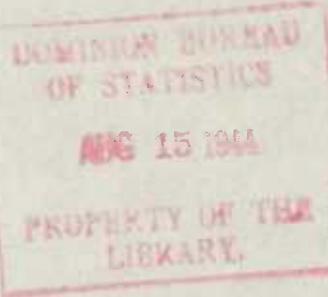


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Minister of Trade and Commerce

CANADA
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MERCHANTISING AND SERVICES BRANCH



MOTION PICTURE THEATRES

IN CANADA

1943



OTTAWA
1944

Price 25 cents

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

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MOTION PICTURE THEATRES IN CANADA, 1943

Summary

Final compilations of motion picture theatre statistics for 1943 show that there were 1,269 theatres in Canada last year and that these had 205,826,197 paid admissions. Box office receipts exclusive of amusement taxes amounted to \$52,567,989 while Dominion and provincial amusement taxes collected at motion picture theatres amounted to \$13,381,361. In addition there were 99 itinerant operators and these had 1,051,065 admissions and \$308,557 receipts. including the receipts secured both by itinerant operators and permanently equipped theatres, per capita expenditure on this form of entertainment averaged \$5.61 in 1943, per capita figures for the various provinces standing at \$8.29 for British Columbia, \$6.97 for Ontario, \$6.68 for Nova Scotia, \$5.27 for Alberta, \$4.81 for Manitoba, \$4.53 for New Brunswick, \$4.21 for Quebec, \$3.35 for Prince Edward Island, and \$3.31 for Saskatchewan.

All provinces reported increases both in admissions and in receipts in 1943 compared with 1942. Percentage increases in receipts compared with 1942 for the various provinces with corresponding percentage increases in admissions in brackets are as follows: Prince Edward Island, 27.1 per cent (27.6 per cent); Alberta, 20.8 per cent (17.8 per cent); New Brunswick, 20.5 per cent (19.3 per cent); Saskatchewan, 19.4 per cent (18.3 per cent); British Columbia, 17.7 per cent (19.4 per cent); Nova Scotia, 17.2 per cent (17.9 per cent); Quebec, 14.8 per cent (12.2 per cent); Ontario, 9.3 per cent (8.1 per cent); and Manitoba, 7.7 per cent (7.8 per cent).

Marked increases in receipts and admissions were recorded for some of the larger urban centres. Percentage increases in box office receipts for cities having increases of 15 per cent or over are as follows: Edmonton, 37.3 per cent; Quebec, 21.8 per cent; Moncton, 21.4 per cent; Saint John, 20.6 per cent; Regina, 18.9 per cent; Saskatoon, 17.6 per cent; New Westminster, 17.6 per cent; Vancouver, 16.0 per cent.

Potential admissions to motion picture theatres in 1943 totalled 577,271,947, a figure which represents the number of admissions possible were there a full house in every theatre at every performance of the program. Comparison with

this figure of the actual number of admissions or 205,826,197 indicates that on the average 35.7 per cent of the seating capacity was utilized at every performance. Corresponding ratios for earlier years are 32.4 per cent for 1942, 31.0 per cent for 1941, and 30.0 per cent for 1940. The ratio would, of course, be much higher for evening than for afternoon programs. The ratio of actual to potential admissions varied in different localities. For those cities for which separate figures are compiled, the ratio for 1943 was highest in Halifax at 49.6 per cent and was almost as high in Edmonton where it stood at 47.5 per cent. Ratios for other cities include 32.2 per cent for Montreal, 40.9 per cent for Toronto, 31.7 per cent for Winnipeg and 38.1 per cent for Vancouver.

The proportion of single-feature programs shown in motion picture theatres increased slightly from 38.5 per cent in 1942 to 39.4 per cent in 1943. The proportion of single-feature programs was highest in Prince Edward Island where all programs were of this type and was lowest in Quebec province where only 22.6 per cent of the programs were single feature while 77.4 per cent were double feature. The proportions of single feature to total programs in 1943 for the other provinces stand at 63.1 per cent for Nova Scotia, 61.6 per cent for New Brunswick, 34.6 per cent for Ontario, 38.3 per cent for Manitoba, 70.1 per cent for Saskatchewan, 57.5 per cent for Alberta, and 40.2 per cent for British Columbia.

Almost 32 per cent of the motion picture theatres used single feature programs only and another 30 per cent used double-feature programs only. The remainder varied between showing single and double feature programs. Admissions to single feature performances numbered 73,879,753 or 35.9 per cent of the total number, while admissions to double feature programs were 131,946,444 or the remaining 64.1 per cent.

The 1,269 motion picture theatres provided employment in some capacity to 10,749 persons of whom 981 were proprietors of independently operated establishments and 9,768 were employees. Of the 981 proprietors, 193 were reported as drawing a stated salary and their salaries totalled \$308,850. There were 788 proprietors who reported themselves as drawing no stated salary. Salaries and wages paid to the 9,768 employees totalled \$8,956,918.

In connection with the survey of motion picture theatres for 1943, each theatre was asked to report the number of feature films which it showed during the year. Although the aggregate of the figures thus reported contain duplications since one film is shown in many theatres; nevertheless, this aggregate figure which stood at 175,679 in 1943 serves to indicate the total usage or market for feature prints. The average usage per theatre for the 1,269 theatres stood at 138. The number of films used varies greatly for different types of theatres, being lowest for the large first run theatres in heavily populated centres and highest for small houses in the theatre districts characterized by double feature programs changing three times per week.

Of the 99 itinerant operators who reported their business for 1943, there were 88 who indicated that they used 16 mm. equipment and 11 who reported the use of 35 mm. equipment. The 88 operators who used the 16 mm. equipment operated for a total of 9,331 days and had 820,389 admissions and \$230,404 receipts. Operators using 35 mm. equipment operated for a total of 1,562 days and had 230,676 admissions and \$78,153 receipts.

Reports secured from 87 film exchanges engaged in supplying films to the theatres show total receipts of \$15,551,277 in 1943, of which \$15,163,355 represents the rental of films, \$339,891 represents revenue from advertising, while \$48,031 receipts were reported from other sources. Film releases reported by the

exchanges for 1943 show a total of 2,020 films released, of which 686 were features, 361 were cartoons, 377 were news reels, and 596 were comprised of other types. Of the 686 feature films released, 557 were produced in the United States, 97 were produced in Great Britain and 32 were produced in other countries.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1936-1943

Province	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943
CANADA	\$ 2.70	\$ 2.93	\$ 3.02	\$ 3.03	\$ 3.35	\$ 3.63	\$ 4.01	\$ 5.01	\$ 5.61
Prince Edward Island	1.15	1.23	1.20	1.23	1.26	1.52	1.93	2.52	3.35
Nova Scotia	2.27	2.41	2.47	2.59	3.27	3.82	4.55	5.89	6.68
New Brunswick	1.78	1.86	1.95	1.84	2.21	2.41	2.88	3.75	4.53
Quebec	2.02	2.15	2.17	2.19	2.30	2.48	2.76	3.81	4.21
Ontario	3.49	3.90	4.07	4.08	4.63	5.07	5.44	6.53	6.97
Manitoba	2.83	3.07	3.20	3.03	3.23	3.41	3.60	4.39	4.81
Saskatchewan	1.51	1.48	1.45	1.57	1.76	1.92	2.08	2.56	3.31
Alberta	2.33	2.44	2.53	2.61	2.80	3.11	3.33	4.22	5.27
British Columbia	4.31	4.82	4.81	4.83	4.98	5.08	6.05	7.52	8.29

(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).

Non-Commercial Films

The statistics quoted above and contained in the tables which follow relate to the showing of motion pictures in the commercial field. In addition to the attendance at these commercial theatres there were about 8,000,000 free admissions to films shown by the National Film Board. Through the courtesy of that Board, the following statistics relating to its operations in 1943 are presented:

The National Film Board utilized the services of 38 film libraries located in the larger urban centres for the storage and distribution of war information and educational 16 mm. films. These film libraries released films for 17,608 non-commercial showings at which the attendance totalled 3,212,209.

In addition there was a total attendance of 1,771,655 at 10,821 showings given in industrial and trade union circuits. Rural circuits operating outside a radius of ten miles from commercial theatres and in connection with schools and agricultural societies had 22,208 showings and an attendance of 3,063,252.

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Table 1.—Motion Picture Theatre Receipts by Provinces, 1936 to 1943

Province	Receipts (1)							
	1936	1937	1938	1939	1940	1941	1942	1943
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	29,610,300	32,499,300	33,635,052	34,010,115	37,858,955	41,369,259	46,461,097	52,567,989
Prince Edward Island	103,200	110,300	108,946	112,158	114,590	141,317	178,480	226,902
Nova Scotia	1,217,600	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599	2,634,353	3,086,785
New Brunswick	775,400	821,300	861,792	826,285	995,487	1,102,265	1,336,561	1,611,145
Quebec	6,245,200	6,749,700	6,897,986	7,032,678	7,490,058	8,236,930	9,347,981	10,734,929
Ontario	12,888,400	14,457,000	15,202,597	15,247,941	17,348,450	19,140,826	20,753,439	22,689,029
Manitoba	2,007,100	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991
Saskatchewan	1,369,300	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885
Alberta	1,734,100	1,880,000	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683
British Columbia	3,270,000	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640

(1) Receipts given do not include amusement taxes or receipts of itinerant shows.

Table 2.—Indexes of Motion Picture Receipts, by Provinces, 1931 to 1943
(1930=100)

Province	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943
CANADA	88.4	74.7	64.7	66.5	70.9	77.0	84.5	87.4	88.4	98.4	107.5	120.7	136.6
Prince Edward Island	72.8	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8	120.5
Nova Scotia	75.6	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2	170.1
New Brunswick	80.7	64.8	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2	147.4
Quebec	93.1	79.1	66.4	65.4	70.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6	129.3
Ontario	92.5	80.5	68.9	72.2	73.7	81.1	90.9	95.6	95.9	109.1	120.4	130.5	142.7
Manitoba	88.0	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4	104.9
Saskatchewan	76.8	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7	110.7
Alberta	72.1	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7	138.5
British Columbia	86.4	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7	143.2

Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1943

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
1942	1,251	46,461,097	11,713,165	183,735,258	5,698	3,009	8,265,901
1943							
CANADA	1,269	52,567,989	13,381,361	205,826,197	5,963	3,805	8,956,918
Prince Edward Island	6	226,902	71,645	814,040	24	20	22,063
Nova Scotia	63	3,086,785	930,484	12,686,539	306	266	429,629
New Brunswick	41	1,611,145	488,041	6,801,445	152	135	251,271
Quebec	222	10,734,929	3,789,772	41,836,471	1,357	640	1,673,557
Ontario	412	22,689,029	4,547,682	87,591,300	2,565	1,507	4,057,464
Manitoba	115	2,845,991	634,355	12,124,058	319	317	489,386
Saskatchewan	155	2,188,885	501,048	8,521,470	325	228	353,496
Alberta	131	3,218,683	926,967	12,208,753	377	184	566,921
British Columbia(3)	124	5,965,640	1,491,367	23,242,121	538	508	1,143,131

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1942 and 1943

Province or City	No. of Theatres		Seating Capacity 1943	Receipts (1)			Amusement Taxes 1943
	1942	1943		1942	1943	% Change	
CANADA	1,251	1,269	709,082	\$ 46,461,097	\$ 52,567,989	+ 13.1	\$ 13,381,361
Prince Edward Island	6	6	3,138	178,480	226,902	+ 27.1	71,645
Nova Scotia	62	63	36,329	2,634,353	3,086,785	+ 17.2	930,484
Halifax	9	9	7,507	1,017,397	1,166,263	+ 14.6	353,404
Sydney	5	5	3,602	293,801	322,265	+ 9.7	98,988
Other Places	48	49	25,220	1,323,155	1,598,257	+ 20.8	478,092
New Brunswick	41	41	21,148	1,336,561	1,611,145	+ 20.5	488,041
Saint John	6	6	5,343	452,160	545,109	+ 20.6	159,242
Moncton	4	4	2,929	319,153	387,297	+ 21.4	115,932
Other Places	31	31	12,876	565,248	678,739	+ 20.1	212,867
Quebec	214	222	139,451	9,347,981	10,734,929	+ 14.8	3,789,772
Montreal (2)	71	71	71,670	6,397,701	7,295,011	+ 14.0	2,578,878
Quebec	11	11	8,427	617,507	751,885	+ 21.8	273,652
Three Rivers	4	4	3,235	160,021	179,339	+ 12.1	62,450
Sherbrooke	3	3	2,655	198,735	214,625	+ 8.0	74,960
St. Jean	3	3	2,224	103,426	109,029	+ 5.4	41,206
Other Places	122	130	51,240	1,870,591	2,185,040	+ 16.8	758,626
Ontario	412	412	283,995	20,753,439	22,689,029	+ 9.3	4,547,682
Toronto	110	110	91,133	7,011,049	7,922,992	+ 13.0	1,582,786
Hamilton	21	21	19,305	1,575,929	1,692,609	+ 7.4	337,890
Ottawa	15	15	13,813	1,309,879	1,416,152	+ 8.1	286,122
London	8	7	6,899	651,997	677,249	+ 3.9	143,228
Windsor	8	8	8,405	922,271	948,389	+ 2.8	190,691
Brantford	4	4	4,062	334,918	346,479	+ 3.5	69,828
Kingston	5	5	4,366	463,971	513,747	+ 10.7	102,823

See footnotes on page 8.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1942 and 1943--(Cont'd)

Province or City	No. of Theatres		Seating Capacity 1943	Receipts (1)			Amusement Taxes 1943
	1942	1943		1942	1943	% Change	
Ontario--Cont'd			\$	\$			\$
Other Places	241	242	136,012	8,488,425	9,171,412	+ 8.0	1,834,314
Manitoba	115	115	51,126	2,641,765	2,845,991	+ 7.7	634,355
Winnipeg (3)	41	41	29,926	1,997,825	2,120,454	+ 6.1	480,483
Other Places	74	74	21,200	643,940	725,537	+ 12.7	153,872
Saskatchewan	144	155	51,531	1,833,486	2,188,885	+ 19.4	501,048
Regina	6	6	5,141	475,163	564,826	+ 18.9	145,745
Saskatoon	6	6	4,929	373,239	439,048	+ 17.6	120,542
Other Places	132	143	41,461	985,084	1,185,011	+ 20.3	234,761
Alberta	133	131	49,031	2,665,063	3,218,683	+ 20.8	926,967
Edmonton	11	11	8,489	824,100	1,131,646	+ 37.3	312,744
Calgary	11	11	8,792	915,670	986,807	+ 7.8	275,936
Other Places	111	109	31,750	925,293	1,100,230	+ 18.9	338,287
British Columbia	124	124	73,333	5,069,969	5,965,640	+ 17.7	1,491,367
Vancouver (4)	42	44	38,053	2,909,756	3,374,549	+ 16.0	844,240
New Westminster	5	5	3,419	218,688	257,171	+ 17.6	64,888
Trail	3	3	2,074	101,402	102,181	+ 0.8	25,301
Victoria	6	6	5,020	614,202	700,084	+ 14.0	174,898
Other Places	68	66	24,767	1,225,921	1,531,655	+ 24.9	382,040

(1) Not including amusement taxes.

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

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

(4) Includes North Vancouver and West Vancouver.

Table 5.—Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1942 and 1943

Province or City	Admissions			Potential Admissions 1943	Average Seating Utilized 1943	Average Admission Price (1) 1943
	1942	1943	% Change			
CANADA	183,735,258	205,826,197	+ 12.0	577,271,947	35.7	25.5
Prince Edward Island	638,011	814,040	+ 27.6	2,034,560	40.0	27.9
Nova Scotia	10,756,669	12,686,539	+ 17.9	30,097,794	42.2	24.3
Halifax	3,997,570	4,613,154	+ 15.4	9,306,492	49.6	25.3
Sydney	1,226,407	1,295,151	+ 5.6	3,099,600	41.8	24.9
Other places	5,532,692	6,778,234	+ 22.5	17,691,702	38.3	23.6
New Brunswick	5,700,794	6,801,445	+ 19.3	18,443,593	36.9	23.7
Saint John	2,055,551	2,374,818	+ 15.5	6,602,856	36.0	23.0
Moncton	1,235,750	1,471,065	+ 19.0	3,417,912	43.0	26.3
Other places	2,409,493	2,955,562	+ 22.7	8,422,825	35.1	23.0
Quebec	37,300,743	41,836,471	+ 12.2	132,717,140	31.5	25.7
Montreal (2)	25,201,940	27,985,166	+ 11.0	87,002,877	32.2	26.1
Quebec	2,905,343	3,261,227	+ 12.2	9,263,072	35.2	23.1
Three Rivers	639,767	718,250	+ 12.3	3,033,940	23.7	25.0
Sherbrooke	815,471	851,197	+ 4.4	2,679,664	31.8	25.2
St. Jean	382,997	445,488	+ 16.3	1,548,192	28.8	24.5
Other places	7,355,225	8,575,143	+ 16.6	29,189,395	29.4	25.5
Ontario	81,059,775	87,591,300	+ 8.1	241,241,900	36.3	25.9
Toronto	27,295,017	29,526,915	+ 8.2	72,260,354	40.9	26.8
Hamilton	6,341,317	6,620,461	+ 4.4	18,157,932	36.5	25.6
Ottawa	5,256,910	5,705,859	+ 8.5	16,323,132	35.0	24.8
London	2,405,760	2,702,206	+ 12.3	7,729,020	35.0	25.1
Windsor	3,231,153	3,374,347	+ 4.4	9,891,336	34.1	28.1
Brantford	1,419,442	1,458,029	+ 2.7	4,393,272	33.2	23.8

See footnotes on Page 10.

Table 5.—Admissions and Average Attendance for Motion Picture Theatres, by Provinces
and for Selected Cities, 1942 and 1943—(Cont'd)

Province or City	Admissions			Potential Admissions	Average Seating Utilized	Average Admission Price (1) 1943
	1942	1943	% Change	1943	1943	1943
Ontario—(Cont'd)					%	
Kingston	1,877,135	2,127,867	+ 13.4	5,535,348	38.4	24.1
Other places	33,233,041	36,075,616	+ 8.6	106,951,506	33.7	25.4
Manitoba	11,246,218	12,124,058	+ 7.8	36,477,152	33.2	23.5
Winnipeg (3)	8,568,605	9,054,081	+ 5.7	28,580,184	31.7	23.4
Other places	2,677,613	3,069,977	+ 14.7	7,896,968	32.9	23.6
Saskatchewan	7,204,864	8,521,470	+ 18.3	26,585,766	32.1	25.7
Regina	1,819,488	2,093,934	+ 15.1	6,275,724	33.4	27.0
Saskatoon	1,532,726	1,799,993	+ 17.4	6,805,472	26.5	24.4
Other places	3,852,650	4,627,543	+ 20.1	13,506,570	34.3	25.6
Alberta	10,363,279	12,208,753	+ 17.8	31,062,836	39.3	26.4
Edmonton	3,204,260	4,234,519	+ 32.2	8,918,208	47.5	26.7
Calgary	3,306,304	3,553,011	+ 7.5	10,435,100	34.0	27.3
Other places	3,852,715	4,421,223	+ 14.8	11,709,528	37.8	24.9
British Columbia	19,464,905	23,242,121	+ 19.4	58,611,206	39.7	25.7
Vancouver (4)	11,431,575	13,471,397	+ 17.8	35,343,908	38.1	25.0
New Westminster	945,642	1,109,487	+ 17.3	3,262,104	34.0	23.2
Trail	469,827	508,830	+ 8.3	1,273,056	40.0	20.1
Victoria	2,242,438	2,664,038	+ 18.8	6,690,216	39.8	26.4
Other places	4,375,423	5,488,369	+ 25.4	12,041,922	45.6	27.9

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

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

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

(4) Includes North Vancouver and West Vancouver.

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1943

Province and Number of Weeks in Operation	Total Persons Employed			Proprietors, Firm and Family Members						Projectionists	
	Proprietors	Employees	Total Payroll	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	\$ 2,652,061	
1942	908	8,707	8,511,849	125	32	273,040	516	235	1,580	2,912,558	
1943											
Total, All Theatres ..	981	9,768	9,265,768	139	54	308,850	530	258	1,590	3,043,459	
Full-time--(Theatres operated 300 days & over)											
Total	465	8,749	8,889,296	119	50	290,547	211	85	1,354	2,909,676	
Prince Edward Island	1	36	20,105	-	-	-	1	-	3	4,556	
Nova Scotia	15	515	438,550	7	-	21,120	6	2	65	106,693	
New Brunswick	16	269	238,227	6	3	20,772	5	2	39	58,708	
Quebec	113	1,853	1,673,485	28	12	66,569	58	15	250	396,354	
Ontario	179	3,873	4,013,480	39	17	88,316	91	32	557	1,341,481	
Manitoba	28	513	485,256	8	2	17,069	12	6	81	167,310	
Saskatchewan	19	310	327,819	5	2	10,000	9	3	68	124,051	
Alberta	48	470	568,941	12	5	28,590	18	13	118	235,758	
British Columbia	46	910	1,123,433	14	9	37,111	11	12	173	474,765	
Part-time--(Theatres operated less than 300 days)											
Total	516	1,019	376,472	20	4	18,303	319	173	236	133,783	
Prince Edward Island	1	8	1,958	-	-	-	1	-	3	1,101	
Nova Scotia	18	57	12,199	-	-	-	12	6	7	3,462	
New Brunswick	13	18	4,692	2	-	(x)	9	2	7	2,469	
Quebec	66	144	68,926	2	-	2,285	42	22	36	22,642	
Ontario	50	199	137,401	5	1	(x)	29	15	31	29,434	
Manitoba	89	123	22,099	1	-	(x)	53	35	31	10,664	
Saskatchewan	158	243	38,338	2	2	2,661	98	56	56	19,880	
Alberta	91	91	32,725	6	-	5,155	59	26	35	15,877	
British Columbia	30	136	58,134	2	1	1,325	16	11	30	28,254	

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

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1943--(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
<u>1943</u>								
Total, All Theatres	150	50,298	121	245,446	4,102	3,805	5,617,715	917
Full-time--(Theatres operated 300 days and over) Total	117	43,564	99	203,909	3,705	3,474	5,446,600	983
Prince Edward Island	2	(x)	1	(x)	12	18	12,972	558
Nova Scotia	13	(x)	1	(x)	188	248	304,041	811
New Brunswick	9	3,492	-	-	89	132	155,255	808
Quebec	26	11,670	32	54,980	932	613	1,143,912	867
Ontario	40	16,548	30	91,844	1,797	1,449	2,475,291	1,013
Manitoba	17	3,569	13	17,178	140	262	280,130	913
Saskatchewan	2	1,100	3	5,356	101	136	187,312	1,025
Alberta	6	(x)	1	(x)	177	168	306,755	1,148
British Columbia	2	850	18	29,775	269	448	580,932	1,194
Part-time--(Theatres operated less than 300 days) Total	33	6,734	22	41,537	397	331	171,115	351
Prince Edward Island	1	50	-	-	2	2	807	245
Nova Scotia	4	1,098	-	-	28	18	7,639	214
New Brunswick	2	(x)	-	-	6	3	1,199	212
Quebec	5	(x)	8	(x)	68	27	37,429	463
Ontario	7	1,294	14	(x)	89	58	64,621	665
Manitoba	3	(x)	-	-	34	55	10,000	172
Saskatchewan	6	647	-	-	89	92	15,150	147
Alberta	2	375	-	-	38	16	6,318	303
British Columbia	3	603	-	-	43	60	27,952	418

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

Table 7.--Number of Employees Classified According to Number of Hours Worked per Week in Theatres
Classified According to Amount of Annual Receipts, Canada and the Economic Divisions, 1943

Economic Division and Amount of Annual Sales	Male	Number of Employees ⁽¹⁾ Working the Hours Indicated								Average hours worked per week	Total weekly earnings	Average weekly earnings
		5 hours or less	6-10 hours	11-15 hours	16-20 hours	21-30 hours	31-40 hours	41-50 hours	51 hours and over			
CANADA, Total	Male	485	433	404	486	1,166	1,165	1,346	615	30.5	\$ 146,008	\$ 23.94
	Female	339	242	371	444	947	794	613	113	26.3	53,282	13.79
Theatres with annual receipts less than \$30,000 --												
Maritime Provinces ...	Male	29	27	9	6	20	8	4	1	14.9	872	8.38
	Female	17	6	9	16	13	1	-	-	13.9	288	4.65
Quebec	Male	37	45	16	21	47	33	23	9	19.4	5,086	22.02
	Female	14	9	10	3	14	6	8	1	19.7	814	12.52
Ontario	Male	52	46	43	89	85	75	28	5	21.3	7,493	17.71
	Female	52	20	29	47	37	19	-	-	15.3	2,665	13.06
Prairie Provinces	Male	212	107	31	26	46	38	8	3	11.4	7,689	16.32
	Female	119	60	22	26	33	16	1	1	11.1	1,223	4.40
British Columbia	Male	46	16	10	14	21	15	9	3	17.0	2,551	19.04
	Female	34	22	12	31	18	8	1	1	14.4	980	7.72
Theatres with annual receipts of \$30,000 and over --												
Maritime Provinces ...	Male	11	23	23	28	73	77	100	58	34.4	8,191	20.84
	Female	9	13	52	52	83	62	68	23	28.8	4,287	11.84
Quebec	Male	10	50	65	63	157	211	354	246	38.4	30,642	26.51
	Female	10	24	22	30	113	195	153	40	34.0	10,563	17.99
Ontario	Male	62	83	165	187	482	443	567	197	32.6	53,179	24.33
	Female	69	57	131	140	446	284	167	27	26.6	18,405	13.93
Prairie Provinces	Male	18	34	28	29	117	162	129	67	33.6	15,131	25.91
	Female	13	18	39	47	105	110	123	11	30.5	7,134	15.31
British Columbia	Male	8	2	14	23	118	103	124	26	34.3	13,425	32.12
	Female	2	13	45	52	85	93	92	9	29.9	6,642	16.99

(1) Includes salaried proprietors.

Table 8.--Motion Picture Theatres Classified According to Number of Theatres Under same Ownership, Canada, 1930, 1937, 1940, 1942 and 1943.

Year and Number of Theatres Under same Ownership	Theatres		Receipts		Admissions		
	Number	%	Amount	%	Number	%	
<u>1930--</u>	Total	918	100.0	39,097,300	100.0	-	-
	One	659	71.8	16,739,200	42.8	-	-
	Two and three	92	10.0	6,390,200	16.4	-	-
	Four and over	167	18.2	15,967,900	40.8	-	-
<u>1937--</u>	Total	1,047	100.0	32,499,300	100.0	134,374,061	100.0
	One	569	54.3	9,311,200	28.7	42,805,712	31.9
	Two and three	119	11.4	2,784,800	8.5	13,496,573	10.0
	Four to nineteen	101	9.7	2,980,900	9.2	13,044,942	9.7
	Twenty and over	258	24.6	17,422,400	53.6	65,026,834	48.4
<u>1940--</u>	Total	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 and three	212	17.2	4,085,878	10.8	19,366,119	12.7
	Four to nineteen	148	12.0	4,101,564	10.8	17,519,259	11.5
	Twenty and over	293	23.8	19,967,041	52.8	71,621,034	47.1
<u>1942--</u>	Total	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 and three	199	15.9	3,800,581	8.1	17,322,645	9.4
	Four to nineteen	143	11.4	5,049,879	10.9	20,709,885	11.3
	Twenty and over	360	28.8	27,574,078	59.4	102,053,903	55.5
<u>1943--</u>	Total	1,269	100.0	52,567,989	100.0	205,826,197	100.0
	One	561	44.2	13,403,911	25.5	48,945,631	23.8
	Two and three	195	15.4	5,731,819	10.9	23,419,261	11.4
	Four to nineteen	192	15.1	5,341,280	10.2	30,326,636	14.7
	Twenty and over	321	25.3	28,090,979	53.4	103,134,669	50.1

Table 9.--Number of Single and Double Feature Performances in Motion Picture Theatres,
by Provinces, 1941 and 1942

	1942						1943					
	Total Performances		Single Feature		Double Feature		Total Performances		Single Feature		Double Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	760,115	100.0	292,950	38.5	467,165	61.5	779,085	100.0	307,294	39.4	471,791	60.6
Prince Edward Island ...	3,070	100.0	3,030	98.7	40	1.3	3,140	100.0	3,140	100.0	-	-
Nova Scotia	41,899	100.0	25,509	60.9	16,390	39.1	43,027	100.0	27,166	63.1	15,861	36.9
New Brunswick	26,943	100.0	16,828	62.5	10,115	37.5	29,357	100.0	18,093	61.6	11,264	38.4
Quebec	158,524	100.0	34,917	22.0	123,607	78.0	163,287	100.0	36,836	22.6	126,451	77.4
Ontario	304,712	100.0	103,114	33.8	201,598	66.2	309,424	100.0	106,953	34.6	202,471	65.4
Manitoba	56,641	100.0	22,170	39.1	34,471	60.9	56,283	100.0	21,566	38.3	34,722	61.7
Saskatchewan	47,003	100.0	32,139	68.4	14,864	31.6	48,008	100.0	33,664	70.1	14,344	29.9
Alberta	50,582	100.0	29,199	57.7	21,383	42.3	52,031	100.0	29,905	57.5	22,126	42.5
British Columbia	70,741	100.0	26,044	36.8	44,697	63.2	74,523	100.0	29,971	40.2	44,552	59.8

Table 10.--Theatres Classified According to Proportions of Single and Double Feature Performances,
by Economic Divisions, Canada, 1943

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	1,269	100.0	405	31.9	319	25.1	165	13.0	380	30.0
Receipts	\$52,567,989	100.0	10,519,005	20.0	12,893,822	24.5	8,881,073	16.9	20,274,089	38.6
Admissions	205,826,197	100.0	31,001,473	15.1	46,257,376	22.5	37,518,698	18.2	91,048,650	44.2
Maritime Provinces-										
Number	110	100.0	48	43.7	38	34.5	10	9.1	14	12.7
Receipts	\$4,924,832	100.0	1,690,932	34.3	1,756,938	35.7	622,717	12.6	854,245	17.4
Admissions	20,302,024	100.0	6,293,061	31.0	7,167,324	35.3	2,731,145	13.4	4,110,494	20.3
Quebec --										
Number	222	100.0	42	18.9	42	18.9	24	10.8	114	51.4
Receipts	\$10,734,929	100.0	1,726,148	16.1	955,629	8.9	1,026,225	9.6	7,026,927	65.4
Admissions	41,836,471	100.0	4,403,223	10.5	3,694,236	8.9	3,601,721	8.6	30,137,291	72.0
Ontario --										
Number	412	100.0	36	8.7	130	31.6	74	18.0	172	41.7
Receipts	\$22,689,029	100.0	3,066,044	13.5	6,929,687	30.5	4,122,027	18.2	8,571,271	37.8
Admissions	87,591,300	100.0	8,367,603	9.6	23,426,635	26.7	17,159,449	19.6	38,637,613	44.1
Prairie Provinces-										
Number	401	100.0	250	62.4	73	18.2	25	6.2	53	13.2
Receipts	\$ 8,253,559	100.0	2,807,566	34.0	1,835,291	22.2	1,342,899	16.3	2,267,803	27.5
Admissions	32,854,281	100.0	9,089,834	27.7	7,112,646	21.6	5,955,026	18.1	10,696,775	32.6
British Columbia --										
Number	124	100.0	29	23.4	36	29.0	32	25.8	27	21.8
Receipts	\$ 5,965,640	100.0	1,228,315	20.6	1,416,277	23.7	1,767,205	29.6	1,553,843	26.1
Admissions	23,242,121	100.0	2,847,752	12.3	4,856,535	20.9	8,071,357	34.7	7,466,477	32.1

Table 11. -- Distribution of Theatres According to Average Price of Admission, Canada, 1938-1941, and by Provinces, 1942 and 1943

Province	Total Theatres	Average Price of Admission (1)											
		Less than 20¢ to 21¢	20¢ to 21¢	22¢ to 23¢	24¢ to 25¢	26¢ to 27¢	28¢ to 29¢	30¢ to 31¢	32¢ to 34¢	35¢ to 39¢	40¢ to 44¢	45¢ to 49¢	50¢ and Over
1938	1,133	202	138	150	182	133	90	160		34	27	6	11
1939	1,186	207	138	150	170	161	125	152		43	25	6	9
1940	1,232	221	162	150	185	155	122	164		40	18	5	10
1941	1,244	178	158	161	195	142	128	192		48	24	8	10
<u>1942</u>													
CANADA (2)	1,251	65	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	11	10	5	6	14	21	45		59	23	7	13
Ontario	412	31	19	32	57	49	44	101		57	13	4	5
Manitoba	115	9	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	5	9	8	14	12	6	24		22	13	7	4
<u>1943</u>													
CANADA (2)	1,269	56	62	67	139	155	129	138	217	178	83	20	25
Prince Edward Island	6	-	-	-	-	-	1	3	-	1	1	-	-
Nova Scotia	63	1	1	2	3	8	9	10	17	9	3	-	-
New Brunswick	41	1	-	3	6	6	5	9	6	5	-	-	-
Quebec	222	6	11	9	8	8	19	25	34	54	27	9	12
Ontario	412	29	21	33	54	55	42	34	72	44	16	5	7
Manitoba	115	9	8	10	32	29	8	5	6	5	2	-	1
Saskatchewan	155	3	10	9	14	17	21	24	37	14	6	-	-
Alberta	131	1	1	-	9	15	13	19	33	22	17	1	-
British Columbia	124	6	10	1	13	17	11	9	12	24	11	5	5

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

(2) Average price for 1942 and 1943 includes amusement taxes.

Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1941 and by Provinces, 1942 and 1943.

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	
1939	1,186	805	114	267	701	79	110	60	21	79	20	9	65	24	5	13	
1940	1,232	835	117	280	758	84	104	41	20	95	14	8	74	22	5	7	
1941	1,244	867	127	250	757	85	102	54	24	82	30	12	62	26	6	4	
<u>1942</u>																	
CANADA	1,251	883	124	244	824	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	5	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	359	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	-	-
<u>1943</u>																	
CANADA	1,269	901	120	248	846	91	125	34	20	73	11	5	47	10	4	3	
Prince Edward Island ..	6	3	1	2	3	1	1	-	-	1	-	-	-	-	-	-	-
Nova Scotia	63	49	7	7	48	5	3	-	2	2	1	-	1	-	-	1	-
New Brunswick	41	32	4	5	30	4	3	2	-	2	-	-	-	-	-	-	-
Quebec	222	172	27	23	156	19	13	12	3	7	3	2	3	1	3	1	-
Ontario	412	381	20	11	365	15	9	9	3	2	4	1	-	3	1	-	-
Manitoba	115	64	15	36	59	11	22	2	3	7	-	1	7	3	-	-	-
Saskatchewan	155	39	22	94	37	18	41	1	3	29	1	1	23	-	-	1	-
Alberta	131	65	14	52	62	11	24	3	3	16	-	-	11	-	-	1	-
British Columbia	124	96	10	18	86	7	9	5	3	7	2	-	2	3	-	-	-

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

Table 13.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1943

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts ⁽¹⁾	Admissions	Days in Operation	No.	Receipts ⁽¹⁾	Admissions	Days in Operation
		\$	No.	No.		\$	No.	No.
CANADA	11	78,153	230,676	1,562	88	230,404	820,389	9,331
Prince Edward Island	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia	-	-	-	-	8	36,604	120,772	1,436
New Brunswick	-	-	-	-	-	-	-	-
Quebec	-	-	-	-	12	29,883	85,316	1,158
Ontario	-	-	-	-	28	55,520	189,613	2,314
Manitoba	1	(x)	(x)	(x)	2	(x)	(x)	(x)
Saskatchewan	2	(x)	(x)	(x)	23	58,668	236,379	2,304
Alberta	-	-	-	-	8	24,715	90,468	1,292
British Columbia	6	30,397	92,307	807	7	(x)	(x)	(x)

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

(1) Including amusement taxes.

Table 14.—Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1942 and 1943

Province	1942				1943			
	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	31	13	37	+ 7	20	25	27	+ 18
Prince Edward Island	-	-	-	-	-	-	-	-
Nova Scotia	1	-	-	+ 1	1	1	1	+ 1
New Brunswick	1	1	-	+ 2	-	-	-	-
Quebec	11	-	1	+ 10	8	4	4	+ 8
Ontario	2	2	4	0	-	4	4	0
Manitoba	3	3	2	+ 4	-	2	2	-
Saskatchewan	7	3	11	- 1	8	8	5	+ 11
Alberta	2	2	15	- 11	3	2	7	- 2
British Columbia ...	4	2	4	+ 2	-	4	4	0

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

Table 15.—Principal Statistics for Film Exchanges in Canada, 1930 and 1933 to 1943

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
1943	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031

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