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GOVERNMENT OF CANADA



MOTION PICTURE THEATRES,  
EXHIBITORS, AND DISTRIBUTORS,  
1951



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MOTION PICTURE THEATRES,  
EXHIBITORS, AND DISTRIBUTORS  
1951

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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services.

Volume IV consists of the following parts with individual trade reports listed under each:

### 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 parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

### Part II — Retail Statistics

- E — General Review, 25¢.
- F — Retail Trade, 25¢.
- G — Retail Chain Stores, 25¢.
- 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 — Service and Special Fields

- Q — Laundries, Cleaners and Dryers, 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¢.
- W — Advertising Agencies (Memorandum) 25¢.

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

\* Biennial reports — not issued for 1951.

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

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# MOTION PICTURE THEATRES, EXHIBITORS, AND DISTRIBUTORS 1951

## GENERAL SUMMARY

Canadian expenditure on motion picture entertainment reached the unprecedented high of \$108,206,809 in 1951. This was the amount spent on admissions to regular theatres, drive-in theatres,

community enterprises, and in halls where motion pictures were presented by itinerant operators. Significant statistics concerning each of these four types are presented in the following table.

**Summary of Motion Picture Theatre Operations in Canada 1951**

Item	Total, all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Itinerant Operators
Number of theatres or exhibitors .....	2,689	1,808	82	632	167
Receipts (excluding taxes) .....	96,319,583	90,936,110	3,347,670	1,499,560	486,243
Amusement taxes .....	11,887,226	11,373,629	406,611	72,675	34,311
Number of paid admissions .....	252,159,125	239,132,227	6,554,572	4,860,700	1,611,626

More detail on the operations of the separate types is contained in following sections of this bulletin.

The per capita expenditure on motion picture

entertainment, as shown in the following table, is based on total receipts (including taxes) from all types. Throughout this report figures for British Columbia include Yukon and Northwest Territories.

**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces,  
1942, 1945, 1948, 1949, 1950 and 1951**

Province	1942	1945	1948	1949	1950	1951
	\$	\$	\$	\$	\$	\$
<b>Canada .....</b>	<b>5.01</b>	<b>5.77</b>	<b>6.50</b>	<b>6.89</b>	<b>7.12</b>	<b>7.72</b>
Newfoundland .....	—	—	—	2.69	2.93	3.82
Prince Edward Island .....	2.52	3.31	3.97	3.82	3.79	3.94
Nova Scotia .....	5.89	6.56	5.10	5.38	5.57	6.08
New Brunswick .....	3.75	4.76	4.71	4.44	4.40	4.99
Quebec .....	3.81	4.36	5.27	5.74	5.20	6.51
Ontario .....	6.53	7.16	8.25	8.94	9.11	9.80
Manitoba .....	4.39	5.13	5.73	6.20	6.20	7.01
Saskatchewan .....	2.56	3.83	4.24	4.67	4.84	5.61
Alberta .....	4.22	5.34	5.87	6.77	7.18	7.79
British Columbia .....	7.52	8.15	8.52	8.59	8.47	9.29

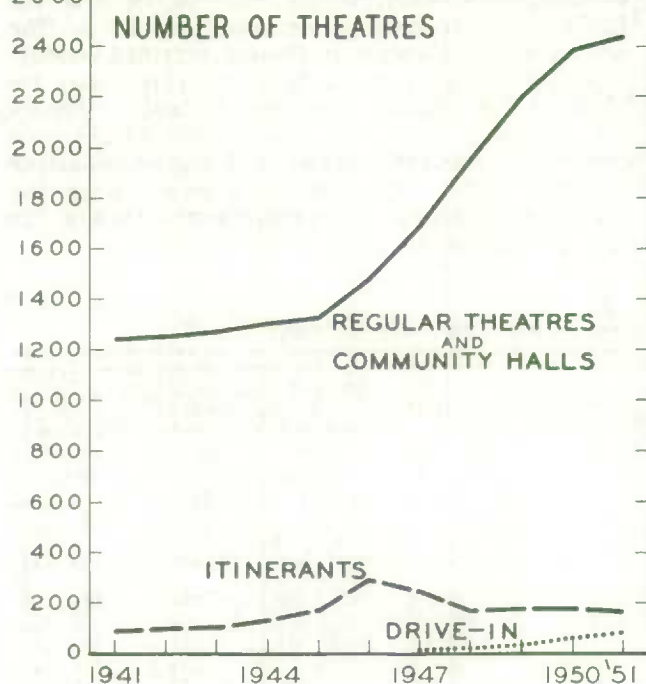
1. Based on total receipts of regular theatres, drive-ins, community enterprises and itinerant exhibitors.

The per capita expenditure on motion picture entertainment rose from \$7.12 in 1950 to \$7.72 in 1951. Ontario, with a per capita expenditure of

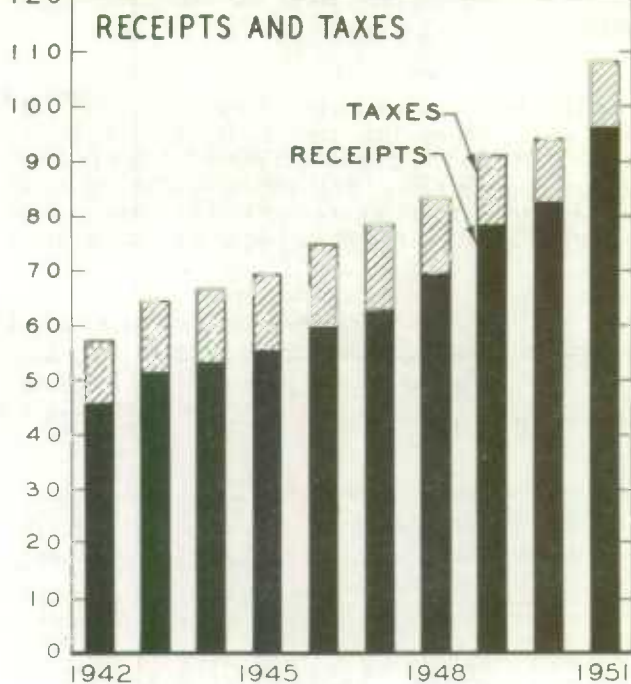
\$9.80, had the highest average while Newfoundland with \$3.82 had the lowest.

# GRAPHIC REVIEW OF THEATRE STATISTICS

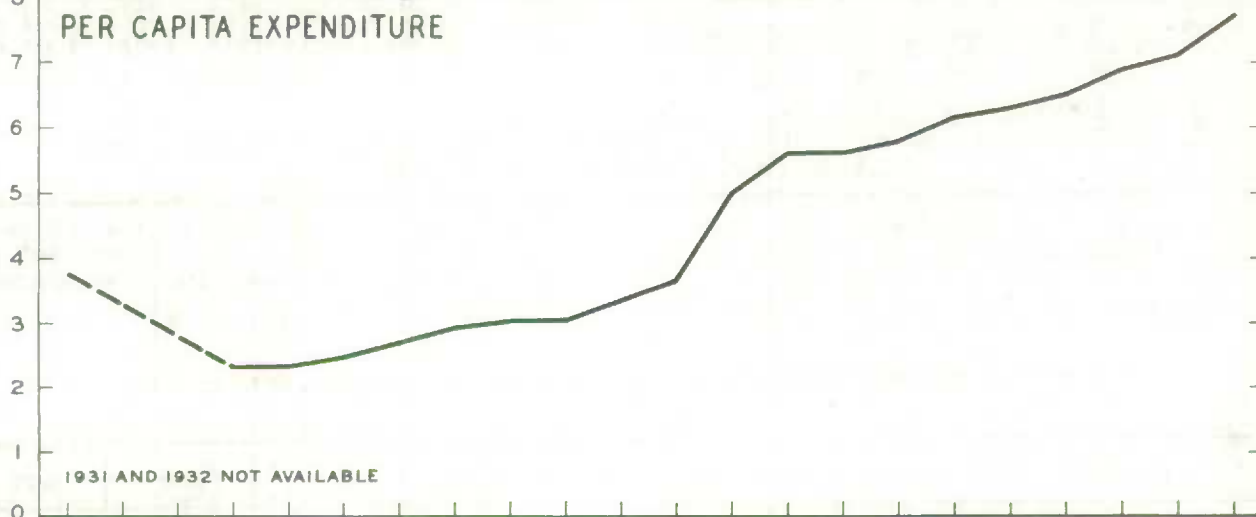
NUMBER OF  
THEATRES  
2600



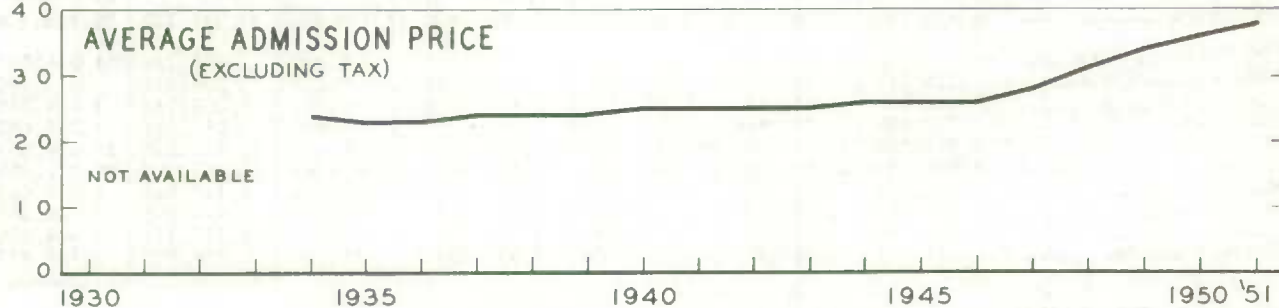
MILLION  
DOLLARS  
120



DOLLARS  
8



CENTS  
40





## PART 1. - MOTION PICTURE THEATRES 1951

The statistics presented in this section are concerned only with regular motion picture theatres with one exception. In Table 2, receipts for years prior to 1949 include those of community enterprises.

The 1808 motion picture theatres in operation in Canada during 1951 took in receipts amounting to \$90,986,110 and in addition collected \$11,373,629 in amusements taxes. This represented an increase of less than 1% in number of theatres and 10% in receipts over the 1801 theatres with receipts of

\$82,707,762 in operation in 1950. Taxes collected in theatres declined from \$11,444,668 in 1950 to \$11,373,629 in 1951. There were 239,132,227 paid admissions in 1951, an increase of 3% over the 231,746,881 admissions recorded in 1950. The motion picture theatres in Canada provided employment for 15,758 persons in 1951. This figure includes 1,724 working proprietors or family members not receiving a regular salary. The 14,034 paid employees received salaries and wages amounting to \$17,137,276. The following table shows the principal statistics of Motion picture theatres in 1951 by provinces.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1951

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Number <sup>1</sup> of working proprietors	Employment & payroll	
						Average number of employees	Salaries and wages
		\$	\$				\$
<b>Canada</b> .....	<b>1,808</b>	<b>90,986,110</b>	<b>11,373,629</b>	<b>239,132,227</b>	<b>1,724</b>	<b>14,034</b>	<b>17,137,276</b>
Newfoundland .....	39	1,098,611	91,203	3,588,505	38	189	187,664
Prince Edward Island .....	13	313,090	52,075	974,300	22	46	36,452
Nova Scotia .....	80	3,454,965	401,593	10,935,302	51	585	589,448
New Brunswick .....	63	2,307,605	244,874	7,169,782	44	394	386,326
Quebec .....	412	22,629,851	3,279,274	55,811,137	430	3,132	3,589,326
Ontario .....	531	38,052,587	4,574,291	98,958,093	288	6,006	7,535,479
Manitoba .....	134	4,604,683	469,601	13,015,034	172	858	897,872
Saskatchewan .....	194	3,738,865	203,499	10,284,855	313	669	701,535
Alberta .....	178	6,044,996	542,822	15,124,198	257	800	1,034,736
British Columbia .....	164	8,740,857	1,514,397	23,271,021	109	1,355	2,178,438

1. Including family members not receiving a regular salary.

All provinces recorded higher theatre receipts (excluding taxes) in 1951 than in 1950. Newfoundland, with increased receipts of 27%, was the only province to register a gain substantially above the overall increase of 10% for Canada. The following

table presents a year-to-year comparison of receipts by provinces. Prior to 1949 receipts from community enterprises were included but it is felt that this does not affect too seriously the comparability of the series.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1945 to 1951

(Excluding amusement taxes)

Province	1945	1946	1947	1948	1949	1950	1951
	\$	\$	\$	\$	\$	\$	\$
<b>Canada</b> .....	<b>55,430,711</b>	<b>59,888,972</b>	<b>62,865,279</b>	<b>69,657,248</b>	<b>77,419,472</b>	<b>82,707,762</b>	<b>90,986,110</b>
Newfoundland .....	—	—	—	—	820,107	863,734	1,098,611
Prince Edward Island ...	224,697	223,804	255,835	281,995	280,631	286,334	313,090
Nova Scotia .....	3,112,340	2,953,633	2,666,189	2,738,331	3,109,262	3,266,536	3,454,965
New Brunswick .....	1,702,869	1,758,866	1,771,036	1,993,102	2,048,091	2,053,595	2,307,605
Quebec .....	11,490,406	12,732,391	13,918,163	16,405,929	19,240,015	21,310,810	22,629,851
Ontario .....	23,740,894	25,684,210	27,043,278	29,523,367	31,862,708	34,083,166	38,052,587
Manitoba .....	3,066,871	3,433,687	3,526,223	3,709,443	4,235,223	4,197,205	4,604,683
Saskatchewan .....	2,553,779	2,889,343	2,914,301	3,220,907	3,360,125	3,505,695	3,738,865
Alberta .....	3,394,488	3,626,140	3,711,366	4,245,121	4,924,371	5,314,331	6,044,996
British Columbia .....	6,144,367	6,586,898	7,058,888	7,539,053	7,538,939	7,826,356	8,740,857

Note. Prior to 1949 receipts from community enterprises were included here.

The slight increase in the number of theatres operating in Canada in 1951 was reflected in a 1% increase in seating capacity and a 3% increase in potential capacity as compared with 1950. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Of a potential capacity of 794,468,333 in 1951 only 30% was utilized. Capacity utilization was highest in Prince Edward Island at 39% and lowest in Quebec and Saskatchewan at 28%.

Ontario theatres, with 37% of the total seating capacity obtained 42% of the 1951 business. Quebec obtained 25% of total business and had 24% of the total seating capacity. British Columbia had approximately the same ratio of receipts as seating capacity while all the other provinces had lesser percentages of receipts than of seating capacity.

The average admission price excluding taxes was 38 cents in 1951 as compared with 36 cents in 1950. Quebec ranked highest with an average admission of 41 cents while Newfoundland with 31 cents was the lowest. Calgary and Rouyn led all Canadian cities with an average admission price

of 46 cents. The figures given in table 3 for average admission price are based on receipts, excluding taxes. In order to show the average price paid by an individual for admission to a theatre, the following figures, based on total receipts including taxes are presented:—

#### Average Admission Price (Including Taxes)

Canada .....	43¢
Newfoundland .....	33¢
Prince Edward Island .....	37¢
Nova Scotia .....	35¢
New Brunswick .....	36¢
Quebec .....	46¢
Ontario .....	43¢
Manitoba .....	39¢
Saskatchewan .....	38¢
Alberta .....	44¢
British Columbia .....	44¢

The following table shows the principal statistics of motion picture theatres, by provinces and for selected cities for 1951. Separate figures are given for all cities in which four or more theatres are in operation.

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1951

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average <sup>1</sup> Admission Price
			\$	\$			%	¢
<b>Canada .....</b>	<b>1,808</b>	<b>939,963</b>	<b>90,986,110</b>	<b>11,373,629</b>	<b>239,132,227</b>	<b>794,468,333</b>	<b>30</b>	<b>38</b>
<b>Newfoundland .....</b>	<b>39</b>	<b>14,743</b>	<b>1,098,611</b>	<b>91,203</b>	<b>3,588,505</b>	<b>9,525,566</b>	<b>38</b>	<b>31</b>
St. Johns .....	6	5,349	543,774	63,103	1,942,525	5,006,664	39	28
Other places .....	33	9,394	554,837	28,100	1,645,980	4,518,902	36	34
<b>Prince Edward Island..</b>	<b>13</b>	<b>4,819</b>	<b>313,090</b>	<b>52,075</b>	<b>974,300</b>	<b>2,516,130</b>	<b>39</b>	<b>32</b>
<b>Nova Scotia .....</b>	<b>80</b>	<b>42,909</b>	<b>3,454,965</b>	<b>401,593</b>	<b>10,935,302</b>	<b>37,830,158</b>	<b>29</b>	<b>32</b>
Halifax .....	10	8,841	1,036,592	119,132	3,148,493	11,652,966	27	33
Sydney .....	5	3,627	341,059	37,788	1,119,581	3,138,512	36	30
Other places .....	65	30,441	2,077,314	244,673	6,667,228	23,038,680	29	31
<b>New Brunswick .....</b>	<b>63</b>	<b>29,809</b>	<b>2,307,605</b>	<b>244,874</b>	<b>7,169,782</b>	<b>22,908,422</b>	<b>31</b>	<b>32</b>
Moncton .....	4	3,420	399,822	43,743	1,100,104	3,157,008	35	36
Saint John .....	6	6,138	604,915	67,033	1,823,066	6,989,112	26	33
Other places .....	53	20,251	1,302,868	134,098	4,246,612	12,762,302	33	31
<b>Quebec .....</b>	<b>412</b>	<b>222,464</b>	<b>22,629,851</b>	<b>3,279,274</b>	<b>55,811,137</b>	<b>197,472,807</b>	<b>28</b>	<b>41</b>
Montreal <sup>2</sup> .....	71	69,959	11,457,419	1,647,015	27,402,400	94,954,050	29	42
Quebec .....	14	12,017	1,525,175	238,858	4,137,026	15,267,130	27	37
Hull .....	4	3,099	378,926	55,653	1,134,519	4,436,952	26	33
Rouyn .....	4	2,282	215,121	31,171	469,914	2,289,784	20	46
Sherbrooke .....	4	3,656	432,301	64,488	1,024,803	3,726,502	28	42
Three Rivers .....	4	3,525	383,460	51,739	995,180	3,412,344	29	39
Other places .....	311	127,926	8,237,449	1,190,350	20,647,295	73,386,045	28	40



TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1951—Concluded

Province and City	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average <sup>1</sup> Admission Price
			\$	\$			%	¢
<b>Ontario</b> .....	<b>531</b>	<b>348,482</b>	<b>38,052,587</b>	<b>4,574,291</b>	<b>98,958,093</b>	<b>324,986,949</b>	<b>30</b>	<b>38</b>
Toronto <sup>2</sup> .....	115	97,325	12,743,843	1,560,702	29,742,755	97,414,814	31	43
Hamilton.....	22	19,263	2,385,332	290,296	6,472,245	18,209,983	36	37
Ottawa.....	19	17,593	2,108,172	263,669	5,859,202	20,784,348	28	36
Windsor.....	10	9,712	1,039,759	129,831	2,735,303	13,707,824	20	38
London.....	8	8,053	1,215,167	153,254	3,052,679	10,182,672	30	40
Kingston.....	4	3,862	520,463	61,795	1,387,908	5,462,808	25	37
Fort William.....	6	4,716	432,946	52,740	1,097,538	6,074,952	18	39
Port Arthur.....	4	3,657	388,957	48,430	947,445	5,395,104	17	41
St. Catharines.....	5	4,000	555,830	59,762	1,578,713	5,354,856	29	35
Sudbury.....	7	6,033	936,195	116,134	2,271,878	6,559,704	35	41
Brantford.....	5	4,940	532,764	63,990	1,324,986	5,922,462	22	40
Kitchener.....	5	4,780	582,963	69,925	1,687,165	4,484,688	38	35
Peterborough.....	4	3,441	465,817	55,536	1,225,833	4,089,288	30	38
Sarnia.....	4	3,671	393,048	49,569	1,135,931	3,922,776	29	35
Guelph.....	4	3,713	377,179	45,946	966,547	3,526,848	27	39
Oshawa.....	4	3,001	511,276	59,261	1,368,715	4,253,184	32	37
Sault Ste. Marie.....	4	3,213	442,863	52,562	1,158,570	4,165,252	28	38
Timmins.....	4	3,805	423,231	51,795	1,137,864	3,561,480	32	37
Owen Sound.....	4	2,418	201,051	23,840	570,998	2,081,248	27	35
Other places.....	293	141,286	11,795,731	1,365,254	33,235,818	99,832,658	33	35
<b>Manitoba</b> .....	<b>134</b>	<b>58,745</b>	<b>4,604,683</b>	<b>469,601</b>	<b>13,015,034</b>	<b>43,844,317</b>	<b>30</b>	<b>35</b>
Winnipeg <sup>2</sup> .....	36	27,598	3,072,527	352,193	8,146,999	29,933,628	27	38
Other places.....	98	31,147	1,532,156	117,408	4,868,035	13,910,689	35	31
<b>Saskatchewan</b> .....	<b>194</b>	<b>63,788</b>	<b>3,738,865</b>	<b>203,499</b>	<b>10,284,855</b>	<b>36,335,487</b>	<b>28</b>	<b>36</b>
Saskatoon.....	6	5,215	633,782	54,388	1,861,996	7,491,952	25	34
Regina.....	6	5,262	785,524	54,544	1,951,281	7,322,952	27	40
Moose Jaw.....	4	2,596	262,283	26,673	796,671	3,087,176	26	33
Other places.....	178	50,715	2,057,276	67,894	5,674,907	18,433,407	31	36
<b>Alberta</b> .....	<b>178</b>	<b>65,020</b>	<b>6,044,996</b>	<b>542,822</b>	<b>15,124,198</b>	<b>45,666,033</b>	<b>33</b>	<b>40</b>
Edmonton.....	12	8,998	1,658,598	150,976	4,080,166	10,758,644	38	41
Calgary.....	13	10,324	1,744,359	159,700	3,818,113	13,740,636	28	46
Lethbridge.....	4	2,818	373,075	35,119	939,161	3,320,733	28	40
Other places.....	149	42,880	2,268,964	197,027	6,286,758	17,846,020	35	36
<b>British Columbia</b> .....	<b>164</b>	<b>89,184</b>	<b>8,740,857</b>	<b>1,514,397</b>	<b>23,271,021</b>	<b>73,382,464</b>	<b>32</b>	<b>38</b>
Vancouver <sup>2</sup> .....	41	36,006	3,951,329	693,977	10,477,294	36,095,537	29	38
Victoria.....	7	7,145	913,772	159,662	2,189,520	10,128,222	22	42
New Westminster.....	6	3,811	458,024	81,265	1,300,173	4,165,512	31	35
Other places.....	110	42,222	3,417,732	579,493	9,304,034	22,993,193	40	37

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

2. Includes only those theatres located within the incorporated limits of the city.

#### Ownership

In 1951 approximately 38% of all theatres were controlled by circuits operating four or more theatres and these accounted for 71% of total receipts and almost 69% of admissions. Theatres controlled by

circuits in the 20-and-over class obtained 57% of total receipts and 54% of admissions although this group included only one quarter of the total number of theatres operating in Canada during 1951.

**TABLE 4. Motion Picture Theatres Classified According to Number of Establishments Under Same Ownership, Canada 1930, 1940, 1951**

Year and Number of Establishments Under Same Ownership	Number of Establishments		Receipts (excluding Amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
<b>1930</b>						
<b>Total</b> .....	<b>915</b>	<b>100.0</b>	<b>38,130,100</b>	<b>100.0</b>	—	—
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	—	—
<b>1940</b>						
<b>Total</b> .....	<b>1,229</b>	<b>100.0</b>	<b>37,474,122</b>	<b>100.0</b>	<b>151,590,799</b>	<b>100.0</b>
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	17,621,034	47.2
<b>1951</b>						
<b>Total</b> .....	<b>1,808</b>	<b>100.0</b>	<b>90,986,110</b>	<b>100.0</b>	<b>239,132,227</b>	<b>100.0</b>
One .....	910	50.3	18,898,868	20.8	53,892,379	22.5
Two and three .....	212	11.7	7,484,779	8.2	20,550,095	8.6
Four to nineteen .....	227	12.6	12,715,425	14.0	35,615,209	14.9
Twenty and over .....	459	25.4	51,887,038	57.0	129,074,544	54.0

Approximately 91%, or 1,644 of the 1,808 regular theatres, used 35 mm. projection equipment. These theatres had receipts of \$90,459,373 compared with the \$526,737 receipts of the remaining 164 theatres which used 16 mm. equipment. In 1950, 177 theatres

out of a total of 1,801 used 16 mm. equipment. The following table presents some of the statistics of motion picture theatres by size of projection equipment and provinces for 1951.

**TABLE 5. Motion Picture Theatres by Size of Projection Equipment and Provinces, 1951**

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
<b>Canada</b> .....	<b>1644</b>	<b>164</b>	<b>90,459,373</b>	<b>526,737</b>	<b>11,315,929</b>	<b>57,700</b>	<b>237,587,104</b>	<b>1,545,123</b>
Newfoundland .....	28	11	1,061,994	36,617	90,434	769	3,474,290	114,215
Prince Edward Island .....	13	—	313,090	—	52,075	—	974,300	—
Nova Scotia .....	76	4	3,446,010	8,955	400,603	990	10,908,308	26,994
New Brunswick .....	58	5	2,302,497	5,108	244,239	635	7,154,855	14,927
Quebec .....	371	41	22,491,023	138,828	3,258,756	20,518	55,445,527	365,610
Ontario .....	499	32	37,957,997	94,590	4,562,923	11,368	98,577,967	380,126
Manitoba .....	129	5	4,582,040	22,643	467,400	2,201	12,961,439	53,595
Saskatchewan .....	174	20	3,711,161	27,704	203,499	—	10,189,404	95,451
Alberta .....	149	29	5,932,948	112,048	533,500	9,322	14,806,797	317,401
British Columbia .....	147	17	8,660,613	80,244	1,502,500	11,897	23,094,217	176,804

## PART 2 - DRIVE-IN THEATRES

The rapid growth of drive-in theatres in the field of motion picture entertainment from 7 theatres with admissions of 670,583 in 1947 to 82 theatres with

admissions of 6,554,572 in 1951 is shown in the following table.

	1947	1948	1949	1950	1951
Number of drive-in theatres .....	7	15	30	62	82
Total capacity, cars .....	5,438	9,975	15,924	31,523	40,520
Receipts (excluding taxes) .....	\$274,325	\$ 658,641	\$1,393,760	\$2,290,679	\$3,347,670
Taxes .....	\$ 57,702	\$ 131,124	\$ 245,094	\$ 300,028	\$ 406,611
Number of paid admissions .....	670,583	1,595,947	3,091,314	4,943,000	6,554,572

The 82 drive-in theatres operating in 1951 had receipts (excluding taxes) amounting to \$3,347,670 and paid admissions totalling 6,554,572. Of the 965 persons employed in drive-in theatres, 933 were paid employees and they received salaries and wages amounting to \$792,181. Ontario with 46 drive-

in theatres accounted for 59% of total receipts and admissions. British Columbia with 12 accounted for 16% of total receipts and admissions. There were no drive-in theatres in Newfoundland, New Brunswick or Quebec. The following table presents principal statistics of drive-in theatres, by provinces for 1951.

TABLE 6. Principal Statistics of Drive-In Theatres, by Provinces, 1951

Province	No. of establishments	car capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Number <sup>2</sup> of working proprietors	Employment & payroll	
							Average number of employees	Salaries and wages
			\$	\$				\$
<b>CANADA.....</b>	<b>82</b>	<b>40,520</b>	<b>3,347,670</b>	<b>406,611</b>	<b>6,554,572</b>	<b>32</b>	<b>933</b>	<b>792,181</b>
Newfoundland .....	—	—	—	—	—	—	—	—
Prince Edward Island .....	2	1	1	1	1	1	1	1
Nova Scotia .....	1	1	1	1	1	1	1	1
New Brunswick .....	—	—	—	—	—	—	—	—
Quebec .....	—	—	—	—	—	—	—	—
Ontario .....	46	24,790	1,976,302	250,111	3,843,791	8	514	428,706
Manitoba .....	4	2,567	200,682	29,298	390,774	—	89	56,333
Saskatchewan .....	10	3,455	216,784	4,881	410,805	10	87	39,578
Alberta .....	7	3,730	405,485	35,958	776,134	—	84	105,904
British Columbia .....	12	5,228	529,557	83,772	1,085,794	7	136	158,910

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.
2. Including family members not receiving a regular salary.

## PART 3 - COMMUNITY ENTERPRISES

These establishments are community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion branches etc. Although a regular admission fee is charged in these halls, they differ from regular theatres in that mem-

bers of the organizations operating them frequently provide their services free of charge.

There were 632 community enterprises operating in 1951 as compared with 586 in 1950. Total receipts amounted to \$1,499,560, an increase of nearly 20%



over the 1950 receipts of \$1,251,311 and amusement taxes collected in 1951 amounted to \$72,675. Attendance at these halls was 4,860,700 in 1951 and represented 37% utilization of potential capacity. The average admission price excluding amusement tax, was 31 cents in 1951. The majority of these halls, 567 out of 632, operated only 1 or 2 days a week, and only 232 of the total number operated on

a full year basis. The majority of the community enterprises are located in Quebec and Saskatchewan.

Most of the halls used 16 mm. projection equipment but the 150 halls where 35 mm. equipment was used accounted for 56% of the receipts and 54% of the total admissions. Only one province, Manitoba, had more halls using 35 mm. equipment than 16 mm.

TABLE 7. Principal Statistics of Community Enterprises, by Provinces, 1951

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Ave. capacity utilized	Ave. admission price <sup>1</sup>
			\$	\$			%	¢
<b>Canada .....</b>	<b>632</b>	<b>144,074</b>	<b>1,499,560</b>	<b>72,675</b>	<b>4,860,700</b>	<b>13,083,687</b>	<b>37</b>	<b>31</b>
Newfoundland .....	32	6,327	103,466	—	380,286	1,035,340	37	27
Prince Edward Island .....	2	400	2	2	2	2	56	24
Nova Scotia .....	5	918	5,271	215	14,817	43,700	34	36
New Brunswick .....	8	1,550	2	2	2	2	46	28
Quebec .....	205	59,680	413,155	48,761	1,415,356	4,339,968	33	29
Ontario .....	48	10,026	110,693	541	308,138	829,454	37	36
Manitoba .....	27	6,337	92,440	398	323,896	804,102	40	29
Saskatchewan .....	183	35,798	430,406	—	1,378,620	3,737,265	37	31
Alberta .....	89	17,093	200,163	15,312	618,140	1,454,556	42	32
British Columbia .....	33	5,945	124,850	6,191	348,664	692,092	50	36

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

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

TABLE 8. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1951

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
<b>Canada .....</b>	<b>150</b>	<b>482</b>	<b>55.7</b>	<b>44.3</b>	<b>53.9</b>	<b>46.1</b>
Newfoundland .....	4	28	62.8	37.2	62.3	37.7
Prince Edward Island .....	2	—	100.0	—	100.0	—
Nova Scotia .....	—	5	—	100.0	—	100.0
New Brunswick .....	1	7	16.9	83.1	16.4	83.6
Quebec .....	26	179	53.8	46.2	48.9	51.1
Ontario .....	3	45	28.9	71.1	23.5	76.5
Manitoba .....	24	3	92.2	7.8	90.4	9.6
Saskatchewan .....	58	125	61.4	38.6	59.7	40.3
Alberta .....	21	68	45.0	55.0	42.7	57.3
British Columbia .....	11	22	54.8	45.2	58.5	41.5



## PART 4 - ITINERANT EXHIBITORS

Exhibitors using portable equipment and showing moving pictures in more than one town or village are classed as itinerant exhibitors in this report. In 1951 there were 167 of these operators with receipts of \$486,243 as compared with 175 operators in 1950 who took in receipts amounting to \$463,605. The number of paid admissions increased from 1,571,697 in 1950 to 1,611,626 in 1951. Average admission price in 1951 was 30 cents.

Performances were given in 791 towns and villages in 1951 compared with 906 in 1950. These were distributed as follows:

	1950	1951
Newfoundland .....	174	187
Prince Edward Island .....	20	12
Nova Scotia .....	86	71
New Brunswick .....	12	8
Quebec .....	54	46
Ontario .....	168	140
Manitoba .....	82	52
Saskatchewan .....	148	135
Alberta .....	119	97
British Columbia .....	43	43
<b>Canada .....</b>	<b>906</b>	<b>791</b>

One of these exhibitors reported the use of a 35 mm. projector; all the others used 16 mm. projection equipment.

TABLE 9. Principal Statistics of Itinerant Motion Picture Exhibitors by Provinces, 1951

Province	No.	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average <sup>2</sup> admission price
		\$	\$		¢
<b>CANADA .....</b>	<b>167</b>	<b>486,243</b>	<b>34,311</b>	<b>1,611,626</b>	<b>30</b>
Newfoundland .....	32	84,204	898	246,816	34
Prince Edward Island .....	2	1	1	1	1
Nova Scotia .....	15	23,780	4,081	92,788	26
New Brunswick .....	3	1	1	1	1
Quebec .....	13	28,854	3,648	96,234	30
Ontario .....	29	106,941	11,801	327,117	33
Manitoba .....	13	39,912	2,140	147,708	27
Saskatchewan .....	29	73,459	—	234,057	31
Alberta .....	20	63,434	5,057	192,035	33
British Columbia .....	11	51,143	5,186	155,397	33

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

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

## PART 5 - FILM EXCHANGES

In 1951, 33 film exchange companies distributed films to commercial exhibitors through 123 offices. Gross receipts for all film exchanges increased approximately 9%, from \$27,697,880 in 1950 to \$30,118,713 in 1951. Receipts from rental of films amounted to \$29,225,867 in 1951, of which \$1,889,461 was from rental of 16 mm. films and \$4,647 from the rental of 8 mm. films. Of the total receipts from film rentals \$29,096,502 was for rentals to theatres, community enterprises, and itinerant operators for commercial exhibition.

There were 3,881 new films of all types released in 1951, of which 3,035 were for theatrical use on a commercial basis. Classification of new films by type, size, and language is presented in Table 10.

Segregation of the 1,259 new feature films released in 1951 as to country of origin was as follows:

United States .....	853
France .....	287
Great Britain .....	82
Canada .....	—
Other countries .....	37
<b>Total new feature films .....</b>	<b>1,259</b>

There were 1,086 new features in black and white film and 173 in colour.

TABLE 10. Principal Statistics of Film Exchanges in Canada, 1930, 1934, 1940 to 1951

Year	Number of companies	Number of exchange offices	Average 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 <sup>1</sup>	2	2
1934 .....	—	60	344	230	923,400		7,370,200 <sup>1</sup>	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
1951 .....	33	123	1,120		3,071,545		29,225,867	551,048	341,798

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 11. Type, Size, and Language of New Films Released, 1951

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16mm. ....	2,290	1,967	312	11
35mm. ....	1,591	1,280	280	31
Features:				
16mm. ....	558	349	200	9
35mm. ....	701	477	193	31
Cartoons:				
16mm. ....	319	270	49	—
35mm. ....	188	188	—	—
News Reels:				
16mm. ....	110	110	—	—
35mm. ....	495	429	66	—
Other Films:				
16mm. ....	1,303	1,238	63	2
35mm. ....	207	186	21	—

**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 government departments. Both its own and sponsored productions are distributed through rural circuits, provincial and community libraries, commercial theatres and tele-

vision outlets in Canada. The Board also distributes its own and sponsored productions internationally through the Canadian Posts, Educational institutions and theatrical and television outlets abroad. Through the courtesy of the Board the following statistics relating to the operation in the year ending 31st. March, 1952, are presented.

**Production**

The 1951-52 production activities consisted of 134 major films, 60 news stories, 17 newsclips and 2 trailers. The 134 major productions in 1951-52 consisted of 69 English-language films, 54 French-language films and 11 foreign language films of which 101 were in black and white. The remainder were in colour. Ninety-nine films were made under

the Board's production appropriation and thirty-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**

ROYAL JOURNEY, a full-length documentary colour film on the visit of Princess Elizabeth and the Duke of Edinburgh to Canada was released for theatrical showings on December 21st, 1951. By March 31st, 1952, it had played in 488 theatres in Canada for a total of 1,682 days.

Forty-three films were released in the four series of theatrical short subjects, CANADA CARRIES ON, EYE WITNESS, SPECIALS and VIGIE, which are distributed in both English and French Versions to Canadian theatres. During 1951-52, N.F.B. films on subjects of national and topical interest were booked 7,995 times and shown for a total of 18,746 days.

**Non-Theatrical Distribution in Canada**

The Board maintains regional offices in each of the provinces and sub-offices in many of the larger cities. A staff of 61 representatives co-operates with provincial agencies to promote, organize and guide community film services. In this way film and filmstrips are distributed as widely as possible throughout the whole of Canada.

During the year, Canadians attended 151,196 showings of 16 millemetre (non-theatrical) films distributed by the National Film Board—an increase of 13 per cent over the previous year.

Audiences at these screenings totalled 11,610,232, an increase of fifteen 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 for their own use.

Films distributed through the Board's rural programs reached about 5,000,000 persons; the balance of the total audience—approximately 6,000,000 persons—attended screenings of films borrowed from national, provincial and local libraries and depots. There is now a total of 334 such libraries and depots as compared with 305 one year ago. Film Councils, which have increased from 338 to 343, 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-operating units in rural areas has continued during the past year and is now virtually complete. Approximately 3,500 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 1951-52 reported 38,792 showings of

N.F.B. films to total audiences of 2,818,988, and to urban schools which reported 22,944 showings to total audiences of 2,316,228.

**International Distribution**

The total number of television bookings for 1951-52 was 2,401—an increase of 57% over the past year.

There were 9,537 bookings of N.F.B. films by theatres in 16 countries outside Canada.

The Board's films were also distributed abroad through 51 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. There were 91,193 such showings to a total audience of 11,111,976.



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