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**CANADA**

**DOMINION BUREAU OF STATISTICS**

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

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**MOTION PICTURE THEATRES**

**IN CANADA**

**1941**



OTTAWA  
1943

Price 25 cents

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
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INTERNAL TRADE BRANCH  
OTTAWA - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURES IN CANADA, 1941

Summary

Admissions to motion picture theatres in Canada exceeded one hundred and sixty-two millions in 1941 while box office receipts, exclusive of amusement taxes, reached a total of \$41,569,000 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 \$3.63 for 1941 compared with \$3.35 for 1940, \$3.03 for 1939 and \$3.77 for 1930, the earliest year for which figures are available. There were altogether 1,244 motion picture theatres in Canada in 1941. Admissions increased 6.9 per cent and receipts 9.8 per cent in 1941 over the preceding year.

All provinces reported gains in admissions and receipts over 1940, 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 1940 for the various provinces are as follows: Prince Edward Island, 23 per cent; Nova Scotia, 20 per cent; Alberta, 12 per cent; New Brunswick, 10 per cent; Ontario, 10 per cent; Quebec, 10 per cent; Saskatchewan, 5 per cent; Manitoba, 5 per cent and British Columbia, 4 per cent.

Cities with increases in receipts amounting to 10 per cent or over together with the percentage increases over 1940 are as follows: Calgary, 36 per cent; Halifax, 30 per cent; Windsor, 25 per cent; Hamilton, 19 per cent; St. Catharines, 15 per cent; Three Rivers, 14 per cent; New Westminster, 12 per cent and Brantford, 11 per cent.

Potential admissions to motion picture theatres in 1941 totalled 531,281,074. This figure represents the number of admissions possible with a full house in every theatre at every performance. Comparison with the actual number of admissions or 162,646,690 indicates that 31 per cent of the seating capacity was utilized on the average at each performance. The corresponding ratio for 1940 was 30 per cent. The ratio for 1941 varied considerably for different provinces, ranging from 27 per cent in Quebec to 33 per cent in Ontario. Ratios computed for some of the larger cities show 39 per cent for Halifax, 37 per cent for Toronto, 37 per cent for Hamilton, 36 per cent for Quebec, 35 per cent for Calgary, 34 per

cent for Windsor, 32 per cent for Vancouver, 32 per cent for Ottawa, 31 per cent for London, 30 per cent for Edmonton, 29 per cent for Winnipeg and 27 per cent for Montreal.

There was a slight increase in the proportion of single feature programs shown in 1941 compared with 1940. Such performances formed 38.5 per cent of the total number while double feature programs made up the remaining 61.5 per cent. The proportion of double feature programs to the total was lowest in Prince Edward Island where none were reported and highest in Quebec province at 83 per cent. Double feature programs formed 65 per cent of the total number shown in Ontario, 64 per cent in British Columbia, 60 per cent in Manitoba, 44 per cent in Alberta, 42 per cent in Nova Scotia, 35 per cent in New Brunswick and 24 per cent in Saskatchewan.

Itinerant operators numbered 89 in 1940. Eleven of these used 35 m.m. equipment, operated for a total of 1,650 days and had 97,035 admissions and \$27,114 receipts. The remaining 78 used 16 m.m. equipment, operated a total of 7,422 days and had 558,595 admissions and \$131,267 receipts.

Reports secured from 69 film exchanges engaged in supplying films to the theatres show total receipts for 1941 of \$12,747,952, of which \$12,368,446 represents the rental of films, \$373,349 represents revenue from advertising and \$6,157 represents receipts from other sources.

Per Capita Expenditure on Motion-Picture Entertainment,  
Canada and the Provinces, 1930, 1933 and  
1935-1941.

(Exclusive of amusement taxes)

Province	1930	1933	(I) 1935	(I) 1936	(I) 1937	(I) 1938	(I) 1939	(I) 1940	(I) 1941
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA .....	3.77	2.33	2.50	2.70	2.93	3.02	3.03	3.35	3.63
Prince Edward Island	2.14	0.96	1.04	1.15	1.23	1.20	1.23	1.26	1.52
Nova Scotia .....	3.53	1.79	2.09	2.27	2.41	2.47	2.59	3.27	3.82
New Brunswick .....	2.69	1.33	1.64	1.78	1.86	1.95	1.84	2.21	2.41
Quebec .....	2.94	1.86	1.91	2.02	2.15	2.17	2.19	2.30	2.48
Ontario .....	4.70	3.09	3.19	3.49	3.90	4.07	4.08	4.63	5.07
Manitoba .....	3.94	2.56	2.72	2.83	3.07	3.20	3.03	3.23	3.41
Saskatchewan .....	2.19	1.12	1.28	1.51	1.48	1.45	1.57	1.76	1.92
Alberta .....	3.28	1.92	2.21	2.33	2.44	2.53	2.61	2.80	3.11
British Columbia ..	6.05	3.52	4.15	4.31	4.82	4.81	4.83	4.98	5.08

(I) 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 1936 to 1941

Province	Receipts (I)							
	1930	1933	1936	1937	1938	1939	1940	1941
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA .....	28,479,500	24,897,100	29,610,300	32,499,300	33,635,052	34,010,115	37,858,955	41,569,259
Prince Edward Island	188,300	85,700	103,200	110,300	108,946	112,158	114,590	141,317
Nova Scotia .....	1,814,500	933,300	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599
New Brunswick .....	1,093,400	556,500	775,400	821,300	861,792	826,285	995,487	1,102,265
Quebec .....	8,301,800	5,510,500	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058	8,236,930
Ontario .....	15,900,900	10,960,200	12,888,400	14,457,000	15,202,597	15,247,941	17,348,450	19,140,826
Manitoba .....	2,712,800	1,818,400	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949
Saskatchewan .....	1,977,300	1,046,600	1,369,300	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313
Alberta .....	2,323,700	1,433,200	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842	2,457,115
British Columbia ...	4,166,800	2,552,700	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945

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

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1941  
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941
CANADA .....	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4	108.0
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	75.1
Nova Scotia .....	100.0	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0
New Brunswick .....	100.0	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8
Quebec .....	100.0	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2	99.2
Ontario .....	100.0	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1	120.4
Manitoba .....	100.0	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3
Saskatchewan .....	100.0	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6
Alberta .....	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	105.7
British Columbia .....	100.0	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5

Table 3.--Summary of Motion Picture Statistics, 1930 to 1941

Year and Province	No. of Theatres	Receipts(I)	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
1940 .....	1,232	37,858,955	152,137,277	5,751	1,988	6,363,403
<u>1941</u>						
CANADA .....	1,244	41,569,259	162,646,690	6,225	2,496	7,231,625
Prince Edward Island .....	6	141,317	507,804	24	18	16,775
Nova Scotia .....	61	2,195,599	8,991,329	297	172	320,489
New Brunswick .....	39	1,102,265	4,608,633	145	91	157,072
Quebec .....	204	8,236,930	33,026,304	1,271	363	1,239,706
Ontario .....	412	19,140,826	72,967,162	2,811	979	3,359,730
Manitoba .....	111	2,475,949	10,619,374	382	253	419,137
Saskatchewan .....	145	1,673,313	6,322,720	322	134	292,824
Alberta .....	144	2,457,115	8,473,487	428	117	481,648
British Columbia .....	122	4,145,945	17,129,877	545	369	944,244

(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, 1940 and 1941

Province or City	Number of Theatres		Seating Capacity, 1941	Receipts (1)			Admissions			Average (2) Price, 1941
	1940	1941		1940	1941	% Change	1940	1941	% Change	
				\$	\$					
CANADA .....	1,232	1,244	697,654	37,858,955	41,569,259	+ 9.8	152,137,277	162,646,690	+ 6.9	25.6
Prince Edward Is.	6	6	3,162	114,590	141,317	+ 23.3	403,773	507,804	+ 25.8	27.8
New Scotia .....	60	61	35,932	1,828,185	2,195,599	+ 20.1	7,730,490	8,991,329	+ 16.3	24.4
Halifax .....	9	9	7,511	644,979	842,301	+ 30.6	2,767,340	3,406,206	+ 23.1	24.7
Sydney .....	5	5	3,602	230,547	252,243	+ 9.4	996,458	1,061,576	+ 6.5	23.8
Other Places ..	46	47	24,819	952,659	1,101,055	+ 15.6	3,966,692	4,523,547	+ 14.0	24.3
New Brunswick .....	39	39	20,162	995,487	1,102,265	+ 10.7	4,239,493	4,608,633	+ 8.7	23.9
St. John .....	6	6	5,300	360,863	389,507	+ 7.9	1,642,162	1,769,718	+ 7.8	22.0
Other Places ..	33	33	14,862	634,624	712,758	+ 12.3	2,597,331	2,838,915	+ 9.3	25.1
Quebec .....	190	204	131,850	7,490,058	8,236,930	+ 10.0	31,444,246	32,026,304	+ 5.0	24.9
Montreal (3) ..	67	69	71,491	5,207,479	5,672,796	+ 8.9	22,100,630	22,913,482	+ 3.7	24.8
Quebec .....	11	11	8,509	559,251	595,415	+ 6.5	2,588,410	2,735,209	+ 5.7	21.8
Three Rivers ..	4	4	3,235	129,219	147,534	+ 14.2	534,772	593,401	+ 11.0	24.9
Other Places ..	108	120	48,615	1,594,109	1,821,185	+ 14.2	6,220,434	6,784,212	+ 9.1	26.8
Ontario .....	393	412	285,014	17,348,450	19,140,826	+ 10.2	67,106,204	72,967,162	+ 8.7	26.2
Toronto .....	108	108	90,345	6,302,204	6,743,097	+ 7.0	24,299,961	25,165,598	+ 3.6	26.8
Hamilton .....	20	21	19,460	1,105,418	1,324,601	+ 19.8	4,688,409	5,394,176	+ 15.1	24.6
Ottawa .....	15	15	13,814	1,073,862	1,137,763	+ 6.0	4,430,487	4,812,793	+ 8.6	23.6
London .....	8	8	8,108	593,749	621,235	+ 4.6	2,243,570	2,309,449	+ 2.9	26.9
Windsor .....	8	8	8,405	624,501	785,614	+ 25.8	2,402,542	2,953,623	+ 22.9	26.6
Brantford ....	4	4	4,062	280,702	313,492	+ 11.7	1,149,641	1,285,460	+ 11.8	24.4
St. Catharines	4	4	3,195	272,133	312,575	+ 14.9	1,084,092	1,240,728	+ 14.4	25.2
Sudbury .....	4	4	3,862	409,500	377,286	- 8.1	1,359,608	1,394,400	+ 2.6	27.1
Other Places ..	222	240	133,763	6,686,381	7,525,163	+ 12.5	25,447,894	28,410,935	+ 11.6	26.5

See footnotes at end of table.

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities, Canada, 1940 and 1941--(Cont'd)

Province or City	Number of Theatres		Seating Capacity, 1941	Receipts (1)			Admissions			Average (2) Price, 1941
	1940	1941		1940	1941	% Change	1940	1941	% Change	
				\$	\$					
Manitoba .....	114	111	50,364	2,244,801	2,475,949	+ 5.6	10,023,569	10,619,374	+ 5.9	23.2
Winnipeg (4) ....	43	41	29,801	1,817,473	1,899,288	+ 4.5	7,877,489	8,309,319	+ 5.5	22.9
Other Places ....	71	70	20,563	527,528	576,661	+ 9.3	2,146,080	2,310,055	+ 7.6	25.0
Saskatchewan .....	147	145	47,640	1,587,380	1,673,313	+ 5.4	6,186,473	6,322,720	+ 2.2	26.5
Regina .....	5	5	4,387	398,596	430,917	+ 8.1	1,576,500	1,602,827	+ 1.7	26.9
Saskatoon .....	5	5	4,299	324,133	340,689	+ 5.1	1,354,746	1,326,966	- 2.1	25.7
Other Places ....	137	135	38,954	864,651	901,707	+ 4.3	3,255,227	3,392,927	+ 4.2	26.6
Alberta .....	159	144	51,266	2,183,842	2,457,115	+ 12.5	8,301,586	8,473,487	+ 2.1	29.0
Edmonton .....	11	11	8,492	688,150	672,031	- 2.3	2,559,083	2,571,674	+ 0.5	26.1
Calgary .....	11	11	8,773	701,109	955,587	+ 36.3	2,730,160	2,855,959	+ 4.6	33.5
Other Places ....	137	122	34,001	794,583	829,497	+ 4.4	3,012,343	3,045,854	+ 1.1	27.2
British Columbia ...	124	122	72,264	3,966,162	4,145,945	+ 4.5	16,701,443	17,129,877	+ 2.6	24.2
Vancouver (5) ...	39	42	37,601	2,208,112	2,322,036	+ 5.2	9,878,491	10,349,696	+ 4.8	22.4
New Westminster .	5	6	3,867	164,148	183,089	+ 11.5	745,520	778,103	+ 4.4	23.5
Other Places ....	80	74	30,796	1,593,902	1,640,820	+ 2.9	6,077,432	6,002,078	+ 1.2	27.3

(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, Family Members with and without Salaries and Projectionists Classified According to Number of Weeks in Operation and by Provinces, 1941.

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members					Projectionists	
	Proprietors	Employees		With Salary		Salaries \$	Without Salary		No.	Salaries \$
				Male	Female		Male	Female		
CANADA .....	994	8,722	7,523,735	148	22	294,606	564	260	1,634	2,652,061
Employees in theatres operated 300 days and over—										
Total .....	452	7,231	6,960,575	120	19	264,851	217	96	1,283	2,446,283
Prince Edward Island ..	1	33	16,045	-	-	-	1	-	3	3,476
Nova Scotia .....	20	401	309,589	5	-	11,095	13	2	60	83,294
New Brunswick .....	13	215	158,850	6	-	10,260	3	4	37	44,086
Quebec .....	97	1,460	1,228,799	28	5	67,679	50	14	230	313,261
Ontario .....	197	3,248	3,251,554	42	6	105,590	98	51	534	1,170,153
Manitoba .....	23	505	414,580	9	2	15,521	10	2	82	150,940
Saskatchewan .....	22	274	264,322	6	2	10,952	11	3	67	105,327
Alberta .....	39	386	436,072	12	1	21,452	18	8	108	181,589
British Columbia .....	40	709	880,764	12	3	22,302	13	12	162	394,157
Employees in theatres operated less than 300 days—										
Total .....	542	1,491	563,160	28	3	29,755	347	164	351	205,778
Prince Edward Island ..	1	9	730	-	-	-	-	1	3	572
Nova Scotia .....	25	68	23,685	2	-	1,690	20	3	12	7,062
New Brunswick .....	20	21	8,482	2	1	2,496	14	3	6	2,915
Quebec .....	69	174	87,042	8	1	8,456	43	17	45	25,982
Ontario .....	45	542	215,516	2	-	1,750	21	22	64	50,998
Manitoba .....	77	131	20,978	1	-	900	53	23	30	10,248
Saskatchewan .....	158	182	42,234	3	-	2,780	103	52	58	18,732
Alberta .....	108	159	75,811	9	1	8,783	68	30	86	49,436
British Columbia .....	39	205	88,682	1	-	2,900	25	13	47	39,833

Table 6.--Employment in Motion Picture Theatres Showing Assistant Projectionists, Musicians and Stage Hands and all Other Employees Classified According to Number of Weeks in Operation and by Provinces, 1941.

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees		Average Salary per Employee	
	Number	Salaries	Number	Salaries	Male	Female		Salaries and Wages
		\$		\$			\$	
CANADA .....	192	73,327	192	210,029	4,201	2,497	4,293,712	829
Employees in theatres operated 300 days and over -								
Total .....	161	67,293	92	155,201	3,587	2,108	4,026,947	926
Prince Edward Island .....	1	(x)	-	-	14	15	12,309	486
Nova Scotia .....	7	2,703	1	(x)	178	155	210,450	744
New Brunswick .....	8	2,847	-	-	84	86	101,657	691
Quebec .....	40	18,629	22	18,025	845	323	811,205	795
Ontario .....	75	34,779	37	86,106	1,747	855	1,854,926	969
Manitoba .....	18	3,971	9	11,341	199	197	232,807	790
Saskatchewan .....	5	1,806	3	4,828	109	90	141,409	925
Alberta .....	2	804	3	(x)	188	85	230,973	1,074
British Columbia .....	5	1,494	17	31,600	223	302	431,211	1,211
Employees in theatres operated less than 300 days -								
Total .....	37	6,034	100	54,828	614	389	266,765	358
Prince Edward Island .....	-	-	-	-	3	3	158	81
Nova Scotia .....	2	(x)	-	-	37	17	14,777	323
New Brunswick .....	1	(x)	-	-	9	5	3,034	285
Quebec .....	10	2,707	9	(x)	77	33	41,897	452
Ontario .....	7	1,334	90	45,903	247	134	115,531	394
Manitoba .....	3	210	-	-	44	54	9,620	153
Saskatchewan .....	7	563	-	-	73	44	20,159	217
Alberta .....	2	92	-	-	39	32	17,500	422
British Columbia .....	5	935	1	(x)	85	67	44,089	418

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

Table 7.--Average Percentage of Seating Capacity Utilized in Motion Picture Theatres, by Provinces, and in Selected Cities, 1940 and 1941

Province and City	1940				1941			
	No. of Theatres	Admissions	Potential(1) Admissions	Average	No. of Theatres	Admissions	Potential(1) Admissions	Average
CANADA .....	1,232	152,137,277	507,139,995	30	1,244	162,646,690	531,281,074	31
Prince Edward Island	6	403,772	1,799,616	22	6	507,804	1,818,224	28
Nova Scotia .....	60	7,730,490	28,303,182	27	61	8,991,329	28,040,659	32
New Brunswick .....	39	4,239,493	14,943,018	28	39	4,608,633	16,238,182	28
Quebec .....	190	31,444,246	118,359,619	27	204	33,026,304	122,573,707	27
Ontario .....	393	67,106,204	203,787,807	33	412	72,967,162	221,538,451	33
Manitoba .....	114	10,023,569	37,090,401	27	111	10,619,374	35,669,610	30
Saskatchewan .....	147	6,186,473	24,504,807	25	145	6,322,720	24,181,710	26
Alberta .....	159	8,301,586	26,672,013	31	144	8,473,487	27,185,667	31
British Columbia ..	124	16,701,443	51,679,532	32	122	17,129,877	54,034,864	32
<u>Selected Cities:</u>								
Toronto .....	108	24,299,961	66,344,842	37	108	25,165,598	68,691,643	37
Montreal .....	67	22,100,630	83,937,242	26	69	22,913,482	84,890,159	27
Winnipeg .....	43	7,877,489	30,446,146	26	41	8,309,319	28,530,424	29
Vancouver .....	39	9,878,491	30,824,452	32	42	10,349,696	32,491,158	32
Hamilton .....	20	4,688,409	13,514,905	35	21	5,394,176	14,425,868	37
Ottawa .....	15	4,430,427	14,991,408	30	15	4,812,793	14,885,520	32
Quebec .....	11	2,588,410	6,824,440	38	11	2,735,209	7,664,198	36
Calgary .....	11	2,730,160	8,316,904	33	11	2,855,959	8,072,688	35
Edmonton .....	11	2,559,083	8,970,630	29	11	2,571,674	8,705,496	30
Halifax .....	9	2,767,340	9,157,440	30	9	3,406,206	8,814,206	39
Windsor .....	8	2,402,542	8,032,128	30	8	2,953,623	8,640,684	34
London .....	8	2,243,570	8,151,864	27	8	2,309,449	7,402,692	31

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

Table 8.--Number of Single and Double Feature Performances in Motion Picture Theatres,  
by Provinces, 1940 and 1941

	1 9 4 0						1 9 4 1					
	Total Performances		Single Feature		Double Feature		Total Performances		Single Feature		Double Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA .....	692,574	100.0	251,398	36.3	441,176	63.7	712,796	100.0	274,732	38.5	438,064	61.5
Prince Edward Island	2,652	100.0	2,532	95.5	120	4.5	2,730	100.0	2,730	100.0	-	-
Nova Scotia .....	39,850	100.0	20,094	50.4	19,756	49.6	39,870	100.0	22,914	57.5	16,956	42.5
New Brunswick .....	24,110	100.0	13,406	55.6	10,704	44.4	25,996	100.0	16,918	65.1	9,078	34.9
Quebec .....	137,403	100.0	23,220	16.9	114,183	83.1	145,029	100.0	27,988	19.3	117,041	80.7
Ontario .....	276,354	100.0	91,835	33.2	184,519	66.8	286,476	100.0	98,830	34.5	187,646	65.5
Manitoba .....	55,618	100.0	20,578	37.0	35,040	63.0	54,243	100.0	21,502	39.6	32,741	60.4
Saskatchewan .....	44,466	100.0	33,544	75.4	10,922	24.6	43,837	100.0	33,481	76.4	10,356	23.6
Alberta .....	46,397	100.0	24,866	53.6	21,531	46.4	46,579	100.0	25,879	55.6	20,700	44.4
British Columbia ...	65,724	100.0	21,323	32.4	44,401	67.6	68,036	100.0	24,490	36.0	43,546	64.0

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Table 9.—Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1940 and 1941

Province	1 9 4 0				1 9 4 1			
	New(I) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New(I) Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA .....	51	25	30	+ 46	53	18	59	+ 12
Prince Edward Island	-	-	-	-	1	-	1	0
Nova Scotia .....	-	-	4	- 4	1	1	1	+ 1
New Brunswick .....	1	-	1	0	-	1	1	0
Quebec .....	15	5	2	+ 18	14	2	2	+ 14
Ontario .....	8	3	1	+ 10	21	2	4	+ 19
Manitoba .....	4	3	8	- 1	3	3	9	- 3
Saskatchewan .....	8	5	10	+ 3	5	6	13	- 2
Alberta .....	10	3	4	+ 9	4	2	21	- 15
British Columbia ...	5	6	-	+ 11	4	1	7	- 2

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

Table 10.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1941

Province	Operators using 35 MM. Equipment				Operators using 16MM. Equipment			
	No.	Receipts	Admissions	Days in Operation	No.	Receipts	Admissions	Days in Operation
		\$	No.	No.		\$	No.	No.
CANADA .....	11	27,114	97,035	1,635	78	131,267	558,595	7,422
Prince Edward Island ..	2	(x)	(x)	160	-	-	-	-
Nova Scotia .....	1	(x)	(x)	245	7	8,933	39,582	699
New Brunswick .....	-	-	-	-	2	(x)	(x)	137
Quebec .....	1	(x)	(x)	208	1	(x)	(x)	365
Ontario .....	-	-	-	-	27	45,973	171,126	1,854
Manitoba .....	1	(x)	(x)	308	5	9,883	48,377	683
Saskatchewan .....	3	13,181	52,314	473	23	32,839	151,021	2,192
Alberta .....	1	(x)	(x)	68	7	16,346	76,117	1,067
British Columbia .....	2	(x)	(x)	188	6	7,898	28,067	425

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

Table 11.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1941

Year	No. of Exchanges	No. of Employees		Salaries & Wages		Total Receipts		
		Male	Female	Male	Female	Film Rentals	Advertising	Other Sources
					\$	\$	\$	\$
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	11,445,167	385,504	50,224
1941 .....	69	415	347	832,400	434,281	12,368,446	373,349	6,157

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