

63-207

ca

GOVERNMENT OF CANADA



MOTION PICTURE THEATRES,  
EXHIBITORS, AND DISTRIBUTORS,  
1952



EDMOND CLOUTIER, C.M.G., O.A., D.S.P.  
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1953

MOTION PICTURE THEATRES,  
EXHIBITORS AND DISTRIBUTORS  
1952

*Published by*

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

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

## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III 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, 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 — Service 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¢
- W — Advertising Agencies (Memorandum), 25¢
- X — Motion Picture Production (Memorandum), 10¢

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

\* Biennial reports — not issued for 1952.

## TABLE OF CONTENTS

	Page
General Summary of All Motion Picture Exhibition.....	R-5
Graphic Review of Motion Picture Statistics.....	R-6

### 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 exhibition are presented in a separate section.

Text and Tables 1 to 7 .....	R-7
------------------------------	-----

### 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.

Text and Tables 8 and 9.....	R-12
------------------------------	------

### 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., and for which admission is charged.

Text and Tables 10 and 11.....	R-13
--------------------------------	------

### PART 4. Halls serviced by Itinerant Exhibitors

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

Text and Table 12.....	R-14
------------------------	------

### PART 5. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 13 and 14.....	R-14
--------------------------------	------

PART 6. National Film Board Activities .....	R-16
--	------

# MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS 1952

## GENERAL SUMMARY

During 1952 Canadians saw motion pictures in regular theatres, drive-in theatres, halls operated as community enterprises and in halls serviced by itinerant operators, and to this end they spent \$118,434,481, the highest figure yet reached in this ever expanding field of entertainment.

Significant statistics concerning each of the four types of motion picture exhibition are presented in

the following table. In the past the type here designated as "Halls serviced by itinerant operators" was headed "Itinerant Operators", and the number of these individuals, rather than the number of halls where they exhibited motion pictures, was given.

More detail on the operations of the separate types is presented in following sections of this report.

**Summary of Motion Picture Theatre Exhibition in Canada 1952**

Item	Total, all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls serviced by itinerant operators
Number of theatres and halls .....	3,416	1,843	104	657	812
Receipts (excluding taxes) .....	\$ 105,459,183	\$ 98,851,349	\$ 4,409,426	\$ 1,702,824	\$ 495,584
Amusement taxes .....	\$ 12,975,298	\$ 12,308,148	\$ 540,390	\$ 96,314	\$ 30,446
Number of paid admissions .....	262,963,287	247,732,717	8,379,586	5,363,564	1,437,420

The per capita expenditure on motion picture entertainment, climbed to a new high of \$8.21 in 1952 compared with the previous high of \$7.72 for 1951. Ontario topped all other provinces with a per

capita expenditure of \$10.06 while Newfoundland with \$3.90 had the lowest average.

Throughout this report figures for British Columbia include the Yukon and Northwest territories.

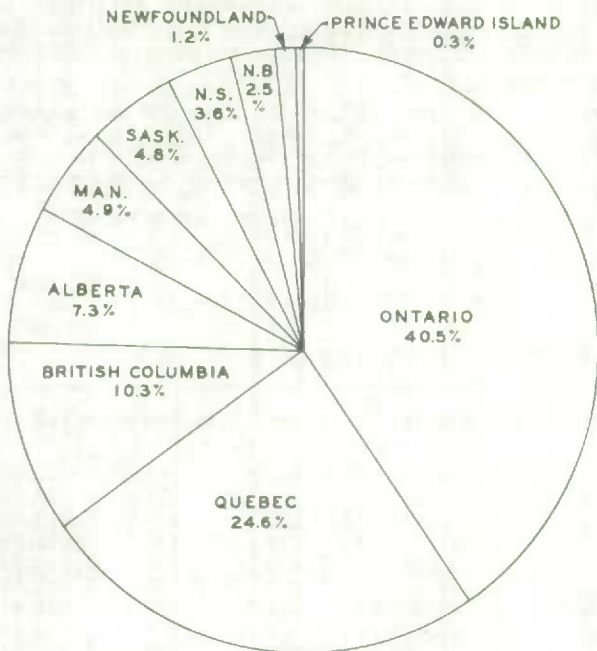
**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces,  
1943, 1946, 1949, 1950, 1951 and 1952**

Province	1943	1946	1949	1950	1951	1952
	\$	\$	\$	\$	\$	\$
<b>Canada .....</b>	<b>5.61</b>	<b>6.15</b>	<b>6.89</b>	<b>7.12</b>	<b>7.72</b>	<b>8.21</b>
Newfoundland .....	—	—	2.69	2.93	3.82	3.90
Prince Edward Island .....	3.35	3.17	3.82	3.79	3.94	4.01
Nova Scotia .....	6.68	6.44	5.38	5.57	6.08	6.51
New Brunswick .....	4.53	4.79	4.44	4.40	4.99	5.52
Quebec .....	4.21	4.73	5.74	6.20	6.51	6.99
Ontario .....	6.97	7.56	8.94	9.11	9.80	10.06
Manitoba .....	4.81	5.88	6.20	6.20	7.01	7.31
Saskatchewan .....	3.31	4.39	4.67	4.84	5.61	6.76
Alberta .....	5.27	5.88	6.77	7.18	7.79	8.87
British Columbia .....	8.29	8.10	8.59	8.47	9.29	9.94

1. Based on total receipts of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.



## GRAPHIC REVIEW OF THEATRE STATISTICS

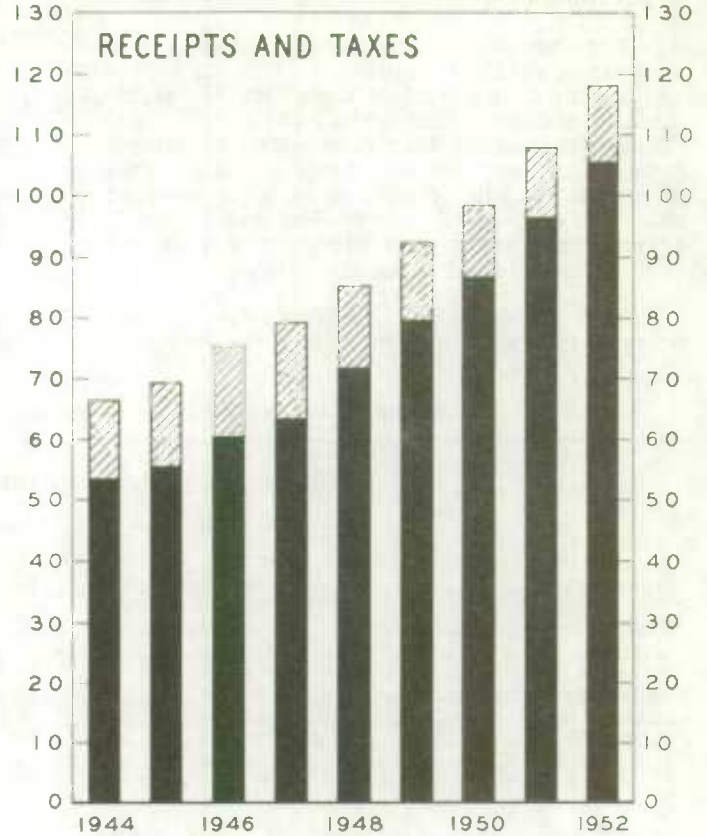
CANADIAN EXPENDITURE  
ON MOTION PICTURES, 1952

TOTAL \$118,434,481

MILLION DOLLARS

MILLION DOLLARS

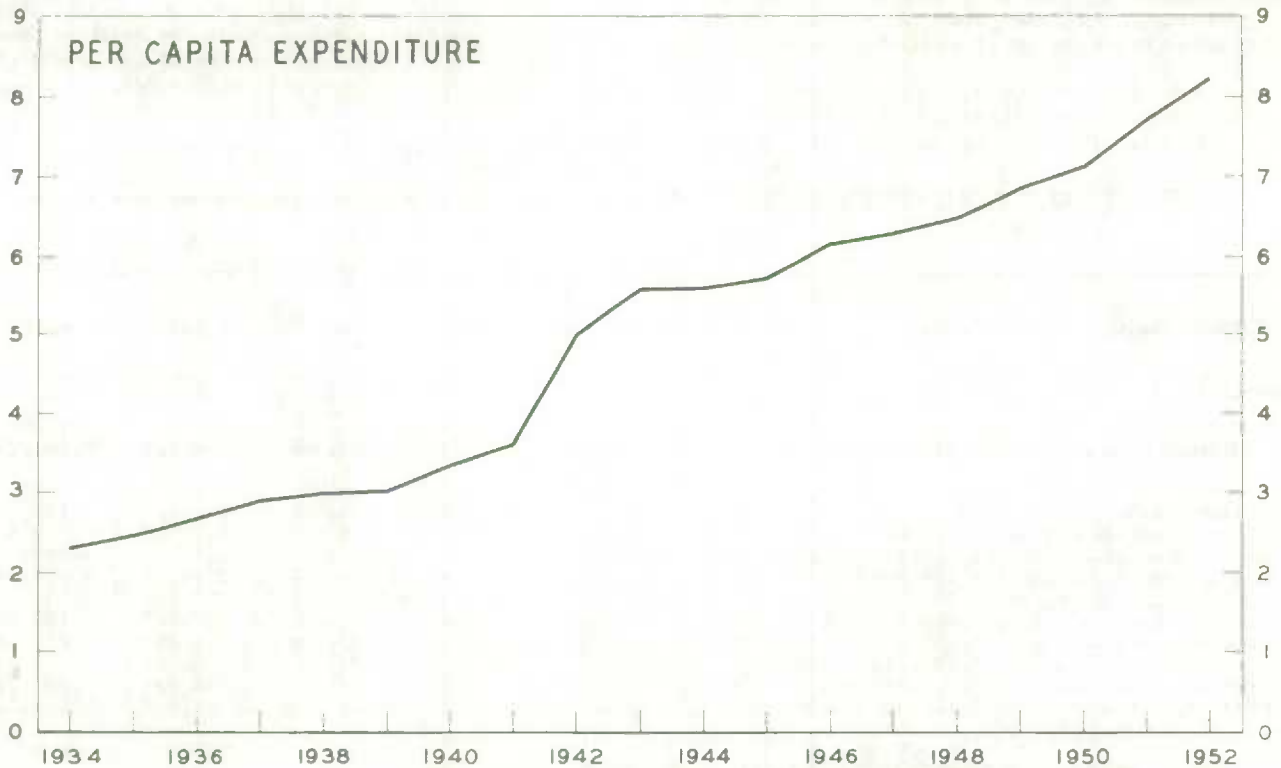
RECEIPTS AND TAXES



DOLLARS

DOLLARS

PER CAPITA EXPENDITURE



## PART 1. - MOTION PICTURE THEATRES 1952

The statistics presented 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.

For Canada's motion picture theatres, 1952 was a year of continued expansion. The 1,843 theatres in operation had receipts amounting to \$98,851,349 and in addition collected \$12,308,148 in provincial amusement taxes. This represented an increase of

approximately 2% in number of theatres and 9% in receipts over the 1,808 theatres with receipts of \$90,986,110 in 1951. The number of paid admissions increased 4% from 239,132,227 in 1951 to 247,732,717 in 1952. The 8,804 males and 6,296 females employed in motion picture theatres in Canada during 1952 received salaries and wages amounting to \$18,868,116. The following table gives the principal statistics of Motion Picture theatres in 1952 by provinces.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1952

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employment & Payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada .....	1,843	98,851,349	12,308,148	247,732,717	8,804	6,296	18,868,116
Newfoundland.....	46	1,150,686	101,328	3,614,719	109	63	191,523
Prince Edward Island .....	12	336,700	53,530	992,647	23	23	39,756
Nova Scotia .....	81	3,688,920	438,448	11,413,480	322	319	640,033
New Brunswick .....	61	2,527,474	271,455	7,369,181	259	237	448,097
Quebec .....	419	24,932,302	3,638,347	58,760,871	2,482	997	3,983,939
Ontario .....	541	40,463,904	4,720,566	99,888,837	3,600	2,559	8,262,013
Manitoba .....	143	4,812,497	519,561	13,838,931	468	577	960,841
Saskatchewan.....	197	4,479,432	253,177	11,556,565	423	370	763,299
Alberta .....	180	6,937,291	684,415	16,841,273	464	433	1,170,019
British Columbia .....	163	9,522,143	1,627,321	23,456,213	654	718	2,408,596

Receipts (excluding taxes) were higher in all provinces in 1952 than in 1951. Saskatchewan, with a 20% increase in receipts, recorded the greatest gain over 1951, while Alberta was second with a 15% increase. 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 the comparability of the series to any extent.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1946 to 1952

(Excluding amusement taxes)

Province	1946	1947	1948	1949	1950	1951	1952
	\$	\$	\$	\$	\$	\$	\$
Canada .....	59,888,972	62,865,279	69,657,248	77,419,472	82,707,762	90,986,110	98,851,349
Newfoundland.....	—	—	—	820,107	863,734	1,098,611	1,150,686
Prince Edward Island....	223,804	255,835	281,995	280,631	286,334	313,090	336,700
Nova Scotia .....	2,953,633	2,666,189	2,738,331	3,109,262	3,266,536	3,454,965	3,688,920
New Brunswick .....	1,758,866	1,771,036	1,993,102	2,048,091	2,053,595	2,307,605	2,527,474
Quebec .....	12,732,391	13,918,163	16,405,929	19,240,015	21,310,810	22,629,851	24,932,302
Ontario .....	25,684,210	27,043,278	29,523,367	31,862,708	34,083,166	38,052,587	40,463,904
Manitoba .....	3,433,687	3,526,223	3,709,443	4,235,223	4,197,205	4,604,683	4,812,497
Saskatchewan.....	2,889,343	2,914,301	3,220,907	3,360,125	3,505,695	3,738,865	4,479,432
Alberta .....	3,626,140	3,711,366	4,245,121	4,924,371	5,314,331	6,044,996	6,937,291
British Columbia .....	6,586,898	7,058,888	7,539,053	7,538,939	7,826,356	8,740,857	9,522,143

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

Both the seating capacity and potential capacity in Canadian theatres were slightly over 1% higher in 1952 than in 1951. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Only 31% of a potential capacity of 804,597,070, was utilized in 1952. Capacity utilization was highest in Newfoundland at 38% and lowest in Quebec at 29%.

Forty-one per cent of the 1952 business went to theatres in Ontario, which also had 37% of the total seating capacity. Quebec theatres, with 24% of total seating capacity obtained slightly over 25% of the total business. As was the case in 1951, 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 reached a new high of 40 cents in 1952 compared with 38 cents in 1951. Quebec ranked first with an average admission of 42 cents while Newfoundland and Nova Scotia were the lowest at 32 cents. Rouyn again led all Canadian cities with an average admission price of 48 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 .....	45¢
Newfoundland .....	35¢
Prince Edward Island .....	39¢
Nova Scotia .....	36¢
New Brunswick .....	38¢
Quebec .....	49¢
Ontario .....	45¢
Manitoba .....	39¢
Saskatchewan .....	41¢
Alberta .....	45¢
British Columbia .....	48¢

The following table gives the principal statistics of motion picture theatres, by provinces and for selected cities for 1952. Separate figures are given for all cities in which four or more theatres were in operation.

**TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities<sup>1</sup>, 1952**

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>2</sup> Admission Price
			\$	\$			%	¢
<b>Canada.....</b>	<b>1,843</b>	<b>954,813</b>	<b>98,851,349</b>	<b>12,308,148</b>	<b>247,732,717</b>	<b>804,597,070</b>	<b>31</b>	<b>40</b>
<b>Newfoundland .....</b>	<b>46</b>	<b>15,183</b>	<b>1,150,686</b>	<b>101,328</b>	<b>3,614,719</b>	<b>9,454,626</b>	<b>38</b>	<b>32</b>
St. Johns .....	6	5,478	590,333	65,493	2,020,553	5,127,408	39	29
Corner Brook .....	4	1,659	158,135	21,115	436,059	1,379,352	32	36
Other places .....	36	8,046	402,218	14,720	1,158,107	2,947,866	39	35
<b>Prince Edward Island .....</b>	<b>12</b>	<b>4,677</b>	<b>336,700</b>	<b>53,530</b>	<b>992,647</b>	<b>2,862,557</b>	<b>35</b>	<b>34</b>
<b>Nova Scotia.....</b>	<b>81</b>	<b>42,891</b>	<b>3,688,920</b>	<b>438,448</b>	<b>11,413,480</b>	<b>37,416,697</b>	<b>31</b>	<b>32</b>
Halifax .....	10	8,841	1,138,724	132,284	3,344,361	11,550,396	29	34
Sydney .....	5	3,627	364,404	43,059	1,168,638	3,013,712	39	31
Other places .....	66	30,423	2,185,792	263,105	6,900,481	22,852,589	30	32
<b>New Brunswick.....</b>	<b>61</b>	<b>29,704</b>	<b>2,527,474</b>	<b>271,455</b>	<b>7,369,181</b>	<b>22,895,207</b>	<b>32</b>	<b>34</b>
Moncton .....	4	3,420	432,879	46,619	1,137,709	3,516,864	32	38
Saint John .....	6	6,036	682,243	74,075	1,838,631	6,479,448	28	37
Other places .....	51	20,248	1,412,352	150,761	4,392,841	12,898,895	34	32
<b>Quebec.....</b>	<b>419</b>	<b>227,300</b>	<b>24,932,302</b>	<b>3,638,347</b>	<b>58,760,871</b>	<b>200,336,523</b>	<b>29</b>	<b>42</b>
Montreal .....	72	70,935	12,335,494	1,804,338	27,952,866	98,428,025	28	44
Verdun .....	4	3,780	540,264	84,693	1,379,775	4,834,466	29	39
Quebec .....	14	11,998	1,764,803	265,043	4,379,413	14,427,885	30	40
Hull .....	4	3,099	438,761	63,172	1,185,396	3,991,416	30	37
Rouyn .....	5	2,637	246,563	37,076	512,245	2,376,576	22	48
Sherbrooke .....	5	4,280	524,278	77,014	1,180,074	4,614,415	26	44
Three Rivers .....	4	3,525	428,415	57,848	1,063,521	3,412,344	31	40
Other Places.....	311	127,046	8,653,724	1,249,163	21,107,581	68,251,396	31	41



TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities<sup>1</sup>, 1952 - 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>2</sup> Admission Price
			\$	\$			%	¢
<b>Ontario</b> .....	<b>541</b>	<b>350,423</b>	<b>40,463,904</b>	<b>4,720,566</b>	<b>99,888,837</b>	<b>327,429,021</b>	<b>31</b>	<b>41</b>
Toronto .....	113	96,282	12,685,024	1,510,825	28,776,545	95,250,432	30	44
Hamilton .....	23	19,978	2,585,450	304,474	6,665,679	18,960,768	35	39
Ottawa .....	19	17,953	2,306,556	273,254	5,927,898	21,000,304	28	39
Windsor .....	9	9,071	1,017,342	118,059	2,446,615	12,095,320	20	42
London .....	8	8,053	1,397,599	159,600	2,981,390	10,158,564	29	47
Kingston .....	4	3,862	556,626	66,111	1,385,682	5,462,808	25	40
Fort William .....	6	4,716	565,168	64,312	1,286,033	6,074,952	21	44
Port Arthur .....	4	3,639	510,347	59,778	1,110,287	5,367,024	21	46
St. Catharines .....	5	4,000	582,865	69,555	1,524,769	5,354,856	28	38
Sudbury .....	7	6,033	1,097,261	131,230	2,410,448	7,679,880	31	46
Brantford .....	5	4,940	597,707	68,585	1,490,008	6,041,412	25	40
Kitchener .....	5	4,777	635,174	72,309	1,726,795	5,126,680	34	37
Peterborough .....	4	3,441	508,501	58,577	1,255,856	4,219,176	30	40
Sarnia .....	4	3,663	455,482	52,931	1,127,914	3,915,288	29	40
Guelph .....	4	3,713	394,240	46,759	987,837	3,526,848	28	40
Oshawa .....	4	3,001	523,618	60,092	1,323,349	4,253,184	31	40
Sault Ste. Marie .....	4	3,213	509,254	58,388	1,271,143	4,316,104	29	40
Timmins .....	4	3,805	480,809	56,454	1,218,745	3,561,480	34	39
Owen Sound .....	4	2,418	227,703	26,664	622,240	2,081,248	30	37
Other places .....	305	143,865	12,827,178	1,462,609	34,349,604	102,982,693	33	37
<b>Manitoba</b> .....	<b>143</b>	<b>61,341</b>	<b>4,812,497</b>	<b>519,561</b>	<b>13,838,931</b>	<b>44,541,240</b>	<b>31</b>	<b>35</b>
Winnipeg .....	36	27,499	3,145,692	378,948	8,162,954	29,654,430	28	39
Other places .....	107	33,842	1,666,805	140,613	5,675,977	14,886,810	38	29
<b>Saskatchewan</b> .....	<b>197</b>	<b>64,853</b>	<b>4,479,432</b>	<b>253,177</b>	<b>11,556,565</b>	<b>38,177,015</b>	<b>30</b>	<b>39</b>
Saskatoon .....	6	5,209	703,576	50,328	1,883,683	8,290,464	23	37
Regina .....	6	5,262	871,646	77,563	2,053,080	7,619,352	27	42
Moose Jaw .....	4	2,596	317,123	32,568	949,687	3,225,188	29	33
Other places .....	181	51,786	2,587,087	92,718	6,670,115	19,042,011	35	39
<b>Alberta</b> .....	<b>180</b>	<b>68,505</b>	<b>6,937,291</b>	<b>684,415</b>	<b>16,841,273</b>	<b>48,290,315</b>	<b>35</b>	<b>41</b>
Edmonton .....	14	11,121	2,030,763	201,252	4,988,684	12,170,580	41	41
Calgary .....	14	10,832	1,945,094	203,880	4,143,081	14,096,732	29	47
Lethbridge .....	4	2,818	402,562	37,391	954,979	3,299,296	29	42
Other places .....	148	43,734	2,558,872	241,892	6,754,529	18,723,707	36	38
<b>British Columbia</b> .....	<b>163</b>	<b>89,936</b>	<b>9,522,143</b>	<b>1,627,321</b>	<b>23,456,213</b>	<b>73,193,869</b>	<b>32</b>	<b>41</b>
Vancouver .....	39	35,237	4,223,189	733,428	10,318,032	35,692,057	29	41
Victoria .....	7	7,145	981,175	171,803	2,148,600	10,087,896	21	46
New Westminster .....	5	3,424	464,508	81,304	1,180,680	3,883,776	30	39
Other places .....	112	44,130	3,853,271	640,786	9,808,901	23,530,140	42	39

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

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

#### Employment

During 1952 there were 16,869 persons employed in motion picture theatres. Of this total 1,769 were working proprietors and family members not receiving a regular salary. The 15,100 paid employees, including working executives of incorporated companies, received \$18,868,116 in salaries and wages. The majority of paid employees were engaged in "full-time" theatres, those operating 300 days or more during the year. The 13,760 persons employed

by these theatres received \$18,200,616 in salaries and wages. The projectionists numbered 2,131 and they were paid \$6,259,606. Part-time theatres, those operating less than 300 days during the year, employed 1,340 persons who received salaries and wages amounting to \$667,500. Projectionists in these theatres numbered 390 and drew salaries totalling \$286,907.

TABLE 4. Employment and Payroll, 1952

Period of operation and province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
<b>Total, all theatres .....</b>	<b>15,100</b>	<b>18,868,116</b>	<b>2,118</b>	<b>38</b>	<b>6,185,368</b>	<b>351</b>	<b>14</b>	<b>361,145</b>	<b>6,335</b>	<b>6,244</b>	<b>12,321,603</b>
Full-time (operating 300 days and over):											
<b>Canada .....</b>	<b>13,760</b>	<b>18,200,616</b>	<b>1,830</b>	<b>23</b>	<b>5,917,662</b>	<b>270</b>	<b>8</b>	<b>341,944</b>	<b>5,842</b>	<b>5,787</b>	<b>11,941,010</b>
Newfoundland .....	150	178,151	26	—	49,423	13	—	10,523	52	59	118,205
Prince Edward Island .....	38	36,500	5	—	8,468	2	—	1,922	11	20	26,110
Nova Scotia .....	587	622,176	72	1	163,285	16	—	9,505	199	299	449,386
New Brunswick .....	430	430,636	63	—	119,348	11	—	5,583	148	208	305,705
Quebec .....	3,250	3,868,842	465	10	980,520	97	3	55,707	1,737	938	2,832,615
Ontario .....	5,909	8,080,113	689	8	2,752,665	56	—	155,771	2,702	2,454	5,171,677
Manitoba .....	902	924,424	90	1	285,141	21	—	17,018	279	511	622,265
Saskatchewan .....	535	676,554	82	—	229,778	10	—	9,008	172	271	437,768
Alberta .....	731	1,080,921	125	2	390,479	14	5	14,137	229	356	676,305
British Columbia .....	1,228	2,302,299	213	1	938,555	30	—	62,770	313	671	1,300,974
Part-time (operating less than 300 days):											
<b>Canada .....</b>	<b>1,340</b>	<b>667,500</b>	<b>288</b>	<b>15</b>	<b>267,706</b>	<b>81</b>	<b>6</b>	<b>19,201</b>	<b>493</b>	<b>457</b>	<b>380,593</b>
Newfoundland .....	22	13,372	3	—	4,010	3	—	1,300	12	4	8,062
Prince Edward Island .....	8	3,256	—	—	—	2	—	884	3	3	2,372
Nova Scotia .....	54	17,857	10	—	8,784	5	—	1,934	20	19	7,139
New Brunswick .....	66	17,461	11	—	6,817	4	—	358	22	29	10,286
Quebec .....	229	115,097	60	6	45,045	14	3	3,751	109	37	66,301
Ontario .....	250	181,900	42	1	59,604	4	—	1,128	107	96	121,168
Manitoba .....	143	36,417	35	1	19,568	9	—	1,332	34	64	15,517
Saskatchewan .....	258	86,745	60	4	35,441	19	1	2,257	80	94	49,047
Alberta .....	166	89,098	42	3	47,234	10	2	2,154	44	65	39,710
British Columbia .....	144	106,297	25	—	41,203	11	—	4,103	62	46	60,991

TABLE 5. Proprietors of Unincorporated Firms<sup>1</sup>, 1952

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
<b>Total, all theatres .....</b>	<b>1,769</b>	<b>251</b>	<b>77</b>	<b>642,136</b>	<b>922</b>	<b>519</b>
Full-time (operating 300 days and over):						
<b>Canada .....</b>	<b>813</b>	<b>182</b>	<b>49</b>	<b>562,646</b>	<b>379</b>	<b>203</b>
Newfoundland .....	6	2	—	1,724	2	2
Prince Edward Island .....	5	1	—	84	4	—
Nova Scotia .....	19	1	—	2,080	13	5
New Brunswick .....	18	2	—	4,358	13	3
Quebec .....	289	70	23	217,730	119	77
Ontario .....	193	44	12	165,643	91	46
Manitoba .....	59	9	—	25,580	34	16
Saskatchewan .....	52	13	2	25,130	29	8
Alberta .....	110	28	5	79,184	46	31
British Columbia .....	62	12	7	41,133	28	15
Part-time (operating less than 300 days):						
<b>Canada .....</b>	<b>956</b>	<b>69</b>	<b>28</b>	<b>79,490</b>	<b>543</b>	<b>316</b>
Newfoundland .....	46	4	2	5,059	34	6
Prince Edward Island .....	12	—	—	—	9	3
Nova Scotia .....	31	3	3	5,200	17	8
New Brunswick .....	14	—	—	—	9	5
Quebec .....	212	18	7	19,199	125	62
Ontario .....	110	11	5	13,166	59	35
Manitoba .....	120	2	7	1,256	64	47
Saskatchewan .....	211	20	2	18,594	109	80
Alberta .....	136	6	1	8,662	80	49
British Columbia .....	64	5	1	8,354	37	21

1. Including family members not receiving a regular salary.



## Ownership

In 1952 theatres controlled by circuits operating four or more houses obtained 72% of total receipts and 69% of admissions, although they formed only 38% of Canada's 1843 regular theatres. Circuits in

the 20-and-over class got 58% of the receipts and 54% of the admissions. There was little change in the amount of business attributed to each of the categories as compared with 1951.

**TABLE 6. Motion Picture Theatres Classified According to Number of Establishments Under Same Ownership, Canada 1930, 1940, 1952**

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	71,621,034	47.2
<b>1952</b>						
<b>Total .....</b>	<b>1,843</b>	<b>100.0</b>	<b>98,851,349</b>	<b>100.0</b>	<b>247,732,717</b>	<b>100.0</b>
One .....	930	50.5	19,854,322	20.1	55,535,889	22.4
Two and three .....	209	11.3	8,030,518	8.1	21,468,886	8.7
Four to nineteen .....	237	12.9	13,606,650	13.8	36,734,187	14.8
Twenty and over .....	467	25.3	57,359,859	58.0	133,993,755	54.1

Ninety-one per cent of the 1,843 theatres operating in 1952 used 35 mm. projection equipment. These 1,671 theatres had receipts of \$98,322,322 compared with receipts of \$529,027 obtained by the 172 theatres which used 16 mm. equipment. In 1951

there were 164 theatres out of a total of 1,808 using 16 mm. projectors. The following table presents some statistics of motion picture theatres by size of projection equipment and provinces for 1952.

**TABLE 7. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1952**

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>1,671</b>	<b>172</b>	<b>98,322,322</b>	<b>529,027</b>	<b>12,249,963</b>	<b>58,185</b>	<b>246,279,531</b>	<b>1,453,186</b>
Newfoundland .....	27	19	1,103,541	47,145	100,589	739	3,466,774	147,945
Prince Edward Island .....	12	—	336,700	—	53,530	—	992,647	—
Nova Scotia .....	79	2	1	1	1	1	1	1
New Brunswick .....	57	4	1	1	1	1	1	1
Quebec .....	380	39	24,791,695	140,607	3,615,909	22,438	58,402,533	358,338
Ontario .....	501	40	40,352,388	111,516	4,707,419	13,147	99,558,551	330,286
Manitoba .....	135	8	4,786,242	26,255	517,771	1,790	13,774,257	64,674
Saskatchewan .....	173	24	4,431,072	48,360	253,177	—	11,420,642	135,923
Alberta .....	158	22	6,872,819	64,472	678,748	5,667	16,636,146	205,127
British Columbia .....	149	14	9,438,298	83,845	1,613,679	13,642	23,266,693	189,520

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

## PART 2. — DRIVE-IN THEATRES

The spectacular advances made by drive-in theatres in the field of motion picture entertainment from 1947 to 1952 is shown in the following table.

	1947	1948	1949	1950	1951	1952
Number of drive-in theatres ....	7	15	30	62	82	104
Total capacity, cars .....	5,438	9,975	15,924	31,523	40,520	50,497
Receipts (excluding taxes).....	\$ 274,325	\$ 658,641	\$ 1,393,760	\$ 2,290,679	\$ 3,347,670	\$ 4,409,426
Taxes .....	\$ 57,702	\$ 131,124	\$ 245,094	\$ 300,028	\$ 406,611	\$ 540,390
Number of paid admissions ....	670,583	1,595,947	3,019,314	4,943,000	6,554,572	8,379,586

Canada's 104 drive-ins boosted their receipts to \$4,409,426 from \$3,347,670 and collected \$540,390 in amusement taxes as against \$406,611 in 1951 and entertained 8,379,586 persons as compared with 6,554,572. The lion's share of the 1952 business went to Ontario's 52 drive-ins which collected \$2,228,257 in receipts and \$283,228 in amusement taxes. New Brunswick, one of the provinces which

had no drive-ins, came up with 4 in 1952. Newfoundland and Quebec remain the only provinces without this type of entertainment.

There were 1,320 persons employed in drive-in theatres in 1952 and these received \$998,135 in salaries and wages. Of the total employees, 124 were projectionists who received \$288,321 for their services.

TABLE 8. Principal Statistics of Drive-In Theatres, by Provinces, 1952

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
Canada .....	104	50,497	1,309	\$ 4,409,426	\$ 540,390	8,379,586
Newfoundland .....	—	—	—	—	—	—
Prince Edward Island .....	2	1	—	1	1	1
Nova Scotia .....	3	1	—	1	1	1
New Brunswick .....	4	1,915	310	78,894	10,178	154,776
Quebec .....	—	—	—	—	—	—
Ontario .....	52	27,573	100	2,228,257	283,228	4,196,492
Manitoba .....	7	4,521	—	333,330	50,330	647,115
Saskatchewan .....	13	4,269	150	377,097	12,181	722,661
Alberta .....	8	3,945	225	619,488	58,125	1,129,440
British Columbia .....	15	6,104	524	688,408	118,080	1,377,899

TABLE 9. Employment and Payroll, 1952

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
Canada .....	1,320	\$ 998,135	117	—	\$ 284,634	7	—	\$ 3,687	790	406	\$ 709,814
Newfoundland .....	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island .....	1	1	—	—	—	—	—	—	1	1	1
Nova Scotia .....	1	1	1	—	1	—	—	—	1	1	1
New Brunswick .....	36	15,539	4	—	3,333	2	—	529	19	11	11,677
Quebec .....	—	—	—	—	—	—	—	—	—	—	—
Ontario .....	681	489,928	64	—	167,429	2	—	1,740	409	206	320,759
Manitoba .....	162	87,681	7	—	12,701	—	—	—	72	83	74,980
Saskatchewan .....	107	74,759	11	—	18,649	1	—	148	61	34	55,962
Alberta .....	117	126,629	9	—	20,512	2	—	1,270	79	27	104,847
British Columbia .....	172	190,688	19	—	60,395	—	—	—	123	30	130,293

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



## 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 is charged in these halls, they differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

The number of community enterprises increased from 632 in 1951 to 657 in 1952 and total receipts amounted to \$1,702,824, an increase of approximately 14% over the 1951 receipts of \$1,499,560.

Amusements taxes collected in 1952 totalled \$96,314 compared with \$72,675 collected in 1951. Attendance at motion picture exhibition in these halls was 5,363,564 in 1952 and represented 37% utilization of potential capacity. The average admission price, excluding taxes, was 32 cents in 1952 compared with 31 cents in 1951. The majority of these community enterprises are located in Quebec and Saskatchewan.

Most of the halls used 16 mm. projection equipment but the 152 houses where 35 mm. equipment was installed accounted for 58% of the receipts and 54% of the total admissions.

TABLE 10. Principal Statistics of Community Enterprises, by Provinces, 1952

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>657</b>	<b>150,194</b>	<b>1,702,824</b>	<b>96,314</b>	<b>5,363,564</b>	<b>14,603,782</b>	<b>37</b>	<b>32</b>
Newfoundland .....	40	7,393	118,562	—	404,539	1,044,304	39	29
Prince Edward Island .....	3	650	6,777	—	24,356	47,600	51	28
Nova Scotia .....	4	718	5,360	322	15,050	37,200	40	36
New Brunswick .....	7	1,280	11,939	1,141	42,956	88,530	49	28
Quebec .....	227	66,579	517,112	67,067	1,718,667	5,545,394	31	30
Ontario .....	51	10,548	114,825	2,356	346,058	903,142	38	33
Manitoba .....	25	5,426	89,365	356	305,136	756,564	40	29
Saskatchewan .....	176	34,528	488,702	—	1,502,061	3,903,281	38	33
Alberta .....	87	16,408	197,686	16,450	588,953	1,452,533	41	34
British Columbia .....	37	6,664	152,496	8,622	415,788	825,234	50	37

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

TABLE 11. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1952

Province	Number of community enterprises using		Receipts % of total (excluding taxes)		Paid admissions % of total	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
<b>Canada .....</b>	<b>152</b>	<b>505</b>	<b>57.7</b>	<b>42.3</b>	<b>54.1</b>	<b>45.9</b>
Newfoundland .....	4	36	56.2	43.8	55.4	44.6
Prince Edward Island .....	3	—	100.0	—	100.0	—
Nova Scotia .....	—	4	—	100.0	—	100.0
New Brunswick .....	1	6	19.3	80.7	18.6	81.4
Quebec .....	28	199	59.0	41.0	51.1	48.9
Ontario .....	2	49	24.1	75.9	17.1	82.9
Manitoba .....	22	3	92.5	7.5	90.8	9.2
Saskatchewan .....	60	116	64.9	35.1	61.9	38.1
Alberta .....	21	66	48.8	51.2	46.5	53.5
British Columbia .....	11	26	51.1	48.9	55.3	44.7

## PART 4. — HALLS SERVICED BY 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 1952 there were 158 of these operators giving performances in 812 halls across the country. This compares with 167 operators servicing 791 halls in 1951. Total receipts amounted to \$495,584 in 1952 not including amusement taxes which totalled

\$30,446. The number of paid admissions fell off from 1,611,626 in 1951 to 1,487,420 in 1952 but the average admission price increased from 30 cents in 1951 to 33 cents in 1952.

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

TABLE 12. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1952

Province	Number of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average <sup>1</sup> admission price
		\$	\$		¢
<b>Canada</b> .....	<b>812</b>	<b>495,584</b>	<b>30,446</b>	<b>1,487,420</b>	<b>33</b>
Newfoundland .....	247	86,731	—	253,109	34
Prince Edward Island .....	17	8,160	935	29,569	28
Nova Scotia .....	69	26,478	3,962	95,830	28
New Brunswick .....	—	—	—	—	—
Quebec .....	70	21,105	2,590	63,414	33
Ontario .....	169	121,100	12,001	356,527	34
Manitoba .....	39	29,942	1,422	113,735	26
Saskatchewan .....	87	89,044	—	259,578	34
Alberta .....	85	81,732	5,875	227,306	36
British Columbia .....	29	31,292	3,661	88,352	35

1. 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

There were 36 film exchange companies operating in 1952 and through their 129 offices located across the country they distributed film to Canadian users. Film exchanges handled a volume of business amounting to \$33,979,599 in 1952, almost 13% higher than the 1951 level of \$30,118,713. Of the total receipts in 1952, \$32,911,042 was from rentals of films for commercial as well as non-commercial exhibition. Rentals of 16 mm. film brought in \$2,281,540 in 1952. This figure covers receipts from rentals for both theatrical and non-theatrical exhibition.

use on a commercial basis. Table 14 shows the classification of new films by type, size and language.

Segregation of the 1,666 new feature films released in 1952 as to country of origin was as follows:

United States .....	1,243
France .....	283
Great Britain .....	97
Canada .....	3
Italy .....	21
Other countries .....	19

Total new feature films ..... 1,666

New films of all types released during 1952 numbered 5,189, of which 3,816 were for theatrical

Of the total new features released 1,396 were in black and white and 270 were in colour.

TABLE 13. Principal Statistics of Film Exchanges in Canada, 1934, 1940 to 1952

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
					\$	\$	\$	\$	\$
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
1952 .....	36	129	582	618	2,066,494	1,062,033	32,911,042	567,144	501,413

1. Includes receipts from advertising and other sources.
2. Included with "Film rentals".

TABLE 14. Type, Size and Language of New Films Released, 1952

Type and size of film	Total all languages	English language	French language	Other languages
<b>Total, All Types:</b>				
16 mm. ....	3,563	3,295	261	7
35 mm. ....	1,626	1,290	301	35
<b>Features:</b>				
16 mm. ....	954	739	203	7
35 mm. ....	712	462	223	27
<b>Short Subjects:</b>				
<b>Cartoons</b>				
16 mm. ....	650	650	—	—
35 mm. ....	202	199	3	—
<b>Newsreels</b>				
16 mm. ....	659	636	23	—
35 mm. ....	466	394	72	—
<b>Other</b>				
16 mm. ....	1,300	1,270	30	—
35 mm. ....	246	235	3	8



## 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 coordinates 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

television 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 31 March, 1953, are presented.

### Production

The 1952-53 production activities consisted of 143 major films, 61 news stories, 5 newsclips and 5 trailers. The 143 major productions in 1952-53 consisted of 78 English-language films, 64 French-language films and 1 foreign language film of which 104 were in black and white. The remainder were in colour. 114 films were made under the Board's

production appropriation and 29 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 and Television Distribution in Canada

ROYAL JOURNEY, a full-length documentary colour film on the visit to Canada of Her Majesty the Queen (then Princess Elizabeth) and the Duke of Edinburgh, continued its theatrical run during the year. It was booked 701 times for a total of 1,718 days in some 580 communities across Canada. As of March 31, 1953 this film has now been booked 1,189 times since its release in December 1951.

47 films were released in the 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 1952-53, N.F.B. films on subjects of national and topical interest were booked 8,644 times and shown for a total of 20,756 days.

In addition, 169 films and filmstrips were booked 229 times for television use.

### 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 films and filmstrips are distributed as widely as possible throughout the whole of Canada.

During the year, Canadians attended 183,205 showings of 16 millimetre (non-theatrical) films distributed by the National Film Board—an increase of 21.2 per cent over the previous year.

Audiences at these screenings totalled 13,250,227 an increase of 14.1 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 6,000,000 persons; the balance of the total audience—approximately 7,000,000 persons—attended screenings of films borrowed from national, provincial and local libraries and depots. There is now a total of 404 such libraries and depots as compared with 334 one year ago. Film Councils, which have increased from 343 to 351, 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. Approximately 4,277 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 and urban schools. During the year there were 42,403

showings of National Film Board films to total audiences of 2,990,980 in rural schools and 33,855 showings to total audiences of 2,682,570 in urban schools.

### International Distribution

The total number of television bookings for 1952-53 was 1,799.

There were 16,159 theatrical bookings of National Film Board films in 15 countries reported during the year.

The Board's films were also distributed abroad through 56 posts of the Department of External Affairs and Trade and Commerce; and through universities, schools and other educational agencies. There were 91,752 such showings to total audience of 11,072,210.



STATISTICS CANADA LIBRARY  
BIBLIOTHEQUE STATISTIQUE CANADA



1010713953

C-1