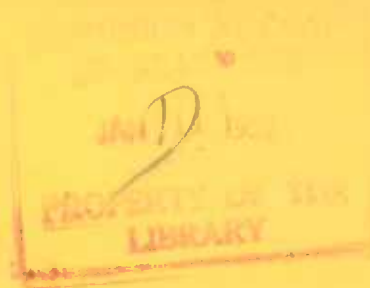


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GOVERNMENT OF CANADA



MOTION PICTURE THEATRES,
EXHIBITORS, AND DISTRIBUTORS
1950

D.B.S.
PUBLICATION



MOTION PICTURE THEATRES,
EXHIBITORS, AND DISTRIBUTORS
1950

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

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

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 Wholesale Trade, 25¢.
- * B Operating Results of Food Wholesalers, 25¢.
- * C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- * D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- * H Operating Results of Chain Food Stores, 25¢.
- * I Operating Results of Chain Clothing Stores, 25¢.
- * J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

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

* Biennial reports — not issued for 1950.

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PART 1. Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment. In previous bulletins community enterprises were also included, but beginning with 1950, data on this type of exhibitor are presented in a separate section.

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PART 2. Drive-in Theatres

Statistics for this recent and expanding type of motion picture exhibition are **not** included with figures for regular motion picture theatres.

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PART 3. Community Enterprises

These are community halls in which motion pictures are exhibited by non-profit organizations, such as churches, Boards of Trade, Canadian Legion branches, etc. Pictures are shown by independent exhibitors which are distinguished from "Itinerant Exhibitors" in that they exhibit in one locality only.

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PART 4. Itinerant Exhibitors

This section summarizes the activities of operators of portable equipment who exhibit pictures in more than one locality.

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This is not a report or publication, but a statement compiled to meet a limited and special demand

DOMINION BUREAU
OF STATISTICS

JUN 28 1951

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LIBRARY

MOTION PICTURE EXHIBITORS, 1950
(Preliminary Statement)

Preliminary estimates indicate that motion picture receipts in Canada for the year 1950 amounted to approximately \$86,400,000 exclusive of taxes. This was 8% higher than the 1949 receipts of \$79,952,539. In addition, amusement taxes collected by exhibitors amounted to \$11,900,000 in 1950 as compared with \$12,861,883 in 1949.

Total attendance at theatres and halls providing motion picture entertainment numbered approximately 245,000,000 in 1950, an increase of 4% over 1949 when there were 236,089,859 paid admissions.

Drive-in theatres accounted for \$2,200,000 of the above receipts, \$285,000 of the taxes, and 4,700,000 of the total attendance in 1950. Comparable figures for drive-ins in 1949 were \$1,392,760 receipts, \$245,094 taxes, and 3,091,314 paid admissions.

It is estimated that motion pictures were shown at approximately 2,360 locations in 1950 as compared with 2,230 in 1949. Drive-in theatres included in these totals numbered 55 in 1950 and 30 in 1949.

The above figures do not include the operations of itinerant exhibitors.

Summary Statistics of Motion Picture Exhibitors, (1)

Year	No. of Theatres	Receipts (2)	Taxes	Paid Admissions
		\$	\$	
1948	1,965	70,315,889	13,757,312	224,055,171
1949	2,230	79,952,539	12,861,883	236,089,859
1950 (3) .	2,360	86,400,000	11,900,000	245,000,000

(1) Including regular theatres, halls and drive-in theatres but not itinerant exhibitors.

(2) Not including amusement taxes.

(3) Preliminary estimates subject to revision in final report.

MOTION PICTURE THEATRES, EXHIBITORS, AND DISTRIBUTORS 1950

GENERAL SUMMARY

As outlined in the "Contents", the 1950 theatre operations are presented in four distinct parts-regular theatres, drive-in theatres, community enterprises and

itinerant exhibitors. Significant statistics concerning each of these four types are brought together in the following table.

Summary of Motion Picture Theatre Operations in Canada 1950

Item	Total, all Types	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators
Number of establishments	2,624	1,801	62	586	175
Receipts (excluding taxes)	\$86,713,357	\$82,707,762	\$2,290,679	\$1,251,311	\$463,605
Amusement Taxes	\$11,841,704	\$11,444,668	\$300,028	\$57,532	\$39,476
Number of paid admissions	242,396,679	231,746,881	4,943,000	4,135,101	1,571,697

The growth of drive-in theatres has placed them second in volume of receipts in 1950. More detail on the operations of the separate types is contained in the following sections of this bulletin.

The per capita expenditure on motion picture entertainment is based on receipts from all types and is therefore shown in this general summary.

**Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces,
1942, 1945, 1948, 1949 and 1950**

Province	1942	1945	1948	1949	1950
	\$	\$	\$	\$	\$
Canada	5.01	5.77	6.50	6.89	7.12
Newfoundland	—	—	—	2.68	2.93
Prince Edward Island	2.52	3.31	3.97	3.82	3.79
Nova Scotia	5.89	6.56	5.10	5.38	5.57
New Brunswick	3.75	4.76	4.71	4.44	4.40
Quebec	3.81	4.36	5.27	5.74	6.20
Ontario	6.53	7.16	8.25	8.94	9.11
Manitoba	4.39	5.13	5.73	6.20	6.20
Saskatchewan	2.56	3.83	4.24	4.67	4.84
Alberta	4.22	5.34	5.87	6.77	7.18
British Columbia ²	7.52	8.15	8.52	8.59	8.47

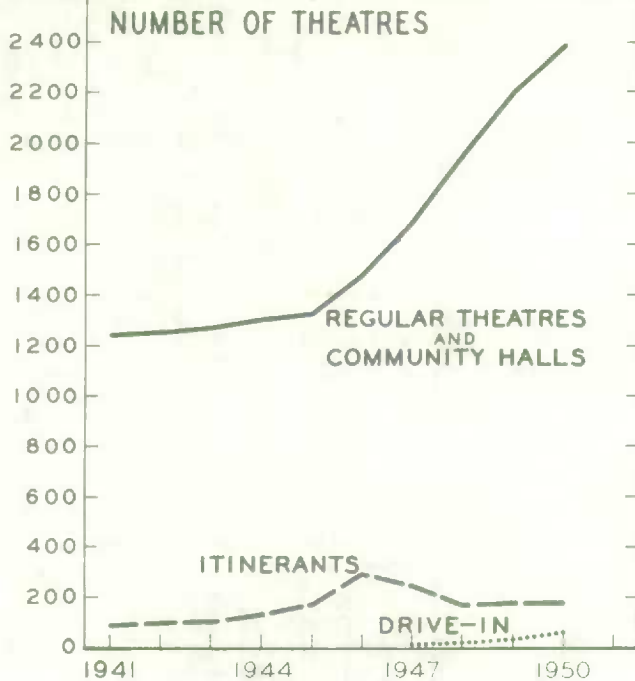
1. Based on total receipts of regular theatres, drive-ins, community enterprises and itinerant exhibitors.
2. Includes Yukon and Northwest Territories.

In 1950 the per capita expenditure on motion picture entertainment rose to \$7.12 from \$6.89 in 1949. The Ontario average was the highest at \$9.11 and Newfoundland the lowest at \$2.93.

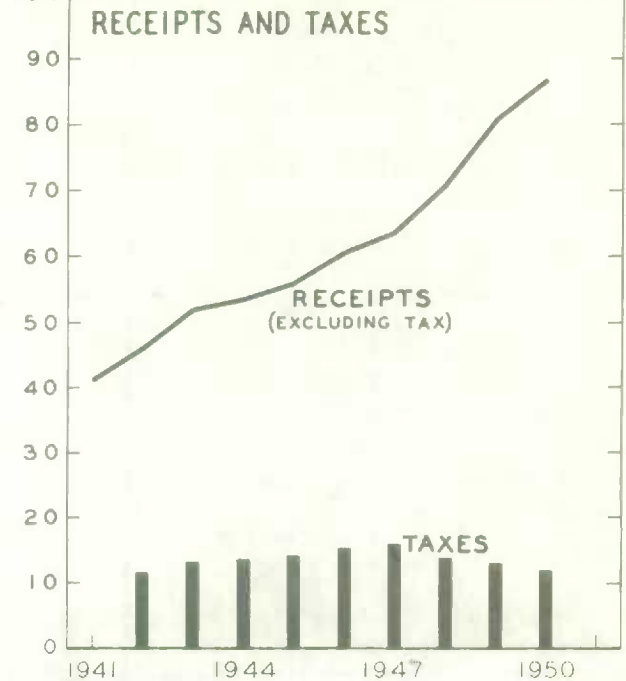
Legitimate theatres were not covered in this 1950 survey.

GRAPHIC REVIEW OF THEATRE STATISTICS

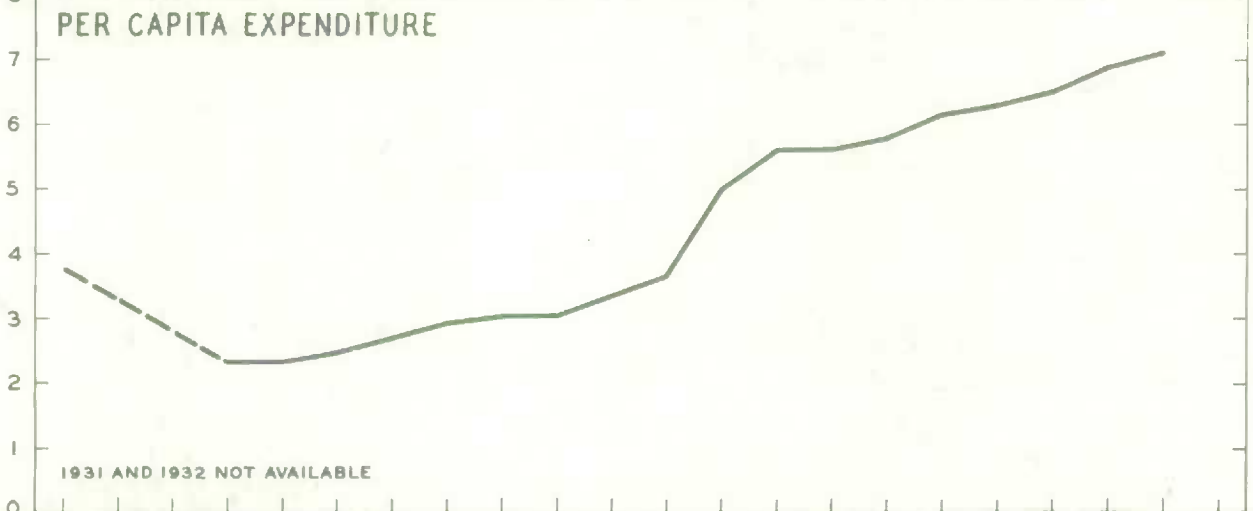
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THEATRES
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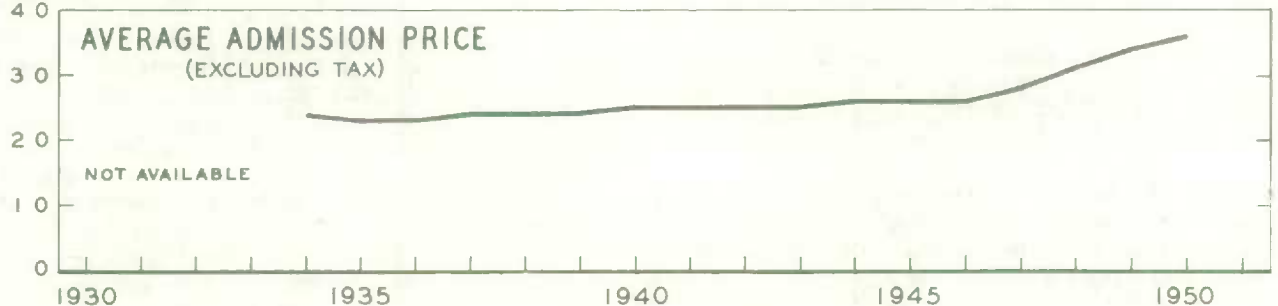
MILLION
DOLLARS
100



DOLLARS
8

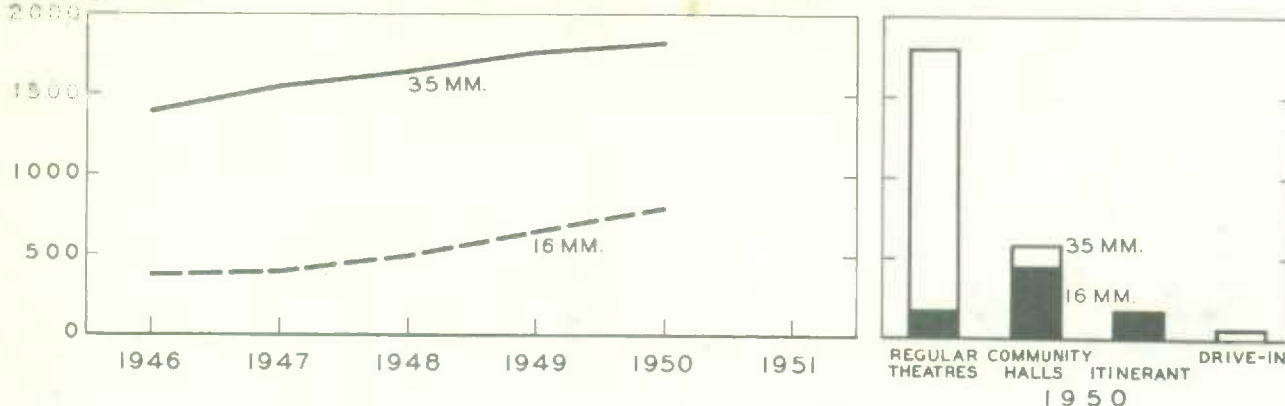


CENTS
40



NO OF THEATRES
OR OPERATORS
2000

TYPE OF PROJECTION EQUIPMENT USED



PART I. MOTION PICTURE THEATRES

Summary of 1950 Activities

All figures shown in this section relate only to regular motion picture theatres with one exception. In Table 2, receipts for years prior to 1949 include those of community enterprises.

There were 1,801 motion picture theatres in operation in Canada during 1950 with receipts amounting

to \$82,707,762 plus \$11,444,668 collected in amusement taxes. This represented an increase of 4% in number of theatres and 7% in receipts over the 1,731 theatres with receipts of \$77,419,472 in 1949. Taxes collected by theatres declined from \$12,563,737 in 1949 to \$11,444,668 in 1950.

Change in Number of Motion Picture Theatres¹, by Provinces, during 1950

Province	New theatres	Theatres re-opened	Theatres closed	Net change from 1949
Canada	147	2	79	+70
Newfoundland.....	8	—	4	+ 4
Prince Edward Island.....	—	—	—	—
Nova Scotia	1	—	2	- 1
New Brunswick	2	—	3	- 1
Quebec	43	1	13	+31
Ontario	25	—	16	+ 9
Manitoba	9	—	4	+ 5
Saskatchewan.....	17	—	13	+ 4
Alberta	26	1	12	+15
British Columbia ²	16	—	12	+ 4

1. Not including itinerant exhibitors, drive-in theatres or community enterprises.

2. Including Yukon and Northwest Territories.

There were more new theatres opened in Quebec in 1950 than in any other province. The net increase in Quebec was 31, with Alberta next at 15. In all provinces there was a total net increase of 70 theatres.

This increase in number of theatres was reflected in a 3% increase in seating capacity from the previous year. Paid admissions, however, did not parallel the increase in seating capacity. In 1950, paid admissions numbered 231,746,881, 1.1% higher

than the 229,312,348 admissions recorded in 1949. This lesser gain in admissions is also reflected in the drop in "capacity utilized" in 1950. Of a potential capacity of 772,961,404 in 1950 only 30.0% was utilized compared with 30.7% in 1949. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. The following table shows that average capacity utilized in 1950 was the lowest since 1940.

Average Capacity Utilized 1940-1950

1940	30.0%	1943	35.7%	1946	37.6%	1949	30.7%
1941	31.0%	1944	35.9%	1947	34.2%	1950	30.0%
1942	32.4%	1945	36.5%	1948	32.8%		

Receipts and Attendance by Provinces and for Selected Cities (Tables 2 and 3)

In Table 2, which shows a year-to-year comparison of receipts by provinces, 1949 figures have been revised to exclude community enterprises so that a proper comparison may be made with the 1950 receipts. It was not possible to carry this revision prior to 1949 but the inclusion of community enterprises in earlier years does not affect too seriously the comparability of the series.

All provinces except Manitoba recorded higher theatre receipts (excluding taxes) in 1950 than in 1949. Quebec theatre receipts increased 10.8% while Manitoba showed a slight decrease of 0.9%. The increase over 1949 for Canada was 6.8% in receipts and 1.1% in paid admissions. In Table 3, comparisons cannot be made with 1949 figures because revision of figures for localities to exclude community enterprises would make it possible to ascertain the revenues of individual halls in 1949.

Seating capacity utilization was highest in Prince Edward Island, New Brunswick and Alberta at 33% and lowest in Manitoba at 28%. Ontario theatres, with 37% of the total seating capacity, obtained 41% of the 1950 business done in Canada. Quebec also showed a greater proportion of total receipts than of total seating capacity. British Columbia theatres obtained the same ratio of receipts as they had of seating—9.5% and the other provinces lesser percentages of receipts than of seating capacity.

The average admission price without taxes was 36.0 cents in 1950 compared with 33.7 cents in 1949. Quebec ranked highest with an average admission of 39 cents and the Maritimes the lowest with 30 cents recorded for Prince Edward Island, Nova Scotia and New Brunswick.

Employment (Tables 6 and 7)

Motion picture theatres in Canada provided employment for 15,711 persons in 1950 of whom 1,845 were proprietors and family members. Salaries and wages paid to 13,866 employees, including executives of incorporated companies, amounted to \$15,640,372 in 1950. The majority of the employees was engaged in "full-time" theatres—those operating 300 days or more during the year—and the 12,215 these theatres employed received \$14,780,175

in wages. The projectionists in these theatres numbered 1,888 and received salaries amounting to \$4,868,907. Part-time theatres—those operating less than 300 days during the year—employed 1,084 proprietors and family members and 1,651 paid employees who received salaries amounting to \$860,197. Projectionists in these theatres numbered 464 and drew salaries totalling \$385,675.

Period in Operation (Table 4)

There were 1,272 of the 1,801 theatres open for the full week, 235 others had performances on from three to five days a week and the remaining 294 were in operation only one or two days each week.

Of the total number of theatres, 1,397 were open 52 weeks during the year, 194 from 40 to 51 weeks, 130 from 20 to 39 weeks and 80 less than 20 weeks.

Size of Equipment (Table 5)

The majority of the regular motion picture theatres in Canada (1,624 of the 1,801) used 35 mm. equipment and had receipts of \$82,257,401 in 1950 compared with the \$450,361 receipts of 177 exhibitors who used 16 mm. equipment. There were more

in Quebec using 16 mm. projection equipment than in any other province. These represented mainly community halls in which pictures were shown by private individuals rather than by non-profit organizations which are reviewed in Section 3 of this bulletin.

Ownership

Approximately 38% of all theatres were units of chain organizations which operated four or more theatres. Slightly more than one quarter of all

theatres were in the "Twenty and over" bracket. Chain theatres accounted for 72.2% of total receipts and 69.4% of admissions.

Motion Picture Theatres¹ Classified According to Number of Establishments Under Same Ownership, Canada, 1930, 1940 and 1950

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	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
1950						
Total	1,801	100.0	82,707,762	100.0	231,746,881	100.0
One	903	50.1	16,555,677	20.0	50,941,156	22.0
Two and three	220	12.2	6,416,269	7.8	19,901,823	8.6
Four to nineteen	212	11.8	10,498,475	12.7	31,438,839	13.5
Twenty and over	466	25.9	49,237,341	59.5	129,465,063	55.9

1. Not including drive-in theatres, itinerant exhibitors and community enterprises.

2. Excluding taxes.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1950

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employees		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada	1,801	82,707,762	11,444,668	231,746,881	8,297	5,569	15,640,372
Newfoundland.....	38	863,734	63,632	2,829,182	134	51	172,924
Prince Edward Island.....	14	286,334	55,299	950,136	28	22	34,340
Nova Scotia	79	3,266,536	358,802	10,932,898	302	283	549,827
New Brunswick	60	2,053,595	222,859	6,889,070	205	192	350,891
Quebec	406	21,310,810	2,954,726	54,688,250	2,223	788	3,262,830
Ontario	528	34,083,166	5,225,426	96,664,374	3,462	2,413	6,906,358
Manitoba	135	4,197,205	438,312	12,318,908	450	455	854,663
Saskatchewan.....	199	3,505,695	154,820	10,309,183	396	337	635,459
Alberta	178	5,314,331	483,958	13,909,034	472	360	959,227
British Columbia ¹	164	7,826,356	1,486,834	22,255,846	625	668	1,913,853

1. Including Yukon and Northwest Territories.

TABLE 2. Receipts¹ of Motion Picture Theatres, by Provinces, 1944 to 1950

Province	1944	1945	1946	1947	1948	1949 ³	1950 ³
	\$	\$	\$	\$	\$	\$	\$
Canada.....	53,173,325	55,430,711	59,888,972	62,865,279	69,657,248	77,419,472	82,707,762
Newfoundland.....	—	—	—	—	—	820,107	863,734
Prince Edward Island....	230,550	224,697	223,804	225,835	281,995	280,631	286,334
Nova Scotia.....	3,141,049	3,112,340	2,953,633	2,666,189	2,738,331	3,109,262	3,266,536
New Brunswick.....	1,595,130	1,702,869	1,758,866	1,771,036	1,993,102	2,048,091	2,053,595
Quebec.....	10,983,139	11,490,406	12,732,391	13,918,163	16,405,929	19,240,015	21,310,810
Ontario.....	22,542,943	23,740,894	25,684,210	27,043,278	29,523,367	31,862,708	34,083,166
Manitoba	2,930,435	3,066,871	3,433,687	3,526,223	3,709,443	4,235,223	4,197,205
Saskatchewan.....	2,347,726	2,553,779	2,889,343	2,914,301	3,220,907	3,360,125	3,505,695
Alberta.....	3,383,994	3,394,488	3,626,140	3,711,366	4,245,121	4,107,536	5,314,331
British Columbia ²	6,018,359	6,144,367	6,586,898	7,058,888	7,539,053	7,422,818	7,826,356

1. Not including amusement taxes.

2. Including Yukon and Northwest Territories.

3. Not including community enterprises.

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1950

Province and City	No. of establishments	Seating capacity	Receipts ¹	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ²
			\$	\$			%	¢
Canada.....	1,801	927,951	82,707,762	11,444,668	231,746,881	772,961,404	30	36
Newfoundland.....	38	15,267	863,734	63,632	2,829,182	9,021,525	31	31
St. Johns.....	7	6,420	453,366	50,541	1,594,135	5,270,752	30	28
Other places.....	31	8,847	410,368	13,091	1,235,047	3,750,773	33	33
Prince Edward Island	14	5,376	286,334	55,299	950,136	2,858,634	33	30
Nova Scotia.....	79	42,206	3,266,536	358,802	10,932,898	36,342,198	30	30
Halifax.....	10	8,841	1,019,062	111,273	3,251,052	11,088,012	29	31
Sydney.....	5	3,627	332,573	36,923	1,097,168	3,106,584	35	30
Other places.....	64	29,738	1,914,901	210,606	6,584,678	22,147,602	30	29
New Brunswick.....	60	28,239	2,053,595	222,859	6,889,070	21,181,825	33	30
Saint John.....	6	6,138	600,716	65,479	1,900,590	7,111,182	27	32
Other places.....	54	22,101	1,452,879	157,380	4,988,480	14,070,643	35	29
Quebec.....	406	216,212	21,310,810	2,954,726	54,688,250	189,820,015	29	39
Montreal ³	83	79,248	11,865,185	1,732,595	30,623,283	104,897,052	29	39
Quebec.....	12	9,784	1,395,074	210,539	3,873,391	13,179,826	29	36
Baie.....	4	3,099	368,888	55,009	1,252,508	4,436,952	28	29
Rouyn.....	4	2,312	233,435	37,189	558,406	2,819,404	20	42
St. Jean.....	4	2,673	186,424	27,438	564,243	1,777,644	32	33
Sherbrooke.....	5	4,407	427,406	58,053	1,195,973	4,286,360	28	36
Three Rivers.....	4	3,525	351,046	47,098	956,773	3,299,044	29	37
Other places.....	290	111,164	6,483,352	786,805	15,663,673	55,123,733	28	41
Ontario.....	528	345,124	34,083,166	5,225,426	96,664,374	322,013,804	30	35
Toronto ⁴	124	104,752	12,023,981	1,887,871	31,296,507	101,448,577	31	38
Hamilton.....	20	18,249	2,147,974	328,682	6,167,276	18,236,790	34	35
Ottawa.....	19	17,615	1,927,784	294,118	5,920,288	21,085,415	28	33
Windsor.....	9	9,272	1,149,075	177,975	3,034,174	13,487,032	22	38
London.....	8	8,114	1,132,455	175,690	2,936,796	10,254,816	29	39
Kingston.....	4	3,862	489,843	64,881	1,384,963	5,462,808	25	35
Fort William.....	6	4,727	403,825	63,580	1,127,281	6,092,112	19	36
Port Arthur.....	4	3,657	348,690	53,702	939,949	5,181,072	18	37
St. Catharines.....	5	4,000	499,119	73,545	1,613,412	5,226,000	31	31
Sudbury.....	5	5,067	736,285	112,280	1,956,098	5,121,636	38	38
Brantford.....	5	5,055	479,356	73,715	1,320,072	5,740,956	23	36
Kitchener.....	5	4,776	511,112	77,193	1,622,836	5,077,800	32	31
Peterborough.....	4	3,509	430,964	64,762	1,148,154	4,981,704	23	38
Sarnia.....	4	3,685	355,930	53,946	1,053,301	3,941,496	27	34
Guelph.....	4	3,713	336,650	50,765	936,476	3,526,848	27	36
Oshawa.....	4	3,001	445,812	67,201	1,292,936	4,463,472	29	34
Sault Ste. Marie.....	4	3,213	381,895	57,919	1,120,019	4,173,650	27	34
Timmins.....	4	3,797	395,877	58,913	1,147,598	3,553,992	32	34
Cornwall.....	4	3,146	329,673	48,603	1,022,218	3,002,712	34	32
Owen Sound.....	4	2,418	177,960	30,032	583,397	1,850,992	32	31
Other places.....	282	129,496	9,378,906	1,410,053	29,040,623	90,103,924	32	32
Manitoba.....	135	59,059	4,197,205	438,312	12,318,908	43,853,914	28	34
Winnipeg ⁵	43	31,674	2,983,017	342,983	8,384,081	31,663,840	26	36
Other places.....	92	27,385	1,214,188	95,329	3,934,827	12,190,074	32	31
Saskatchewan.....	199	64,058	3,505,695	154,820	10,309,183	34,012,165	30	34
Saskatoon.....	6	5,215	602,704	21,894	1,838,916	6,366,256	29	33
Regina.....	6	5,266	745,914	57,055	1,991,370	6,621,132	30	37
Other places.....	187	53,577	2,157,077	75,871	6,478,897	21,024,777	31	33

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1950 - Concluded

Province and City	No. of establishments	Seating capacity	Receipts ¹	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ²
			\$	\$			%	¢
Alberta	178	64,030	5,314,331	483,958	13,909,034	41,744,518	33	38
Edmonton.....	13	9,483	1,541,183	140,504	3,915,137	10,834,736	36	39
Calgary.....	12	9,293	1,474,107	144,984	3,465,211	12,584,460	28	43
Lethbridge.....	4	2,818	302,935	28,224	812,865	2,365,944	34	37
Other places.....	149	42,436	1,996,106	170,246	5,715,821	15,959,378	36	35
British Columbia⁶	164	88,380	7,826,356	1,486,834	22,255,846	72,112,806	31	35
Vancouver ⁷	45	39,043	3,812,151	740,714	11,038,538	38,150,626	29	35
Victoria.....	9	8,094	869,769	168,227	2,237,024	10,874,682	21	39
New Westminster.....	6	3,811	418,561	80,781	1,259,028	4,099,992	31	33
Other places.....	104	37,432	2,725,875	497,112	7,721,256	18,987,506	41	35

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, Scarboro 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 Theatres by Number of Weeks in Operation and Average Number of Days Per Week, by Provinces, 1950

	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	1,801	1,272	235	294	1,101	171	125	88	33	73	44	20	66	39	11	30
Newfoundland.....	38	23	7	8	20	3	5	—	1	2	—	3	1	3	—	—
Prince Edward Island	14	6	4	4	5	3	2	1	—	—	—	1	2	—	—	—
Nova Scotia.....	79	58	11	10	56	9	7	1	2	3	—	—	—	1	—	—
New Brunswick.....	60	46	5	9	40	4	4	4	—	1	—	—	2	2	1	2
Quebec.....	406	295	53	58	250	39	24	23	8	8	12	4	12	10	2	14
Ontario.....	528	483	18	27	449	13	15	12	1	4	13	2	5	9	2	3
Manitoba.....	135	74	39	22	42	32	12	27	2	2	3	2	4	2	3	4
Saskatchewan.....	199	65	50	84	51	40	36	6	5	21	6	3	24	2	2	3
Alberta.....	178	98	29	51	81	15	17	5	11	20	4	3	11	8	—	3
British Columbia ¹	164	124	19	21	107	13	3	9	3	12	6	2	5	2	1	1

1. Including Yukon and Northwest Territories.

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

TABLE 5. Motion Picture Theatres by Size of Projection Equipment and Provinces, 1950

Province	Establishments using 35 mm. equipment				Establishments using 16 mm. equipment			
	Number	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Number	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
		\$	\$			\$	\$	
Canada	1,624	82,257,401	11,394,774	230,411,063	177	450,361	49,894	1,335,818
Newfoundland	29	845,633	63,434	2,771,581	9	18,101	198	57,601
Prince Edward Island ..	14	286,334	55,299	950,136	—	—	—	—
Nova Scotia	75	3,257,105	357,676	10,900,456	4	9,431	1,126	32,442
New Brunswick	55	2,048,703	222,306	6,871,252	5	4,892	553	17,818
Quebec	359	21,180,515	2,937,327	54,324,465	47	130,295	17,399	363,785
Ontario	492	33,995,392	5,211,650	96,370,556	36	87,774	13,776	293,818
Manitoba	131	4,180,512	436,554	12,272,392	4	16,693	1,758	46,516
Saskatchewan	173	3,462,923	154,820	10,174,338	26	42,772	—	134,845
Alberta	150	5,217,357	475,864	13,633,293	28	96,974	8,094	275,741
British Columbia ¹	146	7,782,927	1,479,844	22,142,594	18	43,429	6,990	113,252

1. Including Yukon and Northwest Territories.

TABLE 6. Paid Employees, 1950

Period of Operation and Province	Total employ- ees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Total, All Theatres	13,866	15,640,372	2,045	20	5,115,931	269	18	138,651	5,980	5,534	9,867,247
<i>Full-time (operating 300 days and over):</i>											
Canada	12,215	14,780,175	1,684	11	4,752,399	177	16	116,508	5,395	4,932	9,447,044
Newfoundland	140	158,578	23	—	39,677	11	—	8,142	68	38	99,959
Prince Edward Island ..	42	33,190	5	—	7,419	—	2	1,254	18	17	22,717
Nova Scotia	524	528,313	70	—	144,439	9	—	5,823	187	258	370,910
New Brunswick	332	324,306	48	1	88,553	8	—	5,127	105	170	218,446
Quebec	2,743	3,105,212	395	2	785,399	82	—	58,451	1,530	734	2,096,764
Ontario	5,500	6,686,388	666	3	2,232,289	26	4	14,420	2,556	2,245	4,300,339
Manitoba	715	765,038	83	—	222,917	20	2	9,763	235	375	499,058
Saskatchewan	444	539,904	77	1	191,422	7	—	4,855	149	210	324,856
Alberta	636	878,439	114	3	308,463	7	6	4,847	225	281	513,887
British Columbia ¹	1,139	1,760,807	203	1	731,821	7	2	3,826	322	604	1,000,108
<i>Part-time (operating less than 300 days):</i>											
Canada	1,651	860,197	361	9	363,532	92	2	22,143	585	602	420,203
Newfoundland	45	14,346	6	—	6,480	3	—	400	23	13	5,566
Prince Edward Island ..	8	1,150	1	—	230	1	—	182	3	3	738
Nova Scotia	61	21,514	10	—	6,299	4	—	1,207	22	25	13,459
New Brunswick	65	26,585	18	—	11,494	5	—	1,096	21	21	12,225
Quebec	268	157,618	80	3	64,382	24	—	5,967	112	49	67,502
Ontario	375	219,970	58	3	84,474	7	—	2,491	149	158	126,618
Manitoba	190	89,625	42	1	42,816	10	—	2,078	60	77	42,124
Saskatchewan	289	95,555	70	—	42,946	16	—	2,004	74	129	45,953
Alberta	196	80,788	42	2	39,222	13	2	3,602	71	66	31,309
British Columbia ¹	154	153,046	34	—	65,189	9	—	3,116	50	61	74,709

1. Including Yukon and Northwest Territories.

TABLE 7. Proprietors of Unincorporated Firms¹, 1950

Period of Operation and Province	Total Proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
Total, All Theatres	1, 845	247	97	\$ 518, 543	1, 025	476
<i>Full-time (operating 300 days and over):</i>						
Canada	761	177	51	464, 224	384	149
Newfoundland	16	5	1	10, 800	10	—
Prince Edward Island	7	1	1	1, 800	4	1
Nova Scotia	25	5	2	7, 141	14	4
New Brunswick	30	8	—	12, 180	18	4
Quebec	240	59	19	164, 598	120	42
Ontario	214	42	6	139, 340	119	47
Manitoba	34	9	1	33, 300	17	7
Saskatchewan	46	9	5	18, 771	24	8
Alberta	105	28	7	51, 242	45	25
British Columbia ²	44	11	9	25, 052	13	11
<i>Part-time (operating less than 300 days):</i>						
Canada	1, 084	70	46	54, 319	641	327
Newfoundland	30	3	—	1, 900	23	4
Prince Edward Island	19	—	—	—	14	5
Nova Scotia	30	3	—	549	18	9
New Brunswick	17	1	1	1, 770	10	5
Quebec	246	19	17	19, 767	151	59
Ontario	102	9	5	6, 387	55	33
Manitoba	123	5	6	2, 607	68	44
Saskatchewan	261	14	5	4, 652	157	85
Alberta	169	5	6	6, 655	98	60
British Columbia ²	87	11	6	10, 032	47	23

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

PART 2. DRIVE-IN THEATRES

The growth of drive-in theatres in the field of motion picture entertainment has been doubling each year since 1947. This type of theatre increased its revenue from \$274,325 in 1947 to \$2,290,679 in 1950. The car capacity in 1950 was 98% greater than in 1949, receipts increased 65%, paid admissions 60%

and salaries paid to employees 92%. A greater proportion of double feature performances was shown in 1950 than in previous years.

The main features of drive-in theatres operations are shown in the following table.

TABLE 8. Principal Statistics of Drive-In Theatres, 1947-1950

	1947	1948	1949	1950
Number of drive-in theatres	7	15	30	62
Total capacity, cars	5, 438	9, 975	15, 924	31, 523
Receipts (excluding taxes)	\$274, 325	\$658, 641	\$1, 392, 760	\$2, 290, 679
Taxes	\$57, 702	\$131, 124	\$245, 094	\$300, 028
Number of paid admissions	670, 583	1, 595, 947	3, 091, 314	4, 943, 000
Number of performances	1, 710	3, 870	8, 043	15, 310
Single feature	1, 626	2, 704	6, 793	9, 145
Double feature	84	1, 166	1, 250	6, 165
Total employees	100	255	436	873
Total salaries and wages	\$61, 432	\$170, 654	\$289, 608	\$557, 065
Projectionists:				
Number: male	15	27	43	72
female	—	—	—	—
Salaries and wages	\$19, 057	\$47, 330	\$82, 896	\$153, 578
All other employees:				
Number: male	71	216	309	605
female	14	12	84	196
Salaries and wages	\$42, 375	\$123, 324	\$206, 712	\$403, 487

PART 3. 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 organizations such as churches, lodges, Boards of Trade, Canadian Legion Branches etc., and differ from regular theatres in that members of the organizations frequently provide their services free of charge.

Community enterprises numbered 586 in 1950, an increase of 117 from the number operated in 1949. Receipts were up 9.7% from 1949 to reach \$1,251,311 and amusement taxes paid in 1950 amounted to \$57,532. Attendance at these halls was 4,135,101 in 1950 and represented a 39% utilization of potential capacity. The average admission price, excluding amusement tax, was 30 cents in 1950.

The majority of these halls, 534 out of 586, operated only 1 or 2 days a week, and only 218 of the total number were in operation every week of the year. Most of the halls used 16 mm. projection equipment, but the 138 using 35 mm. equipment took in more receipts than those showing 16 mm. film. The 138 with 35 mm. equipment had 1950 receipts of \$684,375 (excluding taxes) from 2,102,727 paid admissions, and the 448 users of 16 mm. film projectors received \$566,936 (excluding taxes) from 2,032,374 paid admissions. Community enterprises are a more prominent form of motion picture presentation in Quebec and Saskatchewan than in other provinces.

Of the 708 paid employees 331 were projectionists who received \$99,343 of the \$160,184 paid out to employees. There were also 207 proprietors engaged in this type of exhibition.

TABLE 9. Principal Statistics of Community Enterprises, by Provinces, 1950

Province	No. of establishments	Seating capacity	Receipts ¹	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	Ave. admission price
			\$	\$			%	%
Canada	586	127,027	1,251,311	57,532	4,135,101	10,642,056	39	30
Newfoundland	25	4,149	52,900	—	199,282	467,076	43	27
Prince Edward Island	3	550	3	—	3	3	44	25
Nova Scotia	6	957	3,117	117	11,243	24,747	45	28
New Brunswick	6	1,295	3	1,203	3	3	42	26
Quebec	177	50,977	333,451	36,494	1,179,170	3,352,042	35	28
Ontario	44	8,450	81,172	621	266,791	595,845	45	30
Manitoba	27	5,909	83,591	526	304,407	737,675	41	27
Saskatchewan	186	34,340	394,759	—	1,250,912	3,337,560	37	32
Alberta	79	14,509	168,559	12,010	523,648	1,281,424	41	32
British Columbia	33	5,891	116,185	6,561	330,719	684,267	48	35

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. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 10. Community Enterprises by Size of Projection Equipment, by Provinces, 1950

Province	Establishments using 35mm. equipment				Establishments using 16mm. equipment			
	Number	Receipts ¹	Amusement taxes	Number of paid admissions	Number	Receipts ¹	Amusement taxes	Number of paid admissions
		\$	\$			\$	\$	
Canada	138	684,375	31,782	2,102,727	448	566,936	25,750	2,032,374
Newfoundland	3	24,376	—	82,610	22	28,524	—	116,672
Prince Edward Island	3	2	—	2	—	—	—	—
Nova Scotia	—	—	—	—	6	3,117	117	11,243
New Brunswick	1	2	2	2	5	8,249	958	31,257
Quebec	18	169,788	20,858	496,903	159	163,663	15,636	682,267
Ontario	3	25,836	—	62,473	41	55,336	621	204,318
Manitoba	24	77,557	526	278,236	3	6,034	—	26,171
Saskatchewan	55	230,564	—	708,598	131	164,195	—	542,314
Alberta	20	78,765	5,885	232,035	59	89,794	6,125	291,613
British Columbia	11	68,161	4,268	204,200	22	48,024	2,293	126,519

1. Not including amusement taxes.

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

PART 4. ITINERANT EXHIBITORS

Exhibitors using portable equipment and showing pictures in more than one town or village are classed as itinerant exhibitors in this report. The number of these operators was 174 in 1949 and receipts of \$494,858 and 175 in 1950 with smaller total receipts of \$463,605. The number of paid admis-

sions decreased from 1,626,638 in 1949 to 1,571,697 in 1950.

Performances were given in 906 towns and villages in 1950 compared with 846 in 1949. These were distributed as follows:

	1949	1950
Newfoundland	64	174
Prince Edward Island	12	20
Nova Scotia	94	86
New Brunswick	21	12
Quebec	67	54
Ontario	161	168
Manitoba	79	82
Saskatchewan	175	148
Alberta	122	119
British Columbia	51	43
Canada	846	906

Most of these exhibitors used 16mm. projection equipment but 4 reported the use of 35mm. projectors.

TABLE 11. Itinerant Motion Picture Exhibitors by Size of Projection Equipment, by Provinces, 1950

Province	Operators using 35mm. equipment				Operators using 16mm. equipment			
	No.	Receipts ¹	Amusement taxes	Number of paid admissions	No.	Receipts ¹	Amusement taxes	Number of paid admissions
		\$	\$			\$	\$	
Canada	4	7,333	410	25,125	171	456,272	39,066	1,546,572
Newfoundland	—	—	—	—	30	60,062	505	184,518
Prince Edward Island ..	—	—	—	—	4	12,133	2,055	119,952
Nova Scotia	—	—	—	—	15	32,666	4,492	113,020
New Brunswick	—	—	—	—	5	7,200	668	27,141
Quebec	1	2	2	2	15	23,325	2,954	75,704
Ontario	—	—	—	—	33	94,983	13,482	312,739
Manitoba	3	2	2	2	10	34,386	1,602	110,960
Saskatchewan	—	—	—	—	29	77,214	—	252,036
Alberta	—	—	—	—	19	67,555	5,655	217,406
British Columbia	—	—	—	—	11	46,748	7,653	133,096

1. Not including amusement taxes.

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

PART 5. FILM EXCHANGES

In 1950, 36 film exchange companies distributed films to commercial exhibitors through 118 offices. Gross receipts of all film exchanges amounted to \$27,697,880, an increase of 7.4% over the 1949 receipts of \$25,779,449. Receipts from rental of films in 1950 were \$26,800,789 of which \$1,713,813 was from the rental of 16 mm. films.

New films released during 1950 numbered 3,618, of which 2,861 were for theatrical use on a commercial basis. Of the total receipts from film rentals, \$26,651,214 was for rentals to theatres and itinerant operators for commercial exhibition. The total new films released were also classified by type, size and language of film as presented in Table 13.

The 1,354 new feature films were also segregated as to country of origin as follows:

United States	963
France	256
Great Britain	100
Canada	5
Other countries	30

Total new feature films 1,354

There were 1,217 black and white new features and 137 colour films.

TABLE 12. Principal Statistics of Film Exchanges in Canada, 1930, 1934, 1940 to 1950

Year	No. of companies	No. of exchange offices	Number 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	2	2
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	410,654	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	21,591,712	443,645	273,153
1949	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 13. Type, Size and Language of New Films Released, 1950

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16mm.	2,174	1,778	384	12
35mm.	1,444	1,253	173	18
Features:				
16mm.	702	486	205	11
35mm.	652	513	121	18
Cartoons:				
16mm.	439	362	77	—
35mm.	173	173	—	—
News Reels:				
16mm.	177	176	—	1
35mm.	370	318	52	—
Other Films:				
16mm.	856	754	102	—
35mm.	249	249	—	—

PART 6. NATIONAL FILM BOARD ACTIVITIES

In addition to its primary duty of presenting the Canadian scene at home and abroad through information films, the National Film Board co-ordinates the film activities of federal departments. Both its own and sponsored productions are distributed through rural circuits, provincial and community libraries

and commercial theatres in Canada and to theatres and television outlets abroad. Through the courtesy of the Board the following statistics relating to its operation in the year ending 31st March, 1951, are presented.

Production

The 1950-51 production activities consisted of 130 major films, 37 news stories, 18 newsclips and 2 trailers. The 130 major productions in 1950-51 consisted of 68 English-language films, 58 French-language films, and 4 foreign language films. Eighty-eight of these were in black and white. The remainder were in colour. One hundred and five films were made

under the Board's production appropriation and twenty-five were sponsored by other government departments.

The programme in its entirety covered a broad range of educational and cultural subjects from agriculture, industry and labour, health and welfare, to citizenship, community life, and creative arts.

Theatrical Distribution in Canada

Thirty-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. During 1950-51, N.F.B. films on subjects of national and topical interest were shown in a total of 857 theatres.

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 64 representatives co-operates with provincial agencies to promote, organize and guide community film services. In this way films and filmstrips are distributed as widely as possible throughout the whole of Canada.

During the year, Canadians attended 134,369 showings of 16 millimetre (non-theatrical) films distributed by the National Film Board—this figure represents an increase of 22 per cent over the previous year.

Audiences at these screenings totalled 10,110,789, an increase of eight per cent over the previous year. These figures do not include screenings of films purchased by business establishments, health

and agricultural organizations, provincial government departments and other groups.

Audiences for films distributed by the Board's rural programs numbered about 4,000,000 persons. The majority attended screenings of films borrowed from national, provincial and local libraries and depots. There are now 305 such collections as compared with 265 one year ago. Film Councils, which have increased from 308 to 338, 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 virtually complete. More than 3,300 rural centres now have regular showings of film circuit programs.

Service to Schools

Through the co-operation of universities and provincial departments of education, the Board's films and filmstrips are distributed to rural schools which in 1950-51 reported 33,145 showings of N.F.B.

films to audiences of 2,378,137, and urban schools which reported showings of 23,480 to audiences of 2,110,295.

International Distribution

The use of N.F.B. films on United States television in the past year more than tripled. Every day, more than four N.F.B. films were televised over networks or single stations, a total of 1,523 bookings.

There were 10,512 bookings of N.F.B. films by theatrical distributors in 17 countries outside Canada.

The Board's films were also distributed abroad through 56 posts of the Department of External Affairs and Trade and Commerce, through N.F.B. offices

in London, New York and Chicago and through universities, schools and other educational agencies.

These totalled 83,020 showings to audiences numbering 9,666,794, and included 23,284 showings to audiences totalling 2,680,028 by film agencies of other governments and 33,628 showings to audiences totalling 2,781,415 through 64 travel outlets in the United States and through N.F.B. offices in New York and Chicago.

