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GOVERNMENT OF CANADA



THEATRES

1949



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THEATRES

1949

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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada -- mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I - Wholesale Statistics

- A. General Review
- B. Wholesale Trade
- C. Operating Results of Food Wholesalers
- D. Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers
- E. Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment)

Part II - Retail Statistics

- F. General Review
- G. Retail Trade
- H. Department Store Sales and Stocks
- I. Retail Chain Stores
- J. Operating Results of Chain Food Stores
- K. Operating Results of Chain Clothing Stores
- L. Operating Results of Miscellaneous Chain Stores (variety, drug, furniture)

Part III - Services and Special Fields

- M. Laundries, Cleaners and Dyers
- N. Theatres
- P. Advertising Agencies (Memorandum)
- Q. Sales Financing
- R. Farm Implement and Equipment Sales
- AA. New Motor Vehicle Sales and Motor Vehicle Financing

The reports are punched to permit of filing in a ring binder.

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EXPLANATION OF TERMS

Motion Picture Exhibitors includes regular theatres and community enterprises. Included with regular theatres are a number of exhibitors using 16 mm. projection equipment. These exhibitions are not given in recognized theatres, but usually in community halls. They are given by independent exhibitors for their own profit and are distinguished from "Itinerant Exhibitors" in that they exhibit in one locality only.

Community Enterprises designates motion picture shows given in community halls by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc. Figures for such exhibitions are included in the text and tables headed "Motion Picture Exhibitors".

Drive-in Theatres. Figures for drive-in theatres have not been included in the tables relating to "Motion Picture Exhibitors". Statistics for "drive-ins" are presented in a special section on page W-9 of this bulletin.

Itinerant Exhibitors. Part 2 of this report deals with itinerant exhibitors of motion pictures. The figures appearing throughout Part 1 do not include the operations of this type of distributor.

PART I. - THEATRES

Motion Picture Theatres

General Summary

Canada's theatres numbered 2,200 in 1949 and had receipts of \$78,559,779 with an additional \$12,616,789 being collected in amusement taxes. Newfoundland figures were included in 1949 for the first time. Without Newfoundland, the number of theatres in nine provinces was 2,155 with receipts (excluding taxes) of \$77,701,797 and taxes amounting to \$12,559,804. This was an increase of 6% in number of theatres and of 12% in receipts over the 1,950 theatres with receipts of \$69,657,248 in 1948. Taxes collected by theatres declined from \$13,626,188 in 1948 to \$12,616,789 in 1949, the first full year in which there was no Federal Amusement Tax. The following table shows the net changes in number of theatres by provinces between 1948 and 1949.

Change in Number of Motion Picture Exhibitors, (1) by Provinces, 1949

Province	New theatres	Theatres re-opened	Theatres closed	Net change from 1948
CANADA	324	12	86	+250
Newfoundland	45(2)	-	-	+ 45(2)
Prince Edward Island	2	-	1	+ 1
Nova Scotia	6	-	2	+ 4
New Brunswick	7	-	1	+ 6
Quebec.....	75	-	41	+ 34
Ontario	52	1	14	+ 39
Manitoba	11	5	7	+ 9
Saskatchewan	76	6	4	+ 78
Alberta	27	-	7	+ 20
British Columbia (3).....	23	-	9	+ 14

(1) Not including itinerant exhibitors.

(2) Not necessarily new theatres, but included for the first time.

(3) Including Yukon and Northwest Territories.

With the increase in number of theatres, seating capacity in the nine provinces rose 6%, from 930,491 seats in 1948 to 988,893 seats in 1949. Newfoundland theatres accounted for 15,956 seats bringing the total for Canada to 1,004,849.

Attendance at Canadian theatres continued to rise but to a lesser extent than receipts. Paid admissions in 1949 numbered 230,333,513 persons in the nine provinces, 3.5% higher than 1948 admissions which totalled 222,459,224. Newfoundland theatres accounted for an additional 2,665,032 admissions. The increase in admissions did not keep pace with the increase in number of seats available, with the result that average capacity utilized amounted to 30.7% of the potential capacity of 757,750,803 in 1949 as compared with 32.8% in 1948. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances given and adding the results. The 1949 figure for average capacity utilized is lower than that for any year since 1940, as the following table shows:

Average capacity utilized

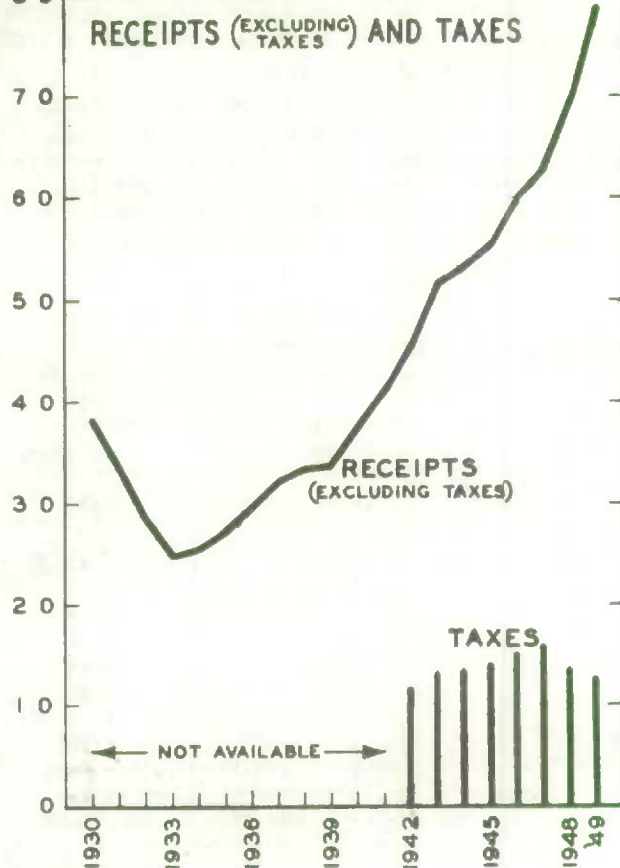
1940 - 30.0%	1945 - 36.6%
1941 - 31.0%	1946 - 37.6%
1942 - 32.4%	1947 - 34.2%
1943 - 35.7%	1948 - 32.8%
1944 - 35.9%	1949 - 30.7%

Average admission price without taxes (total receipts divided by the number of admissions) rose from 31.3 cents in 1948 to 33.7 cents in 1949.

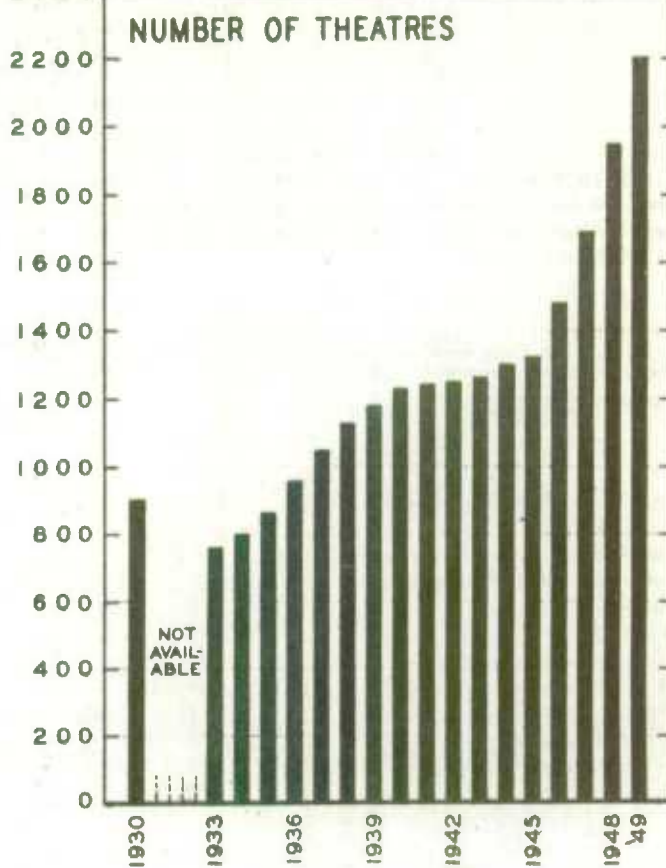
GRAPHIC REVIEW OF THEATRE STATISTICS

1930 — 1949

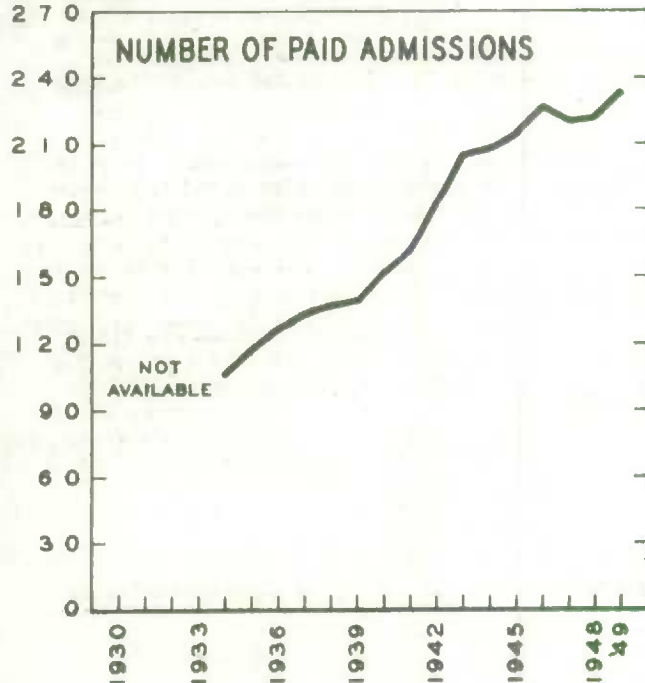
MILLIONS
OF DOLLARS
8 0



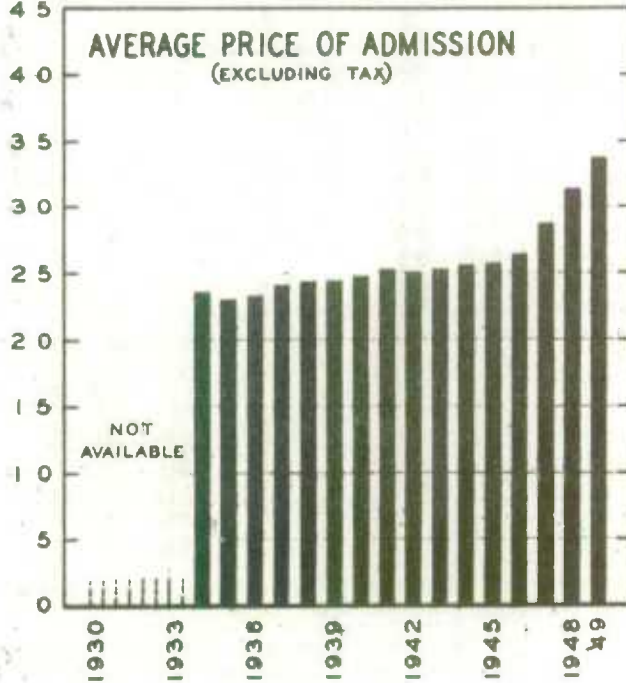
NUMBER OF
THEATRES
24 00



MILLIONS
OF PERSONS
2 7 0



CENTS



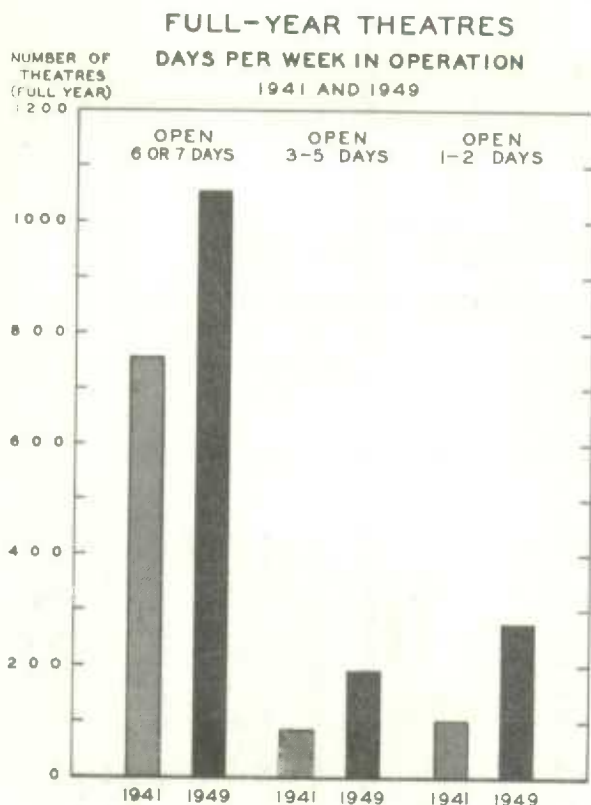
Receipts and Attendance by Provinces and for Selected Cities (Table 3)

Theatres in all provinces reported higher receipts in 1949 than in 1948. Prince Edward Island, New Brunswick and British Columbia reported only minor gains in receipts, while paid admissions declined 2% in both New Brunswick and British Columbia and were unchanged from 1948 in Prince Edward Island. Receipts and attendance in the major cities of New Brunswick and British Columbia were lower in 1949 than in 1948, while increases occurred in the smaller localities within these provinces.

Ontario theatres reported receipts 8% higher than in 1948 and attendance up 3%. Three localities, Fort William, St. Catharines and Timmins, reported small declines in volume of receipts, while attendance was down, compared with 1948, in Hamilton, Kingston, Fort William, St. Catharines, Kitchener, Guelph, Timmins, and Sarnia. The outstanding increase was registered for Port Arthur where an advance of 40% in receipts and 23% in attendance, counterbalanced the decreases reported for Fort William, and resulted in gains for the Twin Cities of 13% in receipts and 5% in attendance.

More substantial increases, ranging between 14% and 20% for receipts and 4% and 8% in attendance, were recorded for Nova Scotia, Quebec, and the Prairie Provinces. Receipts were up in all localities in these provinces but small declines in admissions were recorded for Hull and Sherbrooke in Quebec and for Winnipeg, Manitoba. On the other hand, the only localities to record marked gains in theatre receipts and attendance in these provinces were Halifax, N.S., and Rouyn and Quebec City in the Province of Quebec.

Most noticeable in the Western Provinces, but evident in Quebec and New Brunswick as well, was the tendency for gains in both receipts and attendance to be greater in the smaller localities with fewer than 4 theatres (shown in Table 3 as "other places") than in the larger localities for which separate figures have been compiled. This expansion in smaller localities is indicated in the number of exhibitors as well and may be partly accounted for by the increasing number of 16 mm. operations in these communities.



Employment (Tables 7 and 8)

Motion picture theatres in Canada provided employment in 1949 for 15,533 persons of whom 1,800 were proprietors and family members. Paid employees, including executives of incorporated companies, numbered 13,733 and drew salaries and wages amounting to \$14,590,459 during the year. Of these figures, 698 proprietors and members of their families and 11,233 employees were engaged in the operation of theatres which were open for 300 days or more during the year. Paid employees in these "full-time" theatres received \$13,453,792 of which \$4,523,883 went to 1,818 projectionists. Part time theatres - those operating less than 300 days during the year - employed another 1,102 proprietors and family members and 2,500 paid employees whose salaries and wages amounted to \$1,136,667. Projectionists in part-time theatres numbered 756 and drew salaries amounting to \$613,465.

Period in Operation (Table 4)

Of the total number of theatres, 1,238 were open for the full week, 256 others had performances on from three to five days per week, while the remaining 706 were in operation only one or two days each week. In all, 1,518 theatres were open for 52 weeks during the year while 118 were operating for less than 20 weeks.

Size of Equipment and Type of Operation (Tables 5 and 6)

Of the 2,200 commercial exhibitors of motion pictures in Canada (excluding itinerant exhibitors) 479 used 16 mm. projection equipment. Receipts of these 16 mm. locations amounted to \$829,543 with an additional amount of \$71,848 being collected in taxes. While 16 mm. locations form a small part of the total motion picture exhibition field (21.8% of total exhibitors excluding itinerants, 1.1% of receipts, and 1.2% of admissions), they are advancing in number and volume of business at a faster rate than are the 35 mm. houses. The following table presents percentage changes between 1948 and 1949 for each of the two classes of exhibitors.

MERCHANDISING AND SERVICES

Item	Establishments Using	
	35 mm. equipment	16 mm. equipment
	(% change 1949/1948)	
No. of establishments	+ 6.3	+44.7
Receipts (excl. taxes)	+12.6	+31.7
Paid admissions	+ 4.5	+26.3

As mentioned previously in this report, the 2,200 theatres include establishments designated as "community enterprises". These establishments constitute community or parish halls used for motion picture exhibitions in localities which do not have a regular theatre. They are operated by community organizations such as churches, lodges, Boards of Trade, Canadian Legion Branches, etc., and differ from regular theatres in that the members of the organizations frequently provide their services free of charge which obviates the necessity of paid employees.

Community enterprises numbered 469 in 1949 and had receipts, excluding taxes, of \$1,140,307. Attendance at performances given in these halls numbered 3,686,197 during the year. The average capacity utilized in these performances works out at 36.8% of potential capacity as compared with 30.7% for regular theatres. Most of these locations are not equipped with permanent seats but use portable chairs or benches.

Of the 469 community enterprises in the motion picture field, 327 used 16 mm. projection equipment and 142 were equipped with 35 mm. projectors. The number of 16 mm. community enterprises increased from 204 in 1948 to 327 in 1949, while the number of 35 mm. locations remained constant.

There were 152 establishments included in the 1,731 regular theatres which reported the use of 16 mm. equipment. They represent in large part community halls in which motion pictures are shown by private individuals or firms rather than by non-profit organizations. Receipts of these 16 mm. locations amounted to \$386,776 (up 18% from 1948) and admissions numbered 1,209,416 (12% above 1948).

Ownership

Almost 30% of all theatres were units of chain organizations which operated four or more theatres, and over one-fifth of all theatres were in the "20-theatres-and-over" class. Chain theatres, as the following table shows, accounted for 70.8% of receipts and 68.0% of admissions.

Motion Picture Exhibitors (1) Classified According to Number of Establishments Under Same Ownership, Canada, 1930, 1940 and 1949

Year and Number of Establishments Under Same Ownership		Number of establishments		Receipts (2)		Admissions	
		Number	%	Amount	%	Number	%
				\$			
1930	Total	915	100.0	38,130,100	100.0	-	-
One		656	71.7	15,772,000	41.4	-	-
Two and three		92	10.1	6,390,200	16.7	-	-
Four and over		167	18.2	15,967,900	41.9	-	-
1940	Total	1,229	100.0	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	4,101,664	10.9	17,619,259	11.6
Twenty and over		293	23.8	19,967,041	53.3	71,621,034	47.2
1949	Total	2,200	100.0	78,559,779	100.0	232,998,645	100.0
One		1,293	58.8	15,382,974	19.6	51,191,367	22.0
Two and three		248	11.3	7,527,764	9.6	23,273,508	10.0
Four to nineteen		193	8.8	9,473,477	12.0	29,389,946	12.6
Twenty and over		466	21.1	46,175,664	58.8	129,143,724	56.4

(1) Not including itinerant exhibitors.

(2) Excluding taxes.

Drive-in Theatres

The foregoing figures, and those contained in the main tables of this report, do not include drive-in theatres. Figures for these have been tabulated separately and are presented below for the years 1947, 1948 and 1949.

Principal Statistics of Drive-in Theatres, 1949

	<u>1947</u>	<u>1948</u>	<u>1949</u>
Number of drive-in theatres	7	15	30
Total capacity, cars	5,438	9,975	15,924
Receipts (excluding taxes)	\$ 274,325	658,641	1,392,760
Taxes	\$ 57,702	131,124	245,094
Number of paid admissions	670,583	1,595,947	3,091,314
Number of performances	1,710	3,870	8,043
Single feature	1,626	2,704	6,793
Double feature	84	1,166	1,250
Total employees	100	255	436
Total salaries and wages	\$ 61,432	170,654	289,608
Projectionists -			
Number	15	27	43
Salaries	\$ 19,057	47,330	82,896
All other employees -			
Number - male	71	216	309
- female	14	12	84
Salaries and wages	\$ 42,375	123,324	206,712

Per Capita Expenditure on Motion Picture Entertainment

Per capita expenditure for Canada as a whole amounted to \$6.89 for the year 1949, an increase of 6% over 1948 when Canadians spent an average of \$6.50 per person on movies. Expenditures for the various provinces ranged from \$2.69 to \$8.94 per person, the smallest amounts being recorded for Newfoundland and Prince Edward Island and the largest for Ontario and British Columbia. Per capita expenditures on motion picture entertainment increased between 1948 and 1949 in all provinces except Prince Edward Island and New Brunswick although British Columbia registered only a slight gain of less than one per cent. Alberta expenditures were up 15%, while increases in the other provinces ranged between 5% and 10%. The following table shows the per capita expenditures for selected years.

Per Capita Expenditure (1) on Motion Picture Entertainment,
Canada and the Provinces, 1942, 1945, 1948 and 1949

<u>Province</u>	<u>1942</u>	<u>1945</u>	<u>1948</u>	<u>1949</u>
	\$	\$	\$	\$
Newfoundland	-	-	-	2.69
Prince Edward Island	2.52	3.31	3.97	3.82
Nova Scotia	5.89	6.56	5.10	5.38
New Brunswick	3.75	4.76	4.71	4.44
Quebec	3.81	4.36	5.27	5.74
Ontario	6.53	7.16	8.25	8.94
Manitoba	4.39	5.13	5.73	6.20
Saskatchewan	2.56	3.83	4.24	4.67
Alberta	4.22	5.34	5.87	6.77
British Columbia (2)	7.52	8.15	8.52	8.59
CANADA	5.01	5.77	6.50	6.89

(1) Based on total receipts of regular theatres, drive-ins, and itinerant exhibitors.

(2) Includes Yukon and Northwest Territories.

Legitimate Theatres

Six theatres whose main source of revenue was stage performances rather than motion pictures had receipts (not including taxes) of \$1,405,272 in 1949 and collected \$212,910 in taxes. Attendance of these theatres numbered 999,404. Four of these theatres were located in Ontario and two in the Province of Quebec.

MERCHANDISING AND SERVICES

Table 1 - Summary Statistics of Motion Picture Exhibitors, by Provinces, 1949

Province	No. of establishments	(1) Receipts \$	Amusement taxes \$	Number of paid admissions	Employees		
					Male	Female	Salaries & wages \$
CANADA.....	2,200	78,559,779	12,616,789	232,998,545	8,304	5,429	14,590,459
Newfoundland	45	857,982	56,985	2,665,032	127	70	137,460
Prince Edward Island	17	288,741	58,361	972,579	30	19	32,563
Nova Scotia	82	3,111,160	315,514	11,134,120	275	278	518,589
New Brunswick	64	2,051,791	225,410	7,212,478	213	193	353,118
Quebec	506	19,502,992	2,781,847	54,496,582	2,058	782	2,857,447
Ontario	562	31,937,717	6,298,906	95,343,574	3,356	2,259	6,560,429
Manitoba	155	4,307,397	401,372	12,903,474	441	441	786,718
Saskatchewan	341	3,728,765	167,312	11,324,578	609	372	637,079
Alberta	236	5,111,220	462,305	13,910,641	490	331	870,615
British Columbia (2).....	192	7,662,014	1,848,777	23,035,487	705	684	1,836,441

(1) Not including amusement taxes.

(2) Including Yukon and Northwest Territories.

Table 2 - Receipts⁽¹⁾ of Motion Picture Exhibitors, by Provinces, 1943 to 1949

Province	1943	1944	1945	1946	1947	1948	1949
	\$	\$	\$	\$	\$	\$	\$
CANADA	51,484,611	53,173,325	55,430,711	59,888,972	62,865,279	69,657,248	78,559,779
Newfoundland	-	-	-	-	-	-	857,982
Prince Edward Island ...	226,902	230,550	224,697	223,804	225,835	281,995	288,741
Nova Scotia	3,086,785	3,141,049	3,112,340	2,953,633	2,666,189	2,738,331	3,111,160
New Brunswick	1,611,145	1,595,130	1,702,869	1,758,866	1,771,036	1,993,102	2,051,791
Quebec	10,187,162	10,983,139	11,490,406	12,732,391	13,918,163	16,405,929	19,502,992
Ontario	22,153,428	22,542,943	23,740,894	25,684,210	27,043,278	29,523,367	31,937,717
Manitoba	2,845,991	2,930,435	3,066,871	3,433,687	3,526,223	3,709,443	4,307,397
Saskatchewan	2,188,885	2,347,726	2,553,779	2,869,343	2,914,301	3,220,907	3,728,765
Alberta	3,218,683	3,383,994	3,394,488	3,626,140	3,711,366	4,245,121	5,111,220
British Columbia (2) ...	5,965,640	6,018,359	6,144,367	6,586,898	7,058,888	7,539,053	7,662,014

(1) Not including amusement taxes.

(2) Including Yukon and Northwest Territories.

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Table 3 - Principal Statistics of Motion Picture Exhibitors, by Provinces and for Selected Cities, 1949

Province and City	No. of estab- lish- ments	Seating capacity	(1) Receipts \$	Amusement taxes \$	Number of paid admissions	Potential number of admissions	Ave. ca- pacity uti- lised %	(2) Ave. ad- mission price ¢
CANADA.....	2,200	1,004,849	78,559,779	12,616,789	232,998,545	757,750,803	30.7	33.7
Newfoundland	45	15,956	857,982	56,985	2,665,032	9,369,452	28.4	32.2
St. Johns	7	5,885	383,392	42,956	1,188,210	5,036,390	23.6	32.3
Other Places.....	38	10,071	474,590	14,029	1,476,822	4,333,062	34.1	32.1
Prince Edward Island	17	5,880	288,741	58,361	972,579	2,948,180	33.0	29.7
Nova Scotia	82	42,023	3,111,160	315,514	11,134,120	33,805,906	32.9	27.9
Halifax	10	8,841	943,559	98,250	3,224,074	10,757,864	30.0	29.3
Sydney	5	3,647	315,751	36,150	1,088,975	2,869,844	37.9	29.0
Other Places	67	29,535	1,851,850	181,114	6,821,071	20,178,198	33.8	27.1
New Brunswick	64	28,861	2,051,791	225,410	7,212,478	22,664,208	31.8	28.4
Saint John	6	5,710	520,955	55,230	1,786,513	5,324,604	28.2	29.2
Other Places	58	23,151	1,530,836	170,180	5,425,965	16,339,604	33.2	28.2
Quebec	506	244,786	19,502,992	2,781,847	54,496,582	187,388,918	29.1	35.8
Hull	4	3,099	338,184	51,347	1,181,052	4,468,776	26.4	28.6
Montreal (3)	95	85,942	11,214,990	1,608,629	30,817,292	104,181,890	29.6	36.4
Quebec	15	10,299	1,292,471	188,700	3,670,115	11,987,414	30.6	35.2
Rouyn	4	2,282	229,753	34,604	601,420	2,144,064	28.1	38.2
St. Jean	4	2,679	177,471	26,219	542,663	1,728,192	31.4	32.7
Sherbrooke	5	4,400	408,374	57,031	1,167,099	4,256,330	27.4	35.0
Three Rivers	4	3,181	344,472	46,592	1,000,648	3,070,704	32.6	34.4
Other Places	375	132,904	5,497,277	768,725	15,516,293	55,551,548	27.9	35.4
Ontario	562	349,431	31,937,717	6,298,906	95,343,574	313,617,692	30.4	33.5
Toronto (4).....	124	104,008	11,021,357	2,196,656	30,839,822	97,435,258	31.7	35.7
Hamilton	20	18,329	2,053,519	407,717	6,241,089	18,210,282	34.3	32.9
Ottawa	17	16,773	1,789,340	354,369	5,755,833	21,104,764	27.3	31.1
Windsor	12	10,329	1,205,675	236,968	3,373,725	14,069,636	23.9	35.7
London	8	8,337	1,019,601	204,473	2,831,978	10,194,236	27.8	36.0
Kingston	4	3,951	461,644	90,344	1,340,824	5,091,528	26.3	34.4
Port William	6	4,727	430,531	84,928	1,181,336	5,780,738	20.4	36.4
Port Arthur	4	3,657	364,340	71,820	979,550	4,871,256	20.1	37.2
St. Catharines	5	4,014	480,800	93,498	1,528,323	4,967,040	30.8	31.5
Sudbury	6	4,817	665,942	122,186	1,852,205	5,575,676	33.2	36.0
Brantford	5	5,056	491,896	94,727	1,420,661	5,930,236	24.0	34.6
Kitchener	4	3,921	428,578	85,062	1,438,719	3,994,536	36.0	29.8
Peterborough	5	4,079	421,104	82,455	1,203,058	5,014,704	24.0	35.0
Sarnia	4	3,728	348,005	68,062	1,059,779	3,745,300	28.3	32.8
Guelph	4	3,713	321,017	61,862	908,399	3,267,268	27.8	35.3
Oshawa	4	3,001	369,217	73,287	1,116,204	4,203,012	26.6	33.1
St. Thomas	4	3,501	202,966	39,203	610,950	2,654,372	23.0	33.2
Sault Ste. Marie ...	4	3,207	373,337	67,170	1,062,551	4,499,434	23.6	35.1
Timmins	4	3,797	383,496	73,890	1,108,380	3,553,992	31.2	34.6
Other Places	318	136,486	9,105,452	1,790,229	29,490,188	89,434,426	33.0	30.9
Manitoba	155	63,082	4,307,397	401,372	12,903,474	43,574,747	29.6	33.4
Winnipeg (5).....	43	31,769	3,070,738	306,360	8,818,828	32,331,154	27.3	34.8
Other Places	112	31,313	1,236,659	95,012	4,084,646	11,243,593	36.3	30.3

Continued on next page

Table 3 - Principal Statistics of Motion Picture Exhibitors, by Provinces and for Selected Cities, 1949
(Cont'd)

Province and City	No. of establishments	Seating capacity	(1) Receipts	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	(2) Ave. admission price
			\$	\$			%	\$
Saskatchewan	341	90,364	3,728,765	167,312	11,324,578	35,436,030	32.0	32.9
Saskatoon	6	5,215	601,497	45,587	1,876,873	6,366,256	29.5	32.0
Regina	6	5,020	690,519	51,172	1,945,353	6,086,976	32.0	35.5
Other Places	329	80,129	2,436,749	70,453	7,502,352	22,982,798	32.6	32.5
Alberta	236	70,727	5,111,220	462,305	13,910,641	38,815,375	35.8	36.7
Edmonton	11	8,299	1,432,942	132,256	3,821,600	9,942,920	38.4	37.5
Calgary	11	8,825	1,365,645	127,205	3,364,765	11,699,318	28.8	40.6
Other Places	214	53,603	2,312,633	202,844	6,724,276	17,173,137	39.2	34.4
British Columbia (6)	192	93,739	7,662,014	1,848,777	23,035,487	70,130,295	32.8	33.3
Vancouver (7)	45	38,972	3,804,893	934,800	11,488,999	37,807,184	30.4	33.1
Victoria	9	8,084	790,089	200,062	2,226,145	9,672,458	23.0	35.5
New Westminster	6	3,837	362,937	95,407	1,238,053	4,105,296	30.2	30.9
Other Places	132	42,846	2,684,005	618,508	8,082,290	18,545,357	43.6	33.2

(1) Not including amusement taxes.

(2) Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

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

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

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

(6) Including Yukon and Northwest Territories.

(7) Including Burnaby, North Vancouver and West Vancouver.

Table 4 - Motion Picture Exhibitors by Number of Weeks in Operation and Average Number of Days Per Week, by Provinces, 1949

	All establishments				Open 52 weeks			Open 40-51 weeks			Open 20-39 weeks			Open less than 20 weeks		
	Total	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
CANADA	2,200	1,238	256	706	1,055	189	274	85	35	176	70	19	179	28	13	77
Newfoundland	45	25	7	13	21	3	4	1	1	1	1	3	6	2	-	2
Prince Edward Island	17	5	5	7	5	4	4	-	-	-	-	1	3	-	-	-
Nova Scotia	82	58	12	12	53	8	6	3	3	4	2	1	1	-	-	1
New Brunswick	64	48	6	10	41	4	2	3	1	3	3	-	3	1	1	2
Quebec	506	283	65	158	237	45	37	22	9	32	16	7	59	8	4	30
Ontario	562	476	22	64	416	17	22	26	1	10	26	2	15	8	2	17
Manitoba	155	70	37	48	58	34	30	7	-	7	2	1	8	3	2	3
Saskatchewan	341	61	55	225	49	42	98	8	9	60	5	2	57	1	2	10
Alberta	236	89	26	121	73	16	57	8	8	38	6	-	15	2	2	11
British Columbia	192	123	21	48	102	16	14	9	3	21	9	2	12	3	-	1

(1) Including Yukon and Northwest Territories.

Note: "6+" includes 7-day week operation in the Province of Quebec.

Table 5 - Motion Picture Exhibitors by Type of Operation, by Provinces, 1949

Province	No.	Number of seats	(1) Receipts	Taxes	Number of paid admissions	Av. cap. utiliz.	Paid employees	
							Number	Salaries & wages
			⌘	⌘		%		⌘
Regular Theatres								
CANADA	1,731	902,262	77,419,472	12,563,737	229,312,348	30.7	13,064	14,438,048
Atlantic Provinces (2) ..	189	89,720	6,258,091	655,739	21,784,391	31.8	1,187	1,037,226
Quebec	375	205,519	19,240,015	2,753,187	53,589,405	29.2	2,749	2,826,834
Ontario	519	342,053	31,862,708	6,298,225	95,141,150	30.4	5,595	6,555,096
Manitoba	130	57,756	4,235,223	401,342	12,643,981	29.4	833	777,045
Saskatchewan	195	61,970	3,360,125	167,312	10,129,630	31.2	689	583,616
Alberta	163	57,190	4,924,371	448,777	13,348,222	35.5	703	843,365
British Columbia (3)	160	88,054	7,538,939	1,839,155	22,675,569	32.7	1,308	1,814,866
Community Enterprises								
CANADA.....	469	102,587	1,140,307	53,052	3,686,197	36.8	669	152,411
Atlantic Provinces (2) ..	19	3,000	51,583	531	199,818	51.6	18	4,504
Quebec	131	39,267	262,977	28,660	907,177	25.3	91	30,613
Ontario	43	7,378	75,009	681	202,424	36.2	20	5,333
Manitoba	25	5,326	72,174	30	259,493	43.3	49	9,673
Saskatchewan	146	28,394	368,640	-	1,194,948	40.6	292	53,453
Alberta	73	13,537	186,849	13,528	562,419	46.0	116	27,250
British Columbia (3)	32	5,685	123,075	9,622	359,918	50.2	81	21,575

(1) Net including amusement taxes.

(2) The Maritime Provinces and Newfoundland have been combined in order to avoid disclosing individual operations.

(3) Including Yukon and Northwest Territories.

MERCHANDISING AND SERVICES

Table 6 - Motion Picture Exhibitors by Type of Operation and Size of Projection Equipment, by Provinces, 1949

Province	Establishments using 35mm. equipment				Establishments using 16 mm. equipment			
	No.	(1) Receipts	Amusement taxes	Number of paid admissions	No.	(1) Receipts	Amusement taxes	Number of paid admissions
Total, All Establishments								
CANADA.....	1,721	77,730,236	12,544,941	230,271,899	479	829,543	71,848	2,726,646
Newfoundland	34	842,169	56,965	2,609,849	11	15,813	-	55,183
Prince Edward Island ...	17	288,741	58,361	972,579	-	-	-	-
Nova Scotia	74	3,097,701	314,101	11,090,776	8	13,459	1,413	43,344
New Brunswick	57	2,045,647	224,689	7,186,652	7	6,144	721	25,826
Quebec	364	19,269,738	2,756,815	53,706,590	142	233,254	25,032	789,992
Ontario	487	31,780,827	6,275,938	94,810,366	75	156,890	22,968	533,208
Manitoba	145	4,285,456	399,777	12,828,881	10	21,941	1,595	74,593
Saskatchewan	228	3,574,522	167,282	10,808,561	113	154,243	30	516,017
Alberta	162	4,976,067	452,775	13,481,123	74	135,153	9,530	429,518
British Columbia (3)	153	7,569,368	1,838,218	22,776,522	39	92,646	10,559	258,965
Regular Theatres								
CANADA.....	1,579	77,032,696	12,514,520	228,102,932	152	386,776	49,217	1,209,416
Atlantic Provinces (2) ..	177	6,238,728	653,921	21,720,250	12	19,363	1,818	64,141
Quebec	342	19,120,365	2,738,791	53,267,257	33	119,650	14,396	322,148
Ontario	484	31,752,671	6,275,938	94,748,216	35	110,037	22,287	392,934
Manitoba	123	4,218,896	399,747	12,592,235	7	16,327	1,595	51,746
Saskatchewan	169	3,319,424	167,282	10,003,348	26	40,701	30	126,282
Alberta	140	4,875,216	444,977	13,187,342	23	49,155	3,800	160,880
British Columbia ... (3) .	144	7,507,396	1,833,864	22,584,284	16	31,543	5,291	91,285
Community Enterprises								
CANADA.....	142	697,540	30,421	2,168,967	327	442,767	22,631	1,517,230
Atlantic Provinces (2) ..	5	35,530	215	139,606	14	16,053	316	60,212
Quebec	22	149,373	18,024	439,333	109	113,604	10,636	467,844
Ontario	3	28,156	-	62,150	40	46,853	681	140,274
Manitoba	22	66,560	30	236,646	3	5,614	-	22,847
Saskatchewan.....	59	255,098	-	805,213	87	113,542	-	389,735
Alberta	22	100,851	7,798	293,781	51	85,998	5,730	268,638
British Columbia (3)	9	61,972	4,354	192,238	23	61,103	5,268	167,680

(1) Not including amusement taxes.

(2) The Maritime Provinces and Newfoundland have been combined in order to avoid disclosing individual operations.

(3) Including Yukon and Northwest Territories.

Table 7 - Proprietors of Unincorporated Firms (1), 1949

Period of Operation and Province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries \$	Male	Female
Total, All Exhibitors	1,800	243	67	480,225	1,017	473
Full-time - (operating 300 days and over)						
CANADA.....	698	156	40	396,344	359	143
Newfoundland	20	6	-	10,007	14	-
Prince Edward Island	5	1	1	1,800	2	1
Nova Scotia	21	8	-	8,627	11	2
New Brunswick	21	3	1	8,220	15	2
Quebec	237	54	12	138,745	120	51
Ontario	196	42	9	121,309	106	38
Manitoba	35	7	1	29,600	17	10
Saskatchewan	35	8	1	13,730	20	6
Alberta	85	17	3	39,138	41	24
British Columbia (2)	44	10	12	25,168	13	9
Part time - (operating less than 300 days)						
CANADA	1,102	87	27	83,881	658	330
Newfoundland	25	2	-	1,820	19	4
Prince Edward Island	15	-	-	-	12	3
Nova Scotia	38	5	1	8,937	20	12
New Brunswick	19	2	1	1,408	13	3
Quebec	191	14	8	13,718	115	54
Ontario	121	13	4	21,145	63	41
Manitoba	106	10	7	6,556	59	30
Saskatchewan	325	18	1	8,523	209	97
Alberta	182	16	2	14,587	100	64
British Columbia (2)	80	7	3	7,187	48	22

(1) Including family members not receiving a regular salary.

(2) Including Yukon and Northwest Territories.

Table 8 - Paid Employees, 1949

Period of Operation and Province	Total employ- ees	Total pay- roll	Projectionists		Assistant projection- ists		Musicians and stage hands		All other employees		Salaries and wages
			No.	Salaries	No.	Salaries	No.	Salaries	Male	Fe- male	
		\$		\$		\$		\$			\$
Total, All Exhibitors....	13,733	14,590,459	2,283	4,921,644	291	115,705	116	253,092	5,614	5,429	9,300,018
Full-time - (operating 300 days and over)											
CANADA.....	11,233	13,453,792	1,664	4,438,718	154	85,167	94	230,450	4,729	4,592	8,699,459
Newfoundland	149	124,775	24	38,916	5	1,377	-	-	60	60	86,482
Prince Edward Island ...	38	29,246	4	6,456	1	1,031	1	2,435	16	16	19,324
Nova Scotia	491	497,768	66	137,334	11	3,901	1	2,639	165	248	353,894
New Brunswick	341	330,991	51	93,880	6	3,746	-	-	107	177	233,365
Quebec	2,526	2,713,620	387	726,791	68	46,292	15	14,422	1,330	726	1,926,115
Ontario	5,058	6,162,254	647	2,081,650	28	13,135	44	153,127	2,290	2,049	3,914,342
Manitoba	644	698,453	82	220,508	18	7,035	9	14,942	190	345	455,968
Saskatchewan	374	494,215	75	177,559	7	5,402	13	18,097	107	172	293,157
Alberta	559	787,723	133	317,061	2	875	2	3,164	169	253	466,623
British Columbia (1) ...	1,053	1,614,747	195	640,561	8	2,373	9	21,624	295	546	950,189
Part-time - (operating less than 300 days)											
CANADA.....	2,500	1,136,667	619	482,928	137	30,538	22	22,642	885	837	600,559
Newfoundland	48	12,686	12	5,342	2	270	-	-	24	10	7,073
Prince Edward Island ...	11	3,317	4	2,021	1	182	-	-	3	3	1,114
Nova Scotia	62	20,821	10	7,715	2	819	-	-	20	30	12,287
New Brunswick	65	22,127	18	10,003	7	1,261	1	203	23	16	10,660
Quebec	314	143,827	96	64,647	27	9,936	3	725	132	56	68,519
Ontario	557	398,175	85	140,450	10	4,091	7	13,870	245	210	239,984
Manitoba	238	88,265	57	39,557	10	1,195	1	32	74	96	47,481
Saskatchewan	607	142,864	177	69,538	46	5,088	1	60	183	200	68,378
Alberta	262	82,892	82	52,766	13	3,074	-	-	89	78	27,052
British Columbia (1) ...	336	221,694	78	91,089	19	4,622	9	7,952	92	138	118,031

(1) Including Yukon and Northwest Territories.

PART 2 - ITINERANT EXHIBITORS

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. The number of such operators increased from 165 in 1948 to 174 in 1949, while their receipts from motion picture exhibitions amounted to \$494,858 in 1949 as compared with \$428,303 in 1948. The number of paid admissions to such shows rose from 1,532,820 in 1948 to 1,626,638 in 1949.

Performances were given in 846 towns and villages in 1949 as compared with 760 in 1948. These were distributed as follows:

	<u>1948</u>	<u>1949</u>
Newfoundland	-	64
Prince Edward Island	14	12
Nova Scotia	78	94
New Brunswick	30	21
Quebec	56	67
Ontario	150	161
Manitoba	100	79
Saskatchewan	148	176
Alberta	128	122
British Columbia	<u>56</u>	<u>61</u>
CANADA	760	846

Most of these exhibitors used 16mm. projection equipment but 7 reported the use of 35mm. projectors. The following table presents statistics on itinerant exhibitors by size of equipment and by provinces.

Table 2 - Itinerant Motion Picture Exhibitors by Size of Projection Equipment by Provinces, 1949

Province	Operators using 35 mm. equipment				Operators using 16 mm. equipment			
	No.	Receipts ⁽¹⁾	Amusement taxes	Admissions	No.	Receipts ⁽¹⁾	Amusement taxes	Admissions
CANADA	7	\$ 44,197	\$ 7,322	143,468	167	\$ 450,661	\$ 41,725	1,483,170
Newfoundland	-	-	-	-	13	22,501	48	69,020
Prince Edward Island	-	-	-	-	2	(2)	(2)	(2)
Nova Scotia	-	-	-	-	21	36,957	4,907	127,103
New Brunswick	-	-	-	-	6	(2)	(2)	(2)
Quebec	1	(2)	(2)	(2)	16	25,171	3,157	70,551
Ontario	-	-	-	-	30	82,785	15,546	296,781
Manitoba	4	10,252	625	37,222	13	38,691	1,840	127,696
Saskatchewan	-	-	-	-	31	101,340	-	319,536
Alberta	-	-	-	-	23	82,219	6,081	274,596
British Columbia	2	(2)	(2)	(2)	12	37,195	7,472	113,968

(1) Excluding amusement taxes.

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

PART 3 - FILM EXCHANGES

The distribution of films to commercial exhibitors in 1949 was effected through 119 offices operated by 37 film exchange companies. Of these, 17 exchanges with 31 offices across Canada handled 16mm. films exclusively.

Gross receipts of all film exchanges in 1949 amounted to \$25,881,166, an increase of 16% over 1948 when 29 film exchanges with 118 branches had gross receipts of \$22,377,197. The 1949 receipts were made up as follows:

Rental of 35mm. films	\$ 23,310,421
Rental of 16mm. films	1,684,953
Revenue from sales of advertising material	475,424
Revenue from other sources	410,368
Total revenue	\$ 25,881,166

Film exchanges reported 3,696 new films released during 1949. Of these, 2,327 films were for theatrical use, on a commercial basis. Of the total receipts from film rentals shown above, \$24,120,112 was for rentals to theatres and itinerants for commercial exhibition. The total new films released were also classified by type, size, and language of film and this breakdown is presented in Table 11 below.

The 1,436 new feature films released were further segregated as to country of origin as follows:

United States	1,029
France	270
Great Britain	99
Canada	25
Other Countries	13
Total new feature films	1,436

Of these new features, 1,276 were in black and white, while 160 were in colour.

Table 10 - Principal Statistics of Film Exchanges in Canada, 1930, 1934 and 1940 to 1949

Year	No. of companies	No. of exchange offices	No. of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Advertising	Other sources
1930	-	59	372	291	\$ 1,074,700		\$ 9,536,200(1)		
1934	-	60	344	230	923,400		7,370,200(1)	(2)	(2)
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	410,664	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	127,963
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947	29	114	548	545	1,864,348	752,867	19,484,706	429,455	224,906
1948	29	118	623	596	1,797,045	866,059	21,660,399	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,995,374	475,424	410,368

(1) Includes receipts from advertising and other sources.

(2) Included with "Film rentals".

Table 11 - Type, Size and Language of New Films Released, 1949

Type and Size of Film	Total all languages	English language	French language	Other languages
Total, All Types -				
16mm.....	2,172	1,834	328	12
35mm.....	1,524	1,260	251	13
Features -				
16mm.....	843	649	182	12
35mm.....	593	419	167	7
Cartoons -				
16mm.....	361	314	47	-
35mm.....	191	190	1	-
News Reels -				
16mm.....	189	189	-	-
35mm.....	405	353	52	-
Other Films -				
16mm.....	779	682	97	-
35mm.....	335	298	31	6

PART 4 - NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through informational films, the National Film Board coordinates the film activities of federal departments. Both its own and sponsored productions are distributed through the rural circuits, provincial and community libraries, and commercial theatres. Through the courtesy of the Board the following statistics relating to its operation in the year ending March 31, 1950, are presented.

Production

The production branch of the National Film Board completed 139 films in 1949-50, including 7 newsclips and 5 trailers. In addition 68 newsreel stories were photographed. This production program is composed of 70 English language films, 4 original French language films, 63 French versions, and 2 English versions. Ninety films were made under the Board's production appropriation and 45 were sponsored by other government departments. This program in its entirety covers a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life, and the creative arts. Four films were sponsored jointly by the Board and other government departments.

Non-Theatrical Distribution in Canada

The Board has regional offices in each of the Provinces and sub offices in many of the larger cities. A staff of 69 representatives, in cooperation with Provincial agencies, promotes, organizes, and guides community film services to make films and film strips available on as widespread a basis as possible throughout the whole of Canada.

During the year Canadians attended 110,039 showings to view 16 millimetre (non-theatrical) films distributed by the National Film Board. The number of people attending these showings totalled 9,298,068. These figures, which do not include the use of prints purchased by business establishments, health and agricultural organizations, provincial government departments, etc., represent increases over the previous year of 8 per cent in showings and of 3 percent in audiences.

Approximately 2,000,000 people saw the films in districts served by the Board's rural programs. The larger part of these nine million people viewed N.F.B. films which were borrowed from national, provincial, and local libraries and depots and of which there are now 265 as compared with 235 one year ago. Film councils, which have increased from 250 to 300, extend the work of the film libraries by bringing local groups together in joint planning and action relating to film services and the development of effective film use. The conversion of circuits to self-operation in rural areas has continued during the past year and is now more than half completed. More than 3,300 rural centres now have regular showings of film circuit programs.

Service to Schools

Through the cooperation of universities and provincial departments of education, the Board's films and filmstrips are distributed to rural schools which in 1949-50 reported 24,645 N.F.B. showings to audiences of 1,807,709, and urban schools which reported showings of 15,235 and audiences of 1,711,237.

Theatrical Distribution in Canada

Twenty-nine films were released in the four series of theatrical short subjects, CANADA CARRIES ON, EN AVANT CANADA, EYE WITNESS, and VIGIE, which are distributed to Canadian theatres through a contract with Columbia Pictures of Canada, Ltd. During 1949-50, N.F.B. films on subjects of national and topical interest were shown in a total of 803 theatres to an aggregate audience of seven million people.

International Distribution

The Board's films were distributed through 45 Canadian diplomatic and trade posts which reported 20,763 showings to an audience of 3,128,320. There were 14,828 bookings through theatrical distributors in 24 countries outside Canada; 409 television bookings in the United States; 21,421 non-theatrical showings to 1,949,151 people through film agencies of other governments; 20,229 showings to 1,676,700 through 64 travel outlets in the United States and the Board's offices in New York and Chicago. 2,935 prints were placed in distribution by sale.

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