



## MOTION PICTURE PRODUCTION

### 1953

#### Introduction

This report is the second in a series begun by the Dominion Bureau of Statistics last year in an effort to collect some comprehensive statistics on Canada's motion picture industry. This survey covers private companies and government agencies both Federal and Provincial, engaged in the production of motion pictures and filmstrips for business, industry and education, as well as the domestic production of feature films. These figures do not include any merchandising activities of the reporting firms but relate only to production and printing. Laboratory work included here is only that of companies engaged in motion picture production.

Two separate sections are dealt with in this report. One covers the activities of private industry, the other those of government agencies. Employment and revenue figures of the latter were not requested.

#### Section 1—Private Industry

The 32 private commercial firms actively engaged in the production and printing of motion pictures during 1953 employed 387 persons and these received salaries and wages amounting to \$1,150,890.

Total gross revenue increased 8% from \$2,605,530 in 1952 to \$2,823,272 in 1953. Of this latter amount \$1,592,779 was from production and \$1,230,493 from printing. Revenue from production was 20% higher than in 1952 but printing revenue showed a slight decline of 3%.

During 1953, private industry completed the production of 2 feature length films, 11 theatrical shorts and an imposing figure of 297 non-theatrical films of 5 minutes or longer. Of the 11 theatrical shorts, 2 were adaptations or language versions of the original films. In the non-theatrical field, 26 of the 297 pro-

ductions were language versions or adaptations, 50 of them were produced primarily for television use and 9 were made for sponsors outside Canada. In addition to the above, private industry produced 191 television commercials, 1,161 theatre trailers, 518 newsreel stories of which 289 were for theatres and 229 for television, 48 silent filmstrips and 27 filmstrips with record. Production figures on these theatrical and non-theatrical films and miscellaneous data by province for private industry, with government films added in total, are shown in Table I for 1952 and 1953.

Table 2 gives technical and language classifications of motion picture films of 5 minutes or longer produced during 1953. Separate figures are shown for private industry and government agencies together with a combined total. Of the 55 theatrical shorts completed in 1953, 48 were in black and white, all were sound films and 33 were in English. Non-theatrical films shot in black and white numbered 261 out of the 481 completed in 1953. Seventy-five of this total were silent films. Of the 406 sound films, 281 were in English, 109 in French and 16 in other languages.

#### Section 2—Government

The information presented in this section is based on reports received from 9 government agencies. During 1953 these agencies completed 44 theatrical shorts and 184 non-theatrical productions of 5 minutes or longer. Twenty-two of the theatrical shorts and 80 of the non-theatrical films were language versions or adaptations. Of the non-theatrical films, 66 were produced primarily for television use. In addition to the above, government agencies made 5 television commercials, 11 theatre trailers, 78 newsreel stories of which 58 were for theatrical use and 20 for television, 32 silent filmstrips and 4 with a record.

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TABLE 1. Summary Statistics - Motion Picture Production, 1952 and 1953

Type	Private industry								Government		Total	
	Quebec		Ontario		Other provinces		Canada total					
	1952	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952	1953
<b>Motion picture production</b> (5 minutes or longer)												
<b>Theatrical:</b>												
Features .....	3	1	—	1	—	—	3	2	—	—	3	2
Shorts .....	9	10	5	1	1	—	15	11	58	44	73	55
<b>Non-theatrical</b> .....	72	145	107	121	27	31	206	297	102	184	308	481
<b>Miscellaneous production</b>												
T.V. Commercials .....	15	59	95	112	1	20	111	191	—	5	111	196
Theatre trailers .....	353	648	34	12	501	501	888	1,161	5	11	893	1,172
Newsreel stories:												
For theatre .....	373	170	130	117	4	2	507	289	75	58	716	347
For T.V. ....	6	33	104	162	24	34	134	229		20		249
Slide films (Filmstrips):												
Silent .....	13	29	18	18	—	1	31	48	96	32	127	80
Sound (with a record) .....	10	9	18	15	2	3	30	27	—	4	30	31

TABLE 2. Technical and Language Classes of Motion Picture Films 1953

(5 minutes or longer)

Type	Colour	Black and white	Sound	Silent	Languages		
					English	French	Other
<b>Private industry</b>							
<b>Theatrical:</b>							
Features .....	1	1	2	—	1	1	—
Shorts .....	3	8	11	—	8	3	—
<b>Non-theatrical</b> .....	178	119	225	72	178	43	4
<b>Government</b>							
<b>Theatrical:</b>							
Features .....	—	—	—	—	—	—	—
Shorts .....	4	40	44	—	25	19	—
<b>Non-theatrical</b> .....	42	142	181	3	103	66	12
<b>Total</b>							
<b>Theatrical:</b>							
Features .....	1	1	2	—	1	1	—
Shorts .....	7	48	55	—	33	22	—
<b>Non-theatrical</b> .....	220	261	406	75	281	109	16