

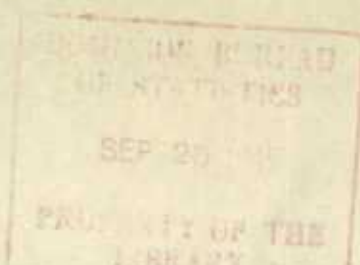
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Minister of Trade and Commerce

**CANADA**

**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES BRANCH**

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**MOTION PICTURE THEATRES**

**IN CANADA**

**1944**



**OTTAWA  
1945**

**Price 25 cents**

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Minister of Trade and Commerce

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

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Series, 1944  
No. 3

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MOTION PICTURE THEATRES IN CANADA, 1944

Summary

Compared with the marked expansion which characterized motion picture theatre attendance and receipts from 1939 to 1943, results now available for 1944 show but slight change from those of the preceding year. There were 1,298 theatres operating in Canada last year and these had 208,167,180 paid admissions. Box office receipts exclusive of amusement taxes amounted to \$53,173,325 while Dominion and provincial amusement taxes collected at motion picture theatres amounted to \$13,555,730. In addition, the 131 itinerant exhibitors who operated in 8 provinces (New Brunswick reported no itinerant operators) had receipts of \$337,225, collected \$67,767 in Dominion and provincial amusement taxes, and reported admissions numbering 1,422,412. Including the receipts secured both by motion picture houses and exhibitors using portable equipment, per capita expenditure in this field of entertainment averaged \$5.61 in 1944, figures for the various provinces standing at \$8.15 for British Columbia, \$6.84 for Ontario, \$6.73 for Nova Scotia, \$5.35 for Alberta, \$4.93 for Manitoba, \$4.51 for New Brunswick, \$4.26 for Quebec, \$3.54 for Saskatchewan, and \$3.41 for Prince Edward Island.

In addition to the above, there were 4 establishments operating in Canada in 1944 as legitimate theatres. These establishments offered 577 presentations of various kinds and had total paid admissions numbering 950,169. Revenue from the sale of tickets for such presentations was \$998,942 with additional amusement taxes of \$224,367.

Minor gains in receipts in 1944 compared with 1943 were reported by all provinces except New Brunswick where box office returns declined by 1 per cent. Number of paid admissions increased only slightly in most provinces and declined 1 per cent in Nova Scotia, New Brunswick and British Columbia. Percentage changes in receipts in 1944 compared with 1943 for the various provinces with corresponding results in admissions in brackets are as follows; Prince Edward Island, +1.6 per cent (+2.3 per cent); Nova Scotia, +1.8 per cent (-0.8 per cent); New Brunswick, -1.0 per cent (-0.9 per cent); Quebec, +7.8 per cent (+3.3 per cent); Ontario, +1.8 per cent (+0.7 per cent); Manitoba, +3.0 per cent (+4.5 per cent); Saskatchewan, +7.3 per cent (+7.3 per cent); Alberta, +5.1 per cent (+5.1 per cent); British Columbia, +0.9 per cent (-1.0 per cent).



Results for the larger urban centres were not uniform. Box office receipts gained 9 per cent in Montreal, 6 per cent in Toronto, and 1 per cent in Regina, but declined by 2 per cent in Halifax, 7 per cent in Saint John, 2 per cent in Winnipeg and 2 per cent in Edmonton. Vancouver receipts remained on a par with 1943.

Potential admissions to motion picture theatres in 1944 totalled 579,489,091, a figure which represents the maximum number of admissions possible if every performance of the program played to a full house in every theatre. The actual number of admissions reported in 1944 was 208,167,180, indicating that on the average only 35.9 per cent of the seating capacity was utilized at every performance. Corresponding ratios for earlier years were 35.7 per cent for 1943, 32.4 per cent for 1942, 31.0 per cent for 1941, and 30.0 per cent for 1940. For those cities for which separate figures are compiled, the ratio for 1944 was highest in Halifax at 47.5 per cent and was almost as high in Edmonton where it stood at 47.3 per cent. Ratios for other cities include 35.9 per cent for Saint John, 32.5 per cent for Montreal, 41.7 per cent for Toronto, 32.7 per cent for Winnipeg, 34.9 per cent for Regina and 37.5 per cent for Vancouver. These ratios are based upon the total figures for each theatre including morning, matinee and evening performances. Ratios of actual to potential admissions for evening performances alone would of course be considerably higher.

The proportion of single-feature programs shown in motion picture theatres increased slightly from 39.6 per cent in 1943 to 40.4 per cent in 1944. All programs shown in motion picture houses in Prince Edward Island were single features. All other provinces showed both single- and double-feature programs, the proportion of single-feature programs being lowest in Quebec province where only 23.3 per cent of the programs were single features while 76.7 were double features. The proportions of single-feature to total programs in 1944 for the other provinces stand at 71.4 for Saskatchewan, 65.2 for Nova Scotia, 65.1 for New Brunswick, 55.7 for Alberta, 40.2 for British Columbia, 39.0 for Manitoba, and 35.3 for Ontario.

Approximately 28 per cent of the motion picture theatres in Canada used single-feature programs only and these establishments realized 16 per cent of the total number of paid admissions. On the other hand, some 27 per cent of the motion picture houses showed all double-feature programs and in turn played to 39 per cent of the motion picture theatre attendance. The remaining 45 per cent of the theatres used both single- and double-bill performances and these catered to approximately 45 per cent of the people attending motion picture establishments.

The 1,298 motion picture theatres operating in 1944 provided employment for 10,115 employees whose total salaries and wages for the year amounted to \$9,380,731. Average salary per employee was \$927. In addition there were 1,036 proprietors of independently operated establishments actively engaged in operating theatres. Proprietors receiving a stated salary numbered 264 and reported withdrawals of \$404,545 while 772 proprietors reported themselves as drawing no stipulated salary.

Theatres classified according to ownership show 524 motion picture establishments, or 40.4 per cent of the total, operated by firms owning 4 or more units, thereby constituting a chain company. Chain theatres realized 74.6 per cent of the total receipts and 68.0 per cent of the total admissions in 1944. This compares with chain operations of the previous year when 513 chain theatres or 40.6 per cent of the total number, had 64.8 per cent of the receipts and accounted for 65.2 per cent of the admissions. Proprietors with only one unit operated 595 theatres, or 45.8 per cent of the total, realizing 15.3 per cent of the receipts and 21.8 per cent of the admissions. In 1943 singly operated theatres numbered 557, or 44.0 per cent of the total, with box office receipts and admissions amounting to 24.1 per cent and 23.4 per cent respectively of the totals for that year. There were 179, or 13.8 per cent,

classified as multiple theatres, that is, 2 or 3 establishments under the same ownership. Receipts of such houses were 10.1 per cent of the total and admissions 10.2 per cent. In the 1943 analysis, there were 195, or 15.4 per cent multiple theatres accounting for 11.1 per cent of the receipts and 11.4 per cent of the admissions. While the proportion of theatres in each category has remained fairly constant between the two years, there has been a shift in the percentage distribution of receipts and admissions from the singly operated theatres to those in the chain group.

When classified according to the average price of admission, theatres vary between wide limits, a result which may be attributed in considerable measure to the varying proportions of juvenile and adult attendance at different houses. The average price of admission for all theatres was 25.6 cents. There were 30.6 per cent of the 1,298 theatres with an admission charge ranging from 32 to 39 cents, and 12.6 per cent had an entrance fee of 30 or 31 cents. Theatres charging less than 30 cents formed 46.9 per cent of the total, while 9.9 per cent had an average admission price exceeding 40 cents.

In connection with the survey of motion picture theatres for 1944, each theatre was requested to state the number of feature films which it showed during the year. Obviously, the aggregate figure thus reported by all theatres contains duplications since one film is re-rented many times throughout a year. Nevertheless, the 181,720 feature films reported shown during 1944 represents the demand or potential market for feature prints. The average usage per theatre for the 1,298 theatres stood at 140. The number of feature films presented in a year varies for different types of theatres. First-run houses in large urban centres may change their feature presentation only weekly and thus require relatively few prints. On the other hand, smaller theatres in less densely populated areas, accustomed to presenting double-feature bills and often changing programs two or three times a week would require a greater number of feature films.

Itinerant operators were more numerous in 1944 than in 1943 and their receipts exceeded those of the previous year by \$96,445. There were 116 exhibitors who used 16 mm. equipment and these had receipts of \$286,008, collected amusement taxes amounting to \$56,556 and reported 1,139,223 paid admissions. The 15 operators using 35 mm. portable equipment reported \$51,217 receipts, \$11,211 collected in amusement taxes and 233,190 admissions.

There were 23 film exchanges operating in Canada in 1944 and these maintained 88 distributing offices. Rentals of 35 mm. films brought a revenue of \$15,548,894 while receipts for 16 mm. film rentals was \$967,179. Film exchanges reported \$346,636 receipts from advertising and \$95,765 from other sources. New releases reported by the exchanges show a total of 1,979 films released in 1944, of which 924 were features, 199 cartoons, 406 news reels, and 450 comprised of other types. Of the 924 feature films released, 806 were produced in the United States, 84 in Great Britain and 34 in other countries. Film exchanges provided employment for 910 persons in 1944 with a pay-roll of \$1,844,197.



Per Capita Expenditure on Motion-Picture Entertainment  
Canada and the Provinces, 1936-1944

Province	(1) 1936	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA .....	2.70	2.93	3.02	3.03	3.35	3.63	4.01	5.01	5.61	5.61
Prince Edward Island ..	1.15	1.23	1.20	1.23	1.26	1.52	1.93	2.52	3.35	3.41
Nova Scotia .....	2.27	2.41	2.47	2.59	3.27	3.82	4.55	5.89	6.68	6.73
New Brunswick .....	1.78	1.86	1.95	1.84	2.21	2.41	2.88	3.75	4.53	4.51
Quebec .....	2.02	2.15	2.17	2.19	2.30	2.48	2.76	3.81	4.21	4.26
Ontario .....	3.49	3.90	4.07	4.08	4.63	5.07	5.44	6.53	6.97	6.84
Manitoba .....	2.83	3.07	3.20	3.03	3.23	3.41	3.60	4.39	4.81	4.93
Saskatchewan .....	1.51	1.48	1.45	1.57	1.76	1.92	2.08	2.56	3.31	3.54
Alberta .....	2.33	2.44	2.53	2.61	2.80	3.11	3.33	4.22	5.27	5.35
British Columbia .....	4.31	4.82	4.81	4.83	4.98	5.08	6.05	7.52	8.29	8.15

(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 in the foregoing paragraphs and the data contained in the tables which follow relate to the showing of motion pictures in the commercial field. In addition to these attendances at commercial playhouses, there were about 6,400,000 free admissions to films shown by the National Film Board. Through the courtesy of that Board, the following statistics relating to its operations in 1944 are presented;

The National Film Board operated 85 rural circuits in Canada with an attendance of approximately 3,000,000. Many of these performances were held in schools for students. In addition there was an attendance of about 3,400,000 at 24,852 showings given in industrial and trade union circuits.

The Board has established 40 regional libraries situated in the nine provinces and these are maintained for the storage and distribution of 16 mm. films of a documentary nature.

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Table 1.--Motion Picture Theatre Receipts by Provinces, 1937 to 1944

Province	Receipts (1)							
	1937	1938	1939	1940	1941	1942	1943	1944
CANADA .....	\$ 32,163,000	\$ 33,346,182	\$ 33,696,244	\$ 37,474,122	\$ 40,795,897	\$ 45,719,911	\$ 51,484,611	\$ 53,173,325
Prince Edward Island .....	110,300	108,946	112,158	114,590	141,317	178,480	226,902	230,550
Nova Scotia .....	1,298,600	1,341,902	1,420,395	1,828,185	2,195,599	2,634,353	3,086,785	3,141,049
New Brunswick .....	821,300	861,792	826,285	995,487	1,102,265	1,336,561	1,611,145	1,595,130
Quebec .....	6,606,000	6,755,413	6,879,509	7,366,334	8,047,022	8,959,885	10,187,152	10,983,139
Ontario .....	14,264,400	15,056,200	15,087,239	17,087,341	18,757,372	20,400,349	22,153,428	22,542,943
Manitoba .....	2,196,400	2,278,996	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435
Saskatchewan .....	1,351,000	1,318,435	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726
Alberta .....	1,880,000	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683	3,383,994
British Columbia ...	3,635,000	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359

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

All figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1932 to 1944  
(1930=100)

Province	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944
CANADA .....	74.7	64.9	65.8	70.6	77.0	84.5	87.4	88.4	98.4	107.5	120.7	136.6	141.1
Prince Edward Island	53.1	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8	120.5	122.4
Nova Scotia .....	59.7	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2	170.1	173.2
New Brunswick .....	64.3	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2	147.4	145.9
Quebec .....	79.1	66.4	64.2	69.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6	129.3	139.4
Ontario .....	80.5	68.9	71.0	73.4	81.1	90.9	95.6	95.9	109.1	120.4	130.5	142.7	145.3
Manitoba .....	75.9	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4	104.9	108.0
Saskatchewan .....	62.1	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7	110.7	118.8
Alberta .....	59.9	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7	138.5	145.6
British Columbia ...	67.1	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7	143.2	144.5

All figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 3.--Summary of Motion Picture Statistics, 1930 and 1933 to 1944

Year and Province	No. of Theatres	Receipts(1)	Amusement Taxes	Paid Admissions	Employees (2)		
					Male	Female	Salaries and Wages
1930 .....	907	38,479,500	-	-	4,546	1,475	6,811,300
1933 .....	762	24,954,200	-	-	3,822	1,378	4,433,500
1934 .....	796	25,338,100	-	107,354,509	4,224	1,341	4,277,000
1935 .....	859	27,173,400	-	117,520,795	4,553	1,436	4,798,900
1936 .....	956	29,610,300	-	126,913,547	4,917	1,536	4,906,100
1937 .....	1,044	32,499,300	-	133,668,450	5,240	1,631	5,560,900
1938 .....	1,130	33,635,052	-	137,381,280	5,354	1,813	5,621,505
1939 .....	1,183	34,010,115	-	137,898,668	5,502	1,890	5,908,140
1940 .....	1,229	37,858,955	-	151,590,799	5,691	1,979	6,330,982
1941 .....	1,240	41,369,259	-	161,677,731	6,121	2,487	6,173,553
1942 .....	1,247	46,461,097	11,557,262	182,845,765	5,655	2,990	8,205,140
1943 .....	1,265	52,567,989	13,159,883	204,677,550	5,904	3,765	8,882,425
<u>1 9 4 4</u> CANADA .....	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
Prince Edward Island .....	7	230,550	71,039	832,898	28	19	26,156
Nova Scotia .....	64	3,141,049	936,892	12,581,578	297	271	448,235
New Brunswick .....	41	1,595,130	487,978	6,741,791	154	141	232,557
Quebec .....	225	10,983,139	3,880,458	42,631,023	1,440	669	1,799,563
Ontario .....	409	22,542,943	4,494,549	87,722,281	2,518	1,561	4,142,272
Manitoba .....	115	2,930,435	660,395	12,664,720	333	332	497,613
Saskatchewan .....	167	2,347,726	542,197	9,145,555	389	253	388,169
Alberta .....	144	3,383,994	944,074	12,826,428	402	217	612,852
British Columbia (3) .....	126	6,018,359	1,538,148	23,020,906	557	554	1,233,514

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon

All figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.



Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,  
by Provinces and for Selected Cities, 1943 and 1944

Province or City	No. of Theatres		Seating Capacity 1944	Receipts (1)			Amusement Taxes 1944
	1943(5)	1944		1943(5)	1944	% Change	
				↓	↓		↓
CANADA .....	1,265	1,298	712,998	51,484,611	53,173,325	+ 3.3	13,555,730
Prince Edward Island .....	6	7	3,286	226,902	230,550	+ 1.6	71,039
Nova Scotia .....	63	64	35,395	3,086,785	3,141,049	+ 1.8	936,892
Halifax .....	9	9	7,481	1,166,263	1,143,541	- 1.9	347,184
Sydney .....	5	5	3,602	322,265	323,068	+ 0.2	100,199
Other Places .....	49	50	24,312	1,598,257	1,674,440	+ 4.8	489,509
New Brunswick .....	41	41	20,905	1,611,145	1,595,130	- 1.0	487,978
Saint John .....	6	6	5,083	545,109	504,898	- 7.4	155,369
Moncton .....	4	4	2,929	387,297	373,641	- 3.5	108,648
Other Places .....	31	31	12,893	678,739	716,591	+ 5.6	223,961
Quebec .....	220	225	142,413	10,187,152	10,983,139	+ 7.8	3,880,458
Montreal (2) .....	69	70	71,774	6,747,234	7,356,989	+ 9.0	2,615,965
Quebec .....	11	12	9,055	751,885	798,138	+ 6.2	290,782
Three Rivers .....	4	4	3,235	179,339	198,130	+10.5	68,925
Sherbrooke .....	3	3	2,657	214,625	194,088	- 9.6	76,818
St. Jean .....	3	3	2,224	109,029	134,567	+23.4	45,907
Other Places .....	130	133	53,468	2,185,040	2,301,227	+ 5.3	782,061
Ontario .....	410	409	278,901	22,153,428	22,542,943	+ 1.8	4,494,549
Toronto .....	108	112	89,257	7,387,391	7,806,179	+ 5.7	1,565,120
Hamilton .....	21	21	19,304	1,692,609	1,614,388	- 4.6	323,920
Ottawa .....	15	15	13,813	1,416,152	1,439,192	+ 1.6	289,652
London .....	7	7	6,899	677,249	724,040	+ 6.9	144,831
Windsor .....	8	8	8,452	948,389	911,548	- 3.9	182,902
Brantford .....	4	4	4,062	346,479	338,727	- 2.2	69,060
Kingston .....	5	5	4,272	513,747	501,169	- 2.4	95,745
Other Places .....	242	237	132,842	9,171,412	9,207,700	+ 0.4	1,823,319

See footnotes on Page 9.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,  
by Provinces and for Selected Cities, 1943 and 1944--(Cont'd.)

Province or City	No. of Theatres		Seating Capacity 1944	Receipts (1)			Amusement Taxes 1944
	1943(5)	1944		1943 (5) \$	1944 \$	% Change	
Manitoba .....	115	115	51,736	2,845,991	2,930,435	+ 3.0	660,395
Winnipeg (3) .....	41	43	31,132	2,120,454	2,076,060	- 2.1	508,272
Other Places .....	74	72	20,604	725,537	854,375	+17.8	152,123
Saskatchewan .....	155	167	54,142	2,188,885	2,347,726	+ 7.3	542,197
Regina .....	6	6	5,141	564,826	572,629	+ 1.4	150,500
Saskatoon .....	6	6	4,938	439,048	443,445	+ 1.0	126,054
Other Places .....	143	155	44,063	1,185,011	1,331,652	+12.4	265,643
Alberta .....	131	144	52,169	3,218,683	3,383,994	+ 5.1	944,074
Edmonton .....	11	11	8,475	1,131,646	1,106,251	- 2.2	308,063
Calgary .....	11	11	8,792	986,807	1,023,324	+ 3.7	285,568
Other Places .....	109	122	34,902	1,100,230	1,254,419	+14.0	350,443
British Columbia .....	124	126	74,051	5,965,640	6,018,359	+ 0.9	1,538,148
Vancouver (4) .....	44	42	37,313	3,374,549	3,375,344	0.0	838,858
New Westminster .....	5	5	3,419	257,171	274,531	+ 6.8	68,334
Trail .....	3	3	2,074	102,181	91,330	-10.6	22,648
Victoria .....	6	6	5,020	700,084	662,085	- 5.4	137,699
Other Places .....	66	70	26,225	1,531,655	1,615,069	+ 5.4	470,609

(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.

(5) 1943 figures have been adjusted to exclude legitimate theatres  
operating in Canada.



Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,  
by Provinces and for Selected Cities, 1943 and 1944

Province or City	Admissions			Potential Admissions 1944	Average Capacity Utilized 1944 %	Average Admission Price (1) 1944
	1943 <sup>(5)</sup>	1944	% Change			
CANADA .....	204,825,488	208,167,180	+ 1.6	579,489,091	35.9	25.6
Prince Edward Island .....	814,040	832,898	+ 2.3	2,007,236	41.5	27.7
Nova Scotia .....	12,686,539	12,581,578	- 0.8	30,611,172	41.1	25.0
Halifax .....	4,613,154	4,402,914	- 4.6	9,275,292	47.5	26.0
Sydney .....	1,295,151	1,289,756	- 0.4	3,142,656	41.0	25.0
Other Places .....	6,778,234	6,888,908	+ 1.6	18,193,224	37.9	24.3
New Brunswick .....	6,801,445	6,741,791	- 0.9	18,710,975	36.0	23.7
Saint John .....	2,374,818	2,255,871	- 5.0	6,278,376	35.9	22.4
Moncton .....	1,471,065	1,406,585	- 4.4	3,942,744	35.7	26.6
Other Places .....	2,955,562	3,079,335	+ 4.2	8,489,855	36.3	23.3
Quebec .....	41,275,766	42,631,023	+ 3.3	133,279,106	32.1	25.8
Montreal (2) .....	27,424,461	28,161,261	+ 2.7	86,656,286	32.5	26.1
Quebec .....	3,261,227	3,413,968	+ 4.7	8,746,662	39.0	23.4
Three Rivers .....	718,250	784,832	+ 9.3	3,033,940	25.9	25.2
Sherbrooke .....	851,197	848,646	- 0.3	2,643,732	32.1	22.9
St. Jean .....	445,488	478,950	+ 7.5	1,983,800	24.1	28.0
Other Places .....	8,575,143	8,943,366	+ 4.3	30,214,686	29.6	25.7
Ontario .....	87,151,296	87,722,281	+ 0.7	239,436,524	36.6	25.7
Toronto .....	29,086,911	30,079,368	+ 3.4	72,096,254	41.7	26.0
Hamilton .....	6,620,461	6,323,641	- 4.5	18,241,276	34.7	25.5
Ottawa .....	5,705,859	5,905,055	+ 3.5	16,348,440	36.1	24.4
London .....	2,702,206	2,702,097	0.0	7,729,020	35.0	26.8
Windsor .....	3,374,347	3,346,193	- 0.8	10,083,840	33.2	27.2
Brantford .....	1,458,029	1,404,960	- 3.6	4,393,272	32.0	24.1
Kingston .....	2,127,867	2,031,118	- 4.5	5,525,364	36.8	24.7
Other Places .....	36,075,616	35,929,849	- 0.4	105,019,058	34.2	25.6

See footnotes on Page 11.

Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,  
by Provinces and for Selected Cities, 1943 and 1944--(Cont'd.)

Province or City	Admissions			Potential Admissions 1944	Average Capacity Utilized	Average Admission Price (1)
	1943 (5)	1944	% Change		1944 %	1944
Manitoba .....	12,124,058	12,664,720	+ 4.5	37,014,544	34.2	23.1
Winnipeg (3) .....	9,054,081	9,554,802	+ 5.5	29,249,792	32.7	21.7
Other Places .....	3,069,977	3,109,918	+ 1.3	7,764,752	40.1	27.5
Saskatchewan .....	8,521,470	9,145,555	+ 7.3	27,527,629	33.2	25.7
Regina .....	2,093,934	2,147,358	+ 2.6	6,158,100	34.9	26.7
Saskatoon .....	1,799,993	1,835,163	+ 2.0	7,025,928	26.1	24.2
Other Places .....	4,627,543	5,163,034	+11.6	14,343,601	36.0	25.8
Alberta .....	12,208,753	12,826,428	+ 5.1	31,231,265	41.1	26.4
Edmonton .....	4,234,519	4,250,178	+ 0.4	8,982,012	47.3	26.0
Calgary .....	3,553,011	3,659,102	+ 3.0	10,435,260	35.1	28.0
Other Places .....	4,421,223	4,917,148	+11.2	11,813,993	41.6	25.5
British Columbia .....	23,242,121	23,020,906	- 1.0	59,670,640	38.7	26.2
Vancouver (4) .....	13,471,397	13,265,727	- 1.5	35,415,915	37.5	25.4
New Westminster .....	1,109,487	1,163,570	+ 4.9	3,272,880	35.6	23.6
Trail .....	508,830	425,441	-16.4	1,087,464	39.1	21.5
Victoria .....	2,664,038	2,434,853	- 8.6	6,690,216	36.4	27.2
Other Places .....	5,488,369	5,731,315	+ 4.4	13,204,155	43.4	28.2

(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.

(5) 1943 figures have been adjusted to exclude legitimate theatres operating  
in Canada.



Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,  
Canada and the Provinces, 1944

Province and Number of Weeks in Operation	Total Persons Employed		Total Payroll \$	Proprietors, Firm and Family Members					Projectionists	
	Propri- etors	Em- ployees		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 .....	981	9,768	9,265,768	139	54	308,850	530	258	1,590	3,043,459
1944										
Total, All Theatres .....	1,036	10,115	9,785,276	186	78	404,545	506	266	1,656	3,199,178
Full-time--(Theatres operated 300 days & over)										
Total .....	499	9,038	9,397,035	149	59	376,886	201	90	1,378	3,028,937
Prince Edward Island .....	1	37	24,098	-	-	-	1	-	3	5,008
Nova Scotia .....	17	499	446,199	8	-	19,360	7	2	66	108,145
New Brunswick .....	18	274	246,091	5	4	18,317	4	5	38	61,919
Quebec .....	122	1,989	1,858,580	42	12	108,426	48	20	267	432,529
Ontario .....	193	3,929	4,178,573	48	25	113,651	85	35	557	1,388,997
Manitoba .....	28	529	493,394	11	2	24,613	12	3	82	168,528
Saskatchewan .....	29	310	339,705	9	3	18,189	12	5	67	127,816
Alberta .....	56	505	616,510	16	6	32,138	21	13	116	238,958
British Columbia .....	35	966	1,193,885	10	7	42,192	11	7	182	497,037
Part-time--(Theatres oper- ated less than 300 days)										
Total .....	537	1,077	388,241	37	19	27,659	305	176	278	170,241
Prince Edward Island .....	2	10	2,058	-	-	-	1	1	3	(x)
Nova Scotia .....	24	69	22,826	3	2	1,630	13	6	9	6,837
New Brunswick .....	11	21	5,887	2	-	(x)	7	2	7	2,783
Quebec .....	69	120	53,346	6	4	3,937	40	19	37	23,951
Ontario .....	43	150	81,980	5	-	4,630	25	13	31	36,644
Manitoba .....	88	136	31,648	1	4	2,816	48	35	32	13,586
Saskatchewan .....	162	312	69,315	7	3	2,662	91	61	77	25,860
Alberta .....	100	114	37,558	9	1	9,078	60	30	41	20,459
British Columbia .....	38	145	83,623	4	5	1,802	20	9	41	39,006

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

Table 6.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,  
Canada and the Provinces, 1944--(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
1943 .....	150	50,298	121	245,446	4,102	3,805	5,617,715	917
1944 .....								
Total, All Theatres ....	200	65,134	109	214,865	4,133	4,017	5,901,554	927
Full-time--(Theatres oper- ated 300 days and over)								
Total .....	140	56,069	109	214,865	3,764	3,647	5,720,278	998
Prince Edward Island ...	1	(x)	1	(x)	16	16	16,139	651
Nova Scotia .....	14	(x)	1	(x)	176	242	310,500	855
New Brunswick .....	12	5,251	-	-	88	136	160,604	831
Quebec .....	33	15,309	45	80,660	923	651	1,221,556	880
Ontario .....	45	19,808	28	81,537	1,788	1,511	2,574,580	1,035
Manitoba .....	15	3,403	12	10,967	146	274	285,883	886
Saskatchewan .....	6	2,729	3	5,612	99	135	185,359	1,037
Alberta .....	11	(x)	1	(x)	181	196	342,111	1,157
British Columbia .....	3	419	18	30,791	277	486	623,446	1,192
Part-time--(Theatres oper- ated less than 300 days)								
Total .....	60	9,065	-	-	369	370	181,276	335
Prince Edward Island ...	1	(x)	-	-	3	3	893	206
Nova Scotia .....	4	1,300	-	-	27	29	13,059	307
New Brunswick .....	2	(x)	-	-	7	5	1,498	228
Quebec .....	10	1,646	-	-	55	18	23,812	412
Ontario .....	8	1,713	-	-	61	50	38,993	516
Manitoba .....	5	733	-	-	41	58	14,513	212
Saskatchewan .....	21	2,164	-	-	96	118	38,629	214
Alberta .....	6	561	-	-	46	21	7,460	250
British Columbia .....	3	396	-	-	33	68	42,419	564

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



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, 1944

Economic Division and Amount of Annual Sales		Number of Employees <sup>(1)</sup> 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	568	376	239	739	1,215	978	1,459	367	29.4	131,479	22.13
	Female	490	256	189	703	1,094	698	672	53	25.2	55,536	13.37
Theatres with annual receipts less than \$30,000 --												
Maritime Provinces .....	Male	31	33	12	9	11	12	1	1	14.0	1,001	9.10
	Female	24	8	10	10	18	2	-	-	14.1	389	5.40
Quebec .....	Male	79	41	23	20	31	19	24	13	18.7	3,211	12.84
	Female	30	7	4	11	8	4	12	2	18.7	623	7.99
Ontario .....	Male	63	41	27	72	84	83	20	2	21.2	6,692	17.07
	Female	71	29	29	61	56	14	2	-	15.4	1,846	7.05
Prairie Provinces .....	Male	238	97	31	22	50	28	12	9	12.5	5,014	10.30
	Female	209	61	34	28	34	17	6	1	10.9	1,898	4.87
British Columbia .....	Male	35	15	16	12	27	10	4	-	16.2	1,957	16.45
	Female	34	33	14	22	28	2	2	-	13.9	1,138	8.43
Theatres with annual receipts of \$30,000 and over --												
Maritime Provinces .....	Male	16	29	14	28	70	89	116	22	32.3	8,374	21.81
	Female	18	20	31	49	100	76	54	2	26.4	4,050	11.57
Quebec .....	Male	31	42	37	68	121	212	352	238	38.8	22,276	20.23
	Female	14	22	12	63	83	213	193	26	34.0	8,338	13.32
Ontario .....	Male	54	45	59	382	566	304	641	35	30.7	52,679	25.25
	Female	66	46	31	291	476	225	200	11	26.6	17,971	13.35
Prairie Provinces .....	Male	15	23	14	83	116	135	154	42	32.7	15,409	26.48
	Female	19	19	11	78	157	91	103	10	29.0	7,119	14.59
British Columbia .....	Male	6	10	6	43	139	86	135	5	32.1	14,866	34.57
	Female	5	11	13	90	134	54	100	1	28.7	6,551	16.06

(1) Includes salaried proprietors.

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Table 8.--Motion Picture Theatres Classified According to Number of Theatres Under same Ownership, Canada, 1930, 1940, 1942, 1943 and 1944.

Year and Number of Theatres Under same Ownership		Theatres		Receipts		Admissions	
		Number	%	Amount \$	%	Number	%
1930 --	Total ....	915	100.0	38,130,100	100.0	-	-
	One .....	656	71.7	15,772,000	41.4	-	-
	Two and three .....	92	10.1	6,390,200	16.7	-	-
	Four and over .....	167	18.2	15,967,900	41.9	-	-
1940 --	Total ....	1,229	100.0	37,474,122	100.0	151,590,799	100.0
	One .....	576	46.9	9,319,639	24.9	43,084,387	28.4
	Two and three .....	212	17.3	4,085,878	10.9	19,366,119	12.8
	Four to nineteen .....	148	12.0	4,101,564	10.9	17,519,259	11.6
	Twenty and over .....	293	23.8	19,967,041	53.3	71,621,034	47.2
1942 --	Total ....	1,247	100.0	45,719,911	100.0	182,845,765	100.0
	One .....	545	43.7	9,295,373	20.3	42,759,332	23.4
	Two and three .....	199	16.0	3,800,581	8.3	17,322,645	9.5
	Four to nineteen .....	143	11.5	5,049,879	11.1	20,709,885	11.3
	Twenty and over .....	360	28.8	27,574,078	60.3	102,053,903	55.8
1943 --	Total ....	1,265	100.0	51,484,611	100.0	204,677,550	100.0
	One .....	557	44.0	12,420,533	24.1	47,796,984	23.4
	Two and three .....	195	15.4	5,731,819	11.1	23,419,261	11.4
	Four to nineteen .....	192	15.2	5,241,280	10.2	30,326,636	14.8
	Twenty and over .....	321	25.4	28,090,979	54.6	103,134,669	50.4
1944 --	Total ....	1,298	100.0	53,173,325	100.0	208,167,180	100.0
	One .....	595	45.8	8,138,855	15.3	45,363,046	21.8
	Two and three .....	179	13.8	5,346,022	10.1	21,256,784	10.2
	Four to nineteen .....	201	15.5	9,247,363	17.4	37,699,189	18.1
	Twenty and over .....	323	24.9	30,441,085	57.2	103,848,161	49.9

Figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.



Table 9.--Number of Single- and Double-Feature Performances in Motion Picture Theatres,  
by Provinces, 1943 and 1944

	1 9 4 3 <sup>(1)</sup>						1 9 4 4					
	Total Performances		Single-Feature		Double-Feature		Total Performances		Single-Feature		Double-Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA .....	777,813	100.0	308,022	39.6	471,791	60.4	784,781	100.0	316,449	40.4	468,332	59.6
Prince Edward Island ...	3,140	100.0	3,140	100.0	-	-	3,098	100.0	3,098	100.0	-	-
Nova Scotia .....	43,027	100.0	27,166	63.1	15,861	36.9	44,364	100.0	28,929	65.2	15,435	34.8
New Brunswick .....	29,357	100.0	18,093	61.6	11,264	38.4	29,926	100.0	19,487	65.1	10,439	34.9
Quebec .....	162,543	100.0	36,092	22.2	126,451	77.8	164,540	100.0	38,403	23.3	126,137	76.7
Ontario .....	308,896	100.0	106,425	34.5	202,471	65.5	305,399	100.0	107,907	35.3	197,492	64.7
Manitoba .....	56,288	100.0	21,566	38.3	34,722	61.7	56,776	100.0	22,123	39.0	34,653	61.0
Saskatchewan .....	48,008	100.0	33,664	70.1	14,344	29.9	50,508	100.0	36,053	71.4	14,455	28.6
Alberta .....	52,031	100.0	29,905	57.5	22,126	42.5	52,801	100.0	29,385	55.7	23,416	44.3
British Columbia .....	74,523	100.0	29,971	40.2	44,552	59.8	77,369	100.0	31,064	40.2	46,305	59.8

(1) Figures for 1943 have been adjusted to exclude legitimate theatres operating in Canada.

Table 10.--Theatres Classified According to Proportions of Single- and Double-Feature Performances,  
by Economic Divisions, Canada, 1944

Economic Division	Proportion of Single- and Double Feature Performances									
	All Theatres		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 .....	1,298	100.0	366	28.2	387	29.8	197	15.2	348	26.8
Receipts .....	\$53,173,325	100.0	10,126,059	19.0	13,326,988	25.1	11,140,204	21.0	18,580,074	34.9
Admissions .....	208,167,180	100.0	33,176,664	15.9	47,549,471	22.9	45,373,015	21.8	82,068,030	39.4
Maritime Provinces										
Number .....	112	100.0	51	45.5	40	35.7	11	9.8	10	9.0
Receipts .....	\$ 4,966,729	100.0	1,860,177	37.4	1,836,678	37.0	649,255	13.1	620,619	12.5
Admissions .....	20,156,267	100.0	6,811,130	33.8	7,538,914	37.4	3,015,077	15.0	2,791,096	13.8
Quebec --										
Number .....	225	100.0	34	15.1	55	24.4	26	11.6	110	48.9
Receipts .....	\$10,983,139	100.0	1,389,952	12.7	1,397,963	12.7	1,435,687	13.1	6,759,537	61.5
Admissions .....	42,631,023	100.0	3,799,014	8.9	4,753,214	11.1	4,935,462	11.6	29,143,333	68.4
Ontario --										
Number .....	409	100.0	32	7.8	131	32.0	90	22.0	156	38.2
Receipts .....	\$22,542,943	100.0	3,063,774	13.6	6,720,535	29.8	4,922,127	21.8	7,836,507	34.8
Admissions .....	87,722,281	100.0	9,632,592	11.0	22,903,709	26.1	20,577,293	23.5	34,608,687	39.4
Prairie Provinces										
Number .....	426	100.0	221	51.8	123	28.9	34	8.0	48	11.3
Receipts .....	\$ 8,662,155	100.0	2,912,101	33.6	1,827,936	21.1	1,779,680	20.5	2,142,438	24.8
Admissions .....	34,636,703	100.0	10,189,761	29.4	7,106,685	20.5	7,155,103	20.7	10,185,154	29.4
British Columbia--										
Number .....	126	100.0	28	22.2	38	30.2	36	28.5	24	19.0
Receipts .....	\$ 6,018,359	100.0	900,055	15.0	1,543,876	25.6	2,353,455	39.1	1,220,973	20.3
Admissions .....	23,020,906	100.0	2,744,117	11.9	5,246,949	22.8	9,690,080	42.1	5,339,760	23.2



Table 11.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1942, and by Provinces, 1943 and 1944

Province	Total Theatres	Average Price of Admission (1)											
		Less than 20¢	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 .....	1,130	202	138	150	182	133	90	160	34	27	6	8	
1939 .....	1,183	207	138	150	170	161	125	152	43	25	6	6	
1940 .....	1,229	221	162	150	185	155	122	164	40	18	5	7	
1941 .....	1,240	178	158	161	195	142	128	192	48	24	8	6	
1942 .....	1,247	65	54	77	137	144	130	333	198	69	21	19	
<u>1943</u> CANADA (2) .....	1,265	56	62	67	139	155	129	138	217	178	83	20	21
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 .....	220	6	11	9	8	8	19	25	34	54	27	9	10
Ontario .....	410	29	21	33	54	55	42	34	72	44	16	5	5
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	32	17	1	-
British Columbia .....	124	6	10	1	13	17	11	9	12	24	11	5	5
<u>1944</u> CANADA (2) .....	1,298	55	57	76	127	159	138	163	198	197	85	20	23
Prince Edward Island .....	7	1	-	-	-	1	2	1	-	-	2	-	-
Nova Scotia .....	64	2	1	3	3	7	6	9	19	12	2	-	-
New Brunswick .....	41	2	-	2	3	7	9	6	7	4	1	-	-
Quebec .....	225	8	6	10	9	10	23	27	27	57	28	9	11
Ontario .....	409	24	21	35	49	71	37	33	67	48	15	5	4
Manitoba .....	115	9	7	12	27	22	17	10	3	3	4	-	1
Saskatchewan .....	167	5	10	9	12	15	23	31	32	23	5	-	2
Alberta .....	144	-	4	-	11	6	16	33	31	25	16	2	-
British Columbia .....	126	4	8	5	13	20	5	13	12	25	12	4	5

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

(2) Average price for 1943 and 1944 includes amusement taxes.

Figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.

Table 12.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1942 and by Provinces, 1943 and 1944

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 .....	1,130	775	113	242	657	68	83	60	28	83	29	14	63	29	3	13
1939 .....	1,183	802	114	267	700	79	110	60	21	79	18	9	65	24	5	13
1940 .....	1,229	832	117	280	757	84	104	41	20	95	12	8	74	22	5	7
1941 .....	1,240	864	126	250	756	85	102	54	24	82	28	11	62	26	6	4
1942 .....	1,247	880	123	244	823	95	111	37	16	75	13	4	50	7	8	9
<u>1 9 4 3</u>																
CANADA .....	1,265	893	119	248	845	91	125	34	20	73	9	4	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	-	-	-	-	-	-
Québec .....	220	170	27	23	155	19	13	12	3	7	2	2	3	1	3	-
Ontario .....	410	380	19	11	365	15	9	9	3	2	3	-	-	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	-	-
<u>1 9 4 4</u>																
CANADA .....	1,298	914	116	268	855	84	140	46	17	75	6	8	41	7	7	12
Prince Edward Island ..	7	3	1	3	3	-	2	-	-	1	-	-	-	-	1	-
Nova Scotia .....	64	49	8	7	48	8	3	-	-	3	1	-	1	-	-	-
New Brunswick .....	41	32	5	4	29	2	4	3	2	-	-	1	-	-	-	-
Quebec .....	225	181	19	25	166	10	13	10	4	8	3	3	4	2	2	-
Ontario .....	409	378	20	11	357	14	9	17	3	3	2	2	-	2	1	-
Manitoba .....	115	63	18	34	57	14	22	4	1	7	-	1	5	2	2	-
Saskatchewan .....	167	42	23	102	40	19	55	2	2	23	-	1	19	-	1	5
Alberta .....	144	67	12	65	65	11	27	2	1	22	-	-	11	-	-	5
British Columbia .....	126	99	10	17	90	6	6	8	4	8	-	-	1	1	-	2

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

Figures previous to 1944 have been adjusted to exclude legitimate theatres operating in Canada.



Table 13.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,  
and by Provinces, Canada, 1944

Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts(1)	Amusement Taxes	Admissions	No.	Receipts(1)	Amusement Taxes	Admissions
		\$	\$	No.		\$	\$	No.
CANADA .....	15	51,217	11,211	233,190	116	286,008	56,556	1,189,223
Prince Edward Island .....	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia .....	-	-	-	-	8	28,285	9,693	99,831
New Brunswick .....	-	-	-	-	-	-	-	-
Quebec .....	3	16,696	2,375	76,801	11	17,182	4,615	64,902
Ontario .....	-	-	-	-	33	63,289	11,104	278,823
Manitoba .....	-	-	-	-	6	12,449	3,225	68,742
Saskatchewan .....	2	(x)	(x)	(x)	29	80,424	15,321	388,564
Alberta .....	1	(x)	(x)	(x)	18	38,075	5,509	140,834
British Columbia .....	7	22,284	5,487	77,460	11	46,304	7,089	147,527

(1) Excluding amusement taxes.

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

Table 14.--Number of New Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed and Vacant, by Provinces, Canada, 1943 and 1944

Province	1 9 4 3				1 9 4 4			
	New <sup>(1)</sup> Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease	New <sup>(1)</sup> Theatres	Theatres Remodelled and Re-opened	Theatres Closed	Net + Increase or - Decrease
CANADA .....	20	25	27	+ 18	46	5	22	+ 29
Prince Edward Island .	-	-	-	-	1	-	-	+ 1
Nova Scotia .....	1	1	1	+ 1	1	-	-	+ 1
New Brunswick .....	-	-	-	-	-	-	-	-
Quebec .....	8	4	4	+ 8	10	1	8	+ 3
Ontario .....	-	4	4	0	4	-	7	- 3
Manitoba .....	-	2	2	0	2	-	2	0
Saskatchewan .....	8	8	5	+ 11	13	2	3	+ 12
Alberta .....	3	2	7	- 2	13	2	2	+ 13
British Columbia .....	-	4	4	0	2	-	-	+ 2

(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 1944

Year	No. of Exchange Offices	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	310,407	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	410,654	13,892,093	370,740	51,071
1943 .....	67	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944 .....	88 <sup>(1)</sup>	420	490	1,189,821	654,376	16,516,073	346,636	95,765

(1) Operated by 23 film exchange companies.



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