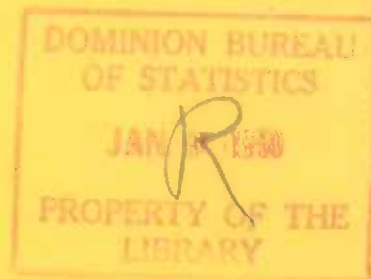


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GOVERNMENT OF CANADA

**MOTION PICTURE THEATRES,
EXHIBITORS AND DISTRIBUTORS,
1948**



DOMINION BUREAU OF STATISTICS
DEPARTMENT OF TRADE AND COMMERCE

Published by Authority of the Rt. Hon. C. D. Howe
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section
of the Industry and Merchandising Division,
Dominion Bureau of Statistics, Ottawa

NOTICE TO SUBSCRIBERS

A study of the statistics contained in the annual report on Motion Picture Theatres, Exhibitors, and Distributors has revealed several instances in which the value of tabulation to industry and individuals is doubtful. These compilations are costly and time consuming.

For this reason, we propose to eliminate the following tables from future reports on this industry:

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

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

Table 10.-- Distribution of Theatres According to General Evening Adult Price of Admission, by Provinces

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

Table 12.-- Theatres Classified According Number of Weeks in Operation and Average Number of Days per Week

Owing to requirements for new surveys and extension of our work in other sectors of distribution and services, the above tables will be omitted from future theatre studies unless ample evidence is received indicating that their contents are valuable to the industry and other sources.

Your comments would be appreciated, particularly if you feel that these tables are of direct value to you as management tools.

Please address correspondence to

Merchandising and Services Section

DOMINION BUREAU OF STATISTICS

OTTAWA, CANADA

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MOTION PICTURE EXHIBITORS AND DISTRIBUTORS

1948

MOTION PICTURE THEATRES

General Summary

In 1948, motion picture theatres in Canada (excluding Newfoundland) numbered 1,950 and had gross receipts of \$83,283,436, an increase of 6% over the 1947 volume reported for 1,693 theatres. Of the gross receipts of \$83,283,436, \$13,626,188 was paid to Dominion and Provincial Governments in taxes. This was a decrease from the \$15,819,402 collected in taxes in 1947 which resulted from the federal amusement tax being lifted during the year and only partially replaced by provincial taxes. Net receipts for theatres (excluding taxes) amounted to \$69,657,248, an increase of 11% over the 1947 figure of \$62,865,279.

The 1,950 theatres operating in 1948 had a total seating capacity of 930,491 compared with 834,360 seats reported by 1,693 theatres in 1947. There were 222,459,224 paid admissions in 1948, a gain of 1% from the 1947 attendance which was reported as 220,857,594.

The above figures and those contained in the main tables of this report include 346 community enterprises operated on a non-profit basis, of which 155 were reported for the first time in 1948. These were operated by community organizations, churches, boards of trade, lodges, Canadian Legion branches, and other non-profit organizations. Local parish or community halls and portable 16 mm. equipment are generally used, although 142 of these locations reported the use of 35 mm. equipment. While these have been included in the main tables of the report, the principal statistics are presented separately for "regular theatres" and "community enterprises" in Tables 13 and 14. The above figures, and those in the main tables, do not, however, include halls used by itinerant exhibitors, drive-in theatres, nor theatres whose main source of revenue was stage performances rather than motion pictures. Statistics for these are presented separately in later sections of this report.

Receipts and Admissions by Provinces (Tables 3 and 4)

Increases in net receipts of motion picture theatres were recorded for

all provinces. The greatest percentage gain was in Quebec where 1948 receipts were 18% higher than those for 1947. Theatre receipts (excluding taxes) in New Brunswick were up 12% from 1947 while increases of 10% were recorded for Prince Edward Island and Saskatchewan. Ontario theatre receipts were up 9%, those for British Columbia, 7%, for Manitoba, 5%, while Nova Scotia theatres had the smallest increase over 1947 at 3%.

Attendance at Canadian theatres during 1948 increased 1% over 1947 but the trend varied between the provinces. Five of the nine provinces registered increases. Paid admissions in Prince Edward Island and Quebec were 6% in excess of 1947. in New Brunswick they were up 5% while increases of 2% and 1% were recorded for Saskatchewan and Alberta. Little change between the two years was reported in number of admissions to Ontario theatres, while decreases in attendance of 2% in British Columbia, 4% in Nova Scotia, and 5% in Manitoba were reported.

Receipts and Attendance for Selected Cities (Tables 3 and 4)

Theatre receipts in most of the larger cities across Canada increased between 1947 and 1948 but the tendency for the receipts in smaller localities to increase to a greater extent than in the larger centres was again evident. Theatres in three of the four Maritime cities registered lower receipts in 1948 than in 1947, Saint John, with one more theatre being the only one to show an increase. The only others of the larger cities to register a decrease were Kingston and Kitchener.

In attendance, however, 23 of the 30 cities for which figures have been compiled separately indicated lower totals in 1948 than in the previous year. Theatre admissions in the city of Sherbrooke increased 37% due in part to the opening of a new theatre and the re-opening of another which had been closed for alterations during most of 1947. Attendance at Sudbury theatres increased 8% with the same number of theatres operating while in Peterborough, attendance was up 6% with one theatre more in operation than in 1947. An increase of 1% in theatre attendance was registered for Hamilton. Victoria and New Westminster theatres reported an increase of 1% and 3% respectively in admissions.

The other 23 cities all had lower attendance than in 1947 with percentage decreases being concentrated between 3% and 7%. Kingston attendance was 9% below last year with one less theatre in operation while attendance at Moncton theatres dropped 12%.

Average Capacity Utilized (Table 4)

The potential seating capacity of the 1,950 theatres for the year 1948 was 677,200,794 persons. This is obtained by multiplying the seating capacity of each theatre by the number of performances given. The actual attendance of 222,459,224, therefore, utilized only 32.8% of the potential capacity of these theatres. This percentage is lower than that for the past five years but higher than the averages for 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%	1948 - 32.8%

Slight improvement in capacity utilized was recorded for theatres in Prince Edward Island, Saskatchewan, and Alberta while in the other provinces the average capacity utilized was lower than in 1947.

Employment in Motion Picture Houses (Table 5)

The 1,950 theatres operating in 1948 employed 14,361 persons of whom 1,445 were proprietors or members of proprietors' families, and 12,916 were paid employees. Of these figures, 545 proprietors and 10,412 employees were engaged in the operation of theatres which were in operation 300 days or more during the year, and these paid employees received \$12,027,066 in salaries and wages. Part-time theatres, those operating less than 300 days during the year, employed another 2,504 employees and 900 proprietors and members of their families. Paid employees in these part-time theatres received \$1,073,247 for their services. Projectionists and assistant projectionists in all theatres numbered 2,370 and drew salaries and wages of \$4,539,333.

Size of Equipment (Table 6)

The number of houses using 16 mm. equipment increased from 163 in 1947 to 331 in 1948 and receipts for these locations amounted to \$629,778 after taxes of \$72,515 had been paid. Admissions to 16 mm. locations during 1948 numbered 2,158,153.

Of the 331 16 mm. houses, 204 were operated by community organizations, lodges, boards of trade, church organizations, etc., many of which were exempt from taxation. These figures do not include halls used by itinerant exhibitors for which separate figures are presented in a later section of this report.

The exhibition of motion pictures in church or parish halls in the province of Quebec resulted in the largest number of 16 mm. locations being found in that province. Of the total 331 16mm. houses, 132 were in the province of Quebec. Alberta, Ontario, and Saskatchewan had 59, 51, and 41 respectively, while British Columbia had 31, Manitoba, 9, and Nova Scotia and New Brunswick 5 and 3 respectively.

Table 14 shows these 16 mm. locations distributed between community enterprises (non-profit) and theatres operated by individuals or firms for profit.

Ownership (Table 7)

Independent operators, defined as individuals or firms operating only one theatre, accounted for 1,094, or 56%, of the 1,950 theatres and these operators obtained 19% of the total net receipts (excluding taxes) and 21% of all theatre attendance. Theatres operated by firms owning two or three theatres comprised 11% of all theatres and had 10% of both receipts and admissions. Another 11% were operated by firms with from four to nineteen theatres and these were responsible for 12% of receipts and 14% of admissions. The remaining 22% of the theatres was composed of chains operating twenty or more theatres and this group obtained 59% of total receipts and 55% of attendance. Chain theatres, in 1948, had slightly lower proportions of total number of theatres, receipts, and admissions than in the previous year.

Single and Double Performances (Tables 8 and 9)

Double feature bills, while still slightly in the majority as far as total performances are concerned, continued to decline. In 1948, 51% of the total number of performances were double bills whereas in 1947, the percentage of double feature performances was 53%. Prince Edward Island was the only province to record a higher proportion of double feature performances in 1948 than in 1947. Double feature performances predominated in Quebec, Ontario, and Manitoba but to a lesser extent than in the previous year.

Of the total number of theatres in Canada, 30% showed single feature bills exclusively, and 71% used single feature bills in more than 50% of their performances. In the Maritime Provinces, 85% of the theatres showed single feature bills at more than half of the performances while 89% of the theatres in the Prairies had more single feature performances than double. In Quebec and British Columbia, 64% and 68% respectively of theatres used single features exclusively or had more than 50% of the total performances with a single feature, while in Ontario single feature performances predominated in 54% of the theatres.

Price of Admission (Table 10)

Increases in the prices of admission to theatres was indicated both in the average admission price (excluding tax) which advanced from 28.5 cents in 1947 to 31.3 cents in 1948 and in the general adult evening admission price including tax. The 1947 figures indicate that the general evening admission price including tax was 35 cents or more at approximately 81% of all theatres while the admission price was in the same range for 86% of theatres in 1948.

Community Enterprises (Tables 13 and 14)

Due to the increasing importance of this type of exhibition, separate figures have been compiled and are presented following the general tables. Community enterprises is a term used to designate the motion picture exhibitions given in community or parish halls by non-profit organizations such as churches, lodges, boards of trade, Canadian Legion branches, etc. These differ from regular theatres in that they frequently obtain gratis the services of members of the organizations and so have no paid employees. In many cases they are exempt from taxation.

In 1948, there were 346 such organizations operating in halls with a total seating capacity of 83,115 persons. Receipts from admissions to these performances amounted to \$962,927 while taxes paid were \$42,864. Attendance at exhibitions given by community organizations during the year numbered 3,169,800. The 346 locations employed 529 persons who received \$114,674 in salaries and wages.

Quebec, with 120 community enterprises, mainly church or parish organizations, had the largest number while Saskatchewan and Alberta followed with 95 and 57 respectively. Only 4 such locations were reported in the Maritime Provinces while the numbers in the remaining provinces ranged between 21 and 26.

Of the 346 community enterprises exhibiting motion pictures, 142 used 35 mm. projection equipment while 204 used 16 mm. equipment. The 35 mm. equipment was used principally in the Prairie Provinces but 22 locations in Quebec also reported the use of the larger equipment.

IT INERANT EXHIBITORS
(Table 16)

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 165 such operators in 1948, a drop from the 242 which reported in 1947. This drop is due in part to the community organizations entering the field of the itinerant exhibitor. Receipts of itinerants in 1948 amounted to \$428,303 compared with \$450,835 for 1947, while admissions decreased from 1,667,170 to 1,532,820.

Performances were given in 760 towns and villages in 1948 compared with 1,101 in 1947. These were distributed as follows:

	<u>1947</u>	<u>1948</u>
Prince Edward Island	14	14
Nova Scotia	152	78
New Brunswick	74	30
Quebec	75	56
Ontario	170	150
Manitoba	97	100
Saskatchewan	244	148
Alberta	200	128
British Columbia	<u>75</u>	<u>56</u>
CANADA	1,101	760

Most of these exhibitors used 16 mm. projection equipment but 8 reported using 35 mm. projectors. Separate statistics for each size of equipment, by provinces, are given in Table 16.

PER CAPITA EXPENDITURES ON MOTION PICTURE ENTERTAINMENT

Expenditure on motion picture entertainment in Canada in 1948 amounted to \$6.50 per person compared with \$6.30 in 1947 and \$5.01 in 1942. Expenditures in the various provinces ranged from \$3.97 in Prince Edward Island to \$8.52 in British Columbia. Decreases in per capita expenditure from 1947 were recorded for Nova Scotia, New Brunswick, Manitoba, Saskatchewan, and Alberta. Largest percentage increases in per capita expenditure on motion picture entertainment were recorded for Prince Edward Island and Ontario at 8% and 6% respectively. Nova Scotia, with a drop of 55 cents or 10%, registered the largest decrease.

Per Capita Expenditure on Motion Picture Entertainment,
Canada and the Provinces, 1939-1948

Province	(1) 1940	(1) 1941	(1) 1942	(2) 1942	(2) 1943	(2) 1944	(2) 1945	(2) 1946	(2) 1947	(2) 1948
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
CANADA	3.35	3.63	4.01	5.01	5.61	5.61	5.77	6.15	6.30	6.50
Prince Edward Island	1.26	1.52	1.93	2.52	3.35	3.41	3.31	3.17	3.68	3.97
Nova Scotia	3.27	3.82	4.55	5.89	6.68	6.73	6.56	6.44	5.65	5.10
New Brunswick	2.21	2.41	2.88	3.75	4.53	4.51	4.76	4.79	4.75	4.71
Quebec	2.30	2.48	2.76	3.81	4.21	4.26	4.36	4.73	5.04	5.27
Ontario	4.63	5.07	5.44	6.53	6.97	6.84	7.16	7.56	7.78	8.25
Manitoba	3.23	3.41	3.60	4.39	4.81	4.93	5.13	5.88	5.96	5.73
Saskatchewan	1.76	1.92	2.08	2.56	3.31	3.54	3.83	4.39	4.31	4.24
Alberta	2.80	3.11	3.33	4.22	5.27	5.35	5.34	5.88	5.89	5.87
British Columbia (3)	4.98	5.08	6.05	7.52	8.29	8.15	8.15	8.10	8.29	8.52

- (1) Based on total receipts of regular theatres and itinerant exhibitors (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

The number of drive-in theatres increased from 7 in 1947 to 15 in 1948 of which one was in British Columbia and the remainder in Ontario. Gross receipts for 1948 amounted to \$789,765 of which \$131,124 was taxes. The 15 drive-ins had accommodation for 9,975 cars and gave 3,870 performances which were attended by 1,595,947 persons during the year. The following table presents the principal statistics for drive-in theatres for the years 1947 and 1948.

Principal Statistics of Drive-in Theatres

	1947	1948
Number of drive-in theatres ..	7	15
Total capacity, cars	5,438	9,975
Receipts excluding taxes	\$ 274,325	658,641
Taxes	\$ 57,702	131,124
Number of paid admissions	670,583	1,595,947
Number of performances	1,710	3,870
Single feature	1,626	2,704
Double feature	84	1,166
Total Employees	100	255
Total Salaries and Wages	\$ 61,432	170,654
Projectionists -		
Number	15	27
Salaries	\$ 19,057	47,330
All other employees -		
Number - male	71	216
- female	14	12
Salaries and wages ...	\$ 42,375	123,324

LEGITIMATE THEATRES

There were 5 theatres whose main source of revenue was stage performances rather than motion pictures and these had net receipts of \$1,196,016 and collected an additional \$231,277 in taxes. Attendance at these theatres numbered 903,778. These figures are slightly higher than those for 1947 when the same five theatres had net receipts of \$1,079,931 and an attendance of 702,611.

FILM EXCHANGES (Table 17)

Films were distributed to theatres and itinerant exhibitors by 29 film exchanges through 118 offices situated across Canada. Gross receipts of these film exchanges amounted to \$22,377,197, an increase of 11% over the \$20,119,069 reported for 1947. This revenue was derived as follows:

Rental of 35 mm. films	\$20,215,527
Rental of 16 mm. films	1,444,872
Revenue from sales of advertising material	443,645
Revenue from other sources	273,153

Film exchanges reported 2,954 new films released during 1948 compared with 2,452 in 1947. These films were of the following types:

	<u>1947</u>	<u>1948</u>
Features	930	955
News reels	391	475
Cartoons	385	419
Other films	746	1,105

The 955 feature films were further segregated as to country of origin and colour, as follows:

U. S. A.	738	Black and white	845
Great Britain	46	Coloured	110
Other countries	171		

Of the 118 film exchange offices, 27 operated by 10 firms handled only 16 mm. films and these had rentals of \$1,264,729 in 1948.

NATIONAL FILM BOARD ACTIVITIES

The Government's National Film Board co-ordinates the film activities of federal departments, produces films of an educational or documentary nature, and distributes these through provincial and community film libraries, and through the commercial theatres. Through the courtesy of the Board the following statistics relating to its operation in the year ending March 31, 1949, are presented.

Production

The National Film Board during 1948-49 completed and released 166 films including 43 newsreel stories, newsclips, and trailers. Fifty-nine films were made for other government departments. These film programs were concerned mainly with raising standards of health and nutrition; obtaining and instructing recruits for defence services; increasing foreign trade and travel in Canada; lowering the accident rate in industry; and improving methods of agriculture. The Board's own production program comprised 103 films presenting the problems and progress in the economic, social, political, and cultural life of Canada. Another four films were sponsored jointly by the Board and other government departments.

Non-Theatrical Distribution in Canada

During 1948-49 the number of non-theatrical showings reported for NFB films was 101,569, an increase of 26 per cent over the previous year with a total audience of 8,998,218, representing a 21 per cent increase over 1947-48. In the single month of March, 1949, audiences totalling 1,179,783 were reached.

The non-theatrical audiences are reached largely through film circuits in the rural areas, and through film libraries in urban centres. The expansion in audience coverage results largely from greater participation of community organizations, with a resulting increase in the number of rural points covered and in the number of film libraries and film councils. Film libraries increased during the year from 201 to 235, and film councils from 200 to 250. Film councils extend the work of film libraries by bringing local groups together in joint planning and action related to the provision of film services and the development of effective film use. In rural areas more than 3,000 centres now have regular showings of film circuit programs, and in a large proportion of these the service has been placed on a basis of local self-operation.

Service to Schools

Through the co-operation of universities and provincial Departments of Education, the Board distributes educational films and filmstrips to schools. In 1948-49, rural schools reported a total of 24,472 NFB film showings; urban schools reported 15,024 showings. In an average month, NFB films, often with teaching guides, were shown to 371,933 school children, an increase over the previous year of eight per cent.

Theatrical Distribution in Canada

Three series of theatrical short subjects, "Canada Carries On", "En Avant Canada", and "Vigie", are distributed to Canadian theatres through a contract with Columbia Pictures of Canada, Ltd. During 1948-49, NFB films on subjects of national and topical interest were shown in a total of 747 theatres to an aggregate audience of seven million people.

International Distribution

Distribution of Canadian films was carried out in 50 countries by 54 Canadian government posts and by NFB offices in New York, Chicago, London, and Mexico City, as well as through 35 theatrical distributors, 30 non-theatrical distributors, and 57 foreign government agencies. By the end of the year more than 20,000 prints of Canadian films were circulated in other countries.

Table 1--Summary of Motion Picture Statistics, by Provinces, 1948

Province	No. of Theatres	Receipts (1) \$	Amusement taxes \$	Paid admissions No.	Employees (2)		
					Male	Female	Salaries and wages \$
CANADA (3)	1,950	69,657,248	13,626,188	222,459,224	7,869	5,047	13,100,313
Prince Edward Island	16	281,995	73,219	972,395	31	16	32,575
Nova Scotia	78	2,738,331	457,590	10,311,984	289	259	470,585
New Brunswick	58	1,993,102	360,340	7,344,909	225	172	320,617
Quebec	472	16,405,929	3,531,284	51,605,749	1,951	724	2,532,754
Ontario	523	29,523,367	5,826,553	92,856,775	3,316	2,089	5,953,497
Manitoba	146	3,709,443	591,746	12,407,620	467	446	700,323
Saskatchewan	263	3,220,907	326,188	10,443,315	500	369	576,561
Alberta	216	4,245,121	647,116	12,923,331	448	299	795,814
British Columbia (4)	178	7,539,053	1,812,152	23,593,146	642	673	1,717,587

(1) Not including amusement taxes.

(2) Not including proprietors or firm members.

(3) Excluding Newfoundland.

(4) Including Yukon and Northwest Territories.

Table 2--Motion Picture Theatre Receipts, by Provinces, 1941 to 1948

Province	Receipts (1)							
	1941 \$	1942 \$	1943 \$	1944 \$	1945 \$	1946 \$	1947 \$	1948 \$
CANADA (2)	40,795,897	45,719,911	51,484,611	53,173,325	55,430,711	59,888,972	62,865,279	69,657,248
Prince Edward Island .	141,317	178,480	226,902	230,550	224,697	223,804	255,835	281,995
Nova Scotia	2,195,599	2,634,353	3,086,785	3,141,049	3,112,340	2,953,633	2,666,189	2,738,331
New Brunswick	1,102,265	1,336,561	1,611,145	1,595,130	1,702,869	1,758,866	1,771,036	1,993,102
Quebec	8,047,022	8,959,885	10,187,152	10,983,139	11,490,406	12,732,391	13,918,163	16,405,929
Ontario	18,757,372	20,400,349	22,153,428	22,542,943	23,740,894	25,684,210	27,043,278	29,523,367
Manitoba	2,475,949	2,641,765	2,845,991	2,930,435	3,066,871	3,433,687	3,526,223	3,709,443
Saskatchewan	1,673,313	1,833,486	2,188,885	2,347,726	2,553,779	2,889,343	2,914,301	3,220,907
Alberta	2,257,115	2,665,063	3,218,683	3,383,994	3,394,488	3,626,140	3,711,366	4,245,121
British Columbia (3) .	4,145,945	5,069,969	5,965,640	6,018,359	6,144,367	6,586,898	7,058,888	7,539,053

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

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 3--Receipts, Amusement Taxes, and Seating Capacity for Motion Picture Theatres,
by Provinces and for Selected Cities, 1947 and 1948 (1)

Province or City	No. of theatres		Seating capacity 1948	Receipts (2)			Amusement taxes 1948
	1947	1948		1947	1948	Per cent change 1948/1947	
CANADA (3)	1,693	1,950	930,491	\$ 62,865,279	\$ 69,657,248	+10.8	\$ 13,626,188
Prince Edward Island	14	16	5,800	255,835	281,995	+10.2	73,219
Nova Scotia	79	78	41,057	2,666,189	2,738,331	+ 2.7	457,590
Halifax	10	9	7,671	802,997	760,513	- 5.3	130,652
Sydney	5	5	3,682	268,637	267,148	- 0.6	48,137
Other Places	64	64	29,704	1,594,555	1,710,670	+ 7.5	278,801
New Brunswick	58	58	27,665	1,771,036	1,993,102	+12.5	360,340
Saint John	6	7	6,475	516,489	543,139	+ 5.2	98,117
Moncton	4	4	2,621	305,352	291,292	- 4.6	53,774
Other Places	48	47	18,569	949,195	1,158,671	+22.1	208,449
Quebec	318	472	231,751	13,918,163	16,405,929	+17.9	3,531,284
Montreal (4)	73	87	82,446	8,569,781	9,557,229	+11.6	2,097,224
Quebec	11	14	10,148	976,399	996,787	+ 2.1	226,470
Three Rivers	4	4	3,161	274,483	281,618	+ 2.6	62,102
St. Jean	4	4	2,679	147,644	154,511	+ 4.7	34,110
Sherbrooke	3	4	3,285	224,279	352,984	+57.4	81,789
Other Places	223	359	130,012	3,725,577	5,062,800	+35.9	1,029,589
Ontario (5)	473	523	333,850	27,043,278	29,523,367	+ 9.2	5,826,553
Toronto	111	117	99,283	9,066,637	10,071,379	+11.1	1,991,661
Hamilton	21	21	18,920	1,833,131	1,936,661	+ 5.6	395,200
Ottawa	18	17	15,898	1,555,242	1,602,411	+ 3.0	319,301
Windsor	9	11	10,255	1,068,260	1,111,295	+ 4.0	219,695
London	7	8	8,346	855,457	924,557	+ 8.1	175,636
Kingston	5	4	3,862	455,113	453,725	- 0.3	89,896
Fort William	5	6	4,762	404,977	441,887	+ 9.1	87,743
St. Catharines	5	5	4,014	466,573	494,593	+ 6.0	96,594

See footnotes on page 11.

Table 3--Receipts, Amusement Taxes, and Seating Capacity for Motion Picture Theatres,⁽¹⁾
by Provinces and for Selected Cities, 1947 and 1948 (cont'd.)

Province or City	No. of theatres		Seating capacity 1948	Receipts (2)			Amusement taxes 1948
	1947	1948		1947	1948	Per cent change 1948 1947	
				\$	\$	%	\$
Ontario (cont'd.) -							
Sudbury	5	5	4,667	523,881	618,760	+18.1	120,088
Brantford	4	5	5,056	411,549	426,208	+ 3.6	83,986
Kitchener	4	4	3,921	433,345	425,396	- 1.8	83,093
Peterborough	4	5	4,192	309,097	387,699	+25.4	76,259
Sarnia	4	4	3,689	307,654	326,953	+ 6.3	64,362
Other Places	271	311	146,985	9,352,362	10,301,843	+10.2	2,023,039
Manitoba	146	146	60,034	3,526,223	3,709,443	+ 5.2	591,746
Winnipeg (6)	44	43	31,790	2,641,204	2,705,309	+ 2.4	460,233
Other Places	102	103	28,244	885,019	1,004,134	+13.5	131,513
Saskatchewan	254	263	75,723	2,914,301	3,220,907	+10.5	326,188
Saskatoon	7	6	5,243	525,114	549,533	+ 4.7	85,386
Regina	6	6	5,086	608,345	624,617	+ 2.7	90,882
Other Places	241	251	65,394	1,780,842	2,046,757	+14.9	149,920
Alberta	178	216	65,464	3,711,366	4,245,121	+14.4	647,116
Edmonton	11	11	8,299	1,132,881	1,239,681	+ 9.4	197,905
Calgary	11	11	8,799	1,038,743	1,134,640	+ 9.2	186,357
Other Places	156	194	48,366	1,539,742	1,870,800	+21.5	262,854
British Columbia (8)	173	178	89,147	7,058,888	7,539,053	+ 6.8	1,812,152
Vancouver (7)	42	43	38,058	3,666,669	3,814,560	+ 4.0	941,782
Victoria	7	8	7,953	735,416	819,656	+11.5	200,944
New Westminster	6	6	3,959	360,504	389,608	+ 8.1	95,717
Other Places (8)	118	121	39,177	2,296,299	2,515,229	+ 9.5	573,709

(1) Including community enterprises.

(2) Not including amusement taxes.

(3) Excluding Newfoundland.

(4) Including Lachine, Verdun, Westmount, and Outremont.

(5) Including Forest Hill, Leaside, Scarboro, and Swansea.

(6) Including St. James, Norwood, St. Boniface, and St. Vital.

(7) Including North Vancouver and West Vancouver.

(8) Including Yukon and Northwest Territories.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres (1), by Provinces and for Selected Cities, 1947 and 1948

Province or City	Admissions			Potential admissions 1948	Average capacity utilized 1948	Average admission price (2) 1948
	1947	1948	% Change 1948 1947			
	No.	No.	%	No.	%	Cents
CANADA (3)	220,857,594	222,459,224	+ 0.7	677,200,794	32.8	31.3
Prince Edward Island	920,033	972,395	+ 5.7	2,674,600	36.4	29.0
Nova Scotia	10,683,793	10,311,984	- 3.5	32,207,452	32.0	26.6
Halifax	3,102,626	2,892,508	- 6.8	8,714,043	33.2	26.5
Sydney	1,108,648	1,072,652	- 3.2	3,045,144	35.2	24.9
Other Places	6,472,519	6,346,828	- 1.9	20,448,265	31.0	27.0
New Brunswick	7,016,206	7,344,909	+ 4.7	20,675,203	35.5	27.1
Saint John	2,122,303	2,059,863	- 2.9	6,420,360	31.2	26.4
Moncton	1,124,481	993,584	-11.6	2,815,878	35.3	29.3
Other Places	3,769,422	4,291,462	+13.8	11,438,965	37.5	27.0
Quebec	48,859,933	51,605,749	+ 5.6	167,314,040	30.8	31.8
Montreal (4)	29,875,975	30,007,055	+ 0.4	98,793,791	30.4	31.8
Quebec	3,557,706	3,361,700	- 5.5	10,777,770	31.2	29.7
Three Rivers	1,004,103	953,306	- 5.1	3,070,704	31.0	29.5
St. Jean	535,911	526,216	- 1.8	1,755,904	30.0	29.4
Sherbrooke	853,214	1,168,123	+36.9	3,246,790	36.0	30.2
Other Places	13,033,024	15,589,349	+19.7	49,669,081	31.4	32.5
Ontario	93,174,143	92,856,775	- 0.3	279,519,098	33.2	31.8
Toronto (5)	30,510,761	29,736,600	- 2.5	86,123,109	34.5	33.9
Hamilton	6,318,254	6,364,353	+ 0.7	17,851,188	35.7	30.4
Ottawa	5,680,808	5,525,127	- 2.7	19,780,500	27.9	29.0
Windsor	3,359,005	3,135,359	- 6.7	12,617,466	24.8	35.4
London	2,749,285	2,635,034	- 4.2	8,461,848	31.1	35.1
Kingston	1,537,884	1,398,923	- 9.0	4,900,896	28.5	32.4
Port William	1,307,600	1,257,876	- 3.8	5,036,496	25.0	35.1
St. Catharines	1,631,509	1,575,102	- 3.5	5,243,472	30.0	31.4
Sudbury	1,722,355	1,852,136	+ 7.5	5,602,344	33.1	33.4
Brantford	1,381,174	1,366,541	- 1.1	4,695,840	29.1	31.2
Kitchener	1,576,248	1,463,590	- 7.1	3,994,536	36.6	29.1
Peterborough	1,098,305	1,160,316	+ 5.6	3,869,544	30.0	33.4

See footnotes on page 13.

Table 4--Admissions, Average Seating Capacity Utilized and Average Admission Price for Motion Picture Theatres (1), by Provinces and for Selected Cities, 1947 and 1948 (cont'd)

Province or City	Admissions			Potential admissions 1948	Average capacity utilized 1948	Average admission price (2) 1948
	1947	1948	% Change 1948 1947			
	No.	No.	%	No.	%	Cents
Ontario (cont'd.)						
Sarnia	1,107,991	1,062,554	- 4.1	3,560,232	29.8	30.8
Other Places	33,192,964	34,328,264	+ 3.4	97,781,627	35.1	30.0
Manitoba	13,064,600	12,407,620	- 5.0	41,030,937	30.2	29.9
Winnipeg (6)	9,547,437	8,908,321	- 6.7	31,630,409	28.2	30.4
Other Places	3,517,163	3,499,299	- 0.5	9,400,528	37.2	28.7
Saskatchewan	10,249,548	10,443,315	+ 1.9	31,714,578	32.9	30.8
Saskatoon	1,890,650	1,828,141	- 3.3	6,364,592	28.7	30.1
Regina	2,064,078	1,942,521	- 5.9	5,860,512	33.1	32.2
Other Places	6,294,820	6,672,653	+ 6.0	19,489,474	34.2	30.7
Alberta	12,821,932	12,923,331	+ 0.8	35,681,418	36.2	32.8
Edmonton	3,913,416	3,710,907	- 5.2	9,872,804	37.6	33.4
Calgary	3,482,066	3,326,800	- 4.5	11,657,284	28.5	34.1
Other Places	5,426,450	5,885,624	+ 8.5	14,151,830	41.6	31.8
British Columbia (8)	24,067,406	23,593,146	- 2.0	66,383,468	35.5	32.0
Vancouver (7)	12,850,786	12,125,419	- 5.6	36,280,165	33.4	31.5
Victoria	2,366,607	2,382,931	+ 0.7	9,510,828	25.1	34.4
New Westminster	1,317,322	1,356,964	+ 3.0	3,908,736	34.7	28.7
Other Places (8)	7,532,691	7,727,832	+ 2.6	16,683,739	46.3	32.5

(1) Including community enterprises.

(3) Excluding Newfoundland.

(4) Including Lachine, Verdun, Westmount, and Outremont.

(5) Including Forest Hill, Leaside, Scarborough, and Swansea.

(7) Including North Vancouver and West Vancouver.

(2) Total receipts (excluding taxes) divided by number of admissions. No

corrections are made for juvenile attendance, matinee and evening prices etc.

(6) Including St. James, Norwood, St. Boniface, and St. Vital.

(8) Including Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operation,
by Provinces, 1948

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		
			\$			\$				\$
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	1,373	11,904	12,029,878	210	53	441,935	709	394	1,969	3,989,057
1948 Total, All Theatres (1)	1,445	12,916	13,467,263	179	33	366,950	810	423	2,098	4,438,045
Full-time--(Theatres operated 300 days and over) Total	545	10,412	12,338,489	122	16	311,423	283	124	1,540	3,996,108
Prince Edward Island	4	34	30,233	1	-	1,800	2	1	4	6,109
Nova Scotia	23	413	397,624	6	-	7,212	14	3	56	107,257
New Brunswick	15	309	300,482	6	1	10,829	7	1	44	79,277
Quebec	137	2,279	2,466,711	36	4	92,222	70	27	343	666,646
Ontario	181	4,646	5,628,744	38	7	108,533	94	42	605	1,805,102
Manitoba	31	729	693,155	7	-	32,400	16	8	89	205,711
Saskatchewan	34	388	475,629	9	1	17,212	19	5	77	169,574
Alberta	77	534	772,040	15	2	29,225	42	18	126	299,957
British Columbia (2)	43	1,080	1,573,671	4	1	11,990	19	19	196	656,475
Part-time--(Theatres operated less than 300 days) Total....	900	2,504	1,128,774	57	17	55,527	527	299	558	441,937
Prince Edward Island	17	13	4,142	-	-	-	12	5	4	2,521
Nova Scotia	35	135	91,459	6	3	11,486	18	8	19	25,892
New Brunswick	18	88	32,554	2	-	1,590	14	2	19	15,955
Quebec	187	396	168,838	7	7	10,573	114	59	101	64,905
Ontario	80	759	438,925	8	2	5,639	48	22	98	141,371
Manitoba	107	184	42,409	6	1	2,841	58	42	52	21,986
Saskatchewan	232	481	128,915	18	-	10,771	129	85	140	60,404
Alberta	151	213	60,801	7	3	7,802	84	57	68	31,868
British Columbia (2).	73	235	160,731	3	1	4,825	50	19	57	77,035

(1) Excluding Newfoundland. (2) Including Yukon and Northwest Territories.

Table 5--Employment in Motion Picture Theatres Classified According to Full-time and Part-time Operations,
by Provinces, 1948 (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
		\$		\$			\$
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
1947	232	78,648	90	183,089	4,997	4,616	7,337,149
1948							
Total, All Theatres (1) ...	272	101,288	97	305,469	5,435	5,014	8,255,511
Full-time--(Theatres operated 300 days and over) Total ..	154	77,455	83	292,791	4,514	4,121	7,660,712
Prince Edward Island	1	1,064	1	2,340	15	13	18,920
Nova Scotia	12	7,354	1	2,660	145	199	273,341
New Brunswick	11	7,892	-	-	110	144	202,484
Quebec	40	22,839	14	22,199	1,235	647	1,662,805
Ontario	37	15,890	37	221,258	2,167	1,800	3,477,961
Manitoba	22	13,737	9	14,273	238	371	427,034
Saskatchewan	9	1,914	4	7,686	120	178	279,243
Alberta	6	2,829	2	1,039	170	230	438,990
British Columbia (2)	16	3,936	15	21,336	314	539	879,934
Part-time--(Theatres operated less than 300 days) Total..	118	23,833	14	12,678	921	893	594,799
Prince Edward Island	1	182	-	-	5	3	1,439
Nova Scotia	1	244	-	-	55	60	53,837
New Brunswick	4	1,276	-	-	37	28	13,733
Quebec	25	7,171	3	959	190	77	85,230
Ontario	22	5,521	11	11,719	339	289	274,675
Manitoba	9	1,027	-	-	48	75	16,555
Saskatchewan	34	4,707	-	-	116	191	53,033
Alberta	11	1,019	-	-	65	69	20,112
British Columbia (2)	11	2,686	-	-	66	101	76,185

(1) Excluding Newfoundland.

(2) Including Yukon and Northwest Territories.

Table 6-- Number of Theatres, Receipts, Taxes, and Admissions for Motion Picture Theatres⁽¹⁾
Classified According to Size of Projection Equipment Used, by Provinces, 1948

Province	Theatres using 35 mm. equipment				Theatres using 16 mm. equipment			
	No.	Receipts (2)	Amusement taxes	Admissions	No.	Receipts (2)	Amusement taxes	Admissions
		\$	\$	No.		\$	\$	No.
CANADA ⁽³⁾	1,619	69,027,470	13,553,673	220,301,071	331	629,778	72,515	2,158,153
Prince Edward Island	16	281,995	73,219	972,395	-	-	-	-
Nova Scotia	73	2,730,820	456,412	10,285,108	5	7,511	1,178	26,876
New Brunswick	55	1,984,964	359,180	7,316,989	3	8,138	1,160	27,920
Quebec	340	16,195,052	3,502,660	50,872,037	132	210,877	28,624	733,712
Ontario	472	29,378,665	5,803,236	92,328,704	51	144,702	23,317	528,071
Manitoba	137	3,691,758	590,328	12,345,610	9	17,685	1,418	62,010
Saskatchewan	222	3,157,961	325,688	10,214,299	41	62,946	500	229,016
Alberta	157	4,153,012	640,426	12,620,328	59	92,109	6,690	303,003
British Columbia ⁽⁴⁾	147	7,453,243	1,802,524	23,345,601	31	85,810	9,628	247,545

(1) Including community enterprises.

(2) Excluding amusement taxes.

(3) Excluding Newfoundland.

(4) Including Yukon and Northwest Territories.

Table 7 --Motion Picture Theatres Classified According to Number of Theatres Under
Same Ownership, Canada, (1) 1930, 1940, 1945, 1946, 1947, and 1948

Year and number of theatres under same ownership	Theatres		Receipts (2)		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	46,845,548	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	46,408,944	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 9 4 8 -- Total....	1,950	100.0	69,657,248	100.0	222,459,224	100.0
One	1,094	56.1	13,182,764	18.9	46,934,059	21.1
Two and three	221	11.3	6,828,842	9.8	22,325,101	10.0
Four to nineteen	206	10.6	8,653,909	12.4	29,997,621	13.5
Twenty and over	429	22.0	40,991,733	58.9	123,202,443	55.4

(1) Excluding Newfoundland.

(2) Excluding taxes.

Table 8--Number of Single- and Double-Feature Performances in Motion Picture Theatres,⁽¹⁾
by Provinces, 1947 and 1948

Province	1947					1948				
	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 (2) ..	901,211	420,995	46.7	480,216	53.3	958,676	468,675	48.9	490,001	51.1
Prince Edward Island.	4,893	4,806	98.2	87	1.8	5,280	4,972	94.2	308	5.8
Nova Scotia	49,460	31,870	64.4	17,590	35.6	48,957	33,122	67.7	15,835	32.3
New Brunswick	32,846	22,028	67.1	10,818	32.9	35,575	25,205	70.9	10,370	29.1
Quebec	190,576	55,485	29.1	135,091	70.9	217,126	71,648	33.0	145,478	67.0
Ontario	343,240	141,965	41.4	201,275	58.6	363,593	157,181	43.2	206,412	56.8
Manitoba	63,924	29,142	45.6	34,782	54.4	64,539	31,957	49.5	32,582	50.5
Saskatchewan	65,896	50,701	76.9	15,195	23.1	68,861	54,677	79.4	14,184	20.6
Alberta	63,831	39,323	61.6	24,508	38.4	64,986	42,446	65.3	22,540	34.7
British Columbia (3).	86,545	45,675	52.8	40,870	47.2	89,759	47,467	52.9	42,292	47.1

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 9--Theatres Classified According to proportions of Single- and Double-Feature Performances,
by Regions, 1948

Region	All theatres (1) Number or amount	Proportion of single- and double-feature performances							
		All single		50%-99% single		1%-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-(2)									
Number	1,950	588	30.1	805	41.3	233	12.0	324	16.6
Receipts (3)	69,657,248	17,376,555	25.0	21,276,358	30.5	11,909,962	17.1	19,094,373	27.4
Admissions	222,459,224	46,576,945	20.9	65,322,457	29.4	42,367,847	19.0	68,191,975	30.7
Maritime Provinces --									
Number	152	53	34.9	76	50.0	14	9.2	9	5.9
Receipts (3)	5,013,428	1,937,879	38.6	2,078,330	41.5	582,487	11.6	414,732	8.3
Admissions	18,629,288	6,573,675	35.3	7,727,036	41.5	2,520,628	13.5	1,807,949	9.7
Quebec -									
Number	472	181	38.3	120	25.6	50	10.5	121	25.6
Receipts (3)	16,405,929	2,772,799	16.9	2,574,231	15.7	3,029,963	18.5	8,028,936	48.9
Admissions	51,605,749	6,837,722	13.2	7,641,096	14.8	9,162,222	17.8	27,964,709	54.2
Ontario -									
Number	523	83	15.9	202	38.6	94	18.0	144	27.5
Receipts (3)	29,523,367	6,738,331	22.8	9,778,282	33.1	4,469,837	15.2	8,536,917	28.9
Admissions	92,856,775	16,986,371	18.3	28,691,772	30.9	16,734,601	18.0	30,444,031	32.8
Prairie Provinces -									
Number	625	221	35.3	335	53.6	43	6.9	26	4.2
Receipts (3)	11,175,471	3,701,445	33.1	4,520,543	40.4	1,928,208	17.3	1,025,275	9.2
Admissions	35,774,266	10,451,782	29.2	14,116,289	39.5	7,231,183	20.2	3,975,012	11.1
British Columbia-(4)									
Number	178	50	28.1	72	40.4	32	18.0	24	13.5
Receipts (3)	7,539,053	2,226,101	29.5	2,324,972	30.9	1,899,467	25.2	1,088,513	14.4
Admissions	23,593,146	5,727,395	24.3	7,146,264	30.3	6,719,213	28.5	4,000,274	16.9

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Excluding taxes.

(4) Including Yukon and Northwest Territories.

Table 10--Distribution of Theatres According to General Evening Adult Price of Admission (including tax)
by Provinces, 1948

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Province	Total (1) theatres	Price of admission (2)												
		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 (3)	1,950	13	3	-	82	8	9	124	34	494	632	211	284	56
Prince Edward Island ..	16	-	-	-	-	-	-	1	-	10	1	4	-	-
Nova Scotia	78	-	-	-	2	1	-	9	6	50	9	1	-	-
New Brunswick	58	-	-	-	1	3	-	7	1	35	9	-	1	1
Quebec	472	12	-	-	23	3	1	33	25	76	183	62	42	12
Ontario	523	-	3	-	23	1	4	38	1	118	152	44	116	23
Manitoba	146	-	-	-	25	-	-	24	-	56	23	4	10	4
Saskatchewan	263	-	-	-	4	-	3	5	-	91	123	31	6	-
Alberta	216	-	-	-	1	-	1	2	1	38	89	50	34	-
British Columbia (4)....	178	1	-	-	3	-	-	5	-	20	43	15	75	16

(1) Including community enterprises.

(2) General adult evening admission price including tax.

(3) Excluding Newfoundland.

(4) Including Yukon and Northwest Territories.

Table 11--Distribution of Theatres According to Number of Features Shown in Year, by Provinces, 1948

Province	Total (1) 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
CANADA (2)	1,950	120	554	418	289	402	79
Prince Edward Island	16	-	5	7	3	1	-
Nova Scotia	78	3	10	22	21	12	6
New Brunswick	58	1	11	7	19	17	1
Quebec	472	59	115	73	63	91	31
Ontario	523	28	63	96	91	184	24
Manitoba	146	5	55	43	15	28	-
Saskatchewan	263	6	156	68	22	9	1
Alberta	216	13	96	55	29	20	2
British Columbia (3)	178	5	43	47	26	40	14

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 12--Theatres Classified According to Number of Weeks in Operation and Average Number of Days per Week, Canada, 1941-1946 and by Provinces, 1947 and 1948

Year and Province	Total ⁽¹⁾ 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
1941	1,240	864	126	250	756	85	102	54	24	82	25	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	862	95	158	53	19	68	5	9	39	15	2	8
1946	1,477	969	165	343	874	124	178	48	14	90	23	17	55	24	10	20
1947																
CANADA (2)	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	83	69	12	48	3	5	24	1	3	8	1	1	3
British Columbia (3)...	173	114	18	41	90	12	16	14	6	14	5	-	7	5	-	4
1948																
CANADA (2)	1,950	1,139	276	535	975	163	216	82	82	120	38	20	141	44	11	58
Prince Edward Island ..	16	6	4	6	5	3	2	-	-	4	-	1	-	1	-	-
Nova Scotia	78	57	13	8	49	10	3	4	2	4	3	-	-	1	1	1
New Brunswick	58	43	8	7	36	5	5	4	2	1	-	-	1	3	1	-
Quebec	472	259	63	150	214	34	29	19	14	29	14	12	55	12	3	37
Ontario	523	456	23	44	399	18	18	25	1	11	13	1	8	19	3	7
Manitoba	146	69	30	47	56	24	26	8	4	5	1	2	13	4	-	3
Saskatchewan	263	55	54	154	48	46	71	5	6	39	1	2	41	1	-	3
Alberta	216	78	65	73	67	14	43	4	47	9	4	1	16	3	3	5
British Columbia (3)...	178	116	16	46	101	9	19	13	6	18	2	1	7	-	-	2

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

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 13--Theatres Classified According to Type of Operation, by Provinces, 1948

Province	Regular Theatres				Community Enterprises			
	No.	Seating Capacity	Receipts (1)	Taxes	No.	Seating Capacity	Receipts (1)	Taxes
		No.	\$	\$		No.	\$	\$
CANADA (2)...	1,604	847,376	68,694,321	13,583,324	346	83,115	962,927	42,864
Maritimes	148	73,699	5,002,288	890,730	4	823	11,140	359
Quebec	352	194,241	16,171,073	3,505,125	120	37,510	234,856	26,159
Ontario	502	329,538	29,414,192	5,826,553	21	4,312	109,175	-
Manitoba	123	55,134	3,651,064	591,746	23	4,900	58,379	-
Saskatchewan	168	55,896	2,925,350	326,188	95	19,827	295,557	-
Alberta	159	54,777	4,107,536	638,624	57	10,687	137,585	8,492
British Columbia (3) ..	152	84,091	7,422,818	1,804,298	26	5,056	116,235	7,854

Province	Regular Theatres				Community Enterprises			
	Admissions	Average Capacity Utilized	Paid Employees		Admissions	Average Capacity Utilized	Paid Employees	
			No.	Salaries & Wages			Number	Salaries & Wages
	No.	%		\$	No.	%		\$
CANADA (2) ...	219,289,424	32.7	12,387	12,985,639	3,169,800	43.0	529	114,674
Maritimes	18,587,901	33.5	989	823,212	41,387	62.9	3	565
Quebec	50,776,181	30.8	2,624	2,519,900	829,568	35.3	51	12,854
Ontario	92,539,925	33.2	5,382	5,943,801	316,850	53.6	23	9,696
Manitoba	12,191,911	30.1	862	692,040	215,709	44.5	51	8,283
Saskatchewan	9,451,213	32.2	625	530,053	992,102	42.8	244	46,508
Alberta	12,497,705	35.9	656	774,274	425,626	47.9	91	21,540
British Columbia (3) ..	23,244,588	35.4	1,249	1,702,359	348,558	51.5	66	15,228

(1) Excluding amusement taxes.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 14--Theatres Classified According to Type of Operation and Size of Equipment, 1948

Province	Regular Theatres							
	35 mm. equipment				16 mm. equipment			
	No.	Receipts (1)	Taxes	Admissions	No.	Receipts (1)	Taxes	Admissions
		\$	\$	\$		\$	\$	\$
CANADA (2)	1,477	68,366,195	13,526,495	218,213,820	127	328,126	56,829	1,076,604
Maritimes	142	4,989,557	888,771	18,542,084	6	12,731	2,019	45,817
Quebec	318	16,069,470	3,485,358	50,471,038	34	101,603	19,767	305,143
Ontario	467	29,292,938	5,803,236	92,105,109	35	121,254	23,317	434,816
Manitoba	117	3,637,158	590,328	12,146,747	6	13,906	1,418	46,164
Saskatchewan	160	2,914,263	325,688	9,412,571	8	11,087	500	38,642
Alberta	135	4,070,260	634,250	12,372,116	24	37,276	4,374	125,589
British Columbia (3) ..	138	7,392,549	1,798,864	23,164,155	14	30,269	5,434	80,433

Province	Community Enterprises							
	35 mm. equipment				16 mm. equipment			
	No.	Receipts (1)	Taxes	Admissions	No.	Receipts (1)	Taxes	Admissions
		\$	\$	\$		\$	\$	\$
CANADA (2)	142	661,275	27,178	2,087,251	204	301,652	15,686	1,081,549
Maritimes	2	8,222	40	32,408	2	2,918	319	8,979
Quebec	22	125,582	17,302	400,999	98	109,274	8,857	428,569
Ontario	5	85,727	-	223,595	16	23,448	-	93,255
Manitoba	20	54,600	-	198,863	3	3,779	-	15,846
Saskatchewan	62	243,698	-	801,728	33	51,859	-	190,374
Alberta	22	82,752	6,176	248,212	35	54,833	2,316	177,414
British Columbia (3)	9	60,694	3,660	181,446	17	55,541	4,194	167,112

(1) Excluding amusement taxes.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 15--Number of New Motion Picture Theatres, Theatres Re-opened, and
Theatres Closed, by Provinces, 1947 and 1948

Province	1 9 4 7				1 9 4 8			
	New(1) theatres	Theatres re-opened	Theatres closed	Net increase	New(1) theatres	Theatres re-opened	Theatres closed	Net change
CANADA (2)....	233	10	27	+216	306	7	56	+257
Prince Edward Island ..	4	-	-	+ 4	2	-	-	+ 2
Nova Scotia	8	-	-	+ 8	2	-	3	- 1
New Brunswick	14	-	-	+ 14	4	-	4	0
Quebec	73	1	6	+ 68	165	-	11	+154
Ontario	56	1	4	+ 53	52	2	4	+ 50
Manitoba	13	-	4	+ 9	8	-	6	0
Saskatchewan	19	5	10	+ 14	17	3	11	+ 9
Alberta	23	-	1	+ 22	42	1	5	+ 38
British Columbia (3)...	23	3	2	+ 24	14	1	10	+ 5

(1) Including community enterprises.

(2) Excluding Newfoundland.

(3) Including Yukon and Northwest Territories.

Table 16--Itinerant Motion Picture Exhibitors Classified According to Size of Projection Equipment Used,
by Provinces, 1947 and 1948

Year and province	Operators using 35 mm. equipment				Operators using 16 mm. equipment			
	No.	Receipts(1)	Amusement taxes	Admissions	No.	Receipts(1)	Amusement taxes	Admissions
<u>1 9 4 7</u> CANADA (2)	9	\$ 38,007	\$ 7,381	No. 158,303	233	\$ 412,828	\$ 92,344	No. 1,508,867
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	70,942	12,998	284,526
Alberta	-	-	-	-	32	69,466	16,889	246,114
British Columbia (3)....	2	(x)	(x)	(x)	19	47,788	10,867	153,834
<u>1 9 4 8</u> CANADA (2)	8	45,778	8,115	161,885	157	382,625	50,653	1,370,935
Prince Edward Island	-	-	-	-	3	11,130	3,139	19,171
Nova Scotia	-	-	-	-	17	34,748	6,893	146,326
New Brunswick	-	-	-	-	8	13,583	978	45,719
Quebec	1	(x)	(x)	(x)	15	29,867	3,632	95,551
Ontario	-	-	-	-	35	91,102	16,630	298,955
Manitoba	4	11,444	1,491	39,532	14	22,830	1,862	86,687
Saskatchewan	1	(x)	(x)	(x)	33	71,415	1,632	250,711
Alberta	-	-	-	-	21	68,709	7,072	234,713
British Columbia (3) ...	2	(x)	(x)	(x)	11	39,141	8,815	193,102

(1) Excluding Amusement taxes. (2) Excluding Newfoundland. (3) Including Yukon and Northwest Territories

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

Table 17--Principal Statistics for Film Exchanges in Canada, 1930 and 1934 to 1948

Year	No. of companies	No. of Exchange Offices	No. of employees		Salaries and Wages		Receipts		
			Male	Female	Male	Female	Film rentals (1)	Advertising (2)	Other sources (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	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948	29	118	623	596	1,797,045	866,059	21,660,399	443,645	273,153

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

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

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