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CANADA



# MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS 1953

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## 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 (not issued 1953)
- B — Operating Results of Food Wholesalers, 25¢
- C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢  
2 Operating Results of Drug Wholesalers, 25¢  
3 Operating Results of Hardware Wholesalers, 25¢  
4 Operating Results of Plumbing and Heating Equipment Wholesalers, 25¢  
5 Operating Results of Household Appliance & Electrical Supply Wholesalers, 25¢

### Part II — Retail Statistics

- E — General Review — (Discontinued)
- 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 — 1 Operating Results of Chain Variety Stores, 25¢  
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- \* K — Operating Results of Independent Food Stores, 25¢
- \* L — Operating Results of Independent Clothing Stores, 25¢
- \* M — Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- \* N — Operating Results of Filling Stations & Garages, 25¢
- \* O — 1 Operating Results of Independent General Stores, 25¢  
2 Operating Results of Independent Restaurants, 25¢  
3 Operating Results of Independent Fuel Dealers, 25¢  
4 Operating Results of Independent Drug Stores, 25¢  
5 Operating Results of Independent Jewellery Stores, 25¢  
6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Consumer Credit

### Part III — Services and Special Fields

- Q — Laundries, Cleaners and Dyers, 25¢
- R — Motion Picture Theatres, Exhibitors and Distributors, 25¢
- S — Hotels, 25¢
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- U — Farm Implement and Equipment Sales, 25¢
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- W — Advertising Agencies (Memorandum), 10¢
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# MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS

## 1953

### GENERAL SUMMARY

In 1953 combined receipts of motion picture exhibitors in regular theatres, drive-in theatres, halls operated as community enterprises and in halls serviced by itinerant operators increased by 3% over 1952 but there was a decrease of 1% in attendance. Receipts, exclusive of taxes, rose from \$105,459,183 in 1952 to \$109,072,528 in 1953 while the number of paid admissions fell from 262,963,287 to 259,346,837.

Significant statistics concerning each of the four types of motion picture exhibition are presented in the following table. For regular theatres, paid admissions fell from 247,732,717 to 241,182,726, while receipts climbed from \$98,851,349 to \$100,889,361. Drive-in theatres reported an increase

in paid admissions from 8,379,586 in 1952 to 11,134,788 in 1953, while receipts expanded from \$4,409,426 to \$5,862,920. The paid admissions for community enterprises advanced from 5,363,564 to 5,647,668 while receipts grew from \$1,702,824 to \$1,851,685. For halls serviced by itinerant operators, paid admissions declined from 1,487,420 in 1952 to 1,381,655 in 1953 while receipts fell from \$495,584 to \$468,562.

More detailed information on the operations of the separate types is presented in the following sections of this report. A final section deals with the activities of the National Film Board.

**Summary of Motion Picture Theatre Exhibition in Canada, 1953**

Item	Total all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls serviced by itinerant operators
Number of theatres and halls .....	3,554	1,906	174	669	805
Receipts (excluding taxes) ..... \$	109,072,528	100,889,361	5,862,920	1,851,685	468,562
Amusement taxes ..... \$	13,582,540	12,760,235	685,389	105,057	31,859
Number of paid admissions .....	259,346,837	241,182,726	11,134,788	5,647,668	1,381,655

The per capita expenditure on motion picture entertainment climbed to a new high of \$8.30 in 1953 compared with the previous high of \$8.21 for

1952. British Columbia topped all other provinces with a per capita expenditure of \$10.56 while Newfoundland with \$4.03 had the lowest average.

**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces,  
1943, 1946, 1949, 1950, 1951, 1952 and 1953**

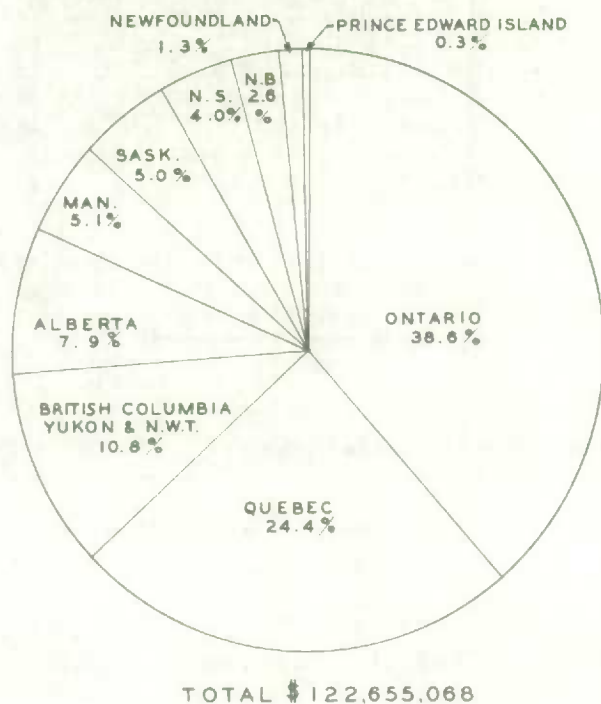
Province	1943	1946	1949	1950	1951	1952	1953
	\$	\$	\$	\$	\$	\$	\$
<b>Canada</b> .....	<b>5.61</b>	<b>6.15</b>	<b>6.89</b>	<b>7.12</b>	<b>7.72</b>	<b>8.21</b>	<b>8.30</b>
Newfoundland .....	—	—	2.69	2.93	3.82	3.90	4.03
Prince Edward Island .....	3.35	3.17	3.82	3.79	3.94	4.01	4.06
Nova Scotia .....	6.68	6.44	5.38	5.57	6.08	6.51	7.35
New Brunswick .....	4.53	4.79	4.44	4.40	4.99	5.52	6.02
Quebec .....	4.21	4.73	5.74	6.20	6.51	6.99	7.00
Ontario .....	6.97	7.56	8.94	9.11	9.80	10.06	9.67
Manitoba .....	4.81	5.88	6.20	6.20	7.01	7.31	7.74
Saskatchewan .....	3.31	4.39	4.67	4.84	5.61	6.76	7.07
Alberta .....	5.27	5.88	6.77	7.18	7.79	8.87	9.73
British Columbia <sup>2</sup> .....	8.29	8.10	8.59	8.47	9.29	9.94	10.56

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

2. Including Yukon and Northwest Territories.



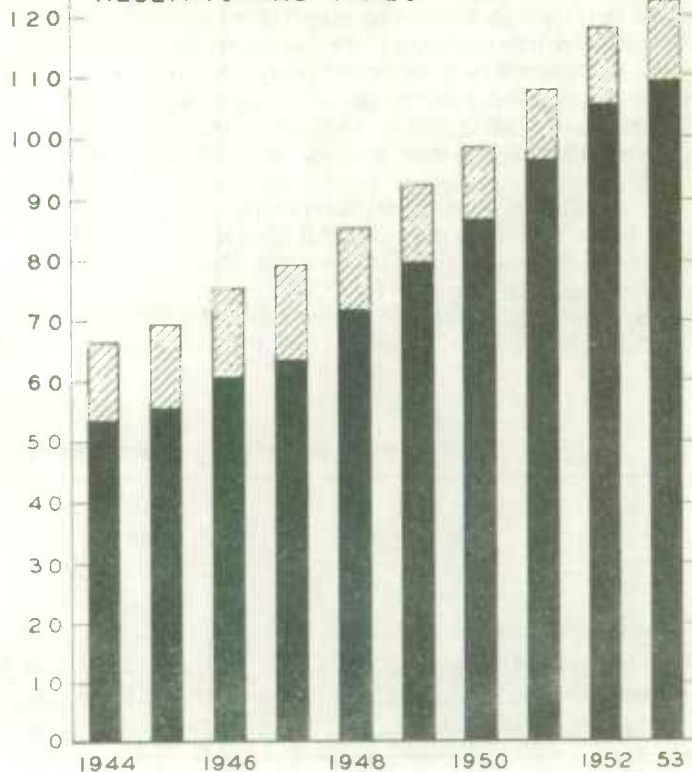
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CANADIAN EXPENDITURE  
ON MOTION PICTURES, 1953

MILLION DOLLARS

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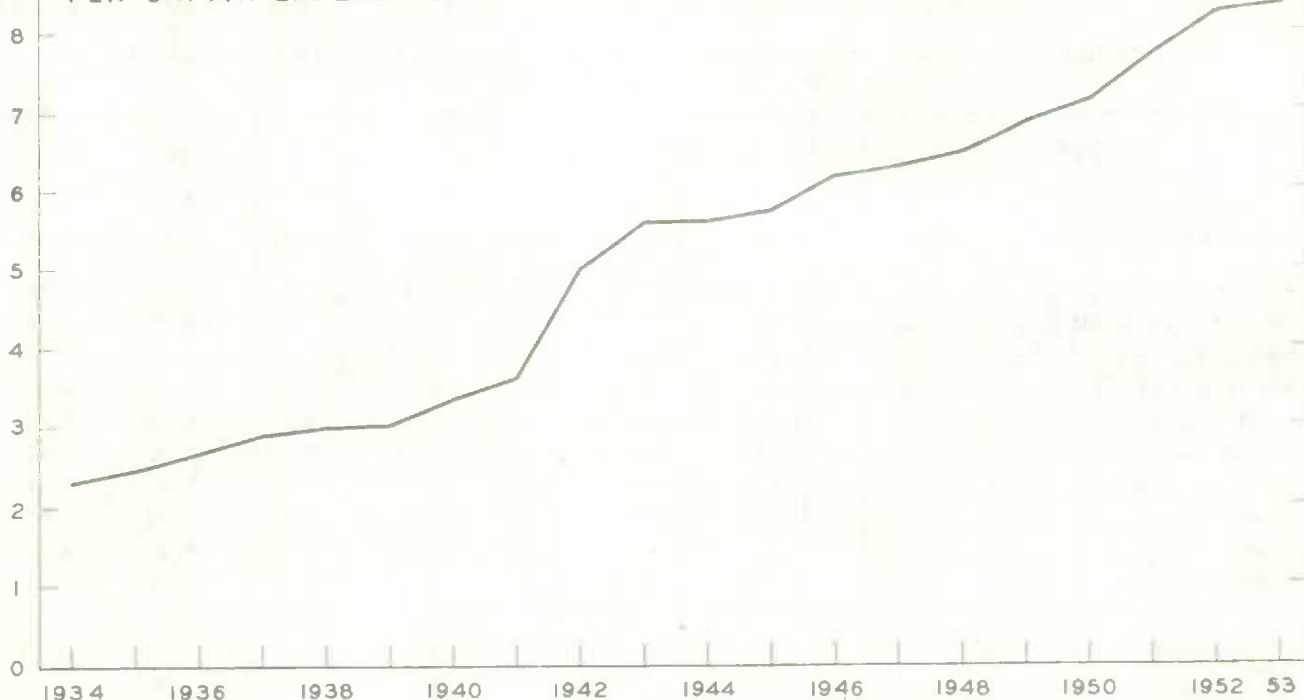
RECEIPTS AND TAXES



DOLLARS

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PER CAPITA EXPENDITURE



## PART I. - MOTION PICTURE THEATRES 1953

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.

In 1953 Canada's 1,906 regular theatres had receipts, excluding taxes, of \$100,889,361 or 2% above the \$98,851,349 reported in 1952 but the number of paid admissions decreased by nearly 3% from 247,732,717 in 1952 to 241,182,726 in the year under review. In 1953 there were 9,027 male employees and 6,723 female employees who received \$20,018,413 compared with 8,804 males and 6,296 females receiving \$18,868,116 in the previous year.

Amusement taxes increased from \$12,308,148 to \$12,760,235 over the two years.

Provincial statistics of regular motion picture theatres revealed that, while Ontario was the only province to show a decrease in total receipts (excluding taxes) in 1953 as compared with 1952, in Ontario, Quebec and Newfoundland there were decreases in the number of paid admissions. The decrease in receipts, excluding taxes, amounted to 2.2% for Ontario, while the increase for Quebec was only 1.9%. On the other hand, there was an increase of 13.2% for Nova Scotia, 10.7% for Alberta, 7.8% for New Brunswick and 7.1% for British Columbia.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1953

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
<b>Canada</b> .....	<b>1,906</b>	<b>100,889,361</b>	<b>12,760,235</b>	<b>241,182,726</b>	<b>9,027</b>	<b>6,723</b>	<b>20,018,413</b>
Newfoundland .....	58	1,174,724	151,853	3,545,082	120	62	198,706
Prince Edward Island .....	12	347,294	60,169	993,850	26	19	39,117
Nova Scotia .....	84	4,177,407	466,147	11,745,207	355	306	727,816
New Brunswick .....	63	2,724,148	314,402	7,610,543	241	263	485,041
Quebec .....	436	25,405,212	3,804,026	55,615,636	2,625	1,038	4,286,373
Ontario .....	536	39,570,781	4,649,381	93,348,088	3,514	2,840	8,459,267
Manitoba .....	154	5,030,045	550,154	14,569,081	469	552	1,079,825
Saskatchewan .....	199	4,583,073	253,803	11,851,062	476	403	856,530
Alberta .....	191	7,676,634	752,697	17,254,881	536	453	1,266,320
British Columbia <sup>1</sup> .....	173	10,200,043	1,757,603	24,649,296	665	787	2,619,418

1. Including Yukon and Northwest Territories.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1947 to 1953

(Excluding amusement taxes)

Province	1947	1948	1949	1950	1951	1952	1953
	\$	\$	\$	\$	\$	\$	\$
<b>Canada</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>	<b>98,851,349</b>	<b>100,889,361</b>
Newfoundland .....	—	—	820,107	863,734	1,098,611	1,150,686	1,174,724
Prince Edward Island .....	255,835	281,995	280,631	286,334	313,090	336,700	347,294
Nova Scotia .....	2,666,189	2,738,331	3,109,262	3,266,536	3,454,965	3,688,920	4,177,407
New Brunswick .....	1,771,036	1,993,102	2,048,091	2,053,595	2,307,605	2,527,474	2,724,148
Quebec .....	13,918,163	16,405,929	19,240,015	21,310,810	22,629,851	24,932,302	25,405,212
Ontario .....	27,043,278	29,523,367	31,862,708	34,083,166	38,052,587	40,463,904	39,570,781
Manitoba .....	3,526,223	3,709,443	4,235,223	4,197,205	4,604,683	4,812,497	5,030,045
Saskatchewan .....	2,914,301	3,220,907	3,360,125	3,505,695	3,738,865	4,479,432	4,583,073
Alberta .....	3,711,366	4,245,121	4,924,371	5,314,331	6,044,996	6,937,291	7,676,634
British Columbia <sup>1</sup> .....	7,058,888	7,539,053	7,538,939	7,826,356	8,740,857	9,522,143	10,200,043

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

1. Including Yukon and Northwest Territories.

In 1953 the seating capacity of regular theatres increased by 2.4% while the potential capacity rose by 1.7% over 1952. Potential capacity is computed by multiplying the number of seats in each theatre by the number of performances and cumulating the results. Only 29.5% of a potential capacity of 818,625,591 was utilized in 1953. Capacity utilization was highest in Newfoundland at 36.3% and lowest in Quebec at 27.1%.

Over thirty-nine per cent of the 1953 business went to theatres in Ontario, which also had 35.5% of the total seating capacity. Quebec theatres, with 24.4% of total seating capacity, obtained 25.2% of the total business. British Columbia had 9.5% of seating capacity and 10.1% of receipts while Alberta with 7.5% of the seats reported 7.6% of total business. All the other provinces had lesser percentages of receipts than of seating capacity.

The average admission price, excluding taxes, reached a new high of 42 cents in 1953 compared with 40 cents in 1952. Quebec ranked first with an average admission price of 46 cents while Newfoundland was the lowest with 33 cents. Calgary led all Canadian cities with an average admission price of

50 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 .....	.47¢
Newfoundland.....	.37¢
Prince Edward Island .....	.41¢
Nova Scotia .....	.40¢
New Brunswick .....	.40¢
Quebec .....	.53¢
Ontario .....	.47¢
Manitoba .....	.38¢
Saskatchewan.....	.41¢
Alberta .....	.49¢
British Columbia <sup>1</sup> .....	.49¢

1. Including Yukon and Northwest Territories.

The following table gives the principal statistics of motion picture theatres, by provinces and for selected cities for 1953. 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>, 1953**

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>1,906</b>	<b>978,162</b>	<b>100,889,361</b>	<b>12,760,235</b>	<b>241,182,726</b>	<b>818,625,591</b>	<b>29</b>	<b>42</b>
<b>Newfoundland .....</b>	<b>58</b>	<b>17,006</b>	<b>1,174,724</b>	<b>151,853</b>	<b>3,545,082</b>	<b>9,770,034</b>	<b>36</b>	<b>33</b>
St. Johns .....	6	5,478	605,346	93,150	1,762,258	5,127,408	34	34
Other places .....	52	11,528	569,378	58,703	1,782,824	4,642,626	38	32
<b>Prince Edward Island .....</b>	<b>12</b>	<b>4,734</b>	<b>347,294</b>	<b>60,169</b>	<b>993,850</b>	<b>2,961,661</b>	<b>34</b>	<b>35</b>
<b>Nova Scotia .....</b>	<b>84</b>	<b>43,470</b>	<b>4,177,407</b>	<b>466,147</b>	<b>11,745,207</b>	<b>36,548,719</b>	<b>32</b>	<b>36</b>
Halifax .....	10	8,841	1,339,555	141,335	3,318,232	11,071,398	30	40
Sydney .....	5	3,627	392,790	45,796	1,172,016	2,937,532	40	34
Other places .....	69	31,002	2,445,062	279,016	7,254,959	22,539,789	32	34
<b>New Brunswick .....</b>	<b>63</b>	<b>31,482</b>	<b>2,724,148</b>	<b>314,402</b>	<b>7,610,543</b>	<b>24,300,352</b>	<b>31</b>	<b>36</b>
Moncton .....	4	3,420	454,597	61,216	1,109,716	3,280,320	34	41
Saint John .....	6	5,843	763,906	91,106	1,944,239	6,808,152	29	39
Other places .....	53	22,219	1,505,645	162,080	4,556,588	14,211,880	32	33
<b>Quebec .....</b>	<b>436</b>	<b>238,123</b>	<b>25,405,212</b>	<b>3,804,026</b>	<b>55,615,636</b>	<b>204,965,671</b>	<b>27</b>	<b>46</b>
Montreal .....	72	71,675	12,120,764	1,806,970	25,132,096	98,681,294	25	48
Verdun .....	4	3,780	575,641	91,128	1,259,541	4,834,466	26	46
Quebec .....	14	11,998	1,903,991	278,753	4,308,841	14,891,398	29	44
Hull .....	4	3,121	426,636	61,654	1,024,177	4,000,568	26	42
Joliette .....	4	2,801	140,047	14,238	285,683	954,920	30	49
Rouyn .....	5	2,646	258,346	39,021	540,244	2,587,156	21	48
Sherbrooke .....	5	4,289	521,036	78,240	1,062,496	4,187,235	25	49
Three Rivers .....	4	3,525	437,321	61,049	1,055,579	2,983,344	35	41
Other places .....	324	134,288	9,021,430	1,372,973	20,946,979	71,845,290	29	43



TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities<sup>1</sup>, 1953 - 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>536</b>	<b>347,219</b>	<b>39,570,781</b>	<b>4,649,381</b>	<b>93,348,088</b>	<b>326,422,809</b>	<b>29</b>	<b>42</b>
Toronto .....	110	94,480	12,317,919	1,511,843	26,348,245	94,316,982	28	47
Hamilton .....	23	19,929	2,425,748	272,533	5,393,436	18,921,240	29	45
Ottawa .....	19	17,402	2,414,455	282,355	6,027,513	20,718,746	29	40
Windsor .....	9	9,071	1,004,989	117,030	2,277,522	11,924,224	19	44
London .....	8	7,979	1,445,295	178,604	3,091,627	10,288,200	30	47
Kingston .....	4	3,862	523,336	59,249	1,255,127	5,462,808	23	42
Fort William .....	6	4,716	564,885	63,706	1,273,014	6,076,512	21	44
Port Arthur .....	4	3,627	487,887	55,960	1,057,685	5,348,304	20	46
St. Catharines .....	5	4,000	548,877	65,330	1,399,719	5,354,856	26	39
Sudbury .....	7	6,033	1,145,990	130,458	2,453,873	7,469,592	33	47
Brantford .....	5	4,940	525,757	59,571	1,253,898	6,112,782	21	42
Kitchener .....	5	4,777	646,922	75,079	1,644,766	5,126,680	32	39
Peterborough .....	4	3,441	489,318	54,837	1,216,293	4,783,584	25	40
Sarnia .....	4	3,663	372,415	42,068	888,941	3,527,184	25	42
Guelph .....	4	3,713	401,124	48,123	906,708	3,386,904	27	44
Oshawa .....	4	3,001	533,749	62,033	1,279,319	3,949,920	32	42
Sault Ste. Marie .....	4	3,274	563,241	64,888	1,366,247	4,583,488	30	41
Timmins .....	4	3,805	442,214	52,136	1,121,172	3,561,480	31	39
Owen Sound .....	4	2,418	243,486	27,435	607,116	1,845,168	33	40
Other places .....	303	143,088	12,473,174	1,426,143	32,485,867	103,664,155	31	38
<b>Manitoba</b> .....	<b>154</b>	<b>63,868</b>	<b>5,030,045</b>	<b>550,154</b>	<b>14,569,081</b>	<b>46,123,562</b>	<b>32</b>	<b>35</b>
Winnipeg .....	35	26,880	3,232,083	407,548	8,196,370	30,277,350	27	39
Other places .....	119	36,988	1,797,962	142,606	6,372,711	15,846,212	40	28
<b>Saskatchewan</b> .....	<b>199</b>	<b>65,848</b>	<b>4,583,073</b>	<b>253,803</b>	<b>11,851,062</b>	<b>38,906,793</b>	<b>30</b>	<b>39</b>
Saskatoon .....	7	5,793	809,268	55,166	2,061,982	8,498,100	24	39
Regina .....	7	6,095	939,918	71,375	2,187,517	7,620,730	29	43
Moose Jaw .....	4	2,596	319,423	33,751	869,146	3,147,008	28	37
Other places .....	181	51,364	2,514,464	93,511	6,732,417	19,640,955	34	37
<b>Alberta</b> .....	<b>191</b>	<b>73,194</b>	<b>7,676,634</b>	<b>752,697</b>	<b>17,254,881</b>	<b>51,186,228</b>	<b>34</b>	<b>44</b>
Edmonton .....	15	11,837	2,314,531	228,020	4,782,476	13,805,894	35	48
Calgary .....	14	10,735	2,065,922	221,009	4,155,197	13,726,414	30	50
Lethbridge .....	4	2,818	418,734	39,426	976,539	3,299,296	30	43
Other places .....	158	47,804	2,877,447	264,242	7,340,669	20,354,624	36	39
<b>British Columbia<sup>3</sup></b> ....	<b>173</b>	<b>93,218</b>	<b>10,200,043</b>	<b>1,757,603</b>	<b>24,649,296</b>	<b>77,439,762</b>	<b>32</b>	<b>41</b>
Vancouver .....	40	35,793	4,517,971	781,729	10,725,774	39,109,974	27	42
Victoria .....	7	7,145	1,003,201	175,739	2,279,061	8,649,264	26	44
New Westminster ..	5	3,424	489,370	85,759	1,212,826	3,879,096	31	40
Other places <sup>3</sup> .....	121	46,856	4,189,501	714,376	10,431,635	25,801,428	40	40

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.

3. Including Yukon and Northwest Territories.

### Employment

There were 17,651 persons employed during the year 1953 in motion picture theatres, of which 1,516 were working proprietors and family members not receiving a regular salary and 385 salaried proprietors. The 15,750 paid employees, including working executives of incorporated companies, received \$20,018,413 in salaries and wages. Of the 15,750 paid employees 14,258 were engaged in the operation of theatres which were open 300 days or more during

the year and these received \$19,228,653 in salaries and wages. The projectionists and assistant projectionists numbered 2,156 and they received \$6,278,966 in salaries and wages. Part-time theatres, those operating less than 300 days during the year employed 1,492 persons who received salaries and wages amounting to \$789,760. Projectionists and assistant projectionists in these theatres numbered 434 and received salaries totalling \$345,855.



TABLE 4. Employment and Payroll, 1953

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>15,750</b>	<b>20,018,413</b>	<b>2,135</b>	<b>26</b>	<b>6,378,251</b>	<b>384</b>	<b>45</b>	<b>246,570</b>	<b>6,508</b>	<b>6,652</b>	<b>13,393,592</b>
Full-time (operating 300 days and over):											
Canada .....	<b>14,258</b>	<b>19,228,653</b>	<b>1,821</b>	<b>13</b>	<b>6,060,842</b>	<b>288</b>	<b>34</b>	<b>218,124</b>	<b>5,963</b>	<b>6,139</b>	<b>12,949,687</b>
Newfoundland .....	153	188,258	26	—	48,576	8	—	7,478	61	58	132,204
Prince Edward Island .....	40	37,455	4	—	7,718	2	—	1,163	15	19	28,574
Nova Scotia .....	606	703,221	75	1	181,847	11	—	5,163	230	289	516,211
New Brunswick .....	448	454,512	61	—	131,022	1	1	810	147	238	322,680
Quebec .....	3,323	4,077,812	447	5	1,023,026	114	5	67,163	1,815	937	2,987,623
Ontario .....	6,073	8,282,859	671	3	2,755,345	48	2	37,265	2,617	2,732	5,490,249
Manitoba .....	888	1,033,039	103	—	314,563	37	5	44,956	258	485	673,520
Saskatchewan .....	611	761,311	79	—	232,167	35	12	27,374	207	278	501,770
Alberta .....	803	1,145,932	128	4	396,741	20	6	13,327	264	381	735,864
British Columbia <sup>1</sup> .....	1,313	2,544,254	227	—	969,837	12	3	13,425	349	722	1,560,992
Part-time (operating less than 300 days):											
Canada .....	<b>1,492</b>	<b>789,760</b>	<b>314</b>	<b>13</b>	<b>317,409</b>	<b>96</b>	<b>11</b>	<b>28,446</b>	<b>545</b>	<b>513</b>	<b>443,905</b>
Newfoundland .....	29	10,448	5	—	2,862	4	—	999	16	4	6,587
Prince Edward Island .....	5	1,662	1	—	650	3	—	862	1	—	150
Nova Scotia .....	55	24,595	10	—	10,562	5	—	2,314	24	16	11,719
New Brunswick .....	56	30,529	11	1	12,424	4	—	679	17	23	17,426
Quebec .....	340	208,561	71	5	57,759	18	4	6,655	160	82	144,147
Ontario .....	281	176,408	45	—	71,198	12	—	4,035	121	103	101,175
Manitoba .....	133	46,786	34	4	28,974	7	2	1,189	30	56	16,623
Saskatchewan .....	268	95,219	70	2	49,262	23	3	4,382	62	108	41,575
Alberta .....	186	120,388	39	1	53,533	9	2	2,744	76	59	64,111
British Columbia <sup>1</sup> .....	139	75,164	28	—	30,185	11	—	4,587	38	62	40,392

1. Including Yukon and Northwest Territories.

TABLE 5. Proprietors of Unincorporated Firms<sup>1</sup>, 1953

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
<b>Total, all theatres .....</b>	<b>1,901</b>	<b>280</b>	<b>105</b>	<b>705,392</b>	<b>936</b>	<b>580</b>
Full-time (operating 300 days and over):						
Canada .....	<b>877</b>	<b>185</b>	<b>54</b>	<b>619,846</b>	<b>411</b>	<b>227</b>
Newfoundland .....	13	5	2	7,187	6	—
Prince Edward Island .....	7	1	—	1,128	4	2
Nova Scotia .....	20	2	—	3,004	11	7
New Brunswick .....	25	3	1	7,280	14	7
Quebec .....	266	55	18	168,102	124	69
Ontario .....	183	41	10	166,094	87	45
Manitoba .....	83	9	4	38,785	42	28
Saskatchewan .....	65	18	5	31,679	26	16
Alberta .....	141	37	9	142,319	65	30
British Columbia <sup>2</sup> .....	74	14	5	54,268	32	23
Part-time (operating less than 300 days):						
Canada .....	<b>1,024</b>	<b>95</b>	<b>51</b>	<b>85,546</b>	<b>525</b>	<b>353</b>
Newfoundland .....	81	7	2	3,595	54	18
Prince Edward Island .....	14	1	1	1,475	8	4
Nova Scotia .....	21	2	1	792	11	7
New Brunswick .....	20	3	2	1,152	9	6
Quebec .....	227	33	18	23,117	105	71
Ontario .....	109	9	6	13,004	52	42
Manitoba .....	111	29	16	18,558	59	51
Saskatchewan .....	242	7	4	18,193	73	49
Alberta .....	133	7	4	18,193	73	49
British Columbia <sup>2</sup> .....	66	4	1	5,660	41	20

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

## Ownership

In 1953 circuits operating four or more theatres obtained 71% of total receipts and 68% of admissions, although they formed only 37% of Canada's 1,906 regular theatres. Circuits in the 20-and-over

class received 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 1952.

**TABLE 6. Motion Picture Theatres Classified According to Number of Establishments Under Same Ownership, Canada 1930, 1940, 1953**

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>	<b>—</b>	<b>—</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>1953</b>						
<b>Total .....</b>	<b>1,906</b>	<b>100.0</b>	<b>100,889,361</b>	<b>100.0</b>	<b>241,182,726</b>	<b>100.0</b>
One.....	960	50.4	19,837,775	19.7	53,728,294	22.3
Two and three.....	240	12.6	8,945,262	8.9	23,415,147	9.7
Four to nineteen.....	225	11.8	13,736,375	13.6	34,652,969	14.4
Twenty and over.....	481	25.2	58,369,949	57.8	129,386,316	53.6

Ninety per cent of the 1,906 theatres operating in 1953 used 35 mm. projection equipment and this group accounted for 99% of receipts. These 1,713 theatres had receipts of \$100,204,153 in 1953 compared with receipts of \$685,208 obtained by the 193 theatres which used 16 mm. equipment. In 1952

there were 1,671 theatres using 35 mm. equipment with receipts of \$98,322,322 and 172 theatres using 16 mm. equipment with receipts of \$529,027. The following table presents statistics of motion picture theatres by size of projection equipment and provinces for 1953.

**TABLE 7. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1953**

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35mm. equipment	16 mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
<b>Canada .....</b>	<b>1,713</b>	<b>193</b>	<b>\$ 100,204,153</b>	<b>\$ 685,208</b>	<b>\$ 12,685,521</b>	<b>\$ 74,714</b>	<b>239,392,334</b>	<b>1,790,392</b>
Newfoundland .....	27	31	1,106,917	67,807	148,706	3,147	3,352,523	192,559
Prince Edward Island .....	12	—	347,294	—	60,169	—	993,850	—
Nova Scotia .....	80	4	4,169,737	7,670	465,287	860	11,722,474	22,733
New Brunswick .....	60	3	2,721,179	2,969	314,204	198	7,602,162	8,381
Quebec .....	395	41	25,279,435	125,777	3,785,336	18,690	55,291,846	323,790
Ontario .....	498	38	39,429,121	141,660	4,632,591	16,790	92,954,766	393,322
Manitoba .....	143	11	5,006,348	23,697	548,186	1,968	14,499,328	69,753
Saskatchewan .....	177	22	4,521,442	61,631	253,803	—	11,701,796	149,266
Alberta .....	168	23	7,568,072	108,562	742,946	9,751	16,968,539	286,342
British Columbia <sup>1</sup> .....	153	20	10,054,608	145,435	1,734,293	23,310	24,305,050	344,246

1. Including Yukon and Northwest Territories.

## PART 2. - DRIVE-IN THEATRES

The number of drive-in theatres increased from 104 in 1952 to 174 in 1953 while total car capacity increased by 47%. Receipts rose by almost 33% from \$4,409,426 in 1952 to \$5,862,920 in 1953. In the year under review there were 11,134,788 paid admissions compared with 8,379,586 the previous year while amusement taxes amounted to \$685,389 in 1953 compared with \$540,390 in 1952. Ontario's 68 drive-ins collected \$2,572,095 in receipts as well as \$323,516 in amusement taxes and accounted

for nearly 44% of paid admissions. A particular feature of 1953 was the increase in drive-in theatres in Canada's western provinces.

For Canada as a whole in 1953 there were 1,972 persons employed in drive-in theatres and salaries and wages amounted to \$1,432,636. Of the total employees, 194 were projectionists who received \$420,326 for their services. The steady growth of drive-in theatres is shown in the following table.

	1948	1949	1950	1951	1952	1953
Number of drive-in theatres..	15	30	62	82	104	174
Total capacity, cars .....	9,975	15,924	31,523	40,520	50,497	74,419
Receipts (excluding taxes) .. \$	658,641	1,393,760	2,290,679	3,347,670	4,409,426	5,862,920
Amusement taxes .....	131,124	245,094	300,028	406,611	540,390	685,389
Number of paid admissions	1,595,947	3,019,314	4,943,000	6,554,572	8,379,586	11,134,788

TABLE 8. Principal Statistics of Drive-In Theatres, by Provinces, 1953

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
				\$	\$	
<b>Canada</b> .....	<b>174</b>	<b>74,419</b>	<b>1,870</b>	<b>5,862,920</b>	<b>685,389</b>	<b>11,134,788</b>
Newfoundland .....	—	—	—	—	—	—
Prince Edward Island .....	2	1	1	1	1	1
Nova Scotia .....	4	1	1	1	1	1
New Brunswick.....	6	2,665	300	161,004	13,779	321,265
Quebec.....	—	—	—	—	—	—
Ontario.....	68	33,825	30	2,572,095	323,516	4,869,454
Manitoba .....	13	6,639	250	471,304	72,565	898,848
Saskatchewan .....	29	7,965	240	608,606	13,868	1,126,774
Alberta.....	29	11,397	263	936,026	83,207	1,700,689
British Columbia .....	23	9,508	772	923,772	160,265	1,859,196

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

TABLE 9. Employment and Payroll, 1953

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
<b>Canada</b> .....	<b>1,972</b>	<b>1,432,636</b>	<b>179</b>	<b>—</b>	<b>412,991</b>	<b>14</b>	<b>1</b>	<b>7,335</b>	<b>1,132</b>	<b>646</b>	<b>1,012,310</b>
Newfoundland .....	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island.....	1	1	1	—	1	—	—	—	1	1	1
Nova Scotia .....	1	1	1	—	1	—	—	—	1	1	1
New Brunswick .....	42	24,173	6	—	5,798	—	—	—	21	15	18,375
Quebec .....	—	—	—	—	—	—	—	—	—	—	—
Ontario .....	922	626,629	79	—	219,823	2	—	394	531	310	406,412
Manitoba .....	167	110,267	14	—	23,750	9	1	6,021	91	61	86,437
Saskatchewan .....	205	132,291	21	—	28,948	—	—	—	103	72	97,402
Alberta .....	321	225,639	29	—	46,821	1	—	90	209	82	178,728
British Columbia.....	247	275,061	25	—	82,647	2	—	830	139	81	191,584

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



## PART 3. - COMMUNITY ENTERPRISES

This title refers to 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.

In 1953 community enterprises showed an advance in terms of number of establishments, number of admissions and receipts. Receipts of \$1,851,685, exclusive of amusement taxes, were reported by 669 establishments, an increase of 8.7% over the

\$1,702,824 reported by 657 establishments in 1952. Amusement taxes collected in 1953 totalled \$105,057 compared with \$96,314 in 1952. Attendance at motion picture exhibition in these halls was 5,647,668 in 1953 and represented 36% utilization of potential capacity. The average admission price, excluding taxes, was 33 cents in 1953 compared with 32 cents in 1952. Two provinces, Quebec and Saskatchewan, accounted for over 60% of these community enterprises.

While 519 community enterprises used 16 mm. equipment compared with 150 using 35 mm. equipment, the latter group accounted for 55% of the receipts and 52% of the total admissions.

TABLE 10. Principal Statistics of Community Enterprises, by Provinces, 1953

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>669</b>	<b>151,650</b>	<b>1,851,685</b>	<b>105,057</b>	<b>5,647,668</b>	<b>15,791,168</b>	<b>36</b>	<b>33</b>
Newfoundland .....	46	9,211	146,666	—	529,718	1,318,709	40	28
Prince Edward Island .....	2	3	3	—	3	3	3	3
Nova Scotia .....	4	738	3,665	251	10,755	22,064	49	34
New Brunswick .....	7	3	3	3	3	3	3	3
Quebec .....	218	65,022	584,743	76,187	1,843,132	5,829,276	32	32
Ontario .....	54	10,054	110,498	1,966	324,829	904,800	36	34
Manitoba .....	27	6,257	109,324	125	366,756	962,944	38	30
Saskatchewan .....	187	36,205	520,276	—	1,512,048	4,084,238	37	34
Alberta .....	80	15,369	197,563	16,422	588,797	1,740,735	34	34
British Columbia <sup>2</sup> .....	44	7,034	160,165	8,751	408,489	803,812	51	39

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

2. Including Yukon and Northwest Territories.

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

TABLE 11. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1953

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>150</b>	<b>519</b>	<b>55.2</b>	<b>44.8</b>	<b>52.3</b>	<b>47.7</b>
Newfoundland .....	4	42	44.5	55.5	41.1	58.9
Prince Edward Island .....	1	1	2	2	2	2
Nova Scotia .....	—	4	—	100.0	—	100.0
New Brunswick .....	1	6	2	2	2	2
Quebec .....	35	183	57.9	42.1	52.9	47.1
Ontario .....	2	52	26.4	73.6	19.1	80.9
Manitoba .....	22	5	80.8	19.2	81.5	18.5
Saskatchewan .....	57	130	63.0	37.0	59.7	40.3
Alberta .....	19	61	50.2	49.8	50.9	49.1
British Columbia <sup>1</sup> .....	9	35	42.8	57.2	45.9	54.1

1. Including Yukon and Northwest Territories.

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

## PART 4. - HALLS SERVICED BY ITINERANT EXHIBITORS

In 1953 there were 154 itinerant exhibitors giving performances in 805 halls across the country compared with 158 operators in 812 halls in 1952. In this report the term "itinerant" is used to define those exhibitors using portable equipment and showing moving pictures in more than one town or village. Total receipts of these exhibitors, excluding amusement taxes, fell from \$495,584 in 1952 to \$468,562 in 1953 while the number of paid admissions declined from 1,487,420 to 1,381,655. On the other

hand the average admission price rose by one cent while amusement taxes increased from \$30,446 to \$31,859.

Halls serviced by itinerant operators are of particular importance in Newfoundland where 249 were reported in 1953 compared with 247 in 1952; receipts, however, declined from \$86,731 to \$70,357. For Canada as a whole, all the exhibitors used 16 mm. projection equipment with the exception of four who reported the use of 35 mm. projectors.

TABLE 12. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1953

Province	Number of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price <sup>1</sup>
		\$	\$		¢
<b>Canada .....</b>	<b>805</b>	<b>468,562</b>	<b>31,859</b>	<b>1,381,655</b>	<b>34</b>
Newfoundland .....	249	70,357	1,790	201,278	35
Prince Edward Island .....	6	2	2	2	2
Nova Scotia .....	51	21,114	2,828	74,676	28
New Brunswick .....	2	2	2	2	2
Quebec .....	70	25,761	3,555	75,113	34
Ontario .....	176	96,047	10,346	293,355	33
Manitoba .....	40	25,633	1,177	98,341	26
Saskatchewan .....	108	109,261	—	313,776	35
Alberta .....	73	80,082	6,399	210,415	38
British Columbia .....	30	31,275	4,677	86,182	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.

## PART 5. - FILM EXCHANGES

In 1953 film exchange companies handled a volume of business amounting to \$35,446,293 which represented a 4.3% increase over the \$33,979,599 handled in 1952. There was an increase in film rentals from \$32,911,042 in 1952 to \$34,436,609 in 1953 but in the same period advertising receipts dropped from \$567,144 to \$533,977 and receipts from other sources decreased from \$501,413 to \$475,707.

Of the total film rental receipts of \$34,436,609, 83.8% or \$28,871,729 represented 35 mm. films for theatrical use. The value of 16 mm. film rentals for theatrical use was \$2,022,112.

New films of all types released during 1953 numbered 3,521, of which 2,983 were for theatrical use on a commercial basis. Table 15 shows the classification of new films by type, size and language.

Segregation of the 1,289 new feature films released in 1953 as to country of origin was as follows:

United States .....	779
France .....	290
Great Britain .....	147
Canada .....	2
Italy .....	41
Other countries .....	30
<b>Total new feature films .....</b>	<b>1,289</b>

Other countries involved such widely-separated geographical regions as Hungary, U.S.S.R., Germany, Czechoslovakia, Sweden, Spain, Australia and India. Of the total new features released, 981 were in black and white while 308 were produced in colour.

TABLE 13. Principal Statistics of Film Exchanges in Canada, 1934, 1940 to 1953

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
1953.....	33	124	584	648	2,332,606	1,208,070	34,436,609	533,977	475,707

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 14. Film Rental Receipts by Use and Size of Film, 1953

	Theatrical Use	Non-Theatrical Use	Total — All Uses
	\$	\$	\$
35 mm. Films .....	28,871,729	3,153,636	32,025,365
16 mm. Films .....	2,022,112	389,132	2,411,244
Total Films .....	30,893,841	3,542,768	34,436,609

TABLE 15. Type, Size and Language of New Films Released, 1953

Type and size of film	Total all languages	English language	French language	Other languages
<b>Total, All Types:</b>				
16 mm. ....	1,822	1,597	179	46
35 mm. ....	1,699	1,297	363	39
<b>Features:</b>				
16 mm. ....	513	358	124	31
35 mm. ....	776	489	251	36
<b>Short Subjects:</b>				
<b>Cartoons:</b>				
16 mm. ....	271	260	7	4
35 mm. ....	184	177	4	3
<b>Newsreels:</b>				
16 mm. ....	162	162	—	—
35 mm. ....	468	364	104	—
<b>Other:</b>				
16 mm. ....	876	817	48	11
35 mm. ....	271	267	4	—



## 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 television outlets in Canada. The Board also distributes its own and sponsored productions internationally through Canadian Posts, educational institutions and theatrical and television outlets abroad. Through the courtesy of the Board, the following summary of operations during the fiscal year 1953-54 is presented.

## Production

During 1953-54, production activities resulted in the completion of 181 films of one reel or more and thirty-two filmstrips. In addition, the Board produced six newsclips, five trailers and fifty-nine newsreel stories. Of the 181 films produced during the year, seventy-nine were originals, forty-four were revisions of existing films and fifty-eight were language versions. Sixty of the completed films were French language films, 109 were English and twelve were foreign language productions. Twenty-one of the films were produced in colour.

In addition to the Board's own productions, twenty films were produced by private firms on contract with the board.

Twenty-one of the completed films were sponsored by federal government departments.

National Film Board films won a total of eighteen awards during the year, thirteen international awards and five Canadian.

## Theatrical &amp; Television Distribution in Canada

Forty-four films were produced for theatrical distribution during 1953-54. This total included the "Canada Carries On" and "Eye Witness" series which are one reel shorts released monthly to Canadian theatres. French language versions of these titles are released under the titles "En Avant Canada" and "Coup d'Oeil".

Also produced for theatrical distribution was "The Stratford Adventure", a feature film on the Stratford Shakespearean Festival.

During the year NFB films had 11,438 theatrical bookings and were shown for a total of 27,461 days.

In addition, 246 films were booked 797 times for television use.

Twenty-seven original films were produced for the television series "On the Spot", a fifteen-minute weekly show. Thirteen French programs were completed for "Sur le Vif", the French language counterpart of "On the Spot".

The Board's second television show "Window on Canada" was a weekly half-hour show, presenting NFB films with introduction and commentary by film critic Clyde Gilmour. The corresponding French language series was entitled "Regards sur le Canada".

## Non-Theatrical Distribution in Canada

The Board maintains regional offices in each of the provinces and sub-offices in many of the larger cities. Non-theatrical distribution is administered by a Canadian field staff numbering sixty-one persons, representing the NFB in all parts of Canada. The field men work through provincial agencies, municipal libraries and many other organizations to promote distribution as widely as possible throughout Canada.

During the period 1953-54, the Board reached a Canadian non-theatrical audience of 14,084,000 at 200,900 showings. This marked an increase over the previous year of 6.3 per cent in attendance and 9.7 per cent in number of showings. These figures do not include screenings of films purchased by business establishments and public and private organizations for their own use.

Of the total non-theatrical audience of more than fourteen million, over 10½ million was reached through borrowings from National, Provincial and local libraries and depots. By the end of March, 1954 there was a total of 391 libraries and depots. The facilities of these libraries are extended by film councils which are associations of film using groups. At the end of March, there were 419 film councils, representing 10,478 film using groups.

A large part of the non-theatrical audience is achieved through film circuits which are chains of showing points where planned film programmes are distributed on a voluntary basis. There were 423 circuits in operation during the year, embracing 5,476 showing points.

### Service to Schools

Through the co-operation of provincial departments of education and universities, NFB films and filmstrips are distributed extensively to rural and urban schools. During the year, a total of 86,800 school showings were held to a total audience of 6,285,000. Over half the showings took place in rural schools.

Filmstrips are of particular value in educational work and during the year, the Board sold 13,357 filmstrips in Canada, almost all of them to educational organizations.

### International Distribution

A large part of the NFB's non-theatrical audience lies outside of Canada. During the year, a total audience of 13,689,700 in other countries saw NFB films. This audience was reached through foreign posts of the Department of External Affairs and the Department of Trade and Commerce; through cultural and government agencies in other countries and through film libraries. There was also a very large

unreported audience who saw prints of films which had been purchased by libraries and organizations.

The Board's films also reach a large theatrical audience abroad. During the year, there were 21,505 bookings of NFB films abroad. In addition there were 2,019 telecasts of NFB films in other countries, mainly in the U.S.A.

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