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DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES STATISTICS

OTTAWA, CANADA

**MOTION PICTURE THEATRES
EXHIBITORS AND DISTRIBUTORS
1947**



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DOMINION BUREAU OF STATISTICS
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MOTION PICTURE EXHIBITORS AND DISTRIBUTORS IN CANADA, 1947

MOTION PICTURE THEATRES

General Summary

Motion picture houses in Canada had gross receipts of \$78,684,681 in 1947, surpassing the 1946 volume of \$74,941,966 by 5%. Of this amount, \$15,819,402 went to the Dominion and Provincial Governments in taxes, leaving receipts for motion picture theatres of \$62,865,279.

A net increase over 1946 of 216 theatres was recorded, bringing the number of motion picture houses in Canada to 1,693 in 1947, with a seating capacity of 834,360 compared with 758,642 seats reported by 1,477 theatres in 1946. Twenty-seven theatres closed their doors while 233 new theatres came into operation and 10 others re-opened. The increase in number of theatres occurred mainly in smaller localities, which registered an increase of 20% in number of theatres compared with a gain of 2% for 29 of the larger cities across the country.

Attendance at motion picture houses during the year, however, numbered only 220,857,594, a decline of 3% from the 227,538,798 paid admissions recorded for 1946.

The above figures, and those shown in the main tables of this report, include 163 locations in which 16 m.m. equipment was used but do not include locations operated by itinerant exhibitors, theatres whose main revenue was derived from stage performances, nor drive-in theatres. Statistics for these are presented separately in later sections of this report.

Receipts and Admissions by Provinces (Tables 3 and 4)

Receipts of motion picture houses in Canada increased 5% between 1946 and 1947, with gains being recorded in all provinces except Nova Scotia where receipts were 10% below 1946. Gains of less than one per cent were reported for New Brunswick and Saskatchewan, while in Quebec and Prince Edward Island, receipts were 9% and 14% respectively above those for 1946.

On the other hand, attendance at motion picture houses dropped in 1947, the 220,857,594 paid admissions reported for that year being 3% below the 227,538,798 shown in 1946. Quebec and Prince Edward Island were the only provinces in which admissions showed an increase between 1946 and 1947. Nova Scotia theatre attendance was down 14% and Manitoba, 8%, from 1946 while declines ranging between 2.7% and 4.4% were recorded for the other provinces.

Receipts and Admissions for Selected Cities (Tables 3 and 4.)

While increased receipts were recorded for most of the larger cities across Canada with the exception of those in the Maritime Provinces and Saskatchewan, the gains recorded for other smaller localities in most cases exceeded those in the larger centres. Theatre receipts in Halifax, Sydney, Saint John, Moncton, Sherbrooke, Ottawa, Regina, Saskatoon, and Calgary dropped below the 1946 figures, while greater than average gains were shown for Three Rivers, Brantford, Kitchener, St. Catharines, Sarnia, Sudbury, and New Westminster.

Average Capacity Utilized

The potential seating capacity for the year for the 1,693 houses included in the 1947 tabulations was 645,136,682. This is obtained by multiplying the seating capacity of each theatre by the number of performances given. The actual attendance of 220,857,594, therefore, utilized only 34.2% of the potential capacity of these theatres. This percentage was lower than that for the past four years but was still higher than that of 1941 and 1942. The average capacity utilized for these years was as follows:

1941 - 31.0%	1945 - 36.5%
1942 - 32.4%	1946 - 37.6%
1943 - 35.7%	1947 - 34.2%
1944 - 35.9%	

Employment in Motion Picture Houses (Table 5)

There were 13,277 persons employed during the year 1947 in motion picture houses, of which number, 1,373 were proprietors or family members and 11,904 were paid employees. Of the 11,904 paid employees, 9,797 were engaged in the operation of theatres which were open 300 days or more during the year and these received \$10,854,840 in salaries and wages. Part-time houses, those operating less than 300 days during the year, employed another 2,938 persons of whom 831 were proprietors and family members and 2,107 were paid employees. The latter received \$733,103 for their services. Projectionists and assistant projectionists in all theatres numbered 2,201 and drew salaries and wages of \$4,067,705.

Size of Equipment (Table 6)

The number of houses using 16 m.m. equipment increased from 98 in 1946 to 163 in 1947, and receipts for these locations amounted to \$381,834 after taxes amounting to \$70,996 had been paid. Admissions to 16 m.m. locations during the year numbered 1,307,489 persons.

Most of these locations are halls which are used for the showing of films, often by community clubs or lodges, boards of trade, industrial firms and church organizations. These figures do not include halls used by itinerant exhibitors for which separate figures are presented in a later section of this bulletin.

There were 40 houses using 16 m.m. equipment in Saskatchewan in 1947, 8 less than were reported in this province for 1946, but all other provinces reported more locations using this type of equipment than in the previous year. Ontario had 26 such locations in 1947 compared with 4 in 1946.

Ownership (Table 7)

Of the 1,693 theatres in 1947, 893 or 52.8% were owned by individuals or firms operating only one theatre and these accounted for 18% of all theatre receipts and 21% of admissions. Theatres operated by firms owning two or three theatres comprised 11.6% of all theatres and had 9% of receipts and admissions. Another 11.9% of the theatres were operated by firms with from four to nineteen theatres and these were responsible for 12% of total theatre receipts and 13% of admissions. The remaining 23.7% of the theatres was composed of chains of 20 or more theatres and this group obtained 61% of total receipts and 57% of total theatre attendance.

Single and Double Performances (Tables 8 and 9)

The proportion of total performances which were double feature bills, while still in the majority, showed a continued falling off. In 1947, 53% of all performances were double feature compared with 57% in 1946 and 59% in 1945. Quebec, Ontario, and Manitoba were responsible for the greater proportion of double feature programs. Single feature bills predominated in all other provinces.

Price of Admission (Table 10)

An increase in the prices of admission to theatres was indicated both in the average admission price (excluding taxes) which advanced from 26.3 cents in 1946 to 28.5 cents in 1947 and in the general adult evening admission price including taxes. Whereas the 1946 figures indicate that the general evening adult admission price (including tax) was 35 cents or higher at approximately 62% of all theatres, the admission price was in that range for about 81% of all theatres in 1947.

ITINERANT EXHIBITORS (Table 14)

Exhibitors using portable equipment and showing motion pictures in more than one town or village are classed as itinerant exhibitors for purposes of this report. There were 242 such operators in 1947, a drop from the 288 which reported for 1946. Receipts amounted to \$450,835 with an additional amount of \$99,725 being collected in taxes. Attendance numbered 1,667,170 at these performances which were given in 1,101 towns distributed as follows:

Prince Edward Island	14
Nova Scotia	152
New Brunswick	74
Quebec	75
Ontario	170
Manitoba	97
Saskatchewan	244
Alberta	200
British Columbia	75
Canada	1,101

Most of these exhibitors used 16 m.m. projection equipment but 9 reported using 35 m.m. projectors. Separate statistics for each size of equipment by provinces are given in Table 14.

PER CAPITA EXPENDITURE
on Motion Picture Entertainment in Canada, 1939 - 1947

Expenditure on motion picture entertainment in Canada in 1947 amounted to \$6.30 per person compared with \$6.15 in 1946 and \$5.01 in 1942. Expenditures in the various provinces ranged from \$3.68 in Prince Edward Island to \$8.29 in British Columbia. Increases in per capita expenditure over 1946 were recorded for all provinces except Nova Scotia, New Brunswick, and Saskatchewan.

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1939-1947

Province	(1) 1939	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945	(2) 1946	(2) 1947
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.03	3.35	3.63	4.01	5.01	5.61	5.61	5.77	6.15	6.30
Prince Edward Island ...	1.23	1.26	1.52	1.93	2.52	3.35	3.41	3.31	3.17	3.68
Nova Scotia	2.59	3.27	3.82	4.55	5.89	6.68	6.73	6.56	6.44	5.83
New Brunswick	1.84	2.21	2.41	2.88	3.75	4.53	4.51	4.76	4.79	4.75
Quebec	2.19	2.30	2.48	2.76	3.81	4.21	4.26	4.36	4.73	5.04
Ontario	4.08	4.63	5.07	5.44	6.53	6.97	6.84	7.16	7.56	7.78
Manitoba	3.03	3.23	3.41	3.60	4.39	4.81	4.93	5.13	5.88	5.96
Saskatchewan	1.57	1.76	1.92	2.08	2.56	3.31	3.54	3.83	4.39	4.31
Alberta	2.61	2.80	3.11	3.33	4.22	5.27	5.35	5.34	5.88	5.89
British Columbia (3) ..	4.83	4.98	5.08	6.05	7.52	8.29	8.15	8.15	8.10	8.29

- (1) Based on total receipts of regular theatres and itinerant operators (exclusive of amusement taxes).
- (2) Based on total receipts of regular theatres and itinerant exhibitors (including amusement taxes).
- (3) Includes Yukon and Northwest Territories.

DRIVE-IN THEATRES

Six drive-in theatres, 5 in Ontario and 1 in British Columbia, in operation in 1947 reported gross receipts (including taxes) of \$316,461. Of this amount \$55,083 was turned over to Dominion and Provincial Governments in taxes, leaving net receipts of \$261,378. These six drive-ins had accommodation for 4,450 cars and were attended by 637,091 persons during the year.

LEGITIMATE THEATRES

There were five theatres whose main source of revenue was stage performances rather than motion pictures and these had net receipts of \$1,079,931 and collected an additional \$234,810 in taxes. Attendance at these theatres numbered 702,611. These figures are considerably lower than those for 1946 when the same five theatres had net receipts of \$1,121,628 and an attendance of 956,473.

FILM EXCHANGES (Table 15)

Films were distributed to theatres and itinerant exhibitors by 29 film exchanges through 114 offices situated across Canada. Gross receipts of these film exchanges amounted to \$20,119,069, an increase of 5% over the \$19,147,575 reported for 1946. This revenue was derived as follows:

Rental of 35 m.m. films	\$18,284,074
Rental of 16 m.m. films	1,180,632
Revenue from sales of advertising material	429,455
Revenue from other sources	224,908

Film exchanges reported 2,452 new films released during 1947 compared with 2,785 in 1946. These films were of the following types:

	<u>1946</u>	<u>1947</u>
Features	799	930
News reels	390	391
Cartoons	327	385
Other films	1,269	746

The 930 feature films were further segregated as to country of origin and colour as follows:

U. S. A.	706	Black and white	852
Great Britain	61	Coloured	78
Other countries	163		

Of the 114 film exchange offices, 31 operated by 11 firms handled only 16 m.m. films and these had rentals of \$1,005,276 in 1947.

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, 1948 are presented.

The National Film Board completed and released 167 films, excluding newsreels and trailers, during 1947-48. These cover a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life, and the creative arts.

During 1947-48 the distribution of films for non-theatrical use in Canada was carried out largely through two channels: (1) in rural areas through rural film circuits, and (2) in urban areas through film libraries. Stress was laid on the development of self-sustaining community film activity. **Sixty rural circuits were operated by National Film Board field representatives throughout Canada, and 100 circuits carrying Film Board programs were operated by other organizations with assistance from the Film Board.** Of the 60 regular circuits, 8 in Quebec and 1 each in New Brunswick, Ontario, Manitoba, and Alberta carried French programs. By the end of the fiscal year there were 201 film libraries across the country operated by public libraries or community organizations, which served as local sources or distributing centres for films. Film councils, which work closely with film libraries and National Film Board field representatives, were active in more than 200 centres across the Dominion to sponsor film distribution and projection service in the community. The number of audiences reached during the fiscal year by these various means was 80,484, an increase of 51% over the preceding year. The total audience reported for these screenings was 7,458,578. Monthly total audiences increased steadily throughout the year and in March 1948 reached the figure of 984,735.

In Canada the Board's films are distributed through 550 theatres where they are seen by an estimated 3,000,000 people each month. Outside Canada, films are distributed through the Board's offices and through Canadian trade and diplomatic representatives and other agencies in 50 countries, in 8 different languages.

Table 1--Summary of Motion Picture Statistics, by Provinces, 1947

Province	No. of theatres	Receipts(1)	Amusement taxes	Paid admission	Employees (2)		
					Male	Female	Salaries and wages
		\$	\$	No.			\$
CANADA	1,693	62,865,279	15,819,402	220,857,594	7,375	4,529	11,587,943
Prince Edward Island	14	255,835	75,292	920,033	30	17	31,129
Nova Scotia	79	2,666,189	771,857	10,683,793	312	285	493,645
New Brunswick	58	1,771,036	546,835	7,016,206	199	172	289,598
Quebec	318	13,918,163	4,743,100	48,859,933	1,728	638	2,195,701
Ontario	473	27,043,278	5,415,196	93,174,143	2,977	1,808	5,065,937
Manitoba	146	3,526,223	864,826	13,064,600	445	461	668,931
Saskatchewan	254	2,914,301	630,169	10,249,548	515	367	566,790
Alberta	178	3,711,366	1,047,087	12,821,932	543	181	729,632
British Columbia (3)	173	7,058,888	1,725,040	24,067,406	626	600	1,546,379

(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, 1940 to 1947

Province	Receipts (1)							
	1940	1941	1942	1943	1944	1945	1946	1947
	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	37,474,122	40,795,897	45,719,911	51,484,611	53,173,325	55,430,711	59,888,972	62,865,279
Prince Edward Island	114,590	141,317	178,480	226,902	230,550	224,697	223,804	255,835
Nova Scotia	1,828,185	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340	2,953,633	2,666,189
New Brunswick	995,487	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	1,758,866	1,771,036
Quebec	7,336,334	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	12,732,391	13,918,163
Ontario	17,087,341	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894	25,684,210	27,043,278
Manitoba	2,344,801	2,475,949	2,641,765	2,845,991	2,930,435	3,066,871	3,433,687	3,526,223
Saskatchewan	1,587,380	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	2,889,343	2,914,301
Alberta	2,185,842	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488	3,626,140	3,711,366
British Columbia (2)	3,966,162	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367	6,586,898	7,058,888

(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, 1946 and 1947

Province or city	No. of theatres		Seating capacity 1947	Receipts (1)			Amusement taxes 1947
	1946	1947		1946	1947	Per cent change <u>1947</u> <u>1946</u>	
				\$	\$		\$
CANADA	1,477	1,693	834,360	53,888,972	62,865,279	+ 5.0	15,819,402
Prince Edward Island	10	14	5,185	223,804	255,835	+14.3	75,292
Nova Scotia	71	79	41,610	2,953,633	2,666,189	- 9.7	771,857
Halifax	9	10	8,198	947,915	802,997	-13.3	221,471
Sydney	5	5	3,682	299,940	268,637	-10.4	81,032
Other Places	57	64	29,730	1,705,778	1,594,555	- 6.5	469,354
New Brunswick	44	58	26,679	1,758,866	1,771,036	+ 0.7	546,835
Saint John	6	6	5,083	544,298	516,489	- 5.1	158,606
Moncton	4	4	2,857	334,107	305,352	- 8.6	90,233
Other Places	34	48	18,739	880,461	949,195	+ 7.8	297,996
Quebec	250	318	174,075	12,732,391	13,918,163	+ 9.3	4,743,100
Montreal (2)	70	73	73,327	8,187,894	8,569,781	+ 4.7	2,942,878
Quebec	12	11	8,472	964,326	976,399	+ 1.3	338,950
Three Rivers	4	4	3,181	254,169	274,483	+ 8.0	94,518
St. Jean	3	4	2,679	145,075	147,644	+ 1.8	50,411
Sherbrooke	3	3	2,657	261,921	224,279	-14.4	78,006
Other Places	158	223	83,759	2,919,006	3,725,577	+27.6	1,238,337
Ontario	420	473	307,829	25,684,210	27,043,278	+ 5.3	5,415,196
Toronto (3)	111	111	91,690	8,684,312	9,066,637	+ 4.4	1,817,375
Hamilton	21	21	18,962	1,809,031	1,833,131	+ 1.3	366,519
Ottawa	15	18	16,567	1,632,721	1,555,242	- 4.7	316,882
Windsor	9	9	9,045	1,024,265	1,068,260	+ 4.3	215,810
London	7	7	6,903	848,322	855,457	+ 0.8	171,090
Kingston	5	5	4,572	477,541	455,113	- 4.7	91,854
Fort William	4	5	3,738	404,376	404,977	+ 0.1	81,010
St. Catharines	5	5	4,122	430,614	466,573	+ 8.4	93,334
Sudbury	4	5	4,648	435,269	523,881	+20.4	103,985
Brantford	4	4	4,058	383,475	411,549	+ 7.3	82,116

See footnotes on page 9.

Table 3--Receipts, Amusement Taxes and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1946 and 1947-(Cont'd.)

Province or city	No. of theatres		Seating capacity 1947	Receipts (1)			Amusement taxes 1947
	1946	1947		1946	1947	Per cent Change <u>1947</u> <u>1946</u>	
				\$	\$		\$
Ontario (Cont'd) -							
Kitchener	4	4	3,921	378,291	433,345	+14.6	86,669
Sarnia	4	4	3,690	273,931	307,654	+12.3	61,486
Other Places	227	275	136,053	8,902,062	9,661,459	+ 8.5	1,927,066
Manitoba	137	146	60,633	3,433,687	3,526,223	+ 2.7	864,826
Winnipeg(4)	44	44	32,428	2,623,152	2,641,204	+ 0.7	670,006
Other Places	93	102	28,205	810,535	885,019	+ 9.2	194,820
Saskatchewan	240	254	73,942	2,889,343	2,914,301	+ 0.9	630,169
Saskatoon	7	7	5,606	549,937	525,114	- 4.5	145,344
Regina	6	6	5,151	643,958	608,345	- 5.5	157,801
Other Places	227	241	63,185	1,695,448	1,780,842	+ 5.0	325,954
Alberta	156	178	57,980	3,626,140	3,711,366	+ 2.4	1,047,087
Edmonton	11	11	8,299	1,104,225	1,132,881	+ 2.6	326,389
Calgary	11	11	8,787	1,062,349	1,038,743	- 2.2	310,541
Other Places	134	156	40,894	1,459,566	1,539,742	+ 5.5	410,157
British Columbia	149	173	86,427	6,586,898	7,058,888	+ 7.2	1,725,040
Vancouver (5)	42	42	37,290	3,627,341	3,666,669	+ 1.1	900,374
Victoria	7	7	6,491	693,186	735,416	+ 6.1	183,939
New Westminster	5	6	3,959	331,336	360,504	+ 8.8	89,509
Other Places (6).....	95	118	38,687	1,935,035	2,296,299	+18.7	551,218

(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, 1946 and 1947

Province or city	Admissions			Potential admissions 1947	Average capacity utilized 1947	Average admission price (1) 1947
	1946	1947	% Change 1947 1946			
CANADA	227,538,798	220,857,594	- 2.9	645,136,682	34.2	28.5
Prince Edward Island	827,387	920,033	+11.2	2,353,835	36.0	27.8
Nova Scotia	12,382,913	10,683,793	-13.7	33,192,723	32.2	25.0
Halifax	3,838,539	3,102,626	-19.2	8,634,864	35.9	25.9
Sydney	1,230,647	1,108,648	- 9.9	3,314,064	33.5	24.2
Other Places	7,313,727	6,472,519	-11.5	21,243,795	30.5	24.6
New Brunswick	7,341,407	7,016,206	- 4.4	19,317,153	36.3	25.2
Saint John	2,406,701	2,122,303	-11.8	5,763,264	36.8	24.3
Moncton	1,291,059	1,124,421	-12.9	3,583,320	31.4	27.2
Other Places	3,643,647	3,769,422	+ 3.4	9,970,569	37.8	25.2
Quebec	47,133,384	48,259,933	+ 3.7	151,218,320	32.3	28.5
Montreal (2)	29,934,401	29,875,975	- 0.2	93,321,417	32.0	28.7
Quebec	3,826,986	3,557,706	- 7.0	10,726,560	33.2	27.4
Three Rivers	991,352	1,004,103	+ 1.3	3,070,704	32.7	27.3
Sherbrooke	1,066,199	853,214	-20.0	2,487,486	34.3	26.3
St. Jean	536,239	535,911	- 0.1	1,728,432	31.0	27.6
Other Places	10,778,207	13,033,024	+20.9	39,883,761	32.7	28.6
Ontario	96,996,280	93,174,143	- 3.9	265,822,162	35.1	29.0
Toronto (3)	32,161,976	30,510,761	- 5.1	80,560,048	37.9	29.7
Hamilton	6,784,673	6,318,254	- 6.9	17,893,200	35.3	29.0
Ottawa	6,684,723	5,680,808	-15.0	19,780,763	28.7	27.4
Windsor	3,647,640	3,359,005	- 7.9	12,383,256	27.1	31.8
London	2,992,391	2,749,285	- 8.1	8,203,884	33.5	31.1
Kingston	1,765,086	1,537,884	-12.9	5,565,696	27.6	29.6
Fort William	1,346,125	1,307,600	- 2.0	4,826,484	27.1	31.0
St. Catharines	1,643,249	1,631,509	- 0.7	5,378,256	30.3	28.6
Sudbury	1,581,078	1,722,355	+ 8.9	4,694,748	36.7	30.4
Brantford	1,523,592	1,381,174	- 9.3	4,671,828	29.6	29.8
Kitchener	1,607,862	1,376,248	- 2.0	3,994,536	39.5	27.5
Sarnia	1,126,713	1,107,991	- 1.7	3,561,480	31.1	27.8
Other Places	34,131,112	34,291,269	+ 0.5	94,307,323	36.4	28.2

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres, by Provinces and for Selected Cities, 1946 and 1947--(Cont'd).

Province or city	Admissions			Potential admissions 1947	Average capacity utilized 1947	Average admission price(1) 1947
	1946	1947	% Change 1947 1946			
Manitoba	14,152,562	13,064,600	- 7.7	41,255,587	31.7	27.0
Winnipeg (4)	10,624,879	9,347,437	-10.1	32,304,882	29.6	27.7
Other Places	3,527,483	3,517,163	- 0.3	8,950,705	39.3	25.2
Saskatchewan	10,639,915	10,249,548	- 3.7	31,512,801	32.5	28.4
Saskatoon	2,040,791	1,890,650	- 7.4	6,745,264	28.0	27.8
Regina	2,329,125	2,064,078	-11.4	6,021,600	34.3	29.5
Other Places	6,269,999	6,294,820	+ 0.4	18,745,937	33.6	28.3
Alberta	13,317,734	12,821,932	- 3.7	35,894,037	35.7	28.9
Edmonton	4,199,650	3,915,416	- 6.8	9,872,304	39.6	28.9
Calgary	3,779,638	3,482,066	- 7.9	11,609,858	30.0	29.8
Other Places	5,338,446	5,426,450	+ 1.6	14,411,875	37.7	28.4
British Columbia	24,747,416	24,067,406	- 2.7	64,370,004	37.4	29.3
Vancouver (5)	13,968,940	12,850,786	- 8.0	35,737,711	36.0	28.5
Victoria	2,532,270	2,366,607	- 6.5	9,081,948	26.1	31.1
New Westminster	1,365,910	1,317,322	- 3.6	3,754,368	35.1	27.4
Other Places (6)	6,880,296	7,532,691	+ 9.5	15,795,977	47.7	30.5

(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.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
by Provinces, 1947

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		
			\$			\$				\$
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	1,270	10,956	10,908,068	232	105	441,817	621	312	1,840	3,563,839
1947										
Total, All Theatres.	1,373	11,904	12,029,878	210	53	441,935	709	394	1,969	3,989,057
Full-time--(Theatres operated 300 days & over) Total	542	9,797	11,241,732	142	40	386,892	248	112	1,479	3,663,258
Prince Edward Island	1	32	26,594	-	-	-	1	-	3	5,203
Nova Scotia	18	459	460,867	7	3	9,840	7	1	62	122,546
New Brunswick	18	301	280,104	4	1	8,955	9	4	45	73,459
Quebec	136	2,001	2,190,631	48	7	140,854	53	28	294	534,551
Ontario	210	4,308	4,986,612	51	19	140,716	98	42	582	1,665,068
Manitoba	26	722	653,691	5	-	26,558	13	8	87	201,125
Saskatchewan	36	423	488,306	7	1	12,792	22	6	82	174,986
Alberta	65	543	716,017	15	4	33,163	29	17	131	281,839
British Columbia (1)	32	1,008	1,438,910	5	5	14,014	16	6	193	604,481
Part-time--(Theatres operated less than 300 days) Total	831	2,107	788,146	68	13	55,043	461	282	490	325,799
Prince Edward Island	9	15	6,335	1	-	1,800	3	5	4	2,067
Nova Scotia.....	27	138	43,818	2	-	1,200	18	7	20	14,632
New Brunswick	28	70	23,759	4	1	5,310	16	7	17	9,149
Quebec	180	365	158,869	12	6	12,945	111	51	94	61,614
Ontario	59	477	229,175	11	1	9,134	32	15	77	82,116
Manitoba	120	184	47,798	8	-	6,000	64	48	47	21,708
Saskatchewan	210	459	97,419	19	1	6,143	107	83	120	47,430
Alberta	112	181	51,332	7	1	4,553	64	40	54	26,603
British Columbia (1)	79	218	129,641	4	3	7,958	46	26	57	60,480

(1) Includes Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
by Provinces, 1947--(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
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	220	69,605	95	156,951	4,658	4,143	6,675,856
<u>1 9 4 7</u>							
Total, All Theatres	232	78,648	90	183,089	4,997	4,616	7,337,149
Full-time--(Theatres operated 300 days and over)							
Total	126	59,746	86	182,144	4,237	3,869	6,949,692
Prince Edward Island	2	1,155	1	1,753	14	12	18,483
Nova Scotia	15	6,180	3	6,753	152	227	315,548
New Brunswick	9	4,372	-	-	101	146	193,318
Quebec	37	22,461	16	20,487	1,090	564	1,472,278
Ontario	28	13,766	33	105,725	2,043	1,622	3,061,337
Manitoba	18	4,869	18	14,415	219	320	406,724
Saskatchewan	6	1,427	4	6,374	131	200	292,727
Alberta	7	3,794	-	-	189	216	397,221
British Columbia (1)	4	1,722	11	26,637	298	502	792,056
Part-time--(Theatres operated less than 300 days)							
Total	106	18,902	4	945	760	747	387,457
Prince Edward Island	-	-	-	-	6	5	2,468
Nova Scotia	1	400	-	-	59	58	27,586
New Brunswick	7	1,798	-	-	20	26	7,502
Quebec	17	3,422	4	945	176	74	79,943
Ontario	9	2,590	-	-	205	186	135,335
Manitoba	12	1,231	-	-	44	81	18,859
Saskatchewan	36	4,321	-	-	136	167	39,525
Alberta	12	2,135	-	-	63	52	18,041
British Columbia (1)	12	3,005	-	-	51	98	58,198

(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, 1947

Province	Theatres using 35 MM. equipment				Theatres using 16 MM. equipment			
	No.	Receipts (1)	Amusement taxes	Admissions	No.	Receipts (1)	Amusement taxes	Admissions
		\$	\$	No.		\$	\$	No.
CANADA	1,550	62,483,445	15,748,406	219,550,105	163	381,834	70,996	1,307,489
Prince Edward Island	14	255,835	75,292	920,033	-	-	-	-
Nova Scotia	75	2,660,955	770,334	10,664,594	4	5,234	1,523	19,199
New Brunswick	53	1,763,198	544,717	6,982,156	5	7,838	2,118	34,050
Quebec	289	13,818,169	4,712,459	48,519,852	29	99,994	30,641	340,081
Ontario	447	26,939,710	5,395,852	92,815,512	26	103,568	19,344	358,631
Manitoba	141	3,522,175	864,411	13,046,957	5	4,048	415	17,643
Saskatchewan	214	2,863,933	629,099	10,063,682	40	50,368	1,070	185,866
Alberta	151	3,666,632	1,039,785	12,664,129	27	44,734	7,302	157,803
British Columbia (2)	146	6,992,838	1,716,457	23,873,190	27	66,050	8,583	194,216

(1) Excluding amusement taxes.

(2) Includes Yukon and Northwest Territories.

Table 7--Motion Picture Theatres Classified According to Number of Theatres Under
Same Ownership, Canada, 1930, 1940, 1945, 1946 and 1947

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 5 -- 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
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 9 4 7 -- Total	1,693	100.0	62,865,279	100.0	220,857,594	100.0
One	893	52.8	11,550,237	18.4	46,402,944	21.0
Two and three	197	11.6	5,481,632	8.7	19,576,992	8.9
Four to nineteen	201	11.9	7,632,829	12.1	28,998,419	13.1
Twenty and over	402	23.7	38,200,581	60.8	125,873,239	57.0

(1) Excluding taxes.

Table 8--Number of Single- and Double-Feature Performances in Motion Picture Theatres,
by Provinces, 1946 and 1947

	1 9 4 6					1 9 4 7				
	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	836,365	356,077	42.6	480,288	57.4	901,211	420,995	46.7	480,216	53.3
Prince Edward Island ...	3,506	3,466	98.9	40	1.1	4,893	4,806	98.2	87	1.8
Nova Scotia	48,641	31,513	64.8	17,128	35.2	49,460	31,870	64.4	17,590	35.6
New Brunswick	29,617	18,352	62.0	11,265	38.0	32,846	22,028	67.1	10,818	32.9
Quebec	170,057	44,050	25.9	126,007	74.1	190,576	55,485	29.1	135,091	70.9
Ontario	321,000	115,556	36.0	205,444	64.0	343,240	141,965	41.4	201,275	58.6
Manitoba	65,735	29,148	44.3	36,587	55.7	63,924	29,142	45.6	34,782	54.4
Saskatchewan	59,877	44,697	74.6	15,180	25.4	65,896	50,701	76.9	15,195	23.1
Alberta	57,811	32,178	55.7	25,633	44.3	63,831	39,323	61.6	24,508	38.4
British Columbia (1) ...	80,121	37,117	46.3	43,004	53.7	86,545	45,675	52.8	40,870	47.2

(1) Includes Yukon and Northwest Territories.

Table 9--Theatres Classified According to Proportions of Single- and Double-Feature Performances,
by Regions, 1947

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	1,693	498	29.4	636	37.6	226	13.3	333	19.7
Receipts(1)	\$ 62,865,279	16,254,041	25.9	17,096,591	27.2	9,839,723	15.6	19,674,924	31.3
Admissions	220,857,594	48,178,038	21.8	56,000,692	25.4	39,605,944	17.9	77,072,920	34.9
Maritime Provinces --									
Number	151	59	39.1	67	44.4	17	11.2	8	5.3
Receipts (1)	\$ 4,693,060	1,741,713	37.1	1,882,049	40.1	687,603	14.7	381,695	8.1
Admissions	18,620,032	6,184,259	33.2	7,354,565	39.5	3,280,725	17.6	1,800,483	9.7
Quebec --									
Number	318	72	22.7	86	27.0	43	13.5	117	36.8
Receipts (1)	\$ 13,918,163	2,629,637	18.9	1,791,131	12.9	1,895,176	13.6	7,602,219	54.6
Admissions	48,859,933	7,067,247	14.5	5,692,897	11.7	6,568,075	13.4	29,531,714	60.4
Ontario --									
Number	473	66	14.0	166	35.1	88	18.6	153	32.3
Receipts (1)	\$ 27,043,278	6,096,461	22.5	8,167,511	30.2	3,939,432	14.6	8,839,874	32.7
Admissions	93,174,143	17,559,514	18.9	25,090,268	26.9	16,164,548	17.3	34,359,813	36.9
Prairie Provinces --									
Number	578	246	42.6	251	43.4	46	8.0	35	6.0
Receipts (1)	\$ 10,151,890	3,841,842	37.9	3,059,790	30.1	1,603,043	15.8	1,647,215	16.2
Admissions	36,136,080	11,927,619	33.0	10,605,642	29.3	6,676,853	18.5	6,925,966	19.2
British Columbia (2) --									
Number	173	55	31.8	66	38.1	32	18.5	20	11.6
Receipts (1)	\$ 7,058,888	1,944,388	27.5	2,196,110	31.1	1,714,469	24.3	1,203,921	17.1
Admissions	24,067,406	5,439,399	22.6	7,257,320	30.2	6,915,743	28.7	4,454,944	18.5

(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, 1947

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	1,693	3	6	-	87	8	6	205	14	406	542	203	175	38
Prince Edward Island	14	-	-	-	-	-	-	-	-	8	3	3	-	-
Nova Scotia	79	-	-	-	3	-	-	9	1	18	45	1	2	-
New Brunswick	58	-	-	-	2	-	-	9	5	23	14	2	2	1
Quebec	318	1	1	-	10	5	2	26	2	58	153	22	30	8
Ontario	473	1	5	-	30	1	2	78	1	120	109	66	47	13
Manitoba	146	-	-	-	24	2	-	55	1	37	13	9	3	2
Saskatchewan	254	-	-	-	8	-	2	12	1	79	113	26	13	-
Alberta	178	-	-	-	1	-	-	6	2	34	60	46	28	1
British Columbia (2)	173	1	-	-	9	-	-	10	1	29	32	28	50	13

(1) General adult evening admission price including tax.

(2) Includes Yukon and Northwest Territories.

Table 11--Distribution of Theatres According to Number of Features Shown in Year, by Provinces, 1947

Province	Total theatres	Number of feature films shown						
		Less than 26 films	26 to 78	79 to 130	131 to 182	183 to 234	235 to 286	Over 286
CANADA	1,693	69	448	376	254	398	59	89
Prince Edward Island	14	-	5	7	2	-	-	-
Nova Scotia	79	4	12	20	19	14	3	7
New Brunswick	58	3	12	7	15	17	2	2
Quebec	318	16	55	55	52	78	27	35
Ontario	473	10	52	94	77	183	18	59
Manitoba	146	6	58	37	16	25	1	3
Saskatchewan	254	15	148	63	14	13	-	1
Alberta	178	9	67	48	27	27	-	-
British Columbia (1)	173	6	39	45	32	41	8	2

(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, 1940-1945 and by Provinces, 1946 and 1947

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
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
1945	1,323	925	125	273	852	95	158	53	19	68	5	9	39	15	2	8
<u>1 9 4 6</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
<u>1 9 4 7</u>																
CANADA	1,693	1,076	212	405	915	142	176	67	35	118	43	21	83	51	14	28
Prince Edward Island ..	14	4	4	6	3	3	2	-	-	3	1	1	1	-	-	-
Nova Scotia	79	59	9	11	49	6	4	4	2	4	3	-	1	3	1	2
New Brunswick	58	43	8	7	31	3	3	5	2	-	4	2	1	3	1	3
Quebec	318	224	55	39	181	32	10	14	8	9	14	10	14	15	5	6
Ontario	473	430	20	23	384	17	13	13	2	7	13	1	3	20	-	-
Manitoba	146	68	31	47	56	24	18	8	2	13	1	2	12	3	3	4
Saskatchewan	254	60	46	148	52	33	62	6	8	44	1	2	36	1	3	6
Alberta	178	74	21	85	69	12	48	3	5	24	1	3	8	1	1	3
British Columbia(1) ...	173	114	18	41	90	12	16	14	6	14	5	-	7	5	-	4

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

(1) Includes Yukon and Northwest Territories.

Table 13--Number of New Motion Picture Theatres, Theatres Remodelled and Re-opened, and
Theatres Closed, by Provinces, 1946 and 1947

Province	1 9 4 6				1 9 4 7			
	New(1) theatres	Theatres remodelled and re-opened	Theatres closed	Net increase	New(1) theatres	Theatres remodelled and re-opened	Theatres closed	Net increase
CANADA	162	12	20	+154	233	10	27	+216
Prince Edward Island ..	3	-	-	+ 3	4	-	-	+ 4
Nova Scotia	3	-	-	+ 3	8	-	-	+ 8
New Brunswick	6	1	-	+ 7	14	-	-	+ 14
Quebec	27	2	7	+ 22	73	1	6	+ 68
Ontario	9	1	4	+ 6	56	1	4	+ 53
Manitoba	21	1	1	+ 21	13	-	4	+ 9
Saskatchewan	63	7	6	+ 64	19	5	10	+ 14
Alberta	9	-	2	+ 7	23	-	1	+ 22
British Columbia (2) ...	21	-	-	+ 21	23	3	2	+ 24

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

Also theatres opened late in 1946 which were not included in the previous year's report.

(2) Includes Yukon and Northwest Territories.

Table 14--Itinerant Motion Picture Exhibitors Classified According to Size of Projection Equipment Used,
by Provinces, 1946 and 1947

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>1946</u>								
CANADA	13	49,905	10,094	196,548	275	564,380	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 (2)	5	14,762	3,280	36,534	22	76,066	16,076	210,639
<u>1947</u>								
CANADA	9	38,007	7,381	158,303	233	412,828	92,344	1,508,267
Prince Edward Island	1	(x)	(x)	(x)	3	9,937	2,619	37,054
Nova Scotia	-	-	-	-	31	53,463	18,557	220,916
New Brunswick	-	-	-	-	13	13,589	2,788	42,660
Quebec	2	(x)	(x)	(x)	18	14,952	3,408	55,938
Ontario	-	-	-	-	44	110,678	20,105	383,487
Manitoba	4	11,995	2,413	52,161	21	22,013	4,113	84,338
Saskatchewan	-	-	-	-	52	70,941	12,998	284,526
Alberta	-	-	-	-	32	69,466	16,889	246,114
British Columbia (2)	2	(x)	(x)	(x)	19	47,788	10,867	153,834

(1) Excluding amusement taxes.

(2) Includes Yukon and Northwest Territories.

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

Table 15--Principal Statistics for Film Exchanges in Canada, 1930 and 1934 to 1947

Year	No. of exchange offices	No. of employees		Salaries & wages		Receipts		Other sources (2)
		Male	Female	Male	Female	Film rentals (1)	Advertising (2)	
1930	59	372	291	\$ 1,074,700		\$ 9,536,200	\$	\$
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	(2)	(2)
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 (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
1947	114 (5)	548	545	1,664,348	752,867	19,464,706	429,455	224,908

(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.

(5) Operated by 29 film exchange companies.

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