

63-267  
Published by Authority of the Hon. James A. MacKinnon, M.P.,  
Minister of Trade and Commerce



**CANADA**

**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES STATISTICS**

---

**MOTION PICTURE THEATRES,  
EXHIBITORS AND DISTRIBUTORS  
IN CANADA**

**1946**



**OTTAWA  
1947**

Price 25 cents

## TABLE OF CONTENTS

Page

Motion Picture Theatres.....	1
Itinerant Exhibitors.....	4
Per Capita Expenditure on Motion Picture Entertainment.....	4
Legitimate Theatres.....	5
Film Exchanges.....	5
Non-Commercial Films.....	6
Table 1. - Summary of Motion Picture Theatre Statistics, Canada and the Provinces, 1946.....	7
Table 2. - Motion Picture Theatre Receipts, by Provinces, 1939 to 1946.....	7
Table 3. - Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946.....	8
Table 4. - Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946.....	10
Table 5. - Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation, Canada and the Provinces, 1946.....	12
Table 6. - Number of Theatres, Receipts, Taxes and Admiss- ions for Motion Picture Theatres Classified According to Size of Projection Equipment Used, by Provinces, 1946.....	14
Table 7. - Motion Picture Theatres Classified According to Number of Theatres under same Ownership, . Canada, 1930, 1940, 1944, 1945 and 1946.....	15
Table 8. - Number of Single- and Double-Feature Performances in Motion Picture Theatres, by Provinces, 1945 and 1946.....	16
Table 9. - Theatres Classified According to Proportions of Single- and Double-Feature Performances, by Regions, Canada, 1946.....	17
Table 10. - Distribution of Theatres According to General Evening Adult Price of Admission (including tax), by Provinces, 1946.....	18

TABLE OF CONTENTS (Cont'd)

Page

Table 11. - Distribution of Theatres According to Number of Features shown in Year and Total Number of Features shown, by Provinces, Canada, 1946.....	18
Table 12. - Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1939 - 1944 and by Provinces, 1945 and 1946.....	19
Table 13. - Itinerant Motion Picture Exhibitors, Classified According to Size of Projection Equipment Used, by Provinces, Canada, 1945 and 1946....	20
Table 14. - Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and Theatres Closed, by Provinces, Canada, 1945 and 1946..	21
Table 15. - Principal Statistics for Film Exchanges in Canada, 1930 and 1934 - 1946.....	22



DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES STATISTICS  
OTTAWA

---

Dominion Statistician, HERBERT MARSHALL  
Director, Division of Census of Industry and Merchandising, W.H. Losee  
Chief, Merchandising and Services Statistics, C.H. McDonald

---

Series 1946  
No. 9

16-1010

MOTION PICTURE EXHIBITORS AND DISTRIBUTORS IN CANADA, 1946

Motion Picture Theatres

General Summary

Box office returns of motion picture theatres in Canada in 1946 amounted to \$74,941,966, the highest volume of business on record. The net increase over 1945 of 154 theatres, bringing the total number of theatres in Canada to 1,477, was also a record number of new theatres for any year. Of the total box office returns, the Federal and Provincial Governments collected \$15,052,994 in taxes, leaving net receipts of \$59,888,972. This amount was 8 per cent higher than the net receipts of \$55,430,711 recorded for the year 1945.

Paid admissions during the year at the 1,477 theatres numbered 227,538,798, an increase of almost 6 per cent over the 1945 attendance of 215,573,267.

The above figures do not include drive-in theatres for which no figures are as yet available nor itinerant exhibitors for which separate figures are presented in a following section.

Receipts, by provinces and selected cities (Table 3)

Theatre receipts (excluding taxes) increased 8 per cent between 1945 and 1946 but results varied for the different provinces. Receipts continued to fall below the level of war years in Prince Edward Island and Nova Scotia while in Quebec, Manitoba and Saskatchewan greater than average gains were registered. The following table shows the percentage changes between 1945 and 1946 for the various provinces:-

CANADA.....	+ 8.0%
Prince Edward Island.....	- 0.4%
Nova Scotia.....	- 5.1%
New Brunswick.....	+ 3.3%
Quebec.....	+10.8%
Ontario.....	+ 8.3%
Manitoba.....	+12.0%
Saskatchewan.....	+13.1%
Alberta.....	+ 6.8%
British Columbia.....	+ 7.2%

Practically all of the larger cities across the country, with the exception of those in the Maritime Provinces, registered increased receipts at motion picture theatres during 1946. The only city outside of the Maritimes to record a decrease was Kingston, Ontario, where receipts dropped less than 2 per cent. Larger than average gains were reported by theatres in Quebec City (+11 per cent), Sherbrooke (+12 per cent), Three Rivers (+22 per cent), St. Jean (+18 per cent), Brantford (+14 per cent), London (+10 per cent), Winnipeg (+11 per cent), Saskatoon (+11 per cent), New Westminster (+10 per cent), and Trail (+14 per cent).

Gains in the part of each province outside of the principal cities, in almost all cases, exceeded the increases in receipts reported by theatres in the larger localities. In Nova Scotia and New Brunswick where all cities for which separate figures are shown recorded a drop in theatre receipts, the remainder of the province in both cases showed an increase in theatre receipts. Similarly in the other provinces, theatres in the part of each province outside the principal cities registered a greater increase in receipts than was recorded for any of the larger localities, with the exception of Three Rivers in Quebec and Brantford in Ontario.

#### Admissions and average capacity utilized (Table 4)

Attendance at motion picture theatres in 1946 reached 227,538,798, an increase of 5.6 per cent over the 1945 admissions which numbered 215,573,267. The rate of increase of attendance, therefore, is less than the increase in receipts, which went up 8 per cent between 1945 and 1946. Admissions by provinces and for selected cities follow the same general trends as receipts and are shown in detail in Table 4 of this report. Had each theatre played to a full house at each performance, attendances in 1946 could have numbered 605,665,201. Actually, therefore, only 37.6 per cent of the potential capacity of the theatres was utilized. This is somewhat of an improvement on previous years when average capacity utilized was as follows:-

1941	-	31.0%
1942	-	32.4%
1943	-	35.7%
1944	-	35.9%
1945	-	36.5%
1946	-	37.6%

#### Employment in motion picture theatres (Table 5)

The 1,477 theatres operating in 1946 provided employment for 12,226 persons. Of these, 1,270 were proprietors or partners actively engaged in the operation of the theatre. The 10,956 employees earned salaries and wages amounting to \$10,466,251. Projectionists and assistant projectionists numbered 2,060 and drew salaries and wages of \$3,633,444.

Size of equipment used (Table 6)

Of the 1,477 theatres, 98 used 16 m.m. equipment and these theatres had receipts of \$276,802 and an additional \$56,976 was collected in taxes. Attendance at these houses numbered 1,017,462 persons.

Saskatchewan had the largest proportion of 16 m.m. houses with a considerable number also being reported in British Columbia. Most of these are halls which have permanent equipment installed and which are operated by community clubs, boards of trade, industrial firms and church organizations. In many cases, they are exempt from taxation.

Ownership (Table 7)

Fifty per cent of the 1,477 theatres were owned by individuals or firms operating only one theatre and these houses accounted for 19.2 per cent of the net receipts and 21.5 per cent of all theatre attendance. Theatres operated by firms owning from four to nineteen theatres comprised 11.7 per cent of the total number and had 11.9 per cent of total receipts and 12.8 per cent of admissions. Twenty-five per cent of all theatres were operated by firms owning 20 theatres or more and these obtained 59 per cent of the net receipts and admitted 56.3 per cent of all persons attending motion picture theatres. The balance, 13.1 per cent of the theatres, were operated by firms owning two or three theatres and these accounted for 9.5 per cent of total receipts and 9.4 per cent of total admissions.

Single- and double-feature performances (Tables 8 and 9)

Double-feature performances continued to form the larger proportion of all performances although there was a slight drop in the percentage compared with 1945. In 1946, 480,288 or 57.4 per cent of the total of 836,365 performances had double-feature bills compared with 59.4 in 1945. The popularity of the double bill varies considerably in the different provinces. More double-feature than single-feature performances were given in Quebec, Ontario, Manitoba and British Columbia while in the other provinces, single-feature performances predominated in varying degrees.

While 21 per cent of all movie houses showed only double-feature programs, these accounted for 34 per cent of total net receipts and 37 per cent of the total attendance. Another 16 per cent of all theatres showed less than 50 per cent single bills and obtained 17 per cent of the receipts and 19 per cent of admissions. Theatres showing all or more than 50 per cent single-feature programs numbered 938 or 63 per cent of all theatres and accounted for 50 per cent of net receipts and 44 per cent of the total attendance at theatres. The percentages vary considerably for the various provinces, double-feature theatres being more numerous in Quebec, Ontario and British Columbia, while theatres showing mainly single-feature bills are more prevalent in the Maritime and Prairie Provinces.



General adult evening admission price (Table 10)

While the average admission price, excluding tax, for all theatres across Canada was 26.3 cents, the actual general evening adult admission price including tax varied from less than 20 cents to 60 cents and over. About 49 per cent of all theatres had a general evening adult admission price of from 35 to 45 cents. Another 27 per cent charged from 26 to 34 cents general evening adult admission (including tax) while at about 12 per cent of the theatres, the price was 25 cents or less. The remainder, or approximately 13 per cent of the theatres, charged over 45 cents admission. It should be noted that these prices (shown in Table 10) are the general evening adult admission price including tax. The corresponding table in previous years' reports showed the average admission price obtained by dividing net receipts by total admissions with no allowance for matinee or juvenile attendance.

Itinerant Exhibitors  
(Table 13)

The number of exhibitors employing portable equipment, classified as itinerant exhibitors, increased from 167 in 1945 to 288 in 1946. Gross receipts in 1946 amounted to \$745,978 of which \$131,693 was paid in taxes to the Federal and Provincial Governments. Performances were given in 1,248 towns across Canada and were attended by 2,417,990 persons. The number of towns by provinces in which performances were given are as follows:

<u>Province</u>	<u>No. of Towns</u>
CANADA.....	<u>1,248</u>
Prince Edward Island	7
Nova Scotia.....	124
New Brunswick.....	60
Quebec.....	72
Ontario.....	261
Manitoba.....	99
Saskatchewan.....	324
Alberta.....	218
British Columbia....	83

The great majority of these itinerant exhibitors use 16 m.m. projection equipment, but 13 reported having used 35 m.m. projectors. Separate figures are given in Table 13 for each class of equipment used.

Per Capita Expenditure on Motion Picture Entertainment

Per capita expenditure on motion picture entertainment in Canada reached \$6.15 in 1946, up 38 cents from 1945 and \$1.14 higher than in the year 1942.

Expenditures in the various provinces ranged from \$3.17 for Prince Edward Island to \$8.10 per person per year for British Columbia. The following table gives the per capita expenditure by provinces:-

Per Capita Expenditure on Motion Picture Entertainment,  
Canada and the Provinces, 1938-1946

Province	(1) 1938	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945	(2) 1946
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA.....	3.02	3.03	3.35	3.63	4.01	5.01	5.61	5.61	5.77	6.15
Prince Edward Island...	1.20	1.23	1.26	1.52	1.93	2.52	3.35	3.41	3.31	3.17
Nova Scotia.....	2.47	2.59	3.27	3.32	4.55	5.39	6.68	6.73	6.56	6.44
New Brunswick.....	1.95	1.84	2.21	2.41	2.88	3.75	4.53	4.51	4.76	4.79
Quebec.....	2.17	2.19	2.30	2.48	2.76	3.81	4.21	4.26	4.36	4.73
Ontario.....	4.07	4.08	4.63	5.07	5.44	6.53	6.97	6.84	7.16	7.56
Manitoba.....	3.20	3.03	3.23	3.41	3.60	4.39	4.81	4.93	5.13	5.88
Saskatchewan.....	1.45	1.57	1.76	1.92	2.08	2.56	3.31	3.54	3.83	4.39
Alberta.....	2.53	2.61	2.80	3.11	3.33	4.22	5.27	5.35	5.54	5.88
British Columbia (3)...	4.81	4.83	4.98	5.08	6.05	7.52	8.29	8.15	8.15	8.10

- (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 exhibitors (including amusement taxes).  
 (3) Includes Yukon and Northwest Territories.

#### Legitimate Theatres

In addition to motion picture houses, there were 5 establishments operating in Canada as legitimate theatres. These theatres were open 884 days during 1946, had net receipts of \$1,121,628 and collected an additional \$263,302 in taxes. There were 956,473 paid admissions to performances.

#### Film Exchanges (Table 15)

Films were distributed to theatres and itinerant exhibitors by 26 film exchanges through 91 offices. Total receipts of these film exchanges amounted to \$19,147,575. This includes sales of advertising material and revenue from other sources. The following table gives a breakdown of total receipts.



Revenue of Film Exchanges, 1946

Total, all sources.....	\$19,147,575
Rental of 35 m.m. films.....	17,479,722
Rental of 16 m.m. films.....	1,173,170
Revenue from sale of advertising material..	370,250
Revenue from other sources.....	124,433

Film exchanges reported 2,785 new films released during the year of the following types:-

Features.....	799
News reels...	390
Cartoons.....	327
Other films..	1,269

Feature films were further broken down by country of origin and colour.

Total features.....	799	Total features.....	799
U.S.A.....	638	Black and white....	748
Great Britain.....	24	Coloured.....	51
Other Countries....	137		

Of the 91 film exchanges, 22, operated by 10 firms, handled only 16 m.m. films and these had rentals of \$994,603 in 1946.

Non-Commercial Films

Also active in the motion picture industry is the Government's National Film Board, but attendance to the Board's exhibits are free and films are of an educational or documentary nature. Through the courtesy of the Board, the following statistics relating to its operation in the year ending March 31, 1947 are presented.

In 1946-47 the National Film Board operated 67 rural circuits, each of which covered a minimum of 20 points per month. Of this number, 12 circuits in Quebec, 2 in Ontario, and 1 each in New Brunswick, Manitoba, and Alberta carried films in the French language. The Board also assisted provincial and local agencies in operating 90 supplementary circuits across Canada. The total rural audience reached during the year was 2,760,443. At showings held for students in the schools the average monthly audience was 109,957.

At March 31, 1947, there were 156 film libraries in the 9 provinces. These were operated by public libraries or community organizations for the storage and distribution of 16 m.m. films. The audience reached through this means totalled 2,481,000 for the year. There were also 195 centres in which local organizations formed film councils or committees to sponsor film distribution and projection service in the community.

The National Film Board completed and released 164 films, including newsreels and trailers, during 1946-47. Of this number 22 English and 19 French language subjects were included as regular items on entertainment programmes in more than 300 of Canada's commercial theatres. These reached an estimated audience of over 2,000,000 theatre-goers monthly. Included also in regular theatre programmes were 48 newsreels, clips, and trailers produced by the National Film Board. In addition some subjects were produced in Dutch, Spanish, and Portuguese, and these together with a large number of the English and French productions, were distributed overseas.

Table 1--Summary of Motion Picture Statistics, Canada and the Provinces, 1946

Province	No. of Theatres	Receipts(1)	Amusement Taxes	Paid Admissions	Employees (2)		
					Male	Female	Salaries and Wages
		\$	\$	No.			\$
CANADA.....	1,477	59,888,972	15,052,994	227,538,798	6,813	4,143	10,466,251
Prince Edward Island.....	10	223,804	68,011	827,387	26	15	27,192
Nova Scotia.....	71	2,953,633	902,977	12,382,913	307	275	504,978
New Brunswick.....	44	1,758,866	526,784	7,341,407	178	152	266,511
Quebec.....	250	12,732,391	4,372,021	47,133,384	1,589	560	1,953,402
Ontario.....	420	25,684,210	5,129,890	96,996,280	2,685	1,600	4,518,130
Manitoba.....	137	3,433,687	803,158	14,152,362	461	410	623,811
Saskatchewan.....	240	2,889,343	631,563	10,639,915	531	285	481,455
Alberta.....	156	3,626,140	994,933	13,317,734	415	269	689,159
British Columbia (3).....	149	6,586,898	1,623,657	24,747,416	621	577	1,401,613

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Includes Yukon and Northwest Territories.

Table 2--Motion Picture Theatre Receipts, by Provinces, 1939 to 1946

Province	Receipts (1)							
	1939	1940	1941	1942	1943	1944	1945	1946
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA.....	33,696,244	37,474,122	40,795,897	45,719,911	51,484,611	53,173,325	55,430,711	59,888,972
Prince Edward Island...	112,158	114,590	141,317	178,480	226,902	230,550	224,697	223,804
Nova Scotia.....	1,420,395	1,828,185	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340	2,953,633
New Brunswick.....	826,285	995,487	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	1,758,866
Quebec.....	6,879,509	7,336,334	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	12,732,391
Ontario.....	15,087,239	17,087,341	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894	25,684,210
Manitoba.....	2,181,732	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435	3,066,871	3,433,687
Saskatchewan.....	1,433,862	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	2,889,343
Alberta.....	2,013,514	2,183,842	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488	3,626,140
British Columbia(2)....	3,741,550	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367	6,586,898

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

(2) Includes Yukon and Northwest Territories.



Table 3--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,  
by Provinces and for Selected Cities, 1945 and 1946

Province or City	No. of Theatres		Seating Capacity 1946	Receipts (1)			Amusement Taxes 1946
	1945	1946		1945	1946	% Change 1946 1945	
				\$	\$		\$
CANADA.....	1,323	1,477	758,642	55,430,711	59,888,972	+ 8.0	15,052,994
Prince Edward Island.....	7	10	3,896	224,697	223,804	- 0.4	68,011
Nova Scotia.....	64	71	38,465	3,112,340	2,953,633	- 5.1	902,977
Halifax.....	9	9	7,495	1,125,437	947,915	-15.8	290,716
Sydney.....	5	5	3,682	326,038	299,940	- 8.0	92,259
Other Places.....	50	57	27,288	1,660,865	1,705,778	+ 2.7	520,002
New Brunswick.....	41	44	21,381	1,702,869	1,758,866	+ 3.3	526,784
Saint John.....	6	6	5,083	551,746	544,298	- 1.3	165,668
Moncton.....	4	4	2,909	355,271	334,107	- 6.0	95,913
Other Places.....	31	34	13,389	795,852	880,461	+10.6	265,203
Quebec.....	228	250	148,572	11,490,406	12,732,391	+10.8	4,372,021
Montreal (2).....	70	70	70,880	7,608,785	8,187,894	+ 7.6	2,858,308
Quebec.....	12	12	9,066	872,454	964,326	+10.5	333,268
Three Rivers.....	4	4	3,181	208,541	254,169	+21.9	89,348
Sherbrooke.....	3	5	2,657	234,214	261,921	+11.8	70,621
St. Jean.....	3	3	2,224	123,152	145,075	+17.8	49,876
Other Places.....	136	158	60,564	2,443,260	2,919,006	+19.5	970,600
Ontario.....	414	420	282,989	23,740,894	25,684,210	+ 8.2	5,129,890
Toronto (3).....	112	111	89,395	8,144,172	8,684,312	+ 6.6	1,741,716
Hamilton.....	21	21	19,010	1,687,065	1,809,031	+ 7.2	358,418
Ottawa.....	15	15	13,709	1,508,391	1,632,721	+ 8.2	325,625
London.....	7	7	6,899	773,565	848,322	+ 9.7	169,748
Windsor.....	8	9	8,945	979,358	1,024,265	+ 4.6	206,761
Brantford.....	4	4	4,058	335,186	363,475	+14.4	78,059
Kingston.....	5	5	4,372	484,805	477,541	- 1.5	95,503
Other Places.....	242	248	136,601	9,828,352	10,824,543	+10.1	2,154,060

See footnotes on page 9



Table 3--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,  
by Provinces and for Selected Cities, 1945 and 1946 - (Cont'd.)

Province or City	No. of Theatres		Seating Capacity 1946	Receipts (1)			Amusement Taxes 1946
	1945	1946		1945	1946	% Change 1946 1945	
				\$	\$		\$
Manitoba.....	116	137	58,022	3,066,871	3,433,687	+12.0	803,158
Winnipeg (4).....	43	44	32,440	2,360,228	2,623,152	+11.1	629,423
Other Places.....	73	93	25,582	706,643	810,535	+14.7	173,735
Saskatchewan.....	176	240	71,133	2,553,779	2,889,343	+13.1	631,563
Regina.....	6	6	5,141	615,955	643,958	+ 4.5	166,104
Saskatoon.....	6	7	5,636	495,990	549,937	+10.9	144,588
Other Places.....	164	227	60,356	1,441,834	1,695,448	+17.6	320,871
Alberta.....	149	156	54,151	3,394,488	3,626,140	+ 6.8	994,933
Edmonton.....	11	11	8,299	1,050,594	1,104,225	+ 5.1	307,111
Calgary.....	11	11	8,787	1,051,946	1,062,349	+ 1.0	296,970
Other Places.....	127	134	37,065	1,291,948	1,459,566	+13.0	390,852
British Columbia.....	128	149	80,033	6,144,367	6,586,898	+ 7.2	1,623,657
Vancouver (5).....	44	42	37,160	3,562,154	3,627,341	+ 1.8	908,757
New Westminster.....	5	5	3,563	300,657	331,336	+10.2	81,178
Trail.....	3	3	2,168	95,742	108,812	+13.7	27,086
Victoria.....	6	7	6,488	675,923	693,186	+ 2.6	173,553
Other Places (6).....	70	92	30,654	1,509,891	1,826,223	+21.0	433,083

(1) Not including amusement taxes.

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

(3) Includes Forest Hill, Leaside, Scarboro and Swansea.

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

(5) Includes North Vancouver and West Vancouver.

(6) Includes Yukon and Northwest Territories.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946

Province or City	Admissions			Potential Admissions 1946	Average Capacity Utilized 1946	Average Admission Price (1) 1946
	1945	1946	% Change 1946 1945			
CANADA.....	215,573,267	227,538,798	+ 5.6	605,665,201	37.6	26.3
Prince Edward Island.....	853,923	827,387	- 3.1	2,002,076	41.3	27.0
Nova Scotia.....	12,510,936	12,382,913	- 1.0	32,261,320	38.4	23.9
Halifax.....	4,503,196	3,838,539	-14.8	8,652,228	44.4	24.7
Sydney.....	1,307,334	1,230,647	- 5.9	3,491,280	35.2	24.4
Other Places.....	6,700,406	7,313,727	+ 9.2	20,117,812	36.4	23.3
New Brunswick.....	7,201,930	7,341,407	+ 1.9	17,918,851	41.0	24.0
Saint John.....	2,472,264	2,406,701	- 2.7	5,952,648	40.4	22.6
Moncton.....	1,364,948	1,291,059	- 5.4	3,439,800	37.5	25.9
Other Places.....	3,364,718	3,643,647	+ 8.3	8,526,403	42.7	24.2
Quebec.....	43,720,321	47,133,384	+ 7.8	135,589,782	34.8	27.0
Montreal (2).....	28,627,542	29,934,401	+ 4.6	83,943,988	35.7	27.4
Quebec.....	3,592,043	3,826,986	+ 6.5	11,173,162	34.3	25.2
Three Rivers.....	821,300	991,352	+20.7	3,070,704	32.3	25.6
Sherbrooke.....	970,413	1,066,199	+ 9.9	2,643,732	40.3	24.6
St. Jean.....	453,200	536,239	+18.3	2,128,388	25.2	27.1
Other Places.....	9,255,823	10,778,207	+16.4	32,629,808	33.0	27.1
Ontario.....	91,817,463	96,996,280	+ 5.6	251,224,506	38.6	26.5
Toronto (3).....	30,708,520	32,161,976	+ 4.7	78,183,510	41.1	27.0
Hamilton.....	6,494,420	6,784,673	+ 4.5	17,452,656	38.9	26.7
Ottawa.....	6,167,857	6,684,783	+ 8.4	17,149,272	39.0	24.4
London.....	2,891,293	2,992,391	+ 3.5	7,471,620	40.1	28.3
Windsor.....	3,562,192	3,647,640	+ 2.4	12,090,408	30.2	28.1
Brantford.....	1,407,397	1,523,592	+ 8.3	4,059,120	37.5	25.2
Kingston.....	1,874,942	1,765,086	- 5.9	5,145,504	34.3	27.1
Other Places.....	38,710,842	41,436,139	+ 7.0	109,672,416	37.8	26.1

See footnotes on Page 11



Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1945 and 1946--(Cont'd.)

Province or City	Admissions			Potential Admissions 1946	Average Capacity Utilized 1946	Average Admission Price (1) 1946
	1945	1946	% Change 1946 1945			
Manitoba.....	12,920,505	14,152,362	+ 9.5	42,665,329	33.2	24.3
Winnipeg (4).....	9,838,098	10,624,879	+ 8.0	33,652,801	31.6	24.7
Other Places.....	3,082,407	3,527,483	+14.4	9,012,528	39.1	23.0
Saskatchewan.....	9,826,778	10,639,915	+ 8.3	29,225,103	36.4	27.2
Regina.....	2,283,867	2,329,125	+ 2.0	6,096,480	38.2	27.6
Saskatoon.....	1,959,486	2,040,791	+ 4.1	6,516,180	31.3	26.9
Other Places.....	5,583,425	6,269,999	+12.3	16,612,443	37.7	27.0
Alberta.....	12,931,257	13,317,734	+ 3.0	33,370,838	39.9	27.2
Edmonton.....	4,128,576	4,199,650	+ 1.7	9,152,208	45.9	26.3
Calgary.....	3,811,849	3,779,638	- 0.8	11,669,294	32.4	28.1
Other Places.....	4,990,832	5,338,446	+ 7.0	12,549,336	42.5	27.3
British Columbia.....	23,790,154	24,747,416	+ 4.0	61,407,396	40.3	26.6
Vancouver (5).....	13,900,657	13,968,940	+ 0.5	34,961,469	40.0	26.0
New Westminster.....	1,258,964	1,365,910	+ 8.5	3,362,736	40.6	24.3
Trail.....	456,860	504,687	+10.5	1,310,016	38.5	21.6
Victoria.....	2,532,203	2,532,270	(x)	7,590,714	33.4	27.4
Other Places (6).....	5,641,470	6,375,609	+13.0	14,182,461	45.0	28.6

(1) Total receipts (excluding taxes) 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 Forest Hill, Leaside, Scarborough and Swansea.

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

(5) Includes North Vancouver and West Vancouver.

(6) Includes Yukon and Northwest Territories.

(x) Less than .05 per cent.



Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,  
Canada and the Provinces, 1946

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		
			\$			\$				\$
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.....	1,103	10,350	10,036,255	174	89	372,537	562	278	1,679	3,290,647
1946										
Total, All Theatres.	1,270	10,956	10,908,068	232	105	441,817	621	312	1,840	3,563,839
Full-time--(Theatres operated 300 days & over) Total.....	535	9,390	10,297,144	156	62	391,718	219	98	1,452	3,328,151
Prince Edward Island	-	-	-	-	-	-	-	-	-	-
Nova Scotia.....	20	511	507,151	8	-	17,140	9	3	71	130,535
New Brunswick.....	17	299	271,569	5	2	12,055	5	5	43	70,581
Quebec.....	139	1,960	2,018,290	54	17	138,239	49	19	300	479,619
Ontario.....	190	4,047	4,489,068	50	27	131,428	85	28	557	1,504,641
Manitoba.....	26	672	605,657	5	-	26,168	12	9	87	195,807
Saskatchewan.....	37	360	401,486	6	1	8,252	19	11	77	147,004
Alberta.....	74	543	683,797	21	7	38,068	28	18	130	270,379
British Columbia (1)	32	998	1,320,126	7	8	20,368	12	5	187	529,585
Part-time--(Theatres operated less than 300 days) Total.....	735	1,566	610,924	76	43	50,099	402	214	388	235,688
Prince Edward Island	11	41	27,192	-	-	-	10	1	6	6,160
Nova Scotia.....	23	71	21,391	4	3	6,424	12	4	11	4,302
New Brunswick.....	15	31	8,995	5	1	1,998	6	3	12	4,461
Quebec.....	95	189	85,652	13	6	12,301	55	21	51	30,139
Ontario.....	49	238	166,040	2	2	5,550	31	14	46	57,766
Manitoba.....	118	199	48,465	6	8	4,143	66	38	55	21,074
Saskatchewan.....	246	456	99,262	33	15	11,041	116	82	116	39,841
Alberta.....	125	141	50,788	10	3	7,358	73	39	47	29,372
British Columbia (1)	53	200	103,139	3	5	1,284	33	12	44	42,573

(1) Includes Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,  
Canada and the Provinces, 1946--(Cont'd.)

Province and Number of Weeks in Operation	Assistant Projectionists		Musicians and Stage Hands		All Other Employees		
	Number	Salaries	Number	Salaries	Male	Female	Salaries and Wages
		\$		\$			\$
1943.....	150	50,298	121	245,446	4,102	3,805	5,617,715
1944.....	200	65,134	109	214,865	4,133	4,017	5,901,554
1945.....	217	68,429	100	212,890	4,334	4,020	6,091,752
1946							
Total, All Theatres.....	220	69,605	95	156,951	4,658	4,143	6,675,856
Full-time--(Theatres operated 300 days and over)							
Total.....	121	53,481	83	146,410	4,071	3,663	6,377,384
Prince Edward Island.....	-	-	-	-	-	-	-
Nova Scotia.....	13	4,867	1	2,361	172	254	352,248
New Brunswick.....	13	5,211	-	-	97	146	183,722
Quebec.....	31	15,679	19	26,793	1,077	533	1,357,960
Ontario.....	35	19,636	33	80,657	1,894	1,528	2,752,706
Manitoba.....	15	3,916	15	8,130	226	329	371,636
Saskatchewan.....	5	1,724	3	6,061	131	144	238,445
Alberta.....	4	1,073	-	-	175	234	374,277
British Columbia (1).....	5	1,375	12	22,408	299	495	746,390
Part-time--(Theatres operated less than 300 days)							
Total.....	99	16,124	12	10,541	587	480	298,472
Prince Edward Island.....	3	1,199	1	1,428	16	15	18,405
Nova Scotia.....	1	400	1	125	37	21	10,140
New Brunswick.....	3	497	-	-	10	6	2,039
Quebec.....	15	2,721	6	963	90	27	39,528
Ontario.....	8	1,583	2	6,748	110	72	94,393
Manitoba.....	14	2,725	1	15	48	81	20,508
Saskatchewan.....	37	4,937	-	-	162	141	43,443
Alberta.....	9	1,067	-	-	50	35	12,991
British Columbia (1).....	9	995	1	1,262	64	82	57,025

(1) Includes Yukon and Northwest Territories.



Table 6--Number of Theatres, Receipts, Taxes and Admissions for Motion Picture Theatres  
Classified According to Size of Projection Equipment Used, by Provinces, Canada, 1946

Province	Theatres using 35 MM. Equipment				Theatres using 16 MM. Equipment			
	No.	Receipts (1) \$	Amusement Taxes \$	Admissions No.	No.	Receipts (1) \$	Amusement Taxes \$	Admissions No.
CANADA.....	1,379	59,612,170	14,996,018	226,521,336	98	276,802	56,976	1,017,462
Prince Edward Island.....	10	223,804	68,011	827,387	-	-	-	-
Nova Scotia.....	69	2,945,522	900,379	12,344,622	2	(x)	(x)	(x)
New Brunswick.....	42	1,755,980	525,937	7,328,904	2	(x)	(x)	(x)
Quebec.....	238	12,642,795	4,341,985	46,773,775	12	89,596	30,036	359,609
Ontario.....	416	25,674,805	5,128,081	96,959,429	4	9,405	1,809	36,851
Manitoba.....	135	3,431,051	802,612	14,140,246	2	(x)	(x)	(x)
Saskatchewan.....	194	2,825,383	628,477	10,393,695	46	63,960	3,086	246,220
Alberta.....	148	3,584,096	983,104	13,176,184	8	42,044	11,829	141,550
British Columbia (2).....	127	6,528,734	1,617,432	24,577,094	22	58,164	6,225	170,322

(1) Excluding amusement taxes.

(2) Includes Yukon and Northwest Territories.

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



Table 7--Motion Picture Theatres Classified According to Number of Theatres Under  
Same Ownership, Canada, 1930, 1940, 1944, 1945 and 1946

Year and Number of Theatres Under Same Ownership		Theatres		Receipts (1)		Admissions	
		Number	%	Amount	%	Number	%
				\$			
1 9 3 0 --	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	-	-
1 9 4 0 --	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
1 9 4 4 --	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
1 9 4 5 --	Total.....	1,325	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
1 9 4 6 --	Total.....	1,477	100.0	59,888,972	100.0	227,538,798	100.0
	One.....	740	50.1	11,504,344	19.2	48,845,548	21.5
	Two and three.....	194	13.1	5,669,115	9.5	21,490,987	9.4
	Four to nineteen.....	172	11.7	7,153,795	11.9	29,160,933	12.8
	Twenty and over.....	371	25.1	35,561,718	59.4	128,041,330	56.3

(1) Excluding taxes.

Table 8--Number of Single- and Double-Feature Performances in Motion Picture Theatres,  
by Provinces, 1945 and 1946

	1 9 4 5					1 9 4 6				
	Total Performances	Single- Feature		Double- Feature		Total Performances	Single- Feature		Double- Feature	
	Number	Number	% of total	Number	% of total	Number	Number	% of total	Number	% of total
CANADA.....	802,730	325,876	40.6	476,854	59.4	836,365	356,077	42.6	480,288	57.4
Prince Edward Island...	3,200	3,200	100.0	-	-	3,506	3,466	98.9	40	1.1
Nova Scotia.....	44,025	28,745	65.3	15,280	34.7	48,641	31,513	64.8	17,128	35.2
New Brunswick.....	28,430	17,781	62.5	10,649	37.5	29,617	18,352	62.0	11,265	38.0
Quebec.....	168,324	41,637	24.7	126,687	75.3	170,057	44,050	25.9	126,007	74.1
Ontario.....	314,613	107,237	34.1	207,376	65.9	321,000	115,556	36.0	205,444	64.0
Manitoba.....	58,550	23,376	39.9	35,174	60.1	65,735	29,148	44.3	36,587	55.7
Saskatchewan.....	54,004	40,203	74.4	13,801	25.6	59,877	44,697	74.6	15,180	25.4
Alberta.....	55,905	32,404	58.0	23,501	42.0	57,811	32,178	55.7	25,633	44.3
British Columbia (1)...	75,679	31,293	41.3	44,386	58.7	80,121	37,117	46.3	43,004	53.7

(1) Includes Yukon and Northwest Territories.

Table 9--Theatres Classified According to Proportions of Single- and Double-Feature Performances,  
by Regions, Canada, 1946

Region	All Theatres Number or Amount	Proportion of Single- and Double-Feature Performances							
		All Single		50%-99% Single		1% to 49% Single		All Double	
		Number or Amount	% of total	Number or Amount	% of total	Number or Amount	% of total	Number or Amount	% of total
CANADA --									
Number.....	1,477	393	26.6	545	36.9	229	15.5	310	21.0
Receipts(1).....	\$ 59,888,972	14,687,878	24.5	15,001,281	25.0	9,824,181	16.5	20,375,632	34.0
Admissions.....	227,538,798	46,219,617	20.3	53,037,729	23.3	43,805,376	19.3	84,476,076	37.1
Maritime Provinces --									
Number.....	125	47	37.6	53	42.4	16	12.8	9	7.2
Receipts(1).....	\$ 4,936,303	1,919,320	38.9	1,669,512	33.8	835,675	16.9	511,796	10.4
Admissions.....	20,551,707	7,079,685	34.4	7,223,178	35.2	3,939,621	19.2	2,309,223	11.2
Quebec --									
Number.....	250	42	16.8	68	27.2	39	15.6	101	40.4
Receipts(1).....	\$ 12,732,391	1,914,559	15.0	1,739,914	13.7	1,565,598	12.3	7,512,320	59.0
Admissions.....	47,133,384	5,331,306	11.3	5,729,675	12.2	6,270,005	13.3	29,802,398	63.2
Ontario --									
Number.....	420	39	9.3	147	35.0	92	21.9	142	33.8
Receipts(1).....	\$ 25,684,210	5,458,140	21.3	7,263,863	28.3	3,940,662	15.3	9,021,545	35.1
Admissions.....	96,996,280	16,445,681	17.0	24,559,105	25.3	17,596,396	18.1	38,395,098	39.6
Prairie Provinces --									
Number.....	533	225	42.2	227	42.6	45	8.4	36	6.8
Receipts(1).....	\$ 9,949,170	3,682,376	37.0	2,804,689	28.2	1,600,510	16.1	1,861,595	18.7
Admissions.....	38,110,011	12,333,803	32.4	10,365,121	27.2	7,402,822	19.4	8,008,265	21.0
British Columbia(2) --									
Number.....	149	40	26.8	50	33.6	37	24.8	22	14.8
Receipts(1).....	\$ 6,586,898	1,713,483	26.0	1,523,303	23.1	1,881,736	28.6	1,468,376	22.3
Admissions.....	24,747,416	5,029,142	20.3	5,160,650	20.9	8,596,532	34.7	5,961,092	24.1

(1) Excluding taxes.

(2) Includes Yukon and Northwest Territories.



Table 10--Distribution of Theatres According to General Evening Adult Price of Admission (including tax) by Provinces, 1946

Province	Total Theatres	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¢ to 59¢	60¢ and over
CANADA.....	1,477	12	23	3	134	12	8	339	35	331	390	98	67	25
Prince Edward Island...	10	-	-	-	-	1	2	2	1	3	-	1	-	-
Nova Scotia.....	71	-	-	-	3	1	-	15	8	13	29	1	1	-
New Brunswick.....	44	-	-	1	3	1	1	17	3	8	8	1	-	1
Quebec.....	250	2	3	2	15	6	2	44	2	88	50	15	13	8
Ontario.....	420	5	13	-	65	1	1	125	4	79	98	15	16	8
Manitoba.....	137	4	3	-	22	-	-	81	3	6	13	2	3	-
Saskatchewan.....	240	-	2	-	9	2	2	23	4	84	104	8	2	-
Alberta.....	156	-	-	-	1	-	-	14	9	27	59	34	12	-
British Columbia (2)...	149	1	2	-	16	-	-	28	1	23	29	21	20	8

(1) General adult evening admission price including tax. This differs from the corresponding table in previous years' reports where the average admission price excluding tax was used.

(2) Includes Yukon and Northwest Territories.

Table 11--Distribution of Theatres According to Number of Features shown in Year and Total Number of Features shown, by Provinces, Canada, 1946

Province	Total Theatres	Number of Feature Films Shown							Total Number of Features Shown by Theatres
		Less than 26 films	26 to 78	79 to 130	131 to 182	183 to 234	235 to 286	over 286	
CANADA.....	1,477	41	396	296	197	376	62	109	210,482
Prince Edward Island.....	10	-	6	3	1	-	-	-	774
Nova Scotia.....	71	-	9	16	21	14	2	9	11,689
New Brunswick.....	44	-	6	6	12	15	2	3	7,363
Quebec.....	250	8	44	31	37	78	20	32	43,278
Ontario.....	420	5	31	78	67	173	18	48	75,601
Manitoba.....	137	6	59	33	8	27	-	4	14,594
Saskatchewan.....	240	16	150	49	13	11	-	1	17,220
Alberta.....	156	1	59	42	25	22	4	3	17,735
British Columbia (1).....	149	5	32	38	13	36	16	9	22,228

(1) Includes Yukon and Northwest Territories.

Table 12--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1939-1944 and by Provinces, 1945 and 1946

Year and 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
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
1943.....	1,265	898	119	248	845	91	125	34	20	73	9	4	47	10	4	3
1944.....	1,298	914	116	268	855	84	140	46	17	75	6	8	41	7	7	12
<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	178	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 (1)..	128	99	10	19	91	5	9	7	4	7	-	1	2	1	-	1
<u>1946</u>																
CANADA.....	1,477	969	165	343	874	124	178	48	14	90	23	17	55	24	10	20
Prince Edward Island..	10	3	2	5	-	-	2	3	2	-	-	-	3	-	-	-
Nova Scotia.....	71	55	9	7	53	8	4	-	-	2	1	-	1	1	1	-
New Brunswick.....	44	34	6	4	32	2	4	1	2	-	-	1	-	1	1	-
Quebec.....	250	193	36	21	164	23	6	12	-	7	8	10	4	9	3	4
Ontario.....	420	396	13	11	366	11	9	18	2	1	7	-	-	5	-	1
Manitoba.....	137	68	26	43	58	19	24	7	2	10	1	3	8	2	2	1
Saskatchewan.....	240	52	39	149	41	33	74	2	2	36	4	1	28	5	3	11
Alberta.....	156	69	19	68	68	15	38	1	3	24	-	1	5	-	-	1
British Columbia (1)..	149	99	15	35	92	13	17	4	1	10	2	1	6	1	-	2

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

(1) Includes Yukon and Northwest Territories.



Table 13--Itinerant Motion Picture Exhibitors, Classified According to Size of Projection Equipment Used,  
by Provinces, Canada, 1945 and 1946

Year and Province	Operators using 35 MM. Equipment				Operators using 16 MM. Equipment			
	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.	No.	Receipts(1) \$	Amusement Taxes \$	Admissions No.
<u>1945 (2)</u>								
CANADA.....	5	(x)	4,566	49,958	162	353,045	80,918	1,531,341
Prince Edward Island.....	2	(x)	1,489	12,435	-	-	-	-
Nova Scotia.....	-	-	-	-	8	28,192	11,334	135,302
New Brunswick.....	-	-	-	-	4	3,925	780	14,505
Quebec.....	-	-	-	-	22	35,283	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).....	3	12,315	3,077	37,523	13	38,833	7,200	95,603
<u>1946</u>								
CANADA.....	13	49,905	10,094	196,548	275	364,380	121,599	2,221,442
Prince Edward Island.....	2	(x)	(x)	(x)	-	-	-	-
Nova Scotia.....	-	-	-	-	21	62,238	20,753	281,789
New Brunswick.....	-	-	-	-	7	11,490	3,087	40,593
Quebec.....	3	17,411	2,210	81,068	26	37,865	8,818	133,119
Ontario.....	-	-	-	-	64	164,144	31,053	656,036
Manitoba.....	2	(x)	(x)	(x)	18	20,553	4,368	87,807
Saskatchewan.....	1	(x)	(x)	(x)	79	111,669	19,023	480,582
Alberta.....	-	-	-	-	38	80,355	18,421	330,877
British Columbia (3).....	5	14,762	3,280	36,534	22	76,066	16,076	210,639

(1) Excluding amusement taxes.

(2) Revised.

(3) Includes Yukon and Northwest Territories.

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

Table 14--Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and  
Theatres Closed, by Provinces, Canada, 1945 and 1946

Province	1 9 4 5				1 9 4 6			
	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.....	24	8	7	+ 25	162	12	20	+154
Prince Edward Island..	-	-	-	-	3	-	-	+ 3
Nova Scotia.....	-	-	-	-	3	-	-	+ 3
New Brunswick.....	-	-	-	-	6	1	-	+ 7
Quebec.....	5	-	2	+ 3	27	2	7	+ 22
Ontario.....	2	5	2	+ 5	9	1	4	+ 6
Manitoba.....	2	-	1	+ 1	21	1	1	+ 21
Saskatchewan.....	9	1	1	+ 9	63	7	6	+ 64
Alberta.....	4	1	-	+ 5	9	-	2	+ 7
British Columbia (2)..	2	1	1	+ 2	21	-	-	+ 21

(1) Includes community halls in Quebec and the Prairie Provinces in which permanent projection equipment was installed during the year. Also theatres opened late in 1945 which were not included in the previous year's report.

(2) Includes Yukon and Northwest Territories.



Table 15--Principal statistics for film exchanges in Canada, 1930 and 1934 to 1946

Year	No. of Exchange Offices	No. of Employees		Salaries & Wages		Total Receipts		
		Male	Female	Male	Female	Film Rentals (1)	Advertising (2)	Other Sources (2)
1930.....	59	372	291	\$	1,074,700	\$	\$	\$
1934.....	60	344	230		923,400			
1935.....	61	358	249		953,700			
1936.....	66	377	265		1,011,200			
1937.....	63	380	256		1,062,900			
1938.....	62	385	263		1,081,900			
1939.....	67	414	275		1,125,800			
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 (3)	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945.....	86 (3)	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946.....	91 (4)	505	449	1,440,177	668,997	18,652,892	370,250	124,433

(1) Includes receipts from advertising and other sources previous to 1940.

(2) Figures for years previous to 1940 included with "Film Rentals".

(3) Operated by 23 film exchange companies.

(4) Operated by 26 film exchange companies.

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010713947

c.1