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MOTION PICTURE THEATRES
IN CANADA
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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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MOTION PICTURE THEATRES IN CANADA, 1945

Summary

Motion picture theatre attendance and box office receipts in Canada for 1945 reached an all-time high, according to statements received in the annual survey of motion picture houses conducted by the Dominion Bureau of Statistics. The 24 new theatres opened during the year, and the 8 houses which were re-opened, brought the total number of establishments up to 1323. Box office returns at these theatres amounted to \$69,485,732 from which Federal and Provincial Governments collected \$14,055,021 in amusement taxes, leaving net receipts of \$55,430,711. There were 215,573,267 paid admissions during the year, an increase of almost 4 per cent in the number of admissions over the previous year. In addition, there were 167 itinerant exhibitors operating in Canada, and these reported net receipts of over \$360,000, collected another \$93,195 in amusement taxes, and had admissions numbering 1,581,303. The per capita expenditure on motion picture entertainment, including both theatres and itinerant operators, averaged \$5.77 in 1945, figures for individual provinces standing at \$8.15 for British Columbia, \$7.16 for Ontario, \$6.56 for Nova Scotia, \$5.34 for Alberta, \$5.13 for Manitoba, \$4.76 for New Brunswick, \$4.36 for Quebec, \$3.83 for Saskatchewan, and \$3.31 for Prince Edward Island.

In addition to motion picture houses, there were 4 establishments operating in Canada as legitimate theatres. These 4 situations were open for 1,035 days during the year, had net receipts of \$873,341, and collected an additional \$239,179 in amusements taxes. There were 1,137,322 paid admissions to these performances.

Prince Edward Island and Nova Scotia reported declines in receipts between 1945 and 1944, while box office returns in Alberta gained less than 1 per cent between the two years. Receipts for the other provinces showed gains of between 2 and 9 per cent. The number of paid admissions fell off slightly in Nova Scotia while gains in admissions in the other provinces ranged up to 8 per cent. Percentage changes in receipts in 1945 compared with 1944 for the various provinces with corresponding results in admissions in brackets are as follows: Prince Edward Island, -2.5 per cent (+2.5 per cent); Nova Scotia, -0.9 per cent (-0.6 per cent); New Brunswick, +6.8 per cent (+6.8 per cent); Quebec, +4.6 per cent (+2.6 per cent); Ontario, +5.3 per cent (+4.7 per cent); Manitoba, +4.7 per cent (+2.0 per cent); Saskatchewan, +8.8 per cent (+7.4 per cent); Alberta, +0.3 per cent (+0.8 per cent); British Columbia, +2.1 per cent (+3.3 per cent).

Marked increases were recorded in both receipts and admissions for some of the larger cities in Canada. Revenue from the sale of tickets increased 21 per cent in Sherbrooke, 14 per cent in Winnipeg, 12 per cent in Saskatoon, 10 per cent in New Westminster, 9 per cent in Saint John and Quebec, and 8 per cent in Regina. Other

cities showed gains ranging from 1 per cent to 6 per cent. Receipts declined by 1 per cent in Brantford, 2 per cent in Halifax, 3 per cent in Kingston, 5 per cent in Moncton and Edmonton, and 9 per cent in St. Jean.

Motion picture theatre attendances in 1945 could have numbered 590,967,937 had each theatre played to a full house at each performance. Actually, the number of paid admissions reported for the year was 215,573,267, indicating that on the average only 36.5 per cent of the potential maximum seating capacity was utilized at every performance. Corresponding ratios for earlier years were 35.9 per cent for 1944, 35.7 per cent for 1943, 32.4 per cent for 1942, and 31.0 per cent for 1941. Results for the larger cities in Canada revealed that the highest proportion of average seating capacity utilized was recorded for Halifax, at 47.2 per cent. Edmonton followed closely, paid admissions numbering 46.0 per cent of the total possible seating capacity, while ratios for other cities include 43.6 per cent for Moncton, 32.3 per cent for Montreal, 41.7 per cent for Toronto, 31.9 per cent for Winnipeg, 36.1 per cent for Regina, and 39.1 per cent for Vancouver. These figures make no allowance for the heavier traffic to evening performances as compared with matinee exhibitions. The proportion of actual to potential admissions for evening performances alone would be considerably higher than that recorded in the total figures.

Double-feature bills continued to attract the largest number of theatre-goers. The proportion of double - and single-feature programs shown during 1945 remained almost unchanged from the previous year, the ratios for 1945 standing at 59.4 per cent for double features and 40.6 per cent for single features compared with 59.6 per cent and 40.4 per cent for the previous year. Prince Edward Island alone showed no double-feature programs. Double-bill performances were most popular in Quebec, accounting for 75.3 per cent of all performances. The percentage of double-feature to total programs in 1945 for other provinces stand at 65.9 for Ontario, 60.1 for Manitoba, 58.7 for British Columbia, 42.0 for Alberta, 37.5 for New Brunswick, 34.7 for Nova Scotia, and 25.6 for Saskatchewan.

While some 27 per cent of the 1,323 motion picture theatres showed only double-feature programs, these houses accounted for 37 per cent of the total receipts and 41 per cent of the paid admissions for the year. On the other hand, approximately 26 per cent of the theatres exhibited one-feature performances only; such movie houses realized 25 per cent of the total in-take and 21 per cent of the attendance. There were 47 per cent of the theatres whose performances alternated between single- and double-feature programs and the houses falling into this category received 37 per cent of the theatre business of 1945, and catered to 38 per cent of the number of admissions.

The 1,323 motion picture houses operating in 1945 utilized the services of 10,350 employees whose total earnings for the year were \$9,663,718 with an average salary of \$954 per employee. Proprietors of independently owned theatres who were actively engaged in conducting their businesses numbered 1,103. Some 840 proprietors did not draw a stipulated salary while the remaining 263 proprietors withdrew salaries amounting to \$372,537.

When classified according to ownership, there were 618 individually owned theatres, or 46.7 per cent of the 1,323 houses, and these realized 18.8 per cent of the \$55,430,711 receipts, and 21.4 per cent of the admissions. In 1944, the corresponding ratios for singly operated units were 45.8 per cent of the number of theatres, 15.3 per cent of the receipts, and 21.8 per cent of the admissions. Multiple theatres (2 or 3 establishments operated under the same ownership) accounted for 13.5 per cent of the motion picture houses in operation, 9.7 per cent of the box office receipts, and 9.8 per cent of the total attendances reported. These ratios vary but fractionally from the position of multiple theatres in 1944. The third category into which theatres may fall is that of a chain -- 4 or more units being operated under one ownership. There were 527 units operated by theatre chain companies in 1945 and 39.8 per

cent of the 1,323 theatres in Canada, and these accounted for 71.5 per cent of the motion picture revenue, and 68.8 per cent of the paid admissions. In 1944, theatre chains operated 40.4 per cent of the houses, did 74.6 per cent of the business, and provided entertainment for 68.0 per cent of the movie-goers. A further breakdown of chain activities reveals a shift between the 2 years from small chains operating from 4 to 19 units to large-size enterprises controlling over 20 houses. In 1944, the smaller chains operated 15.5 per cent of the theatres, transacted 17.4 per cent of the receipts and had 18.1 per cent of the admittances. In the year under review, the position of such chains declined to 11.8 per cent of the theatres, 11.4 per cent of the box office returns, and 12.2 per cent of the paid admissions. On the other hand, the large-size chains gained the ground lost by the smaller companies, indicating, to some extent, the absorption of small chains by the larger companies. The respective ratios for the larger chains to the grand totals for 1945, with 1944 percentages in brackets, are as follows: number of units, 28.0 per cent (24.9 per cent); receipts, 60.1 per cent (57.2 per cent); admissions, 56.6 per cent (49.9 per cent).

While the average price of admission for all theatres for 1945 stands at 25.7 cents, the average admission fee for individual theatres varied between those houses whose average charge was below 20 cents to establishments with an average admission of 50 cents and over. In compiling these figures no allowances are made for juvenile or matinee attendances. It is therefore obvious that the average evening price for motion picture entertainment for adults would be much higher. Approximately 45 per cent of the theatres had average prices of admission ranging between 30 and 40 cents. Another 41 per cent of the houses had average admission charges of between 20 and 30 cents, while 8 per cent fell in the 40-50 cent class; 4 per cent of the theatres averaged a less than 20 cent fee and 2 per cent had an average admission price exceeding 50 cents.

Exhibitors presenting motion pictures and employing portable equipment for such exhibitions, are classified as itinerant operators. There were 167 itinerant exhibitors operating in 1945 and they used both 16 mm. and 35 mm. equipment. Receipts from such entertainment amounted to over \$360,000 while another \$93,195 was collected in amusement taxes. Itinerant operators reported 1,581,303 paid admissions.

The 23 film exchange companies operating in Canada maintained 86 distributing offices, and utilized the services of 530 male and 587 female employees. Total receipts for film rentals in 1945 amounted to \$17,490,264, of which \$1,198,016 was received from rental of 16 mm. film and \$16,292,248 for 35 mm. film. Film exchanges received \$358,250 revenue from advertising and another \$127,953 from other sources. The exchanges stated that 2,161 new films had been released during the year and they were comprised of 620 feature films, 345 cartoons, 381 new reels, and 815 films of a miscellaneous nature.

Per Capita Expenditure on Motion-Picture Entertainment
Canada and the Provinces, 1937-1945

Province	(1) 1937	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	2.93	3.02	3.03	3.35	3.63	4.01	5.01	5.61	5.61	5.77
Prince Edward Island ..	1.23	1.20	1.23	1.26	1.52	1.93	2.52	3.35	3.41	3.31
Nova Scotia	2.41	2.47	2.59	3.27	3.82	4.55	5.89	6.68	6.73	6.56
New Brunswick	1.86	1.95	1.84	2.21	2.41	2.88	3.75	4.53	4.51	4.76
Quebec	2.15	2.17	2.19	2.30	2.48	2.76	3.81	4.21	4.26	4.36
Ontario	3.90	4.07	4.08	4.63	5.07	5.44	6.53	6.97	6.84	7.16
Manitoba	3.07	3.20	3.03	3.23	3.41	3.60	4.39	4.81	4.93	5.13
Saskatchewan	1.48	1.45	1.57	1.76	1.92	2.08	2.56	3.31	3.54	3.83
Alberta	2.44	2.53	2.61	2.80	3.11	3.33	4.22	5.27	5.35	5.34
British Columbia	4.82	4.81	4.83	4.98	5.08	6.05	7.52	8.29	8.15	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

All data contained in this publication relate to activities of motion picture houses and exhibitors in the commercial fields and are based on statements received from each theatre, or person, engaged in exhibiting or renting film for commercial purposes. Also active in the motion picture industry is the Government's National Film Board, but attendances to the Board's exhibits are free and films are of an educational or documentary nature. Through the courtesy of that Board the following statistics relating to its operation in 1945 are presented:

The National Film Board operated 85 rural circuits, as well as trade union and industrial circuits in Canada with an attendance of approximately 5,000,000. Moreover, there was an average of 926 performances per month held at schools for students.

The Board has established 83 regional film libraries situated in the nine provinces and these are maintained for the storage and distribution of 16 mm. films.

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Table 1.--Motion Picture Theatre Receipts by Provinces, 1938 to 1945

Province	Receipts (1)							
	1938	1939	1940	1941	1942	1943	1944	1945
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	33,346,182	33,696,244	37,474,122	40,795,397	45,719,911	51,484,611	53,173,325	55,450,711
Prince Edward Island	108,946	112,158	114,590	141,317	173,480	226,902	230,550	224,637
Nova Scotia	1,341,902	1,420,395	1,323,185	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340
New Brunswick	861,792	826,235	995,437	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869
Quebec	6,755,413	6,879,509	7,336,334	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406
Ontario	15,056,200	15,087,239	17,067,341	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894
Manitoba	2,278,996	2,181,732	2,344,301	2,475,949	2,641,765	2,845,991	2,930,435	3,066,371
Saskatchewan	1,318,435	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779
Alberta	1,959,134	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488
British Columbia ...	3,665,264	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367

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

Table 2.--Indexes of Motion Picture Receipts, by Provinces, 1933 to 1945
(1930=100)

Province	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945
CANADA	64.9	65.8	70.6	77.0	84.5	87.4	88.4	98.4	107.5	120.7	136.6	141.1	147.0
Prince Edward Island	45.5	45.3	48.3	54.8	58.6	57.9	59.6	60.9	75.1	94.8	120.5	122.4	119.3
Nova Scotia	51.4	53.3	60.6	67.1	71.6	74.0	78.3	101.9	121.0	145.2	170.1	173.2	171.6
New Brunswick	50.9	54.6	64.4	70.9	75.1	78.8	75.6	91.0	100.8	122.2	147.4	145.9	155.8
Quebec	66.4	64.2	69.4	75.2	81.3	83.1	84.7	90.2	99.2	112.6	129.3	139.4	145.8
Ontario	68.9	71.0	73.4	81.1	90.9	95.6	95.9	109.1	120.4	130.5	142.7	145.3	153.0
Manitoba	67.0	67.7	71.3	74.0	81.0	84.0	80.4	86.4	91.3	97.4	104.9	108.0	113.1
Saskatchewan	52.9	54.3	58.3	69.3	68.3	66.7	72.5	80.3	84.6	92.7	110.7	118.8	129.3
Alberta	61.7	60.1	70.2	74.6	80.9	84.3	86.7	94.0	97.1	114.7	138.5	145.6	146.0
British Columbia ...	61.3	65.8	74.4	78.5	87.2	88.0	89.8	95.2	99.5	121.7	143.2	144.5	147.5

Table 3--Summary of Motion Picture Statistics, 1930 and 1933 to 1945

Year and Province	No. of Theatres	Receipts(1)	Amusement Taxes	Paid Admissions	Employees (2)		
					Male	Female	Salaries and Wages
		\$	\$	No.			\$
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	1,541	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
1944	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
1945							
CANADA	1,323	55,430,711	14,055,021	215,573,267	6,330	4,020	9,663,718
Prince Edward Island	7	224,697	70,223	853,923	27	19	26,910
Nova Scotia	64	3,112,340	916,746	12,510,936	331	225	470,175
New Brunswick	41	1,702,869	522,277	7,201,930	165	148	251,420
Quebec	228	11,490,406	3,987,307	43,720,321	1,416	645	1,886,759
Ontario	414	23,740,894	4,786,477	91,817,463	2,624	1,611	4,132,789
Manitoba	116	3,066,871	702,890	12,920,505	372	333	526,116
Saskatchewan	176	2,553,779	587,563	9,826,778	379	275	417,155
Alberta	149	3,394,488	949,754	12,931,257	413	246	647,390
British Columbia (3)	128	6,144,367	1,531,784	23,790,154	603	518	1,305,004

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon

All figures previous to 1944 include legitimate theatres operating in Canada.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945

Province or City	No. of Theatres		Seating Capacity 1945	Receipts (1)			Amusement Taxes 1945
	1944	1945		1944 \$	1945 \$	% Change	
CANADA	1,298	1,323	721,700	53,173,325	55,430,711	+ 4.2	14,055,021
Prince Edward Island	7	7	3,311	230,550	224,697	- 2.5	70,223
Nova Scotia	64	64	36,064	3,141,049	3,112,340	- 0.9	916,746
Halifax	9	9	7,495	1,143,541	1,125,437	- 1.6	343,071
Sydney	5	5	3,602	323,068	326,038	+ 0.9	99,704
Other Places	50	50	24,967	1,674,440	1,660,865	- 0.8	473,971
New Brunswick	41	41	21,009	1,595,130	1,702,869	+ 6.8	522,277
Saint John	6	6	5,083	504,898	551,746	+ 9.3	168,453
Moncton	4	4	2,929	373,641	355,271	- 4.9	104,601
Other Places	31	31	12,997	716,591	795,852	+11.1	249,223
Quebec	225	228	142,447	10,983,139	11,490,406	+ 4.6	3,987,307
Montreal (2)	70	70	70,463	7,356,989	7,608,785	+ 3.4	2,664,292
Quebec	12	12	9,055	798,138	872,454	+ 9.3	313,630
Three Rivers	4	4	3,235	198,130	208,541	+ 5.3	73,101
Sherbrooke	3	3	2,655	194,088	234,214	+20.7	81,536
St. Jean	3	3	2,224	134,567	123,152	- 8.5	42,212
Other Places	133	136	54,815	2,301,227	2,443,260	+ 6.2	812,536
Ontario	409	414	280,999	22,542,943	23,740,894	+ 5.3	4,786,477
Toronto	112	112	89,615	7,806,179	8,144,172	+ 4.3	1,635,399
Hamilton	21	21	18,931	1,614,388	1,687,065	+ 4.5	336,286
Ottawa	15	15	13,810	1,459,192	1,508,391	+ 4.8	306,801
London	7	7	6,899	724,040	773,565	+ 6.8	154,798
Windsor	8	8	8,452	911,548	979,358	+ 7.4	196,578
Brantford	4	4	4,058	338,727	335,186	- 1.0	71,661
Kingston	5	5	4,372	501,169	484,805	- 3.3	96,953
Other Places	237	242	134,862	9,207,700	9,828,352	+ 6.7	1,988,001

See footnotes on page 9.

Table 4.--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945 - (Cont'd.)

Province or City	No. of Theatres		Seating Capacity 1945	Receipts (1)			Amusement Taxes 1945
	1944	1945		1944	1945	% Change	
				\$	\$		\$
Manitoba	115	116	53,679	2,930,485	3,066,871	+ 4.7	702,890
Winnipeg (3)	43	43	32,453	2,076,060	2,360,228	+13.7	553,683
Other Places	72	73	21,226	854,375	706,643	-17.3	149,207
Saskatchewan	167	176	56,030	2,347,726	2,553,779	+ 8.8	587,563
Regina	6	6	5,141	572,629	615,955	+ 7.6	160,517
Saskatoon	6	6	4,936	445,445	495,990	+11.8	137,436
Other Places	155	164	45,953	1,331,652	1,441,834	+ 8.3	289,610
Alberta	144	149	53,087	3,383,994	3,394,488	+ 0.3	949,754
Edmonton	11	11	8,282	1,106,251	1,050,594	- 5.0	299,549
Calgary	11	11	8,792	1,023,324	1,051,946	+ 2.8	294,010
Other Places	122	127	36,013	1,254,419	1,291,948	+ 3.0	356,195
British Columbia	126	128	75,074	6,018,359	6,144,367	+ 2.1	1,531,784
Vancouver (4)	42	44	38,635	3,375,344	3,562,154	+ 5.5	880,611
New Westminster	5	5	3,419	274,531	300,657	+ 9.5	75,016
Trail	3	3	2,162	91,330	95,742	+ 4.8	23,881
Victoria	6	6	5,020	662,085	675,923	+ 2.1	168,947
Other Places	70	70	25,838	1,615,069	1,509,891	- 6.5	383,329

- (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, 1944 and 1945

Province or City	Admissions			Potential Admissions 1945	Average Capacity Utilized 1945	Average Admission Price (1) 1945
	1944	1945	% Change			
CANADA	208,167,180	215,573,267	+ 3.6	590,967,937	36.5	25.7
Prince Edward Island	832,898	853,923	+ 2.5	2,036,336	41.9	26.3
Nova Scotia	12,581,578	12,510,936	- 0.6	29,945,171	41.8	24.9
Halifax	4,402,914	4,503,196	+ 2.3	9,546,072	47.2	25.0
Sydney	1,289,756	1,307,554	+ 1.4	3,142,656	41.6	24.9
Other Places	6,888,908	6,700,406	- 2.7	17,256,443	38.8	24.8
New Brunswick	6,741,791	7,201,930	+ 6.8	17,466,734	41.2	23.6
Saint John	2,255,871	2,472,264	+ 9.6	5,769,816	42.8	22.3
Moncton	1,406,585	1,364,948	- 3.0	3,130,404	43.6	26.0
Other Places	3,079,335	3,364,718	+ 9.3	8,566,514	39.3	23.7
Quebec	42,631,023	43,720,321	+ 2.6	137,236,933	31.9	26.3
Montreal (2)	28,161,261	28,627,542	+ 1.7	88,577,312	32.3	26.6
Quebec	3,413,968	3,592,043	+ 5.2	10,107,630	35.5	24.3
Three Rivers	784,832	821,300	+ 4.6	2,842,476	28.9	25.4
Sherbrooke	848,646	970,413	+14.3	2,679,664	36.2	24.1
St. Jean	478,950	453,200	- 5.4	1,983,800	22.8	27.2
Other Places	3,943,366	9,255,823	+ 3.5	31,046,081	29.8	26.4
Ontario	87,722,281	91,817,463	+ 4.7	246,116,812	37.3	25.9
Toronto	30,079,368	30,708,520	+ 2.1	73,664,026	41.7	26.5
Hamilton	6,323,641	6,494,420	+ 2.7	18,228,028	35.6	26.0
Ottawa	5,905,055	6,167,857	+ 4.5	16,940,816	36.4	24.5
London	2,702,097	2,891,293	+ 7.0	7,517,796	38.5	26.8
Windsor	3,346,193	3,562,192	+ 6.5	10,635,866	33.5	27.5
Brantford	1,404,960	1,407,397	+ 0.2	4,081,896	34.5	23.8
Kingston	2,031,118	1,874,942	- 7.7	5,512,728	34.0	25.9
Other Places	35,929,849	38,710,842	+ 7.7	109,535,656	35.3	25.4

See footnotes on Page 11.

Table 5.--Admissions and Average Seating Capacity Utilized for Motion Picture Theatres,
by Provinces and for Selected Cities, 1944 and 1945--(Cont'd.)

Province or City	Admissions			Potential Admissions 1945	Average Capacity Utilized 1945 %	Average Admission Price (1) 1945
	1944	1945	% Change			
Manitoba	12,664,720	12,920,505	+ 2.0	38,795,096	33.3	23.7
Winnipeg (3)	9,554,802	9,838,098	+ 3.0	30,831,814	31.9	24.0
Other Places	3,109,918	3,082,407	- 0.9	7,963,282	38.7	22.9
Saskatchewan	9,145,555	9,826,778	+ 7.4	28,649,502	34.3	26.0
Regina	2,147,358	2,283,867	+ 6.4	6,502,716	35.1	27.0
Saskatoon	1,835,163	1,959,486	+ 6.8	6,826,872	28.7	25.3
Other Places	5,163,034	5,583,425	+ 8.1	15,319,914	36.4	25.8
Alberta	12,826,428	12,931,257	+ 0.8	32,148,597	40.2	26.3
Edmonton	4,250,178	4,128,576	- 2.9	8,979,360	46.0	25.4
Calgary	3,659,102	3,811,849	+ 4.2	10,884,176	35.0	27.6
Other Places	4,917,148	4,990,832	+ 1.5	12,285,061	40.6	25.9
British Columbia	23,020,906	23,790,154	+ 3.3	58,572,756	40.6	25.8
Vancouver (4)	13,265,727	13,900,657	+ 4.8	35,534,373	39.1	25.6
New Westminster	1,163,570	1,258,964	+ 8.2	3,272,880	38.5	23.9
Trail	425,441	456,860	+ 7.4	1,277,568	35.8	21.0
Victoria	2,434,853	2,532,203	+ 4.0	5,952,336	42.5	26.7
Other Places	5,731,315	5,641,470	- 1.6	12,535,599	45.0	26.8

(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, 1945

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		
			\$			\$				\$
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	1,036	10,115	9,785,276	186	78	404,545	506	266	1,656	3,199,178
1945										
Total, All Theatres	1,103	10,350	10,036,255	174	89	372,537	562	278	1,679	3,290,647
Full-time--(Theatres operated 300 days & over)										
Total	482	9,227	9,663,803	129	56	332,078	213	84	1,401	3,135,077
Prince Edward Island	1	37	24,730	-	-	-	1	-	3	5,118
Nova Scotia	18	498	467,144	7	-	17,180	9	2	66	118,638
New Brunswick	12	288	257,666	5	2	12,071	1	4	39	66,826
Quebec	106	1,930	1,938,525	37	15	100,123	42	12	273	440,961
Ontario	192	4,068	4,163,598	41	22	102,428	96	33	559	1,415,261
Manitoba	27	554	519,922	9	1	24,448	13	4	85	178,024
Saskatchewan	31	357	373,752	7	-	11,100	18	6	68	135,334
Alberta	65	531	633,239	15	5	27,476	25	20	120	242,239
British Columbia	30	984	1,285,229	8	11	37,252	8	3	188	532,676
Part-time--(Theatres oper- ated less than 300 days)										
Total	621	1,125	372,452	45	33	40,459	349	194	278	155,570
Prince Edward Island	1	9	2,180	-	-	-	1	-	4	1,246
Nova Scotia	24	58	22,759	3	3	2,548	12	6	9	5,514
New Brunswick	19	25	7,573	2	-	1,748	10	7	8	2,503
Quebec	84	131	55,363	4	4	7,004	49	27	37	21,491
Ontario	52	167	81,000	7	3	9,331	23	14	31	30,200
Manitoba	87	151	33,850	2	4	3,208	48	33	31	13,440
Saskatchewan	198	317	60,532	14	10	6,029	110	64	78	25,165
Alberta	116	128	48,694	6	3	7,067	74	33	42	26,640
British Columbia	40	137	60,501	7	6	3,474	17	10	38	29,371

Table 8.--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
Canada and the Provinces, 1945--(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	
		\$		\$			\$
1942	157	59,401	153	244,188	3,749	3,068	885
1943	150	50,298	121	245,446	4,102	3,805	917
1944	200	65,134	109	214,865	4,133	4,017	927
<u>1945</u>							
Total, All Theatres	217	68,429	100	212,890	4,334	4,020	934
Full-time--(Theatres oper- ated 300 days and over)							
Total	134	54,241	94	211,988	3,947	3,651	1,011
Prince Edward Island	1	367	1	2,389	15	17	668
Nova Scotia	11	5,266	2	5,161	211	208	904
New Brunswick	11	4,984	-	-	94	144	853
Quebec	31	16,444	36	69,274	960	630	1,004
Ontario	40	13,777	32	89,857	1,833	1,554	998
Manitoba	15	3,996	4	5,492	182	268	894
Saskatchewan	7	3,958	3	5,720	115	144	1,076
Alberta	14	4,975	-	-	179	218	1,141
British Columbia	4	474	16	34,095	308	468	1,268
Part-time--(Theatres oper- ated less than 300 days)							
Total	83	14,188	6	902	387	369	296
Prince Edward Island	1	50	-	-	2	2	242
Nova Scotia	3	1,110	-	-	29	17	348
New Brunswick	6	1,332	-	-	7	4	233
Quebec	9	1,351	4	360	66	15	369
Ontario	12	3,226	1	480	66	57	429
Manitoba	10	1,488	-	-	45	65	203
Saskatchewan	28	3,721	1	62	79	131	172
Alberta	9	1,274	-	-	49	28	325
British Columbia	5	636	-	-	44	50	416

Table 7.--Motion Picture Theatres Classified According to Number of Theatres Under
same Ownership, Canada, 1930, 1940, 1943, 1944 and 1945

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	57,474,122	100.0	151,590,799	100.0
	One	576	46.9	9,319,659	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
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
1945 --	Total	1,323	100.0	55,430,711	100.0	215,573,267	100.0
	One	618	46.7	10,417,521	18.8	46,231,666	21.4
	Two and three	178	13.5	5,374,438	9.7	21,134,158	9.8
	Four to nineteen	156	11.8	6,329,831	11.4	26,332,493	12.2
	Twenty and over	371	28.0	33,308,921	60.1	121,874,950	56.6

Table 8.--Number of Single- and Double-Feature Performances in Motion Picture Theatres,
by Provinces, 1944 and 1945

	1 9 4 4						1 9 4 5					
	Total Performances		Single- Feature		Double- Feature		Total Performances		Single- Feature		Double- Feature	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
CANADA	784,781	100.0	316,449	40.4	468,332	59.6	802,730	100.0	325,876	40.6	476,854	59.4
Prince Edward Island ...	3,098	100.0	3,098	100.0	-	-	3,200	100.0	3,200	100.0	-	-
Nova Scotia	44,364	100.0	28,929	65.2	15,435	34.8	44,025	100.0	28,745	65.3	15,280	34.7
New Brunswick	29,926	100.0	19,487	65.1	10,439	34.9	28,430	100.0	17,781	62.5	10,649	37.5
Quebec	164,540	100.0	38,403	23.3	126,137	76.7	168,324	100.0	41,637	24.7	126,687	75.3
Ontario	305,399	100.0	107,907	35.3	197,492	64.7	314,613	100.0	107,237	34.1	207,376	65.9
Manitoba	56,776	100.0	22,123	39.0	34,653	61.0	58,550	100.0	23,376	39.9	35,174	60.1
Saskatchewan	50,508	100.0	36,053	71.4	14,455	28.6	54,004	100.0	40,203	74.4	13,801	25.6
Alberta	52,801	100.0	29,385	55.7	23,416	44.3	55,905	100.0	32,404	58.0	23,501	42.0
British Columbia	77,369	100.0	31,064	40.2	46,305	59.8	75,679	100.0	31,293	41.3	44,386	58.7

Table 9.—Theatres Classified According to Proportions of Single- and Double-Feature Performances,
by Economic Divisions, Canada, 1945

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	1,323	100.0	341	25.8	436	33.0	195	14.7	351	26.5
Receipts	\$ 55,430,711	100.0	13,796,920	25.0	12,199,675	22.1	8,563,883	15.5	20,690,235	37.4
Admissions	215,573,267	100.0	44,445,819	20.6	44,775,267	20.8	37,372,926	17.3	88,979,255	41.3
Maritime Provinces										
Number	112	100.0	45	40.2	43	38.4	15	13.4	9	8.0
Receipts	\$ 5,039,906	100.0	1,869,319	37.1	1,675,532	33.2	828,239	16.4	668,816	13.3
Admissions	20,566,789	100.0	6,915,989	33.6	6,727,683	32.7	4,028,278	19.6	2,894,839	14.1
Quebec --										
Number	228	100.0	35	15.4	55	24.1	38	16.7	100	43.8
Receipts	\$ 11,490,406	100.0	1,798,125	15.6	1,019,428	8.9	1,879,956	16.4	6,792,897	59.1
Admissions	43,720,321	100.0	5,012,411	11.5	4,011,365	9.2	6,620,691	15.1	29,075,854	64.2
Ontario --										
Number	414	100.0	41	9.9	128	30.9	79	19.1	166	40.1
Receipts	\$ 23,740,894	100.0	5,022,800	21.2	6,021,807	25.4	3,310,317	13.9	9,385,970	39.5
Admissions	91,817,463	100.0	15,390,000	16.8	20,835,652	22.7	14,613,308	15.9	40,978,503	44.6
Prairie Provinces										
Number	441	100.0	188	42.6	172	39.0	29	6.6	52	11.8
Receipts	\$ 9,015,138	100.0	3,358,427	37.3	2,326,496	25.8	840,236	9.3	2,489,979	27.6
Admissions	35,678,540	100.0	11,429,522	32.0	8,936,201	25.0	4,176,367	11.3	11,136,450	31.2
British Columbia										
Number	128	100.0	32	25.0	38	29.6	34	26.6	24	18.8
Receipts	\$ 6,144,367	100.0	1,928,249	31.4	1,158,410	18.8	1,705,135	27.8	1,352,573	22.0
Admissions	25,790,154	100.0	5,697,897	24.0	4,264,366	17.9	7,934,282	33.4	5,893,609	24.7

Table 10.--Distribution of Theatres According to Average Price of Admission, Canada, 1938-1943, and
by Provinces, 1944 and 1945

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	
1943	1,265	56	62	67	139	155	129	138	217	178	83	20	21
<u>1944</u>													
CANADA	1,298	58	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
<u>1945</u>													
CANADA	1,323	52	52	78	139	136	143	156	206	230	86	25	20
Prince Edward Island	7	-	-	-	-	2	3	-	-	2	-	-	-
Nova Scotia	64	1	2	1	4	5	10	10	16	14	1	-	-
New Brunswick	41	-	2	3	3	3	10	6	8	5	1	-	-
Quebec	228	2	7	11	10	6	27	22	28	61	32	11	11
Ontario	414	23	20	31	63	58	37	37	58	61	16	6	4
Manitoba	116	11	6	17	29	18	17	7	3	4	4	-	-
Saskatchewan	176	8	8	5	10	15	21	35	35	29	8	1	1
Alberta	149	3	3	2	8	10	10	28	41	28	12	4	-
British Columbia	128	4	4	8	12	19	8	11	17	26	12	3	4

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

Table 11.--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1938-1943 and by Provinces, 1944 and 1945

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	1,239	852	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
1943	1,265	898	113	248	845	91	125	34	20	73	9	4	47	10	4	3
<u>1944</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	8	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
<u>1945</u>																
CANADA	1,323	925	125	273	852	95	158	53	19	68	5	9	39	15	2	8
Prince Edward Island ...	7	4	-	3	3	-	3	-	-	-	1	-	-	-	-	-
Nova Scotia	64	51	6	7	44	6	4	6	-	1	-	-	2	1	-	-
New Brunswick	41	32	5	4	30	2	3	2	3	1	-	-	-	-	-	-
Quebec	228	173	27	23	160	19	9	13	4	7	3	3	4	2	1	3
Ontario	414	383	20	11	364	17	10	13	1	-	-	2	-	6	-	1
Manitoba	116	64	17	35	56	13	23	5	1	7	-	2	5	3	1	-
Saskatchewan	176	45	26	105	39	24	59	4	1	25	-	1	20	2	-	1
Alberta	149	69	14	66	65	9	38	3	5	20	1	-	6	-	-	2
British Columbia	128	99	10	19	91	5	9	7	4	7	-	1	2	1	-	1

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

Table 12.--Itinerant Motion Picture Operators, Classified According to Size of Projection Equipment Used,
and by Provinces, Canada, 1945

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	5	(x)	4,566	49,958	162	345,334	88,629	1,531,345
Prince Edward Island	2	(x)	1,489	12,435	-	-	-	-
Nova Scotia	-	-	-	-	9	22,460	19,219	141,156
New Brunswick	-	-	-	-	3	1,946	606	8,655
Quebec	-	-	-	-	22	35,285	9,136	126,223
Ontario	-	-	-	-	45	98,510	23,698	459,750
Manitoba	-	-	-	-	8	6,904	1,327	27,778
Saskatchewan	-	-	-	-	37	83,191	15,504	382,148
Alberta	-	-	-	-	25	58,207	11,939	290,032
British Columbia	3	12,315	3,077	37,523	13	38,853	7,200	95,603

(1) Excluding amusement taxes.

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

Table 13.--Number of New Picture Theatres, Theatres Remodelled and Re-opened, and
Theatres Closed and Vacant, by Provinces, Canada, 1944 and 1945

Province	1 9 4 4				1 9 4 5			
	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	46	5	22	+ 29	24	8	7	+ 25
Prince Edward Island .	1	-	-	+ 1	-	-	-	-
Nova Scotia	1	-	-	+ 1	-	-	-	-
New Brunswick	-	-	-	-	-	-	-	-
Quebec	10	1	8	+ 3	5	-	2	+ 3
Ontario	4	-	7	- 3	2	5	2	+ 5
Manitoba	2	-	2	0	2	-	1	+ 1
Saskatchewan	13	2	3	+ 12	9	1	1	+ 9
Alberta	13	2	2	+ 13	4	1	-	+ 5
British Columbia	2	-	-	+ 2	2	1	1	+ 2

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

Table 14.--Principal Statistics for Film Exchange in Canada, 1930 and 1933 to 1945

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	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	410,654	13,892,093	370,740	51,071
1943	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944	88 ⁽¹⁾	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	86 ⁽¹⁾	530	587	1,303,009	688,667	17,490,264	358,250	127,953

(1) Operated by 23 film exchange companies.

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