22	14	
Employees in theatres operated less than 300 days -										
Total	1,840	641	1,199	416,052	38	3	50,066	441	159	
Prince Edward Island	15	3	12	2,250	-	-	-	3	-	
Nova Scotia	64	26	38	10,865	1	-	1,018	19	6	
New Brunswick	43	15	28	9,595	2	-	2,240	10	3	
Quebec	170	68	102	41,816	8	1	9,990	48	11	
Ontario	423	70	353	167,314	14	2	24,795	39	15	
Manitoba	239	88	151	26,838	2	-	3,300	63	23	
Saskatchewan	371	197	174	31,101	4	-	1,881	136	57	
Alberta	294	121	173	66,932	6	-	5,404	82	33	
British Columbia	221	53	168	59,341	1	-	1,435	41	11	

Table 6.—Employment in Motion Picture Theatres Showing Projectionists, Musicians and Stage Hands and all Other Employees Classified According to Number of Weeks in Operation and by Provinces, 1940

Province and Number of Weeks in Operation	Projectionists		Musicians and Stage Hands		All Other Employees			Average Salary per Employee
	Number	Salaries	Number	Salaries	Male	Female	Salaries and Wages	
CANADA	1,739	\$ 2,473,754	171	\$ 181,438	3,841	1,988	3,708,211	\$ 822
Employees in theatres operated 300 days and over -								
Total	1,381	\$ 2,294,607	93	\$ 151,772	3,346	1,720	3,551,038	917
Prince Edward Island	3	\$ 3,171	-	\$ -	15	9	\$ 11,327	537
Nova Scotia	63	\$ 70,582	1	\$ (x)	176	126	\$ 172,757	670
New Brunswick	34	\$ 38,415	-	\$ -	78	74	\$ 93,503	709
Quebec	233	\$ 283,881	29	\$ 24,711	797	313	\$ 749,113	771
Ontario	606	\$ 1,102,628	44	\$ 88,320	1,606	624	\$ 1,587,405	965
Manitoba	97	\$ 147,809	3	\$ 4,413	185	161	\$ 212,364	817
Saskatchewan	76	\$ 105,658	1	\$ (x)	110	79	\$ 125,988	875
Alberta	112	\$ 178,302	1	\$ (x)	181	66	\$ 212,298	1,089
British Columbia	157	\$ 364,161	14	\$ 29,843	198	268	\$ 386,283	1,225
Employees in theatres operated less than 300 days -								
Total	358	\$ 179,147	78	\$ 29,666	495	268	\$ 157,173	305
Prince Edward Island	3	\$ 750	-	\$ -	9	-	\$ 1,500	187
Nova Scotia	13	\$ 6,007	-	\$ -	17	8	\$ 3,840	259
New Brunswick	6	\$ 3,103	-	\$ -	18	4	\$ 4,252	263
Quebec	31	\$ 16,043	-	\$ -	47	24	\$ 15,783	312
Ontario	58	\$ 43,263	72	\$ 28,148	161	62	\$ 71,108	404
Manitoba	32	\$ 12,175	5	\$ (x)	61	53	\$ 11,288	156
Saskatchewan	65	\$ 17,297	-	\$ -	73	36	\$ 11,920	168
Alberta	90	\$ 44,451	1	\$ (x)	53	29	\$ 15,634	356
British Columbia	60	\$ 36,058	-	\$ -	56	52	\$ 21,848	345

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

Table 7.—Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1939 and 1940

Year and Number of Theatres Under Same Ownership	Theatres		Receipts		Admissions	
	Number	%	Amount	%	Number	%
<u>1930</u>						
Total (1)	918	100.0	\$39,097,300	100.0	-	-
One	659	71.8	16,739,200	42.8	-	-
Two	62	6.8	3,853,500	9.9	-	-
Three	30	3.2	2,536,700	6.5	-	-
Four and Over	167	18.2	15,967,900	40.8	-	-
<u>1939</u>						
Total (1)	1,186	100.0	\$34,010,115	100.0	138,497,043	100.0
One	573	48.3	8,793,251	25.8	39,761,393	28.7
Two	124	10.5	2,402,227	7.1	11,044,471	8.0
Three	69	5.8	1,099,720	3.2	5,781,712	4.2
Four	24	2.0	634,928	1.9	2,613,847	1.9
Five to Nineteen	116	9.8	3,275,474	9.6	14,244,452	10.3
Twenty and Over	280	23.6	17,804,515	52.4	65,051,168	46.9
<u>1940</u>						
Total (1)	1,232	100.0	\$37,858,955	100.0	152,137,277	100.0
One	579	47.0	9,704,472	25.6	43,630,965	28.7
Two	134	10.9	2,621,995	6.9	11,743,415	7.7
Three	78	6.3	1,463,883	3.9	7,622,604	5.0
Four	28	2.3	616,784	1.6	2,504,141	1.6
Five to Nineteen	120	9.7	3,484,780	9.2	15,015,118	9.9
Twenty and Over	293	23.8	19,967,041	52.8	71,621,034	47.1

(1) Includes vaudeville and legitimate theatres.

Table 8.—Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces,
and in Selected Cities, 1939 and 1940

Province and City	1939				1940			
	No. of Theatres	Admissions	Potential(1) Admissions	Average	No. of Theatres	Admissions	Potential(1) Admissions	Average
CANADA	1,186	138,497,043	511,404,711	27	1,232	152,137,277	507,139,995	30
Prince Edward Island	6	397,940	1,862,954	21	6	403,773	1,799,616	22
Nova Scotia	64	6,204,655	27,767,588	22	60	7,730,490	28,303,182	27
New Brunswick	39	3,699,291	14,332,441	26	39	4,239,493	14,943,018	28
Quebec	172	29,489,279	122,072,633	24	190	31,444,246	118,359,619	27
Ontario	383	59,686,373	205,193,139	29	393	67,106,204	203,787,807	33
Manitoba	115	9,596,548	37,476,923	26	114	10,023,569	37,090,401	27
Saskatchewan	144	5,692,883	24,892,713	23	147	6,186,473	24,504,807	25
Alberta	150	7,775,491	27,074,494	29	159	8,301,586	26,672,013	31
British Columbia ...	113	15,954,583	50,731,826	31	124	16,701,443	51,679,532	32
<u>Selected Cities:</u>								
Toronto	108	22,726,525	64,609,041	35	108	24,299,961	66,344,842	37
Montreal	67	21,485,377	88,056,868	24	67	22,100,630	83,937,242	26
Winnipeg	44	7,547,503	30,669,010	25	43	7,877,489	30,446,146	26
Vancouver	37	9,477,476	30,699,558	31	39	9,878,491	30,824,452	32
Hamilton	18	4,257,414	15,213,612	28	20	4,688,409	13,514,905	35
Ottawa	14	3,966,787	14,893,892	27	15	4,430,487	14,991,408	30
Quebec	11	2,288,973	6,803,407	34	11	2,588,410	6,824,440	38
Calgary	10	2,115,326	8,256,936	26	11	2,730,160	8,316,904	33
Edmonton	10	2,608,010	9,056,535	29	11	2,559,083	8,970,630	29
Halifax	9	2,011,986	8,693,724	23	9	2,767,340	9,157,440	30
Windsor	8	2,005,022	7,690,904	26	8	2,402,542	8,032,128	30
London	8	1,959,333	8,336,396	24	8	2,213,570	8,151,864	27

(1) The number of admissions there would have been had all the seats been occupied for every performance.

Table 2.—Theatres Classified According to Proportions of Single and Double Feature Performances,
by Economic Divisions, Canada, 1940

Economic Division	All Theatres	Proportion of Single and Double Feature Performances									
		All Single		50%–99% Single		1% to 49% Single		All Double			
		Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%	Number or Amount	%
CANADA —											
Number	1,232	100.0		462	37.5	227	18.4	168	13.6	375	30.5
Receipts	37,858,955	100.0		8,594,881	22.7	6,723,714	17.8	7,314,107	19.3	15,226,253	40.2
Admissions	152,137,277	100.0		26,746,871	17.6	23,203,081	15.3	30,521,301	20.1	71,666,024	47.0
Maritime Provinces —											
Number	105	100.0		55	52.4	18	17.1	10	9.5	22	21.0
Receipts	2,938,262	100.0		1,187,384	40.4	647,272	22.0	343,953	11.7	759,653	25.9
Admissions	12,373,756	100.0		4,353,040	35.2	2,566,440	20.7	1,595,867	12.8	3,858,409	31.3
Quebec —											
Number	190	100.0		42	22.1	19	10.0	16	8.4	113	59.5
Receipts	7,490,058	100.0		1,160,604	15.5	443,325	5.9	404,582	5.4	5,481,547	73.2
Admissions	31,444,246	100.0		2,933,053	9.3	1,432,257	4.6	1,593,081	5.1	25,485,855	81.0
Ontario —											
Number	393	100.0		66	16.8	87	22.1	76	19.3	164	41.8
Receipts	17,348,450	100.0		3,409,709	19.7	3,876,441	22.3	3,693,219	21.3	6,369,081	36.7
Admissions	67,106,204	100.0		10,098,745	15.0	12,791,678	19.1	14,767,800	22.0	29,447,981	43.9
Prairie Provinces —											
Number	420	100.0		267	63.6	76	18.1	29	6.9	48	11.4
Receipts	6,111,023	100.0		2,258,766	36.9	1,144,119	18.7	1,012,843	16.6	1,700,295	27.8
Admissions	24,511,628	100.0		7,620,682	31.1	4,270,033	17.4	4,375,230	17.8	8,245,683	33.7
British Columbia —											
Number	124	100.0		32	25.8	27	21.8	37	29.8	28	22.6
Receipts	3,966,162	100.0		578,418	14.6	612,557	15.4	1,859,510	46.9	915,677	23.1
Admissions	16,701,443	100.0		1,741,351	10.4	2,142,673	12.8	8,189,323	49.0	4,628,096	27.8

Table 10.—Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1939 and 1940

	1939						1940					
	Total Performances		Single Feature		Double Feature		Total Performances		Single Feature		Double Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	676,773	100.0	252,214	37.3	424,559	62.7	667,568	100.0	243,636	36.5	423,932	63.5
Prince Edward Island	2,623	100.0	2,431	92.6	192	7.4	2,652	100.0	2,532	95.5	120	4.5
Nova Scotia	39,583	100.0	20,805	52.6	18,778	47.4	24,110	100.0	13,406	55.6	10,704	44.4
New Brunswick	23,197	100.0	11,802	50.9	11,395	49.1	39,850	100.0	20,094	50.4	19,756	49.6
Quebec	137,209	100.0	21,885	16.0	115,324	84.0	137,403	100.0	23,220	16.9	114,183	83.1
Ontario	263,973	100.0	93,514	35.4	170,459	64.6	276,354	100.0	91,835	33.2	184,519	66.8
Manitoba	56,632	100.0	21,317	37.6	35,315	62.4	55,618	100.0	20,578	37.0	35,040	63.0
Saskatchewan	43,971	100.0	32,747	74.5	11,224	25.5	44,466	100.0	33,544	75.4	10,922	24.6
Alberta	47,152	100.0	25,597	54.3	21,555	45.7	46,397	100.0	24,866	53.6	21,531	46.4
British Columbia ...	62,433	100.0	22,116	35.4	40,317	64.6	40,718	100.0	13,561	33.3	27,157	66.7

Table 11.--Distribution of Theatres According to Average Price of Admission, Canada, 1938 and by Provinces, 1939 and 1940

Province	Total Theatres	Average Price of Admission (1)											
		Less than 15¢ to 19¢	15¢ to 19¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and Over
1938	1,133	58	144	138	150	182	133	90	160	34	27	6	11
<u>1939</u>													
CANADA	1,186	44	163	138	150	170	161	125	152	43	25	6	9
Prince Edward Island	6	-	-	1	2	-	-	-	3	-	-	-	-
Nova Scotia	64	3	9	3	18	11	7	7	6	-	-	-	-
New Brunswick	39	1	5	7	6	13	3	3	1	-	-	-	-
Quebec	172	17	28	16	16	23	26	8	21	7	9	-	1
Ontario	383	12	55	52	63	49	38	43	47	14	6	2	2
Manitoba	115	4	18	24	21	18	8	8	7	3	3	-	1
Saskatchewan	144	-	12	12	8	24	24	26	30	5	2	-	1
Alberta	150	1	10	9	8	25	45	23	18	7	1	-	3
British Columbia	113	6	26	14	8	7	10	7	19	7	4	4	1
<u>1940</u>													
CANADA	1,232	49	172	162	150	185	155	122	164	40	18	5	10
Prince Edward Island	6	-	-	-	2	-	-	1	3	-	-	-	-
Nova Scotia	60	2	10	4	11	8	18	4	2	1	-	-	-
New Brunswick	39	-	7	7	5	10	5	2	3	-	-	-	-
Quebec	190	18	29	25	13	27	30	13	17	10	6	-	2
Ontario	393	13	65	57	60	42	38	35	61	11	5	2	4
Manitoba	114	3	18	30	29	13	4	3	10	1	2	-	1
Saskatchewan	147	1	7	15	11	22	30	32	28	1	-	-	-
Alberta	159	2	10	10	10	55	22	21	18	9	1	-	1
British Columbia	124	10	26	14	9	8	8	11	22	7	4	3	2

(1) Total Receipts divided by number of admissions. No correction is made for matinee or juvenile attendance.

Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938 and by Provinces, 1939 and 1940

Province	Total Theatres	Number of Weeks in Operation and Days per Week														
		All Theatres			52 Weeks			40-51 Weeks			20-39 Weeks			Less than 20 Weeks		
		6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days	6+ Days	3-5 Days	1-2 Days
1938	1,133	778	113	242	658	68	83	60	28	83	31	14	63	29	3	13
<u>1939</u>																
CANADA	1,186	805	114	267	701	79	110	60	21	79	20	9	65	24	5	13
Prince Edward Island	6	3	-	3	3	-	1	-	-	1	-	-	1	-	-	-
Nova Scotia	64	45	10	9	40	5	-	3	1	4	1	2	5	1	2	-
New Brunswick	39	28	4	7	26	4	3	1	-	2	1	-	1	-	-	1
Quebec	172	142	15	15	120	11	6	19	4	3	1	-	4	2	-	25
Ontario	383	357	17	9	312	12	7	18	3	-	15	1	-	12	1	21
Manitoba	115	62	22	31	55	18	14	-	3	8	1	1	8	6	-	1
Saskatchewan	144	37	17	90	32	7	21	5	6	33	-	3	31	-	1	5
Alberta	150	51	18	81	47	11	48	4	4	18	-	2	13	-	1	2
British Columbia ...	113	80	11	22	66	11	10	10	-	10	1	-	2	3	-	-
<u>1940</u>																
CANADA	1,232	835	117	280	758	84	104	41	20	95	14	8	74	22	5	7
Prince Edward Island	6	3	-	3	2	-	3	1	-	-	-	-	-	-	-	-
Nova Scotia	60	45	6	9	43	5	4	2	1	2	-	-	3	-	-	-
New Brunswick	39	29	5	5	28	4	1	1	1	-	-	-	4	-	-	-
Quebec	190	151	19	20	136	13	8	9	2	7	3	2	3	3	2	2
Ontario	393	364	22	7	336	13	5	14	6	1	4	1	-	10	2	1
Manitoba	114	63	16	35	56	13	17	1	1	7	1	2	11	5	-	2
Saskatchewan	147	38	21	88	34	15	29	4	4	30	-	2	27	-	-	2
Alberta	159	55	14	90	48	11	27	5	3	40	1	-	21	1	-	1
British Columbia ...	124	87	14	23	75	10	10	4	2	8	5	1	5	3	1	-

+ Includes 7-day week operation in the Province of Quebec.

Table 13.—Number of Motion Picture Theatres Showing Vaudeville or Stage Presentations, and Number of Days on which such Presentations were shown, by Provinces, 1939 & 1940.

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		1939	1940	1939	1940
	1939	1940	1939	1940	1939	1940	1939	1940	1939	1940	1939	1940
CANADA	101	94	1,107	1,711	108	105	4,514	4,534	65	42	472	617
Prince Edward Island	1	-	1	-	-	-	-	-	1	-	1	-
Nova Scotia	10	7	62	31	16	12	190	87	-	1	-	3 ¹ / ₂
New Brunswick	3	1	12	4	6	6	11	13	1	1	2	31
Quebec	11	19	91	264	40	36	2,356	2,213	11	15	137	176
Ontario	51	32	645	578	24	26	1,243	1,271	3	8	101	305
Manitoba	-	2	-	14	5	2	341	318	9	1	156	78
Saskatchewan	4	8	14	44	4	3	11	8	25	6	46	12
Alberta	10	11	185	579	5	4	13	22	12	6	16	20
British Columbia	11	14	97	197	8	16	349	402	3	4	13	20

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 14.—Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and
Theatres Closed and Vacant, by Provinces, Canada, 1939 and 1940

Province	1939				1940				Net + Increase or - Decrease
	New(1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New(1) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	
CANADA	71	20	38	+ 53	51	25	30	+ 46	
Prince Edward Island	1	-	-	+ 1	-	-	-	-	
Nova Scotia	6	1	3	+ 4	-	-	4	- 4	
New Brunswick	1	1	1	+ 1	1	-	1	0	1
Quebec	5	1	6	0	15	5	2	+ 18	1
Ontario	21	2	3	+ 20	8	3	1	+ 10	
Manitoba	12	3	2	+ 13	4	3	8	- 1	
Saskatchewan	14	8	7	+ 15	8	5	10	+ 3	
Alberta	6	3	7	+ 2	10	3	4	+ 9	
British Columbia ...	5	1	9	- 3	5	6	-	+ 11	

(1) Includes community halls in the Prairie Provinces in which permanent projection equipment was installed during the year.

Table 15.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1940

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts \$	Admissions No.	Days in Operation No.	No.	Receipts \$	Admissions No.	Days in Operation No.
CANADA	9	18,567	69,878	769	85	159,346	680,054	9,405
Prince Edward Island	2	(x)	(x)	151	-	-	-	-
Nova Scotia	-	-	-	-	7	8,713	36,969	682
New Brunswick	-	-	-	-	4	(x)	(x)	241
Quebec	-	-	-	-	1	(x)	(x)	300
Ontario	-	-	-	-	27	58,835	227,020	2,467
Manitoba	-	-	-	-	5	8,333	35,527	452
Saskatchewan	5	8,716	38,489	412	24	41,376	204,622	3,155
Alberta	-	-	-	-	12	24,280	100,994	1,540
British Columbia	2	(x)	(x)	206	5	9,959	34,797	568

(x) Indicates figures are withheld to avoid disclosing individual operations. These figures are, however, included in the totals.

Table 16.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1940

Year	No. of Exchanges	No. of Employees Salaries & Wages				Total Receipts
		Male	Female	Male	Female	
				\$	\$	
1930	59	372	291	1,074,700		9,536,200
1933	59	331	243	855,800		6,797,600
1934	60	344	230	923,400		7,370,200
1935	61	358	249	953,700		7,404,500
1936	66	377	265	1,011,200		8,358,900
1937	63	380	256	1,062,900		9,471,100
1938	62	385	263	1,081,900		10,218,700
1939	67	414	275	1,125,800		10,315,500
1940	72	442	296	810,407	413,095	11,880,895(1)

(1) Includes \$11,445,167 from film rentals, \$385,504 from advertising and receipts of \$50,224 from other sources.

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 1940

Prince Edward Island

Charlottetown	- Capitol	Montague	- Yeo's
"	- Prince Edward	Souris	- Yeo's
Craapaud	- Yeo's	Summerside	- Capitol

Nova Scotia

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

New Brunswick

Andover	- Capitol	Fairville	- Gaiety
Bathurst	- Opera House	Fredericton	- Capitol
Black's Harbour	- Strand	"	- Gaiety
Campbellton	- Capitol	Grand Falls	- Opera House
Chatham	- Capitol	Hartland	- Capitol
Chipman	- Capitol	Harvey Station	- Empire
Dalhousie	- Capitol	McAdam	- Capitol
Deer Island	- Mayfair	Marysville	- Lyric
Edmundston	- Capitol	Minto	- Gaiety
"	- Star	Moncton	- Capitol

New Brunswick—(Cont'd)

Moncton	- Empress	St. John	- Mayfair
"	- Imperial	" "	- Regent
Newcastle	- Opera House	" "	- Strand
North Head	- Happy Hour	St. Stephen	- Queen
Plaster Rock	- Community	Sackville	- Imperial
St. Andrews	- Marina	Shediac	- Capitol
St. George	- Capitol	Sussex	- Strand
St. John	- Capitol	Wilson's Beach	- Maple Leaf
" "	- Community	Woodstock	- Capitol
" "	- Empire		

Quebec

Amos	- Royal	Lac Megantic	- Bijou
Arvida	- Palace	La Serre	- Francais
Asbestos	- Asbestos	Le Tuque	- Empire
Aylmer	- Pix	Levis (Bieville)	- Academie de Musique
Baie Comeau	- Arcade	Longueuil	- Radio
Beruharnois	- Ideal	Louisville	- Royal
Bedford	- Bedford	McMasterville	- Belciel
Bourlamaque	- Capitol	Magog	- Capitol
Brownsville	- Arcde	"	- Wonderland
"	- Capitol	Malartic	- Malartic
Buckingham	- Oasis	Maniwaki	- Plaza
Cadillac	- Palace	Marieville	- National
Campbell's Bay	- Campbell's Bay	Matane	- National
Chambly	- Chambly	Mont Joli	- Mont Joli
Chandler	- Chandler	Mont Laurier	- Mont Laurier
Chateauguay Basis	- Alamo	Montmagny	- K. of C. Hall
Chicoutimi	- Capitol	Montreal	- Amherst
Cesticook	- Riveli	"	- Arcade
Cowansville	- Princess	"	- Beeubien
Dolbeau	- Imperial	"	- Belmont
Deuglastown	- Holy Name Hall	"	- Camec
Drummondville	- Capitol	"	- Canada
"	- Drummond	"	- Canadian
Duperquet	- Beattie	"	- Capitol
East Angus	- Royal	"	- Cartier
Farnham	- Rialto	"	- Centre
Granby	- Cartier	"	- Century
"	- Palace	"	- Chateau
Grand Mere	- National	"	- Cinema de Paris
Hudson	- Royal	"	- Corona
Hull	- Cartier	"	- Crystal Palace
"	- Laurier	"	- Dominion
Huntingdon	- O'Connor	"	- Electra
Joliette	- Arena	"	- Empire
"	- Capitol	"	- Empress
"	- Normandie	" (Lachine)	- Empress
"	- Passe Temps	"	- Fairylend
Jonquiere	- Empire	" (Verdun)	- Fifth Avenue
Kengami	- Princess	"	- Francais
Lachute	- Rex	"	- Granada

Quebec--(Ccnt'd)

Montreal	- His Majesties	Quebec	- Cambrai
"	- Hollywood	"	- Canadien
"	- Imperial	"	- Capitol
"	- Laval	"	- Cartier
"	- Lido	"	- Cinema de Paris
"	- Loew's	"	- Empire
"	- Lord Nelson	"	- Francais
"	- Maisonneuve	"	- Imperial
"	- Majestic	"	- Princess
"	- Mayfair	"	- Rialto
"	- Midway	"	- Victoria
"	- Monkland	Rawdon	- Copping
"	- Mount Royal	Richmond	- Myra
"	- National	Rigaud	- Vimy
"	- Orleans	Rimouski	- Cartier
"	- Orpheum	Riviere du Loup	- Princess
"	- Outremont	Rock Island	- Border
"	- Palace	Rouyn	- Alexander
"	- Papineau	Rouyn	- Capitol
"	- Park	"	- Lido
"	- Passe Temps	Ste Adelaide	- Helena
"	- Perron	Ste Agathe	- Alhambra
"	- Plaza	" "	- Roxxy
"	- Princess	St Anne de Bellevue	- Rex
"	- Regent	St. Eustache	- St. Eustache
"	- Rex	St. Georges de Beauce	- St. Georges
"	- Rialto	St. Hyacinthe	- Corona
"	- Rivoli	" "	- Maska
"	- Rosemont	St. Jean	- Capitol
"	- Roxy	" "	- Imperial
"	(Lachine)	St. Jerome	- Rex
"	- Royal Alexandra	St. Joseph d'Alma	- Alma
"	- St. Denis	St. Lambert	- Astor
"	(Verdun)	" "	- Victoria
"	- Savoy	St. Marguerite	- Esterel
"	- Seville	Ste Therese de Flainville	- Roxxy
"	- Snowden	Senneterre	- Bell
"	- Star	Shawinigan Falls	- Auditorium
"	- Starland	Shawinigan Falls	- Roxxy
"	- Stella	Sherbrooke	- Cinema de Paris
"	- Strand	"	- Granada
"	- System	"	- Premier
"	(Verdun)	Verdun Palace	- Eden
"	- Westmount	"	- Crescent
"	- York	Sorel	- Poitras
Nicplet	- Town Hall	Temiskaming	- Bey's
New Carlisle	- Stella	Terrebonne	- Capitol
Noranda	- Noranda	Thetford Mines	- Cinema de Paris
Normetal	- Normetal	Three Rivers	- Imperial
Parent	- Stella	" "	- Rialto
Pierreville	- Laperriere	" "	- Palace
Plage Laval	- Club de Plage Laval	Val d'Or	- Princess
Pointe au Pic	- Casino	" "	
Port Alfred	- Chateau		

Quebec--(Cont'd)

Valleyfield	- Bellerive	Waterloo	- Star
"	- Royal	Windsor Mills	- Royal
Victoriaville	- Victoria		

Ontario

Acton	- Gregory	Cornwall	- Capitol
Alliston	- Circle	"	- Palace
Almonte	- O'Brien	Creighton Mines	- Regent
Amherstburg	- Liberty	Delhi	- Capitol
Ansonville	- Empire	"	- Imperial
Arnprior	- O'Brien	Dresden	- Majestic
Aurora	- Royal	Dryden	- Strand
Aylmer	- Capitol	Dundas	- Majestic
Barrie	- Granada	Dunnville	- Granada
"	- Imperial	Englehart	- Palace
"	- Roxy	Espanola	- Princess
Beardmore	- Roxy	Essex	- Rio
Beaverton	- Strand	Exeter	- Leavitt's
Belleville	- Belle	Fort William	- Orpheum
"	- Capitol	Fergus	- Grand
"	- McCarthy	Forest	- Kineto
Blenheim	- Temple	Fort Erie North	- Bellard
Blind River	- Palace	Fort " "	- Parkway
Bowmanville	- Royal	Fort Frances	- Royal
Bracebridge	- Strand	Fort Willism	- Royal
Bradford	- Holland	Galt	- Capitol
Brampton	- Capitol	"	- Grand
Brantford	- Brant	"	- Palace
"	- Capitol	Gananoque	- Delaney
"	- College	Georgetown	- Gregory
"	- Esquire	Geraldton	- Strand
Brockville	- Capitol	Glencoe	- Fox
"	- Regent	Goderich	- Capitol
Burlington	- Hume	Gore Bay	- Community
Caledonia	- Regent	Gravenhurst	- Muskoka
Campbellford	- Hollywood	Grimsby	- McCRE'S
Cannington	- Aldersey	Guelph	- Capitol
Capreol	- Audion	"	- Royal
Cardinal	- Savoy	Hagersville	- Regah
Carleton Place	- Ster	Haileybury	- Strand
Chapleau	- Regent	Hamilton	- Capitol
Chatham	- Capitol	"	- Century
"	- Granada	"	- Community
Chesley	- Roxy	"	- Delta
Chesterville	- Community	"	- Empire
Clinton	- Roxy	"	- Cranada
Cobalt	- Classic	"	- Kenilworth
Cobourg	- Capitol	"	- Kenmore
Cochrane	- Empire	"	- Lyceum
Collingwood	- Gayety	"	- Palace
"	- Regent	"	- Playhouse

Ontario--(Cont'd)

Hamilton	- Queen's	Meaford	- Capitol
"	- Regent	Midland	- Capitol
"	- Royal	Milton	- Princess
"	- Savoy	Mimico	- Rex
"	- Strand	Mitchell	- Plaza
"	- Tivoli	Morrisburg	- Cameo
"	- Westdale	Mount Dennis	- Mount Dennis
"	- Windsor	" Forest	- Roxy
"	- York	Napanee	- Granada
Hanover	- Paramount	New Hamburg	- Regent
Harriston	- Queen's	New Liskeard	- Empire
Harrow	- Haro	Newmarket	- Strand
Hawkesbury	- Ottawan	New Toronto	- Capitol
Hearst	- New Royal	" "	- Palace
Hespeler	- Queens	Niagara Falls	- Capitol
Huntsville	-- King George	" "	- Hollywood
Ingersoll	- Maitland	" "	- Seneca
Kapuskasing	- Community Club	North Bay	- Capitol
Kenora	- Bijou	" "	- Royal
"	- Palace	Oakville	- Gregory
Kincardine	- Capitol	Orangeville	- Uptown
Kingston	- Capitol	Orillia	- Geneva
"	- Grand	"	- Opera House
"	- Tivoli	"	- Princess
Kingsville	- Roxy	Oshawa	- Biltmore
Kirkland Lake	- Capitol	"	- Marks
" "	- La Salle	"	- Regent
" "	- Strand	Ottawa	- Avalon
" "	- Uptown	"	- Capitol
Kitchener	- Capitol	"	- Centre
"	- Century	"	- Elgin
"	- Lyric	"	- Francais
Larder Lake	- Capitol	"	- Imperial
Leamington	- Capitol	"	- Little
"	-- Vogue	"	- Mayfair
Leaside	- Bayview	"	- Ncla
Levack	- Rio	"	- Regent
Lindsay	- Academy	"	- Rexy
"	- Kent	"	- Rialto
Listowel	- Capitol	"	- Ridenu
Little Current	- Princess	"	- Scmerset
London	- Capitol	"	- Victoria
"	- Centre	Owen Sound	- Classic
"	- Elmwood	" "	- Savoy
"	- Grand	Paris	- Capitol
"	- Loew's	Parry Sound	- Royal
"	- Palace	Pembroke	- O'Brien
"	- Patricia	Penetanguishene	- Esquire
"	- Rex	Perth	- Perth
Long Branch	- Royal	Peterborough	- Capitol
McKenzie Island	- Island	"	- Centre
Medoc	-- Empire	"	- Regent
Massey	-- Princess	Petrolia	- Ircuacis
Metachewan	- Palace	Picton	- Regent

Ontario--(Cont'd)

Port Arthur	- Lyceum	Timmins	- Cartier
" "	- Colonial	"	- Goldfields
Port Carling	- Island Park	"	- New Empire
Port Colborne	- Strand	"	- Palace
Port Credit	- Vogue	Toronto	- Academy
Port Dover	- Gem	"	- Adelphi
Port Elgin	- Elgin	"	- Alhambra
Port Hope	- Capitol	"	- Allenby
Prescott	- Prescott	"	- Apollo
Preston	- Park	"	- Arcadian
Rainy River	- Gaiety	"	- Aster
Red Lake	- Cabin	"	- Avalon
Renfrew	- O'Brien	"	- Avenue
Ridgetown	- Palace	"	- Beach
St. Catharines	- Capitol	"	- Beaver
" "	- Centre	"	- Bedford
" "	- Granada	"	- Bellevue
" "	- Lincoln	"	- Belsize
St. Mary's	- Lyric	"	- Beverly
St. Thomas	- Capitol	"	- Blcor
" "	- Columbia	"	- Bloordale
" "	- Granada	"	- Bluebell
Sarnia	- Capitol	"	- Bonita
"	- Imperial	"	- Brighton
Sault Ste Marie	- Algoma	"	- Broadview
" " "	- Orpheum	"	- Broadway
" " "	- Princess	"	- Brock
Schumacher	- Mascioli	"	- Cameo
Seaforth	- Regent	"	- Capitol
Simcoe	- Capitol	"	- Carlton
"	- Lyric	"	- Casino
"	- Norfolk	"	- Centre
Sioux Lookout	- Mayfair	"	- Century
Smith's Falls	- Capitol	"	- Chateau
Smooth Rock Falls	- United Church Hall	"	- Christie
South Porcupine	- Mascioli	"	- Circle
Southampton	- Esquire	"	- Classic
Stirling	- Stirling	"	- College
Stouffville	- Stanley	"	- College Playhouse
Stratford	- Avon	"	- Colony
"	- Classic	"	- Community
Strathroy	- King	"	- Crescent
Sturgeon Falls	- Regent	"	- Crown
Sudbury	- Capitol	"	- Deric
"	- Grand	"	- Eastwood
"	- Regent	"	- Eclipse
"	- Rio	"	- Eglinton
Sutton West	- Simcoe	"	- Embassy
Thessalon	- Empire	"	- Esquire
Thorold	- Tivoli	"	- Fox
Tilbury	- Plaza	"	- Garden
Tillsonburg	- Capitol	"	- Gerrard
"	- Oxford	"	- Granada
"	- Strand	"	- Grant

Ontario--(Cont'd)

Toronto	Grover	Toronto	Revue
"	Guild	"	Rex
"	Hillcrest	"	Rialto
"	Hippodrome	"	Rio
"	Hollywood	"	Royal
"	Hudson	"	Royal Alexandra
"	Ideal	"	Royal George
"	Imperial	"	Rycye
"	Icla	"	Runnymede
"	Kenwood	"	St. Clair
"	King	"	Scarboro
"	King's Playhouse	"	Rivoli
"	Kingsway	"	Uptown
"	Kum C	"	Village
"	Lansdowne	"	York
"	La Plaza	Trenton	Century
"	La Salle	"	Trent
"	Loew's	Tweed	Tweed
"	Madison	Uxbridge	Strand
"	Major Rogers Road	Walkerton	Rienville
"	Major St. Clair	Wallaceburg	Alexander
"	Manor	"	Capitol
"	Mayfair	Waterford	Royal
"	Metro	Waterloo	Waterloo
"	New Strand	Welland	Capitol
"	Oakwood	"	Community
"	Odeon	Weston	Weston
"	Oricle	Whitby	Brock
"	Orpheum	Wiarton	Berford
"	Oxford	Williamsburg	Picadilly
"	Palace	Windscr	Capitol
"	Pape	"	Empire
"	Paradise	"	Palace
"	Paramount	"	Park
"	Parkdale	"	Royal
"	Parliament	"	Temple
"	Photodrome	"	Tivoli
"	Pickford	"	Vanity
"	Prince of Wales	Wingham	Lyceum
"	Pylon	Woodstock	Capitol
"	Queen	"	Princess
"	Radio City	"	Royal
"	Regent		

Manitoba

Arborg	Arberg	Birtle	Savoy
Baldur	Baldur	Bissett	Rice Lake
Bessus, jour	Star	Bosissevain	Victoria

Manitoba--(Cont'd)

Bowsman	- Happyland	Swan River	- Palace
Brandon	- Capitol	Teulon	- Teulon
"	- Strand	The Pas	- Roxy
Carberry	- Palace	Transcona	- Transcona
Carman	- Boyne	Treherne	- Legion
Crystal City	- De Luxe	Virden	- Auditorium
Dauphin	- Dauphin	Wasagaming	- Park
"	- Gay	Waskada	- Brenda
Deloraine	- Jubilee	Wawanesta	- Cameo
Emerson	- De Luxe	Winnipeg	- Arlington
Fisher Branch	- Fisher	" (Norwood)	- Baddow
Flin Flon	- Northland	"	- Beacon
" "	- Rex	"	- Bijou
Foxwarren	- Foxwarren	"	- Capitol
Gilbert Plains	- Plains	" (St. James)	- Classic
Gladstone	- Revilo	"	- College
Glenboro	- Roxy	"	- Colonial
Cod's Lake	- Community	"	- Corcna
Grandview	- Orland	"	- Crescent
Gretna	- Queen's	"	- De Luxe
Hamiota	- McConnell Hall	"	- Dominion
"	- Orange	"	- Elm
Kenton	- Kenton	"	- Fox
Killarney	- Lyceum	"	- Furby
Lac du Bonnet	- Star	"	- Gaiety
Lenore	- Lenore	"	- Garrick
McCreary	- Municipal	"	- King's
MacGregor	- Tivoli	"	- Lyceum
Manitou	- Pembina	"	- Mac's
Melita	- Melita	"	- Metropclitan
Minnedosa	- Lyric	"	- Oak
Morden	- Starland	" (St. Vital)	- Onyx
Morris	- Princess	"	- Orpheum
Neepawa	- Roxy	"	- Osborne
Pilot Mound	- Cozy	"	- Palace
Pine Falls	- Chateau	" (St. Boniface)	- Paris
Pipestone	- Memorial	"	- Park
Plumas	- Mitzi	" (St. Boniface)	- Plaza
Portage la Prairie	- Elite	"	- Regent
" " "	- Playhouse	"	- Rialto
Rapid City	- I.O.O.F. Hall	"	- Ric
Rivers	- Four Star	"	- Rose
Roblin	- Lyric	" (East Kildonan)	- Roxy
Reland	- Rex	"	- Starland
Rossburn	- Rossburn	"	- State
Russell	- Russell	"	- Times
St. Claude	- St. Claude	"	- Tivoli
Selkirk	- Roxy	"	- Tower
Sherridon	- Roxy	"	- Uptown
Shoal Lake	- Masonic Hall	"	- Valour
Somerset	- Lorne Central	" (St. Vital)	- Windsor
Souris	- Avalon	"	- Wonderland
Stnewall	- Oak	Winnipeg Beach	- Beachview
Stony Mountain	- Oak	Winnipegosis	- Rex

Saskatchewan

Abbey	-	Community	Kinistino	-	Marlowis
Arborfield	-	Tivcli	Kyle	-	Kyle
Arcola	-	Princess	La Fleche	-	Globe
Assinibocia	-	Olympia	Langenburg	-	Capitol
Aylsham	-	Northern Light	Lanigan	-	Municipal
Balcarres	-	Arcadia	Lashburn	-	Community
Battleford	-	Nada	Leader	-	Star
Bengough	-	Bengough	Leask	-	Marks
Bienfait	-	Legion	Limerick	-	Palace
Biggar	-	Majestic	Lintlaw	-	Municipal
Birch Hills	-	Municipal	Lloydminster	-	Empress
Broadview	-	Town Hall	Lucky Lake	-	Mirror
Bruno	-	Brunc	Luseland	-	Community
Burstall	-	Burstall	Macklin	-	Memorial Hall
Cancra	-	Royal	Maidstone	-	Maidstone
Canwood	-	Elks	Maple Creek	-	Grand
Carlyle	-	Community	Margo	-	Municipal
Climax	-	Community	Maryfield	-	Community
Conquest	-	Celiseum	Meadow Lake	-	Strand
Craik	-	Pallas	Melfort	-	Grand
Cudworth	-	Municipal	Melville	-	Princess
Cut Knife	-	Cut Knife	Meyronne	-	Municipal
Davidsen	-	Pallas	Milestone	-	Municipal
Dinsmore	-	Gaiety	Moose Jaw	-	Capitol
Dodsland	-	Dodsland	" "	-	Orpheum
East End	-	Pastime	" "	-	Royal
Eatonia	-	Frank's	Moosomin	-	Lyric
Elbow	-	Wynn	Morse	-	Town Hall
Elrose	-	Masonic	Mossbank	-	Rose
Esterhazy	-	Community	Naicam	-	Naicam
Estevan	-	Orpheum	Neilburg	-	Community
Eston	-	Eston	Nipawin	-	Orpheum
Fairlight	-	Community	Nokomis	-	Nokomis
Fir Mountain	-	Capitol	Norquay	-	Nerquay
Foam Lake	-	Foam Lake	North Battleford	-	Empress
Fort Qu'Appelle	-	Dix	Outlook	-	Lyric
Fox Valley	-	Fox Valley	Oxbow	-	Palladium
Glaslyn	-	Glaslyn	Pelly	-	Memorial
Golden Prairie	-	Rex	Perdue	-	Onyx
Goldfields	-	Roxy	Ponteix	-	De Lux
Gravelbourg	-	Legion	Porraine	-	Portreeve
Grenfell	-	Windsor	Preeceville	-	Preeceville
Gull Lake	-	Lyceum	Prince Albert	-	Orpheum
Hanley	-	Hanley	" "	-	Strand
Herbert	-	Municipal	Quill Lake	-	Municipal
Hudson Bay Junction	-	Legion	Radisson	-	Tweedsmuir Hall
Humboldt	-	Lux	Radville	-	Princess
Indian Head	-	Auditorium	Raymore	-	Community
Kamsack	-	Elite	Regina	-	Capitol
Kelliher	-	Community	"	-	Grand
Kelvington	-	Legion	"	-	Metropolitain
Kerrobert	-	Memorial	"	-	Hex
Kincaid	-	Kincaid	"	-	Roxy
Kindersley	-	Rex	Rockglen	-	Dreamland

Saskatchewan--(Cont'd)

Rosetown	- Unique	Tugaski	- Tugaski
Rose Valley	- Pioneer	Turtleford	- Recreation
Rosthern	- Orpheum	Unity	- Star
Saskatoon	- Capitol	Val Marie	- Palais Royale
"	- Daylight	Vanguard	- Royal
Saskatoon	- Ritz	Viscount	- Community
"	- Roxy	Wadena	- Wadena
"	- Tivoli	Wakaw	- Municipal
Semans	- Coliseum	Wapella	- Municipal
Shaunavon	- Plaza	Watrous	- Roxy
Shellbrook	- Shellbrook	Watson	- Star
Simpson	- Victoria	Weyburn	- Hi-Art
Spalding	- Municipal	White Fox	- White Fox
Speers	- Scott's	Whitewood	- Rex
Spiritwood	- Community	Wilkie	- Roxy
Star City	- Roxy	Willow Bunch	- Palace
Strasbourg	- Municipal	Wynyard	- Legion
Swift Current	- Eagle	Yerktok	- Princess
" "	- Lyric	"	- Roxy
Tisdale	- Falcon		

Alberta

Acme	- McInnis	Carbon	- Carbon
Alix	- Legion	Cardston	- Mayfair
Alliance	- Elks	Caroline	- Community
Athabasca	- Parker	Carstairs	- Masonic
Banff	- Lux	Caster	- Pekin
Barrhead	- Roxy	Champion	- Cameo
Bashaw	- Lyric	Chauvin	- Royal
Bassano	- Orpheum	Claremont	- Rex
Bellevue	- Cle's	Clive	- Community
Bentley	- Community	Clyde	- Community
Berwyn	- Berwyn	Coal Valley	- Community
Big Valley	- Lyceum	Coleman	- Palace
Blairmore	- Orpheum	Consort	- Consort
Bonnyville	- Century	Daysland	- Daysland
Brooks	- Gayety	Delburne	- Opera House
Burdett	- Community	Cremona	- Community
Cadomin	- Cadomin	Dewberry	- Community
Calgary	- Capitol	Didsbury	- Opera House
"	- Crescent	Donaldson	- I.O.O.F. Hall
"	- Gary	Drumheller	- Napier
"	- Grand	East Coulee	- Star
"	- Isis	Eckville	- Eckville
"	- Kinema	Edberg	- Victoria
"	- Palace	Edgerton	- Edgerton
"	- Plaza	Edmonton	- Avenue
"	- Strand	"	- Capitol
"	- Tivoli	"	- Dreamland
"	- Variety	"	- Empire
Camrose	- Bailey	"	- Empress
Canmore	- Opera House	"	- Gem

Alberta---(Cont'd)

Edmonton	- Princess	Mountain Park	- Mountain Park
"	- Rialto	Mundare	- National
"	- Roxy	Nanton	- Elkland
"	- Strand	Newcastle	- Sylvia
"	- Varscona	Nordegg	- Empress
Edson	- New Edson	Okotoks	- Municipal
Elnora	- Community	Olds	- Mayfair
Fairview	- Gem	Peace River	- Boyd
Falher	- Gay	Picture Butte	- Melody
Faust	- Community	Pincher Creek	- Opera House
Foremost	- Midland	Ponoka	- Empress
Forestburg	- Crillion	Prevost	- Royal
Fort McMurray	- Fort	Raymond	- Capitol
Fort Saskatchewan	- Community	Red Deer	- Capitol
Gleichen	- Community	" "	- Crescent
Grande Prairie	- Capital	Rimbey	- Town Hall
Granum	- Starland	Rockyford	- Rockyford
Hanna	- Capital	Rocky Mountain House	- Roxy
Hardisty	- Kiefer's	Rosedale	- Midway
High Prairie	- Memorial Hall	Royalties	- Mount View
" "	- Roxy	Ryley	- Ryley
" River	- Wales	St. Paul	- Elite
Holden	- Community	Sedgewick	- Sedgewick
Hussar	- Community	Spirit River	- Masonic Hall
Innisfail	- Royal	Standard	- Standard
Innisfree	- Innisfree	Stavely	- Stavely
Irma	- Kiefer's	Stettler	- Stettler
Jasper	- Chabe	Strathmore	- Hirtle's
Killam	- Empire	Strome	- Memorial
Lacombe	- Avalon	Sundre	- Sundre
Lamont	- Lamont	Sylvan Lake	- Uptown
Leduc	- Telford	Taber	- Rex
Lethbridge	- Capital	Three Hills	- Lyric
"	- Lealta	Tofield	- Variety
"	- Roxy	Trochu	- Legion
Lomond	- Community	Turner Valley	- Valley
Longview	- Roxy	Two Hills	- Recreation
Longheed	- Community	Vauxhall	- Community
Luscar	- Luscar	Vegreville	- Vimy
McLennan	- Elks	Vermilion	- Columbia
Macleod	- Empress	Viking	- Elks
Magrath	- Empress	Vulcan	- Vulcan
Mannville	- Orange Hall	Wainwright	- Elite
Marwayne	- Marwayne	Warner	- Empress
Mayerthorpe	- Mayerthorpe	Waskatenau	- Community
Medicine Hat	- Monarch	Waterways	- Waterways
Medicine Hat	- Roxy	Westlock	- U.F.A.
Milk River	- Crystel	Netaskiwin	- Audien
Mirror	- Grand	Willingdon	- Willingdon
Morinville	- Parish Hall		

British Columbia

Abbotsford	- Abbotsford	Armstrong	- Star
Alberni	- Roxy	Ashcroft	- Ashcroft

British Columbia--(Cont'd)

Atlin	- Globe	Quesnel	- Rex
Bralorne	- Community	Revelstoke	- Avclie
Britannia Beach	- Barbara	Rock Bay	- Rock Bay
Chilliwack	- Strand	Rossland	- Capitol
Copper Mountain	- Community Club	Salmon Arm	- Rex
Courtenay	- Bickle	Sointula	- Opera Hcuse
"	- E.W.	Squamish	- Squamish
Cranbrook	- Star	Stewart	- Opers House
Creston	- Grand	Trail	- Strand
"	- Tivcli	"	- Rialto
Cumberland	- Ilo Ilo	Vancouver	- Alma
Dawson Creek	- Carlsania	"	- Bay
Duncans	- Capitol	"	- Beacon
Esquimalt	- Cadet	"	- Broadway
Fernie	- Orpheum	"	- Cambie
Fort St. John	- Community	"	- Capitol
Ganges	- Rex	"	- Colonial
Grand Forks	- Granada	"	- Dominion
Hammond	- Hammond	"	- Dunbar
Haney	- Haney	"	- Fraser
Kamloops	- Capitol	"	- Grandview
Kelowna	- Empress	" (West)	- Hollyburn
Kimberley	- Orpheum	"	- Hollywood
Ladner	- Ladner	"	- Kerrisdale
Ladysmith	- Rio	"	- Kingsway
Langley Prairie	- Langley	"	- Kitsilano
Lillooet	- Log Cabin	" (North)	- Lonsdale
Massett	- Massett	"	- Lux
Merritt	- Rex	"	- Lyric
Michel	- Opera House	"	- Marpole
Mission City	- Victcry	"	- Music Box
Nanaimo	- Capitcl	" (North)	- Nova
"	- Strand	" (Burnaby)	- Oak
Natal	- Grand	"	- Olympia
Nelson	- Capitol	"	- Orpheum
"	- Civic	"	- Paradise
New Westminster	- Columbia	"	- Plaza
" "	- Edison	"	- Regent
" "	- Fox	"	- Rex
" "	- Metro	"	- Rio
" "	- Sapperton	"	- Roxy
Oak Bay	- Oak Bay	"	- Royal
Ocean Falls	- Ocean Falls	"	- Stanley
Oliver	- Oliver	"	- Star
Penticton	- Capitol	"	- Strand
Pioneer Mines	- Community Club	"	- Varsity
Port Alberni	- Capitol	"	- Victoria
" "	- Port	"	- Windsor
Port Alice	- Port Alice	"	- York
Powell River	- Patricia	Vernon	- Capitol
Premier	- Community Hall	Victoria	- Atlas
Prince George	- Strand	"	- Capitol
" Rupert	- Capitol	"	- Dominion
Princeton	- Capitol	"	- Plaza

British Columbia--(Cont'd)

Victoria	- Ric	White Rock	- Park
"	- Royal	" "	- White Rock
"	- York	Williams Lake	- Oliver
Wells	- Sunset	Woodfibre	- Community
West Summerland	- Rialto	Zeballos	- Community
Westview	- Roxy		

Yukon

Dawson City Orpheum

FILM EXCHANGES IN CANADA, 1940

Name	Head Office Address	
Colonial Pictures Ltd.,	277 Victoria St.,	Toronto, Ont.
Columbia Pictures of Canada Ltd.,	21 Dundas Square	" "
Compagnie France Film	637 Craig St. W.,	Montreal, Que.
Eastern Film Company	87 Union St.,	St. John, N.B.
Eastman Photographic Materials	610 Granville St.,	Vancouver, B.C.
Empire Universal Films Ltd.,	277 Victoria St.,	Toronto, Ont.
General Films Ltd.,	1924 Rose St.,	Regina, Sask.
Grand National Films Ltd.,	277 Victoria St.,	Toronto, Ont.
Maritime Film Exchange	87 Union St.,	St. John, N.B.
Motion Picture Supply	352 Carlton St.,	Winnipeg, Man.
Paramount Film Service Ltd.,	111 Bond St.,	Toronto, Ont.
Pearless Films Ltd.,	277 Victoria St.,	Toronto, Ont.
Regal Films Ltd.,	1908 Royal Bank Bldg.,	Toronto, Ont.
R. K. O. Distributing Corp. of Can. Ltd.	277 Victoria St.	Toronto, Ont.
Sovereign Film Distributors Ltd.,	277 Victoria St.,	Toronto, Ont.
Superior Films Ltd.,	277 Victoria St.,	Toronto, Ont.
Twentieth Century-Fox Corp. Ltd.,	110 Bond St.,	Toronto, Ont.
United Artists Corp. Ltd.,	277 Victoria St.,	Toronto, Ont.
Vitagraph Ltd.,	21 Dundas Square	Toronto, Ont.

THEATRE CHAINS IN CANADA, 1940

Adamson, M. L.	9921-113th St.,	Edmonton, Alta.
Allied Amusements Ltd.,	300 Film Exchange Bldg.,	Winnipeg, Man.
Associated Theatres Ltd.,	300 Film Exchange Bldg.,	Winnipeg, Man.
B. & L. Theatres	12 Hazen Ave.,	St. John, N.B.
Cole, W. J.		Bellevue, Alta.
Compagnie France-Film	1135 Cote De Beaver Hall	Montreal, Que.
Confederation Amusements Ltd.,	1449 St. Alexander St.,	Montreal, Que.
Famous Players Can. Corp.	1200 Royal Bank Bldg.,	Toronto, Ont.
Hambleton, Robt.	277 Victoria St.,	Simcoe, Ont.
Hanson Theatres Limited		Toronto, Ont.
Humphrey, H.,		Grenfell, Sask.
Kiefer, R. R.		Hardisty, Alta.
Miller, G. R.		Wynyard, Sask.
Merton Theatres Ltd.,	559 Main St.,	Winnipeg, Man.

THEATRE CHAINS IN CANADA, 1940---(Cont'd)

Name	Head Office Address
Murphy J. L.	Gravelbourg, Sask.
Northern Empire Theatres	Timmins, Ont.
O'Brien Theatres Ltd.,	Henfrew, Ont.
Purdy, K. E.,	Edmonton, Alta.
Robson, C. F.	Vulcan, Alta.
Rothstein, N.	Winnipeg, Man.
Shacker, I. F.	Hanne, Alta.
Sharp, W. H. B.	Calgary, Alta.
Spencer, F. G. Co., Ltd.,	St. John, N.B.
Sutherland, Mrs. F.,	St. Mary's, Ont.
Theatre Holding Corp.,	Toronto, Ont.
Twentieth Century Theatres	Toronto, Ont.
United Amusements Ltd.,	Montreal, Que.
Western Theatres Ltd.,	Winnipeg, Man.

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