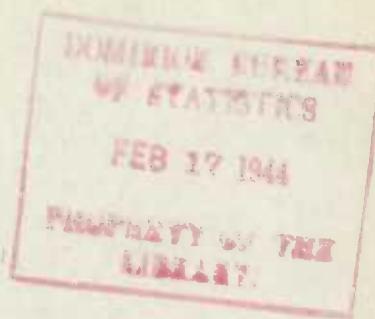


63-207 C-1

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

CANADA
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH



**MOTION PICTURE THEATRES
IN CANADA**

1942



**OTTAWA
1944**

Price 25 cents

Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANTISING AND SERVICES BRANCH
OTTAWA - CANADA

Dominion Statistician: S. A. Cudmore, M.A. (Oxon.), F.S.S., F.R.S.C.
Chief, Merchandising & Services Branch: A. C. Steedman, B. A.

MOTION PICTURE THEATRES IN CANADA, 1942

Summary

Admissions to motion picture theatres in Canada exceeded one hundred and eighty-three and one-half millions in 1942 while box office receipts, exclusive of amusement taxes, reached a total of \$46,461,097 according to final results of the annual survey of motion picture theatres made by the Merchandising and Services Branch of the Dominion Bureau of Statistics. Federal and Provincial amusement taxes collected on admissions amounted to \$11,713,165. Per capita expenditure including amusement taxes at motion picture houses stood at \$5.01 for 1942. British Columbia came first with \$7.52 per person spent in this entertainment field, followed by Ontario with \$6.53, Nova Scotia \$5.89, Manitoba \$4.39, Alberta \$4.22, Quebec \$3.81, New Brunswick \$3.75, Saskatchewan \$2.56 and Prince Edward Island \$2.52. There were altogether 1,251 motion picture theatres in Canada in 1942 supplemented by 96 Itinerant Operators. Admissions increased 13.0 per cent and receipts 12.3 per cent in 1942 over the preceding year.

All provinces reported gains in admissions and receipts over 1941, notable increases being recorded in the cities of Halifax, Edmonton, Calgary and Vancouver. Percentage increases in box office receipts over 1941 for the various provinces are as follows: Prince Edward Island, 26 per cent; British Columbia, 22 per cent; New Brunswick, 21 per cent; Nova Scotia, 20 per cent; Alberta, 18 per cent; Quebec, 13 per cent; Saskatchewan, 9 per cent; Ontario, 8 per cent and Manitoba, 6 per cent.

Cities with increases in receipts amounting to 10 per cent or over together with the percentage increases over 1941 are as follows: Vancouver, 25 per cent; Edmonton, 23 per cent; Calgary, 21 per cent; Halifax, 20 per cent, Hamilton, 19 per cent; New Westminster, 19 per cent; Windsor, 17 per cent; St. John, 16 per cent; Sydney, 16 per cent; Ottawa, 15 per cent; Montreal, 13 per cent; Regina, 10 per cent.

Potential admissions to motion picture theatres in 1942 totalled 566,637,994. 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 183,735,258 indicates that 32 per cent of the seating capacity was utilized on the average at each performance, an increase of 1 point over the corresponding ratio for 1941. The ratio for 1942 varied considerably for different provinces, ranging from 36 per cent in Nova Scotia down to 26 per cent in Saskatchewan. Ratios computed for some of the larger cities show 44 per cent for Halifax, 39 per cent for Toronto, 36 per cent for Windsor, 35 per cent for Edmonton, 35 per cent for Hamilton, 35 per cent for Quebec, 34 per cent for Calgary, 34 per cent for Vancouver, 33 per cent for Ottawa, 30 per cent for London, 30 per cent for Winnipeg and 29 per cent for Montreal.

Theatres classified according to ownership show 503 moving picture houses operated by firms owning 4 or more units, the "chain" group. Chain theatres had 70.3 per cent of the total receipts in 1942 and 66.8 per cent of the total admissions. Proprietors with only one unit operated 549 or slightly more than one-half the total number of theatres accounting for 22 per cent of the total receipts.

and 24 per cent of the admissions.

The proportion of single feature programs shown in 1942 compared with 1941 remained unchanged. 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 at 1.3 per cent and highest in Quebec province at 78 per cent. Double feature programs formed 66 per cent of the total number shown in Ontario, 63 per cent in British Columbia, 61 per cent in Manitoba, 42 per cent in Alberta, 39 per cent in Nova Scotia, 37 per cent in New Brunswick and 31 per cent in Saskatchewan.

Exactly one-third of the total number of theatres in Canada used double feature programs exclusively throughout the year. These theatres accounted for 49 per cent of the total admissions and the box office receipts amounted to 43 per cent of the total for 1942. In Quebec double feature programs accounted for 76 per cent of the theatre admissions and their receipts amounted to 68.5 per cent of the total for the province.

Itinerant Operators numbered 96 in 1942. Twelve of these, using 35 m.m. equipment, operated a total of 1,444 days and had 205,360 admissions and \$55,-050 receipts. The remaining 84 used 16 m.m. equipment, operated 7,481 days and had 617,027 admissions and \$164,109 in receipts.

Reports secured from 78 film exchanges engaged in supplying films to the theatres show total receipts for 1942 of \$14,313,904, of which \$13,892,093 represents the rental of films, \$370,740 represents revenue from advertising and \$51,071 receipts from other sources. Salaries and wages paid to 795 employees amounted to \$1,473,943. Film releases were reported by the exchanges for the first time in the 1942 survey. These releases totalled 2,358 films of which 795 were features, 464 cartoons, 461 news reels and all other films 638. On breaking down the number of feature films by country of origin, the reports show that 734 were produced in the U.S.A., 42 in Great Britain and 19 in other countries.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1935-1942

Province	(1) 1935	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942
	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	2.50	2.70	2.93	3.02	3.03	3.35	3.63	4.01	5.01
Prince Edward Island	1.04	1.15	1.23	1.20	1.23	1.26	1.52	1.93	2.52
Nova Scotia	2.09	2.27	2.41	2.47	2.59	3.27	3.82	4.55	5.89
New Brunswick	1.64	1.78	1.86	1.95	1.84	2.21	2.41	2.88	3.75
Quebec	1.91	2.02	2.15	2.17	2.19	2.30	2.48	2.76	3.81
Ontario	3.19	3.49	3.90	4.07	4.08	4.63	5.07	5.44	6.53
Manitoba	2.72	2.83	3.07	3.20	3.03	3.23	3.41	3.60	4.39
Saskatchewan	1.28	1.51	1.48	1.45	1.57	1.76	1.92	2.08	2.56
Alberta	2.21	2.33	2.44	2.53	2.61	2.80	3.11	3.33	4.22
British Columbia ...	4.15	4.31	4.82	4.81	4.83	4.98	5.08	6.05	7.52

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

(2) Based on total receipts of regular theatres and itinerant operators. (Including Amusement Taxes).

GENERAL TABLES

	<u>Page</u>
Table 1.--Motion Picture Theatre Receipts, by Provinces, 1930 and 1936 to 1942	4
Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1942	4
Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1942	5
Table 4.--Principal Statistics for Motion Picture Theatres, by Pro- vinces and Selected Cities, Canada, 1941 and 1942	6
Table 5.--Employment and Total Payroll in Motion Picture Theatres, Showing Proprietors, Family Members, Projectionists, Assistant Projectionists, Musicians and Stage Hands and all other Employees Classified According to full-time and part-time operation, Canada and the Provinces, 1942..	10
Table 6.--Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940 and 1942	12
Table 7.--Number of Single and Double Feature Performances in Motion Picture Theatres, by Provinces, 1941 and 1942	13
Table 8.--Theatres Classified According to Proportions of Single and Double Feature Performances, by Economic Divisions, Canada, 1942	14
Table 9.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1940 and by Provinces, 1941 and 1942	15
Table 10.--Theatres Classified According to Number of Weeks in Oper- ation and Average Number of Days per Week, Canada 1938- 1940 and by Provinces, 1941 and 1942	16
Table 11.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used, and by Provinces, Canada, 1942	17
Table 12.--Showing Number of New Picture Theatres, Theatres Re- modelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1941 and 1942	18
Table 13.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1942	19

Table 1.--Motion Picture Theatre Receipts by Provinces, 1930 and 1936 to 1942

Province	Receipts (1)							
	1930	1936	1937	1938	1939	1940	1941	1942
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	38,479,500	29,610,300	32,499,300	33,635,052	34,010,115	37,858,955	41,369,259	46,461,097
Prince Edward Island	188,300	103,200	110,300	108,946	112,158	114,590	141,317	178,480
Nova Scotia	1,814,500	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599	2,634,353
New Brunswick	1,093,400	775,400	821,300	861,792	826,285	995,487	1,102,265	1,336,561
Quebec	8,301,800	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058	8,236,930	9,347,981
Ontario	15,900,900	12,888,400	14,457,000	15,202,597	15,247,941	17,348,450	19,140,826	20,753,439
Manitoba	2,712,800	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765
Saskatchewan	1,977,300	1,369,300	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313	1,833,486
Alberta	2,323,700	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063
British Columbia ...	4,166,800	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969

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

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1930 to 1942
(1930=100)

Province	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942
CANADA	100.0	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4	107.5	120.7
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	94.8
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	145.2
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	122.2
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	112.6
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	130.5
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	97.4
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	92.7
Alberta	100.0	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7
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	121.7

Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1942

Year and Province	No. of Theatres	Receipts ⁽¹⁾	Amusement Taxes	Paid Admissions	Employees (2)		
					Male	Female	Salaries and Wages
1930	910	38,479,500	-	-	4,641	1,502	6,946,700
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
1941	1,244	41,369,259	-	162,546,690	6,225	2,496	7,231,625
<u>1942</u>							
CANADA	1,251	46,461,097	11,713,165	183,735,258	5,698	3,009	8,265,901
Prince Edward Island..	6	178,480	56,702	638,011	22	15	19,994
Nova Scotia	62	2,634,353	788,008	10,756,669	296	217	391,444
New Brunswick	41	1,336,561	407,270	5,700,794	169	125	210,982
Quebec	214	9,347,981	3,339,266	37,300,743	1,313	522	1,503,444
Ontario	412	20,753,439	4,164,908	81,059,775	2,408	1,149	3,766,134
Manitoba	115	2,641,765	580,029	11,246,218	343	247	454,185
Saskatchewan	144	1,833,486	427,366	7,204,864	311	166	338,334
Alberta	133	2,665,063	716,178	10,363,279	357	148	523,977
British Columbia (3)..	124	5,069,969	1,233,438	19,464,905	479	420	1,057,407

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon.

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1941 and 1942

Province or City	No. of Theatres		Seating Capacity 1942	Receipts (1)			Amusement Taxes 1942
	1941	1942		1941	1942	% Change	
			\$	\$			\$
CANADA	1,244	1,251	702,833	41,369,259	46,461,097	+ 12.3	11,713,165
Prince Edward Island ..	6	6	3,162	141,317	178,480	+ 26.3	56,702
Nova Scotia	61	62	36,244	2,195,599	2,634,353	+ 20.0	788,008
Halifax	9	9	7,510	842,301	1,017,397	+ 20.8	314,883
Sydney	5	5	3,602	252,243	293,801	+ 16.5	88,416
Other Places	47	48	25,132	1,101,055	1,323,155	+ 20.2	384,709
New Brunswick	39	41	21,092	1,102,265	1,336,561	+ 21.3	407,270
Saint John	6	6	5,302	389,507	452,160	+ 16.1	138,236
Moncton	(a)	4	2,991	(a)	319,153	(24.0	93,336
Other Places	(33	31	12,799	(712,758	565,248	(175,698
Quebec	204	214	127,162	8,236,930	9,347,981	+ 13.5	3,339,266
Montreal (3)	69	71	72,911	5,672,796	6,397,701	+ 12.8	2,291,384
Quebec	11	11	8,558	595,415	617,507	+ 3.7	238,539
Three Rivers	4	4	3,235	147,534	160,021	+ 8.5	56,480
Sherbrooke	(a)	3	2,655	(a)	198,735	(69,269
St. Jean	(a)	3	2,204	(a)	103,426	(35,603
Rouyn	(a)	3	1,617	(a)	95,352	(+ 19.3	30,950
Other Places	(120	119	45,982	(1,821,185	1,775,239	(617,041
Ontario	412	412	283,887	19,140,826	20,753,439	+ 8.4	4,164,908
Toronto	108	110	91,172	6,743,097	7,011,049	+ 4.0	1,411,960
Hamilton	21	21	19,281	1,324,601	1,575,929	+ 19.0	310,501
Ottawa	15	15	13,812	1,137,763	1,309,879	+ 15.1	261,824
London	8	8	8,109	621,235	651,997	+ 5.0	130,450
Windsor	8	8	8,399	785,614	922,271	+ 17.4	185,066
Brantford	4	4	4,062	313,492	334,918	+ 6.8	68,655
Sudbury	4	4	3,861	377,286	408,858	+ 8.4	82,307
Kingston	(a)	5	4,353	(a)	463,971	(92,913

Table 4.--Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1941 and 1942 (Cont'd)

Province or City	No. of Theatres		Seating Capacity 1942	Receipts (1)			Amusement Taxes 1942
	1941	1942		1941	1942	% Change	
			\$	\$		\$	
Woodstock	(a)	3	2,203	((a)	128,248	{ + 8.9	26,121
Other Places	(244	234	128,635	(7,837,738	7,951,319		1,595,111
Manitoba	111	115	50,714	2,475,949	2,641,765	+ 6.7	580,029
Winnipeg (4)	41	41	29,816	1,899,288	1,997,825	+ 5.2	447,666
Other Places	70	74	20,898	576,661	643,940	+ 11.7	132,363
Saskatchewan	145	144	49,180	1,673,313	1,833,486	+ 9.6	427,366
Regina	5	6	5,141	430,917	475,163	+ 10.3	125,981
Saskatoon	5	6	4,934	340,689	373,239	+ 9.6	102,006
Other Places	135	132	39,105	901,707	985,084	+ 9.2	199,379
Alberta	144	133	48,456	2,257,115	2,665,063	+ 18.1	716,178
Edmonton	11	11	8,492	672,031	824,100	+ 22.6	224,310
Calgary	11	11	8,809	755,587	915,670	+ 21.2	242,465
Other Places	122	111	31,155	829,497	925,293	+ 11.5	249,403
British Columbia	122	124	72,936	4,145,945	5,069,969	+ 22.3	1,233,438
Vancouver (5)	42	42	37,460	2,322,036	2,909,756	+ 25.3	703,026
New Westminster....	6	5	3,418	183,089	218,688	+ 19.4	54,693
Trail	(a)	3	2,074	((a)	101,402		25,515
Victoria	(a)	6	5,072	((a)	614,202	{ + 18.3	152,926
Other Places	(74	68	24,912	(1,640,820	1,225,921		297,278

(1) Not including amusement taxes.

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

(4) Includes St. James, Norwood, and St. Boniface.

(5) Includes North Vancouver and West Vancouver.

(a) Included in "Other Places" for the year 1941.

Table 4.—Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1941 and 1942 (Cont'd)

Province or City	Admissions			Potential Admissions 1942	Average Seating Utilized 1942 %	Average Admission Price (2) 1942
	1941	1942	% Change			
CANADA	162,546,690	183,735,258	+ 13.0	566,637,994	32.4	25.3
Prince Edward Island	507,804	638,011	+ 25.6	2,031,304	31.4	28.0
Nova Scotia	8,991,329	10,756,669	+ 19.6	29,626,803	36.3	24.5
Halifax	3,406,206	3,997,570	+ 17.4	9,198,072	43.5	25.5
Sydney	1,061,576	1,226,407	+ 15.5	3,099,600	39.6	24.0
Other Places	4,523,547	5,532,692	+ 22.3	17,329,131	31.9	23.9
New Brunswick	4,608,633	5,700,794	+ 23.7	16,891,215	33.8	23.4
Saint John	1,769,718	2,055,551	+ 16.2	5,786,196	35.5	22.0
Moncton	(a)	1,235,750	(+ 28.4	2,823,639	43.8	25.8
Other Places	(2,838,915	2,409,493	(+ 28.4	8,281,380	29.1	23.5
Quebec	33,026,304	37,300,743	+ 12.9	130,646,512	28.6	25.1
Montreal (3)	22,913,482	25,201,940	+ 10.0	88,462,623	28.5	25.4
Quebec	2,735,209	2,905,343	+ 6.2	8,295,112	35.0	21.3
Three Rivers	593,401	639,767	+ 7.8	3,033,940	21.1	25.0
Sherbrooke	(a)	815,471	(2,641,912	30.9	24.4
St. Jean	(a)	382,997	(+ 26.1	1,624,168	23.6	27.0
Rouyn	(a)	298,276	(+ 26.1	1,516,592	19.7	32.0
Other Places	(6,784,212	7,056,949	(25,072,165	28.1	25.2
Ontario	72,967,162	81,059,775	+ 11.1	236,735,662	34.2	25.6
Toronto	25,165,598	27,295,017	+ 8.5	69,865,122	39.1	25.7
Hamilton	5,394,176	6,341,317	+ 17.6	17,989,452	35.3	24.9
Ottawa	4,812,793	5,256,910	+ 9.2	16,043,832	32.8	24.9
London	2,309,449	2,405,760	+ 4.2	8,094,756	29.7	27.1
Windsor	2,953,623	3,231,153	+ 9.4	9,076,236	35.6	28.5
Brantford	1,285,460	1,419,442	+ 10.4	4,393,272	32.3	23.6
Sudbury	1,394,400	1,504,072	+ 7.9	4,934,088	30.5	27.2

Table 4 --Principal Statistics for Motion Picture Theatres, by Provinces and Selected Cities,
Canada, 1941 and 1942 (Cont'd)

Province or City	Admissions			Potential Admissions 1942	Average Seating Utilized 1942	Average Admission Price (2) 1942
	1941	1942	% Change			
Kingston	((a)	1,877,135	(5,133,336	36.6	24.7
Woodstock	((a)	509,837	(+ 8.7	1,920,696	26.5	24.2
Other Places	(29,651,663	31,219,132	(99,284,872	31.4	25.5
Manitoba	10,619,374	11,246,218	+ 5.9	36,624,030	30.7	23.5
Winnipeg (4)	8,309,319	8,568,605	+ 3.1	28,959,610	29.6	23.3
Other Places	2,310,055	2,677,613	+ 15.9	7,664,420	34.9	24.0
Saskatchewan	6,322,720	7,204,864	+ 14.0	27,509,918	26.2	25.4
Regina	1,602,827	1,819,488	+ 13.5	6,436,236	28.3	26.1
Saskatoon	1,326,966	1,532,726	+ 15.5	7,022,496	21.8	24.4
Other Places	3,392,927	3,852,650	+ 13.5	14,051,186	27.4	25.6
Alberta	8,373,487	10,363,279	+ 23.7	30,111,425	34.4	25.7
Edmonton	2,571,674	3,204,260	+ 24.6	9,120,852	35.1	25.7
Calgary	2,755,959	3,306,304	+ 20.0	9,661,392	34.2	27.7
Other Places	3,045,854	3,852,715	+ 26.5	11,329,181	34.0	24.0
British Columbia	17,129,877	19,464,905	+ 13.6	56,461,125	34.5	26.0
Vancouver (5)	10,349,696	11,431,575	+ 10.5	34,110,180	33.5	25.5
New Westminster	778,103	945,642	+ 21.5	3,198,336	29.6	23.1
Trail	((a)	469,827	(1,294,176	36.3	21.6
Victoria	((a)	2,242,438	(+ 18.1	5,836,272	38.4	27.4
Other Places	(6,002,078	4,375,423	(12,022,161	36.4	28.0

(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.

(a) Included in "Other Places" for the year 1941.

Table 5.—Employment in Motion Picture Theatres Showing Total Payroll, Proprietors, Family Members with and without Salaries and Projectionists Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1942

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members						Projectionists		
	Proprietors	Employees		With Salary			Without Salary			No.	Salaries	
				Male	Female	Salaries	Male	Female				
1941	994	8,722	7,523,735	148	22	294,606	564	260	1,634	2,652,361		
1942												
CANADA	908	8,707	8,511,849	125	32	273,040	516	235	1,580	2,912,558		
Employees in theatres operated 300 days and over -												
Total	420	7,692	8,110,736	107	29	250,748	200	84	1,325	2,764,780		
Prince Edward Island	1	30	18,273	-	-	-	1	-	3	4,090		
Nova Scotia	15	449	384,973	4	-	8,040	9	2	63	97,570		
New Brunswick	9	249	198,427	3	-	6,370	4	2	37	53,075		
Quebec	99	1,668	1,495,998	25	10	67,093	50	14	251	357,386		
Ontario	166	3,342	3,688,311	33	8	74,717	86	39	539	1,289,622		
Manitoba	32	483	470,800	14	3	34,716	10	5	84	162,752		
Saskatchewan	18	275	299,383	8	3	16,480	7	-	66	116,012		
Alberta	45	416	512,189	6	1	12,623	22	16	114	219,225		
British Columbia	35	780	1,042,382	14	4	30,709	11	6	168	465,048		
Employees in theatres operated less than 300 days -												
Total	488	1,015	401,113	18	3	22,292	316	151	255	147,778		
Prince Edward Island	1	7	1,721	-	-	-	1	-	3	941		
Nova Scotia	18	46	8,762	-	-	-	15	3	6	3,529		
New Brunswick	11	36	15,144	-	-	-	9	2	7	3,069		
Quebec	75	142	60,812	4	-	4,520	47	24	38	22,154		
Ontario	52	258	162,094	5	1	8,449	30	16	42	45,764		
Manitoba	75	107	19,001	1	-	(x)	46	28	29	9,674		
Saskatchewan	138	201	57,011	3	1	2,000	94	40	53	19,130		
Alberta	78	89	27,411	3	1	3,000	50	24	42	19,014		
British Columbia	40	129	49,157	2	-	(x)	24	14	35	24,503		

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

Table 5.—Employment in Motion Picture Theatres Showing Assistant Projectionists, Musicians and Stage Hands and all Other Employees Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1942 (Cont'd)

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	
1941	198	73,327	192	210,029	4,201	2,497	4,293,712	829
1942	157	59,401	153	244,188	3,749	3,068	5,022,662	885
CANADA								
Employees in theatres operated 300 days and over -								
Total	126	52,860	130	212,143	3,352	2,759	4,830,205	1,000
Prince Edward Island	-	-	-	-	14	13	14,183	589
Nova Scotia	13	3,863	1	(x)	169	203	273,374	829
New Brunswick	12	3,476	-	-	88	112	135,506	769
Quebec	28	17,495	38	56,044	853	498	997,980	847
Ontario	41	19,345	45	91,253	1,602	1,115	2,213,374	1,051
Manitoba	19	3,058	14	17,684	165	201	252,590	914
Saskatchewan	5	2,419	3	(x)	94	107	159,253	1,022
Alberta	4	1,879	4	1,129	160	134	277,333	1,111
British Columbia	4	1,325	25	38,688	207	376	506,612	1,279
Employees in theatres operated less than 300 days -								
Total	31	6,541	23	32,045	397	309	192,457	267
Prince Edward Island	-	-	-	-	2	2	780	215
Nova Scotia	4	1,320	-	-	22	14	3,913	137
New Brunswick	1	(x)	-	-	15	13	11,770	322
Quebec	6	1,208	8	4,438	59	31	28,492	280
Ontario	9	1,152	15	27,607	114	78	79,122	523
Manitoba	2	(x)	-	-	30	46	8,161	104
Saskatchewan	2	(x)	-	-	87	59	35,536	168
Alberta	3	584	-	-	30	14	4,813	164
British Columbia	4	1,361	-	-	38	52	19,870	291

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

Table 6.—Motion Picture Theatres Classified According to Number of Theatres Under Same Ownership, Canada, 1930, 1940 and 1942

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>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
<u>1942</u>						
Total (1)	1,251	100.0	46,461,097	100.0	183,735,258	100.0
One	549	43.9	10,036,559	21.6	43,648,825	23.8
Two	124	9.9	2,437,146	5.2	10,832,898	5.9
Three	75	6.0	1,363,435	2.9	6,489,747	3.5
Four	24	1.9	582,859	1.3	2,714,761	1.5
Five to Nineteen	119	9.5	4,467,020	9.6	17,995,124	9.8
Twenty and Over	360	28.8	27,574,078	59.4	102,053,903	55.5

(1) Includes vaudeville and legitimate theatres.

Table 7.--Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1941 and 1942

	1941						1942					
	Total Performances		Single Feature		Double Feature		Total Performances		Single Feature		Double Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	712,796	100.0	274,732	38.5	438,064	61.5	760,115	100.0	292,950	38.5	467,165	61.5
Prince Edward Island	2,730	100.0	2,730	100.0	-	-	3,070	100.0	3,030	98.7	40	1.3
Nova Scotia	39,870	100.0	22,914	57.5	16,956	42.5	41,899	100.0	25,509	60.9	16,390	39.1
New Brunswick	25,996	100.0	16,918	65.1	9,078	34.9	26,943	100.0	16,828	62.5	10,115	37.5
Quebec	145,029	100.0	27,988	19.3	117,041	80.7	158,524	100.0	34,917	22.0	123,607	78.0
Ontario	286,476	100.0	98,830	34.5	187,646	65.5	304,712	100.0	103,114	33.8	201,598	66.2
Manitoba	54,243	100.0	21,502	39.6	32,741	60.4	56,641	100.0	22,170	39.1	34,471	60.9
Saskatchewan	43,837	100.0	33,481	76.4	10,356	23.6	47,003	100.0	32,139	68.4	14,864	31.6
Alberta	46,579	100.0	25,879	55.6	20,700	44.4	50,582	100.0	29,199	57.7	21,383	42.3
British Columbia ...	68,036	100.0	24,490	36.0	43,546	64.0	70,741	100.0	26,044	36.8	44,697	63.2

Table 8.--Theatres Classified According to Proportions of Single and Double Feature Performances,
by Economic Divisions, Canada, 1942

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	1,251	100.0	396	31.6	311	24.9	131	10.5	413	33.0
Receipts	46,461,097	100.0	7,193,738	15.5	12,023,716	25.9	7,294,216	15.7	19,949,427	42.9
Admissions	183,735,258	100.0	23,662,137	12.9	42,151,917	22.9	28,306,508	15.4	89,614,696	48.8
Maritime Provinces -										
Number	109	100.0	48	44.1	40	36.7	8	7.3	13	11.9
Receipts	4,149,394	100.0	1,223,594	29.5	1,614,546	38.9	594,675	14.3	716,579	17.3
Admissions	17,095,474	100.0	4,506,848	26.4	6,517,377	38.1	2,546,041	14.9	3,525,208	20.6
Quebec -										
Number	214	100.0	37	17.3	42	19.6	15	7.0	120	56.1
Receipts	9,347,981	100.0	1,191,398	12.7	1,005,672	10.8	750,242	8.0	6,400,669	68.5
Admissions	37,300,743	100.0	3,436,712	9.2	3,240,427	8.7	2,357,439	6.3	28,266,165	75.8
Ontario -										
Number	412	100.0	36	8.7	128	31.1	62	15.0	186	45.2
Receipts	20,753,439	100.0	2,034,409	9.8	6,899,824	33.2	3,481,090	16.8	8,338,116	40.2
Admissions	81,059,775	100.0	6,072,357	7.5	23,286,549	28.7	13,847,770	17.1	37,853,099	46.7
Prairie Provinces -										
Number	392	100.0	245	62.5	70	17.8	21	5.4	56	14.3
Receipts	7,140,314	100.0	2,283,344	32.0	1,410,959	19.8	1,208,076	16.9	2,237,935	31.3
Admissions	28,814,361	100.0	8,114,452	28.2	5,370,972	18.6	4,656,693	16.2	10,672,244	37.0
British Columbia -										
Number	124	100.0	30	24.2	31	25.0	25	20.2	38	30.6
Receipts	5,069,969	100.0	460,993	9.1	1,092,715	21.6	1,260,133	24.8	2,256,128	44.5
Admissions	19,464,905	100.0	1,531,768	7.9	3,736,592	19.2	4,898,565	25.2	9,297,980	47.7

Table 2.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1940 and by Provinces, 1941 and 1942

Province	Total Theatres	Average Price of Admission (1)											
		Less than 15¢	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
1939	1,186	44	163	138	150	170	161	125	152	43	25	6	9
1940	1,232	49	172	162	150	185	155	122	164	40	18	5	10
1941													
CANADA	1,244	35	143	158	161	195	142	128	192	48	24	8	10
Prince Edward Island	6	-	-	1	1	1	1	1	1	-	-	-	-
Nova Scotia	61	1	8	7	9	11	14	5	5	1	-	-	-
New Brunswick	39	-	4	4	9	13	3	4	2	-	-	-	-
Quebec	204	11	28	24	17	25	33	8	37	14	6	-	1
Ontario	412	11	48	63	62	53	42	51	55	11	6	6	4
Manitoba	111	5	17	23	28	16	8	7	5	1	-	-	1
Saskatchewan	145	1	6	11	16	24	18	23	41	4	1	-	-
Alberta	144	1	7	11	9	43	19	13	29	8	4	-	-
British Columbia	122	5	25	14	10	9	4	16	17	9	7	2	4
1942													
CANADA (2)	1,251	10	55	54	77	137	144	130	333	198	69	21	23
Prince Edward Island	6	-	-	-	-	-	-	2	2	1	1	-	-
Nova Scotia	62	-	1	1	3	5	7	7	23	14	1	-	-
New Brunswick	41	-	1	1	4	5	6	5	13	4	1	1	-
Quebec	214	2	9	10	5	6	14	21	45	59	23	7	13
Ontario	412	6	25	19	32	57	49	44	101	57	13	4	5
Manitoba	115	1	8	5	15	26	25	13	14	5	2	-	1
Saskatchewan	144	-	3	8	8	10	20	20	59	10	5	1	-
Alberta	133	--	4	1	2	14	11	12	52	26	10	1	-
British Columbia	124	1	4	9	8	14	12	6	24	22	13	7	4

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

(2) Average Price for 1942 includes Amusement Taxes.

Table 10. --Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1940 and by Provinces, 1941 and 1942

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	58	83	60	28	83	31	14	63	29	3	13	
1939	1,186	806	114	267	701	79	110	60	31	79	20	9	65	24	5	13	
1940	1,232	835	117	280	758	84	104	41	20	95	14	8	74	32	5	7	
<u>1941</u>																	
CANADA	1,244	867	127	250	257	85	102	54	24	82	30	12	62	26	6	4	
Prince Edward Island	6	3	1	2	3	-	1	-	-	1	-	-	-	-	1	-	
Nova Scotia	61	47	7	7	43	4	4	3	1	3	-	2	-	1	-	-	
New Brunswick	39	31	3	5	29	3	2	2	-	2	-	-	1	-	-	-	
Quebec	204	161	24	19	131	11	10	15	7	6	8	3	2	7	3	1	
Ontario	412	383	21	8	344	14	7	13	4	1	14	1	-	12	2	-	
Manitoba	111	61	14	36	55	14	16	2	-	8	2	-	12	2	-	-	
Saskatchewan	145	38	23	84	37	15	25	-	5	29	1	3	28	-	-	2	
Alberta	144	56	19	69	40	12	25	13	5	28	2	2	15	1	-	1	
British Columbia ...	122	87	15	20	75	12	12	6	2	4	3	1	4	3	-	-	
<u>1942</u>																	
CANADA	1,251	883	124	244	224	95	111	37	16	75	15	5	50	7	8	8	
Prince Edward Island	6	3	1	2	3	-	1	-	1	1	-	-	-	-	-	-	
Nova Scotia	62	48	6	8	46	3	2	2	-	6	-	-	-	-	1	-	
New Brunswick	41	32	4	5	31	3	2	-	-	1	1	1	2	-	-	-	
Quebec	214	165	28	21	146	17	12	12	5	4	5	2	5	2	4	-	
Ontario	412	381	22	9	352	18	8	12	2	1	7	1	-	3	1	-	
Manitoba	115	63	12	40	59	11	24	3	1	9	-	-	7	1	-	-	
Saskatchewan	144	40	20	84	37	16	34	2	3	24	1	1	22	-	-	4	
Alberta	133	62	15	56	61	12	20	1	3	21	-	-	11	-	-	4	
British Columbia ...	124	89	16	19	82	13	8	5	1	8	1	-	3	1	2	-	

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

Table 11.—Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1942

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	12	55,050	205,360	1,444	84	164,109	617,027	7,481
Prince Edward Island	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia	1	(x)	(x)	(x)	8	33,090	124,042	965
New Brunswick	-	-	-	-	1	(x)	(x)	(x)
Quebec	1	(x)	(x)	(x)	7	13,562	61,430	971
Ontario	-	-	-	-	23	46,469	152,641	1,813
Manitoba	1	(x)	(x)	(x)	4	(x)	(x)	(x)
Saskatchewan	3	16,769	68,154	410	23	37,778	163,934	2,071
Alberta	-	-	-	-	7	13,755	47,847	894
British Columbia	4	8,861	24,340	300	11	15,981	53,257	549

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

Table 12.--Showing Number of New Picture Theatres, Theatres Remodelled and Re-opened, and
Theatres Closed and Vacant, by Provinces, Canada, 1941 and 1942

Province	1 9 4 1				1 9 4 2			
	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	53	18	59	+ 12	31	13	37	+ 7
Prince Edward Island ...	1	-	1	0	-	-	-	-
Nova Scotia	1	1	1	+ 1	1	-	-	+ 1
New Brunswick	-	1	1	0	1	1	-	+ 2
Quebec	14	2	2	+ 14	11	-	1	+ 10
Ontario	21	2	4	+ 19	2	2	4	0
Manitoba	3	3	9	- 3	3	3	2	+ 4
Saskatchewan	5	6	13	- 2	7	3	11	- 1
Alberta	4	2	21	- 15	2	2	15	- 11
British Columbia	4	1	7	- 2	4	2	4	+ 2

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

Table 13.--Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1942

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
1942	78	414	381	1,072,289	401,654	13,892,093	370,740	51,071

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010713943

DATE DUE
DATE DE RETOUR