

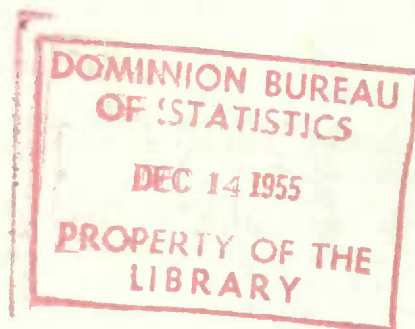
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CANADA

MOTION PICTURE THEATRES,
EXHIBITORS AND DISTRIBUTORS
1954



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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, 25¢
- *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 Supply 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 Food Store Chains, 25¢
- *I—Operating Results of Clothing Store Chains, 25¢
- *J—1 Operating Results of Variety Store Chains, 25¢
 - 2 Operating Results of Drug Stores Chains, 25¢
 - 3 Operating Results of Furniture Store Chains, 25¢
- K—Operating Results of Independent Food Stores, 25¢
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- 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¢
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 - 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, 25¢

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¢
- V—New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- W—Advertising Agencies (Memorandum), 10¢
- X—Motion Picture Production (Memorandum), 10¢

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

*Biennial reports—not issued for 1954.

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PART 1. Motion Picture Theatres

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

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PART 2. Drive-in Theatres

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

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MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS

1954

Apart from an increase of 32 in the number of regular theatres in operation, the only statistics in the following table which show a general increase are those relating to drive-in theatres. There were 56 more drive-in theatres in Canada in 1954 than in the previous year. Receipts, excluding taxes, at drive-in theatres increased from \$5,862,920 in 1953 and paid admissions increased from 11,134,788.

For Canada as a whole, the number of all types of theatres and halls was down 83. Receipts, excluding taxes, were down 3.3%, attendance was

down 8.5%. Most of the decrease in receipts was due to a decrease in paid admissions at regular theatres. These fell from 241,182,726 in 1953 and receipts fell from \$100,889,361. A decrease of 147 occurred in the number of halls serviced by itinerant operators and receipts and paid admissions fell from \$468,562 and 1,381,655 respectively.

Considerable information on the operation of the four types of motion picture entertainment and on film distribution is contained in this report. There is also a section on the activities of the National Film Board.

Summary of Motion Picture Theatre Exhibition in Canada, 1954

Item	Total all types	Regular Theatres	Drive-in Theatres	Community Enterprises	Halls serviced by itinerant operators
Number of theatres and halls	3,471	1,938	230	645	658
Receipts (excluding taxes)..... \$	105,515,563	97,012,140	6,316,947	1,800,794	385,682
Amusement taxes	\$ 12,975,256	12,098,922	721,630	128,515	26,189
Number of paid admissions	237,264,894	218,508,653	12,380,246	5,269,925	1,106,070

The per capita expenditure on motion pictures dropped slightly. Alberta and British Columbia continued to head the list.

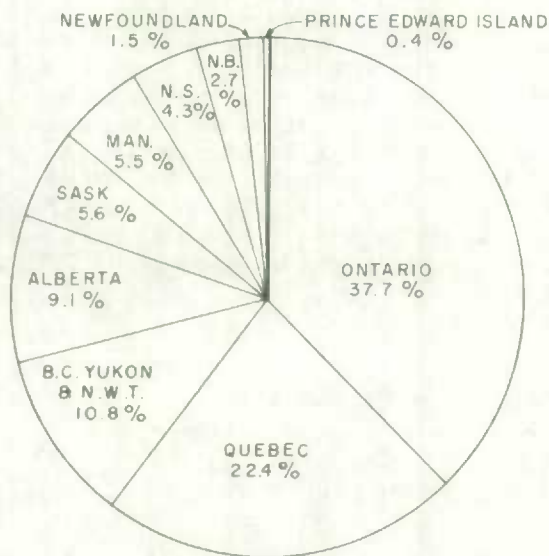
**Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces,
for Selected Years**

Province	1943	1946	1949	1950	1951	1952	1953	1954
	\$	\$	\$	\$	\$	\$	\$	\$
Canada.....	5.61	6.13	6.89	7.12	7.72	8.21	8.30	7.80
Newfoundland	—	—	2.69	2.93	3.82	3.90	4.03	4.43
Prince Edward Island	3.35	3.17	3.82	3.79	3.94	4.01	4.06	4.82
Nova Scotia.....	6.68	6.44	5.38	5.57	6.08	6.51	7.35	7.52
New Brunswick.....	4.53	4.79	4.44	4.40	4.99	5.52	6.02	5.86
Quebec	4.21	4.73	5.74	6.20	6.51	6.99	7.00	6.04
Ontario.....	6.97	7.56	8.94	9.11	9.80	10.06	9.67	8.85
Manitoba	4.81	5.88	6.20	6.20	7.01	7.31	7.74	7.81
Saskatchewan.....	3.31	4.39	4.67	4.84	5.61	6.76	7.07	7.63
Alberta.....	5.27	5.88	6.77	7.18	7.79	8.87	9.73	10.39
British Columbia ²	8.29	8.10	8.59	8.47	9.29	9.94	10.56	10.13

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

2. Including Yukon and Northwest Territories.

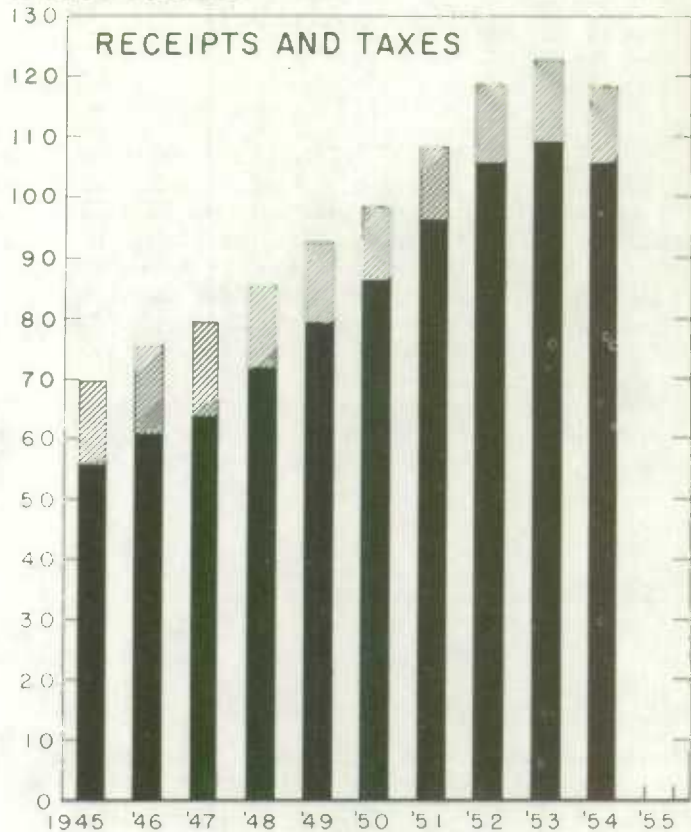
GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURES
ON MOTION PICTURES, 1954

TOTAL \$ 118,490,819

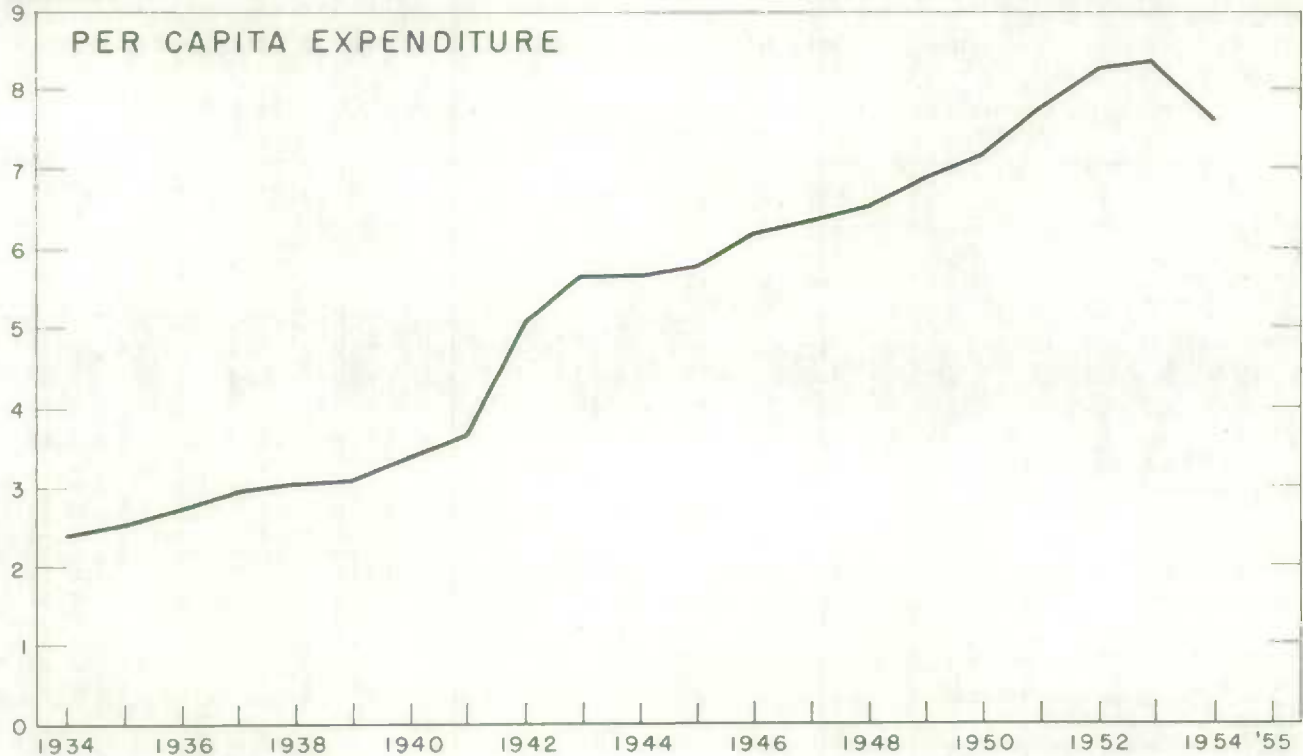
MILLION DOLLARS

RECEIPTS AND TAXES



DOLLARS

PER CAPITA EXPENDITURE



PART I—MOTION PICTURE THEATRES, 1954

This part deals specifically with regular motion picture theatres, and provincial and city detail is furnished in tables.

Data with respect to regular theatres, introduced in the first summary table presented, are broken down in Tables 1 and 2 to show provincial detail. Employment and payroll information is added. There was an increase of 208 male employees compared with 1953 and a decrease of 190 female employees. Total salaries and wages increased by \$135,924 in 1954 over the 1953 figure.

Ontario had 15 less theatres in operation. Newfoundland made a gain of 9, Quebec gained 15, New Brunswick lost one, Alberta gained 10, and the

other provinces made small gains or the number of theatres remained unchanged.

Provincial changes in receipts ranged from an increase of 14.5% in Prince Edward Island to a decrease of 11.4% in Quebec. New Brunswick, the central provinces and British Columbia showed decreases, while the remaining provinces had increased receipts at regular theatres. The largest decrease in paid admissions occurred in Ontario, where these were 11,159,664 less than in 1953. Quebec followed with 8,873,405 less and British Columbia had 1,749,718 less. The largest increase in attendance was in Alberta, where slightly under 700,000 more admissions were sold in 1954 than in 1953.

TABLE 1. Summary Statistics of Motion Picture Theatres, by Provinces, 1954

Province	Number of establishments	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada.....	1,938	97,012,140	12,098,922	218,508,653	9,235	6,533	20,154,337
Newfoundland.....	67	1,301,452	217,255	3,540,090	134	65	221,622
Prince Edward Island.....	14	397,529	67,871	1,011,358	28	21	47,171
Nova Scotia.....	84	4,283,840	471,650	11,331,485	381	339	793,069
New Brunswick.....	62	2,675,844	303,789	7,100,849	257	247	493,370
Quebec.....	451	22,506,182	3,352,526	46,742,231	2,454	1,047	4,204,372
Ontario.....	521	37,269,532	4,403,305	82,188,424	3,632	2,651	8,334,346
Manitoba.....	154	5,169,144	592,873	13,581,368	502	513	1,076,863
Saskatchewan.....	206	5,053,250	308,416	12,166,221	512	397	879,420
Alberta.....	201	8,464,959	814,584	17,947,049	565	498	1,393,868
British Columbia ¹	178	9,890,408	1,566,653	22,899,578	770	755	2,710,236

1. Including Yukon and Northwest Territories.

TABLE 2. Receipts of Motion Picture Theatres, by Provinces, 1948 to 1954

(Excluding amusement taxes)

Province	1948	1949	1950	1951	1952	1953	1954
	\$	\$	\$	\$	\$	\$	\$
Canada.....	69,657,248	77,419,472	82,707,762	90,986,110	98,851,349	100,889,361	97,012,140
Newfoundland.....	—	820,107	863,734	1,098,611	1,150,686	1,174,724	1,301,452
Prince Edward Island.....	281,995	280,631	286,334	313,090	336,700	347,294	397,529
Nova Scotia.....	2,738,331	3,109,262	3,266,536	3,454,965	3,688,920	4,177,407	4,283,840
New Brunswick.....	1,993,102	2,048,091	2,053,595	2,307,605	2,527,474	2,724,148	2,675,844
Quebec.....	16,405,929	19,240,015	21,310,810	22,629,851	24,932,302	25,405,212	22,506,182
Ontario.....	29,523,367	31,862,708	34,083,166	38,052,587	40,463,904	39,570,781	37,269,532
Manitoba.....	3,709,443	4,235,223	4,197,205	4,604,683	4,812,497	5,030,045	5,169,144
Saskatchewan.....	3,220,907	3,360,125	3,505,695	3,738,865	4,479,432	4,583,073	5,053,250
Alberta.....	4,245,121	4,924,371	5,314,331	6,044,996	6,937,291	7,676,634	8,464,959
British Columbia ¹	7,539,053	7,538,939	7,826,356	8,740,857	9,522,143	10,200,043	9,890,408

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

1. Including Yukon and Northwest Territories.

Changes in seating capacity during 1954 were negligible, being less than 1% of the total for Canada. Potential capacity, which is the sum of the number of seats in each theatre multiplied by the number of performances, was down about one-half of one percent. For Canada, utilized capacity was down 2% and the trend was approximately the same in each province. Generally, the trend in cities was downward, Saint John, N.B., Lethbridge, Alberta, and Victoria, B.C. being exceptions and showing a slight increase in utilized capacity. The cities shown in Table 3 had four or more theatres in operation.

Receipts in Ontario, Alberta and British Columbia accounted for approximately 38%, 9% and 11% respectively of total receipts for Canada. In each case the ratio of seating capacity in the province to the total for Canada was somewhat less than the ratio of receipts to total receipts for Canada. In the remaining provinces the opposite was the case.

Quebec receipts amounted to about 22% while seating capacity was about 25%. Finally, the last column of Table 3 indicates admission prices have increased 2 or 3 cents over the year and the summary immediately below shows the figure including taxes.

Average Admission Price (Including Taxes)

Canada	50¢
Newfoundland	43¢
Prince Edward Island	46¢
Nova Scotia	42¢
New Brunswick	42¢
Quebec	55¢
Ontario	51¢
Manitoba	42¢
Saskatchewan	44¢
Alberta	52¢
British Columbia	50¢
Yukon & Northwest Territories	72¢

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1954

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 ² admission price
			\$	\$			%	¢
Canada	1,938	984,907	97,012,140	12,098,922	218,508,653	814,499,074	27	44
Newfoundland	67	17,872	1,301,452	217,255	3,540,090	10,981,718	32	37
Prince Edward Island..	14	5,531	397,529	67,871	1,011,358	3,186,499	32	39
Nova Scotia	84	43,636	4,283,840	471,650	11,331,485	37,601,629	30	38
Halifax	10	8,841	1,437,638	153,650	3,267,419	11,071,398	30	44
Sydney	5	3,627	410,520	48,564	1,076,278	2,937,532	37	38
Other places	69	31,168	2,435,682	269,436	6,987,788	23,592,699	30	35
New Brunswick	62	30,140	2,675,844	303,789	7,100,849	23,292,718	30	38
Saint John	6	5,843	713,447	86,506	1,814,897	5,924,568	31	39
Other places	56	24,297	1,962,397	217,283	5,285,952	17,368,150	30	37
Quebec	451	242,881	22,506,182	3,352,526	46,742,231	205,413,214	23	48
Montreal	73	71,953	10,156,041	1,498,520	19,701,790	96,636,481	20	52
Quebec	14	11,998	1,898,985	276,491	3,918,411	17,138,758	23	48
Rouyn	5	2,646	272,495	39,573	530,350	2,584,608	21	51
Sherbrooke	5	4,276	510,366	76,855	892,749	4,173,663	21	57
Hull	4	3,071	343,147	52,189	748,648	3,927,768	19	46
Three Rivers	4	3,525	409,153	56,771	922,509	3,147,768	29	44
Verdun	4	3,780	458,688	72,744	904,266	4,834,466	19	51
Other places	342	141,632	8,457,307	1,279,383	19,123,508	72,969,702	26	44
Ontario	521	341,701	37,269,532	4,403,305	82,188,424	317,038,383	26	45
Toronto	106	91,653	11,719,479	1,446,404	22,972,208	90,914,811	25	51
Hamilton	23	19,741	2,173,281	237,593	4,362,168	18,248,576	24	50
Ottawa	19	17,145	2,243,850	261,251	5,190,468	19,401,135	27	43

TABLE 3. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1954 - 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 ² admission price
			\$	\$			%	¢
Ontario - Concluded.								
Windsor.....	9	8,717	862,384	102,423	1,935,114	10,275,504	19	45
London.....	8	8,012	1,229,930	155,901	2,405,308	10,336,092	23	51
Sudbury.....	7	6,033	1,056,958	125,337	2,038,834	7,430,592	27	52
Fort William.....	6	4,716	553,146	62,651	1,121,212	6,059,352	19	49
Brantford.....	5	4,940	461,547	53,909	1,017,075	6,041,412	17	45
Kitchener.....	5	4,777	642,903	74,407	1,475,339	5,126,680	29	44
St. Catharines.....	5	4,008	492,740	56,698	1,191,177	5,364,840	22	41
Kingston.....	4	3,862	495,307	57,422	1,117,671	5,462,808	20	44
Oshawa.....	4	3,159	489,315	57,570	1,073,343	3,721,200	29	46
Owen Sound.....	4	2,418	264,200	30,958	601,054	1,845,168	33	44
Peterborough.....	4	3,441	489,920	55,701	1,119,245	4,783,584	23	44
Sault Ste. Marie.....	4	3,274	583,818	69,492	1,310,327	4,583,438	29	45
Other places.....	308	155,805	13,510,754	1,555,588	33,257,881	117,443,141	28	41
Manitoba.....								
Winnipeg.....	35	26,778	3,321,461	434,793	7,770,850	31,143,594	25	43
Other places.....	119	37,496	1,847,683	158,080	5,810,518	16,042,276	36	32
Saskatchewan.....								
Regina.....	7	6,095	1,070,289	36,104	2,342,613	8,056,880	29	46
Saskatoon.....	6	6,193	912,323	68,012	2,013,171	8,123,700	25	45
Other places.....	193	56,924	3,070,638	154,300	7,810,437	23,833,170	33	39
Alberta.....								
Edmonton.....	16	12,980	2,540,577	238,521	5,006,476	15,063,880	33	51
Calgary.....	14	10,933	2,303,135	241,687	4,145,061	13,965,060	30	56
Lethbridge.....	4	2,818	465,475	46,660	1,031,792	3,299,296	31	45
Other places.....	167	51,287	3,155,772	287,716	7,763,720	22,063,130	35	41
British Columbia³.....								
Vancouver.....	37	34,338	4,295,479	703,421	9,710,383	37,660,688	26	44
Victoria.....	7	7,145	1,024,920	165,754	2,089,942	7,873,696	27	49
New Westminster.....	5	3,424	451,911	74,294	1,047,579	3,879,096	27	43
Other places.....	123	46,377	3,961,700	611,463	9,817,270	25,556,131	38	40
Yukon & Northwest Territories.....	6	1,358	156,398	11,721	234,404	424,316	55	67

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

Tables 4 and 5 give information relative to employment, payrolls and proprietors. Generally, the statistics of theatres operating 300 days and over indicate an increase in salaries paid and an increase in total employees. A smaller number of

projectionists was hired. With respect to theatres operating less than 300 days, salaries paid fell slightly as did the number of employees including projectionists. The net result was an increase in employment and salaries paid.

TABLE 4. Employment and Payroll, 1954

Period of operation and province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Total, all theaters	15,768	20,154,337	2,107	20	6,543,748	318	8	182,193	6,810	6,505	13,428,396
Full-time (Operating 300 days and over)											
Canada	14,386	19,387,799	1,809	11	6,208,942	220	3	157,135	6,329	6,014	13,021,722
Newfoundland	172	210,616	32	—	65,498	12	—	5,269	67	61	139,849
Prince Edward Island	41	40,742	6	—	9,602	2	—	1,153	15	18	29,987
Nova Scotia	670	770,462	78	—	198,191	11	—	38,489	257	324	533,782
New Brunswick	454	468,649	60	—	140,636	8	—	7,277	161	225	320,736
Quebec	3,292	4,091,989	448	5	1,039,885	102	—	69,093	1,738	999	2,983,011
Ontario	5,986	8,093,924	645	1	2,728,037	29	1	12,691	2,777	2,533	5,353,196
Manitoba	862	1,008,349	107	—	328,344	19	—	9,150	295	441	670,855
Saskatchewan	634	782,004	87	1	260,565	16	1	5,028	240	289	516,411
Alberta	879	1,305,916	133	3	438,934	11	1	4,313	316	415	862,669
British Columbia ¹	1,396	2,615,148	213	1	999,250	10	—	4,672	463	709	1,611,226
Part time (operating less than 300 days)											
Canada	1,382	766,538	298	9	334,806	98	5	25,058	481	491	406,674
Newfoundland	27	11,006	6	—	3,920	6	—	990	11	4	6,096
Prince Edward Island	8	6,429	2	—	3,172	1	—	260	2	3	2,997
Nova Scotia	50	22,607	12	—	11,905	4	—	1,444	19	15	9,258
New Brunswick	50	24,721	11	—	10,446	3	—	563	14	22	13,712
Quebec	209	112,383	60	4	56,749	22	—	4,229	84	39	51,405
Ontario	297	240,422	48	1	91,695	10	3	3,717	123	112	145,010
Manitoba	153	68,514	35	—	31,685	7	1	1,468	39	71	35,361
Saskatchewan	275	97,416	65	—	45,841	24	—	4,778	80	106	46,797
Alberta	184	87,952	36	2	39,932	6	1	1,504	63	76	46,516
British Columbia ¹	129	95,088	23	2	39,461	15	—	6,105	46	43	49,522

1. Including Yukon and Northwest Territories.

TABLE 5. Proprietors of Unincorporated Firms¹, 1954

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,971	282	101	736,148	1,000	588
Full-time (operating 300 days and over)						
Canada	877	186	56	657,669	413	222
Newfoundland	20	4	—	12,900	13	3
Prince Edward Island	6	—	—	—	5	1
Nova Scotia	31	3	1	3,109	16	11
New Brunswick	27	2	1	5,450	15	9
Quebec	243	56	14	178,293	109	64
Ontario	180	52	15	210,287	79	34
Manitoba	73	8	2	41,533	39	24
Saskatchewan	73	13	4	38,647	33	23
Alberta	151	36	11	105,224	71	33
British Columbia ²	73	12	8	62,226	33	20
Part-time (operating less than 300 days)						
Canada	1,094	96	45	78,479	587	366
Newfoundland	83	4	2	2,062	56	21
Prince Edward Island	15	2	—	200	11	2
Nova Scotia	24	3	2	6,180	15	4
New Brunswick	14	5	1	2,770	5	3
Quebec	250	36	21	19,604	126	67
Ontario	113	8	6	5,121	58	41
Manitoba	143	7	3	7,653	76	57
Saskatchewan	244	19	3	12,395	127	95
Alberta	147	7	6	12,166	81	53
British Columbia ²	61	5	1	10,328	32	23

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

Ownership

Table 5 shows how establishments were grouped under one ownership. There were 425 theatres owned by firms operating 20 theatres and over. This group consisted of 481 theatres last year. The

number of theatres operated by the four-to-nineteen group increased from 225 to 281 over the year. The change occurred as a result of the disposal of theatres by firms operating 20 to 25 theatres in 1953.

TABLE 6. Motion Picture Theatres Classified According to Number of Establishments Under One Ownership, Canada 1930, 1940, 1954

Year and number of establishments under one ownership	Number of establishments		Receipts (excluding amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
1930						
Total	915	100.0	\$ 38,130,100	100.0	—	—
One	656	71.7	15,772,000	41.4	—	—
Two and three	92	10.1	6,390,200	16.7	—	—
Four and over	167	18.2	15,967,900	41.9	—	—
1940						
Total	1,229	100.0	37,474,122	100.0	151,590,799	100.0
One	576	46.9	9,319,639	24.9	43,084,387	28.4
Two and three	212	17.3	4,085,878	10.9	19,366,119	12.8
Four to nineteen	148	12.0	4,101,564	10.9	17,519,259	11.6
Twenty and over	293	23.8	19,967,041	53.3	71,621,034	47.2
1954						
Total	1,938	100.0	97,012,140	100.0	218,508,653	100.0
One	980	50.6	18,618,283	19.2	48,557,709	22.2
Two and three	252	13.0	9,439,309	9.7	22,241,679	10.2
Four to nineteen	281	14.5	15,899,539	16.4	37,883,055	17.3
Twenty and over	425	21.9	53,055,009	54.7	109,826,210	50.3

The increase in number of theatres was about equally divided between those using 35 mm equipment and those using 16 mm equipment. About 89% of the theatres used 35 mm equipment and accounted for approximately 99% of total receipts. In 1953,

1713 theatres used 35 mm equipment, 193 used 16 mm equipment, receipts were \$100,204,153, and \$685,208 respectively and admissions were 239,392,334 and 1,790,392 respectively.

TABLE 7. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1954

Province	Number of theatres using		Receipts (excluding taxes)		Amusement taxes		Paid admissions	
	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment	35mm. equipment	16mm. equipment
Canada	1,728	210	\$ 96,348,078	\$ 664,062	\$ 12,027,341	\$ 71,581	216,821,948	1,686,705
Newfoundland	26	41	1,222,623	78,829	212,532	4,723	3,327,220	212,870
Prince Edward Island	14	—	397,529	—	67,871	—	1,011,358	—
Nova Scotia	80	4	4,277,121	6,719	470,782	868	11,312,573	18,912
New Brunswick	59	3	2,672,884	2,960	303,541	248	7,089,736	11,113
Quebec	403	48	22,378,651	127,531	3,334,747	17,779	46,408,776	333,455
Ontario	490	31	37,163,233	106,299	4,391,645	11,660	81,893,602	294,822
Manitoba	140	14	5,142,283	26,861	590,259	2,614	13,503,345	78,023
Saskatchewan	186	20	5,000,450	52,800	308,416	—	12,021,596	144,625
Alberta	178	23	8,353,770	111,189	803,843	10,741	17,666,398	280,651
British Columbia ¹	152	26	9,739,534	150,874	1,543,705	22,948	22,587,344	312,234

1. Including Yukon and Northwest Territories.

TABLE 8. Number of New Motion Picture Theatres, Theatres Re-opened, and Theatres Closed, by Provinces, 1954

Province	New theatres	Theatres re-opened	Theatres closed	Net increase
Canada	96	13	77	+ 32
Newfoundland.....	17	—	8	+ 9
Prince Edward Island.....	2	—	—	+ 2
Nova Scotia.....	1	—	1	0
New Brunswick.....	3	—	4	- 1
Quebec.....	27	4	16	+ 15
Ontario.....	5	4	24	- 15
Manitoba.....	6	—	6	0
Saskatchewan.....	11	2	6	+ 7
Alberta.....	14	2	6	+ 10
British Columbia ¹	10	1	6	+ 5

1. Including Yukon and Northwest Territories.

PART II—DRIVE-IN THEATRES

The number of drive-in theatres in Canada increased by 56 in 1954. Car capacity increased about 25% and receipts increased about 8%. The number of paid admissions was up approximately one and a quarter million. The Province of Ontario accounted for nearly 38% of total admissions and over 39% of total receipts. Drive-in business continued to increase rapidly in the western provinces, while it fell off slightly in Ontario.

Generally, an increase in employment and pay-rolls took place across Canada, the Province of Manitoba being one exception to this trend. Some account of the growth in drive-in theatres is shown in the table following and Tables 9 and 10 give more information by provinces.

	1949	1950	1951	1952	1953	1954
Number of drive-in theatres.....	30	62	82	104	174	230
Total capacity, cars.....	15,924	31,523	40,520	50,497	74,419	93,214
Receipts (excluding taxes)..... \$	1,393,760	2,290,679	3,347,670	4,409,426	5,862,920	6,316,947
Amusement taxes..... \$	245,094	300,028	406,611	540,390	685,389	721,630
Number of paid admissions.....	3,019,314	4,943,000	6,554,572	8,379,586	11,134,788	12,380,246

TABLE 9. Principal Statistics of Drive-In Theatres, by Provinces, 1954

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions
Canada	230	93,214	1,859	\$ 6,316,947	\$ 721,630	12,380,246
Newfoundland.....	—	—	—	—	—	—
Prince Edward Island.....	2	1	1	1	1	1
Nova Scotia.....	10	3,341	—	255,233	24,818	480,609
New Brunswick.....	10	1	1	1	1	1
Quebec.....	—	—	—	—	—	—
Ontario.....	82	39,120	260	2,495,073	321,373	4,687,519
Manitoba.....	14	6,962	—	501,864	74,661	857,187
Saskatchewan.....	36	10,332	253	719,590	20,023	2,001,458
Alberta.....	39	14,703	323	1,122,909	98,844	1,885,524
British Columbia.....	37	14,232	723	1,017,341	154,532	2,045,167

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

TABLE 10. Employment and Payroll, 1954

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Canada	2, 182	1, 629, 400	207	1	496, 350	10	—	8, 513	1, 255	709	1, 124, 532
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	1	1	1	1	1	1	—	1	1	1	1
Nova Scotia	90	53, 774	8	—	8, 830	1	—	450	51	30	44, 494
New Brunswick	1	1	1	—	1	1	—	1	1	1	1
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	932	640, 462	84	1	237, 500	1	—	1, 870	557	289	401, 092
Manitoba	146	104, 608	14	—	30, 158	1	—	166	77	54	74, 284
Saskatchewan	239	167, 068	25	—	41, 334	—	—	—	122	92	125, 734
Alberta	377	284, 733	35	—	67, 062	1	—	552	233	108	217, 119
British Columbia	313	339, 252	31	—	103, 319	3	—	4, 321	161	118	231, 612

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

PART III—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, these halls differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.

With the exception of amusement taxes paid and average admission price, all statistics relative to community enterprises in Canada decreased in 1954.

For Canada the total establishments were down 24 and, although an increase took place in some provinces, a decrease of 42 in Ontario and Quebec was not offset entirely. The comparable figure for amusement taxes in 1953 was \$105,057. Average admission price was 33 cents in 1953. Other figures from the previous year, useful for making comparisons, are receipts, excluding taxes, \$1,851,685, number of paid admissions 5,647,668, average capacity utilized 36%. Tables 11 and 12 contain additional data by provinces.

TABLE 11. Principal Statistics of Community Enterprises, by Provinces, 1954

Province	No. of establishments	Seating capacity	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average admission price ¹
			\$	\$			%	c
Canada	645	144, 172	1, 800, 794	128, 515	5, 269, 925	15, 022, 096	35	34
Newfoundland	48	9, 414	174, 115	6, 220	525, 857	1, 343, 221	39	33
Prince Edward Island	6	1, 396	8, 849	—	28, 156	110, 484	25	31
Nova Scotia	3	598	4, 595	228	12, 099	35, 012	35	38
New Brunswick	7	1, 225	13, 349	1, 213	44, 553	84, 400	53	30
Quebec	188	55, 933	559, 875	84, 055	1, 671, 857	5, 558, 979	30	33
Ontario	42	8, 801	82, 861	1, 865	229, 270	565, 940	34	36
Manitoba	30	6, 891	102, 346	272	340, 248	1, 016, 108	33	30
Saskatchewan	193	37, 260	497, 447	2, 004	1, 449, 876	3, 923, 228	37	34
Alberta	79	14, 579	192, 191	15, 998	547, 782	1, 395, 930	39	35
British Columbia ²	49	8, 075	155, 166	16, 660	420, 227	888, 794	47	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.

TABLE 12. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1954

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
Canada	152	493	57.0	43.0	55.2	44.8
Newfoundland	4	44	61.8	38.2	61.4	38.6
Prince Edward Island	4	2	2	2	2	2
Nova Scotia	1	2	2	2	2	2
New Brunswick	1	6	2	2	2	2
Quebec	34	154	61.2	38.8	57.7	42.3
Ontario	3	39	33.3	66.7	26.5	73.5
Manitoba	24	6	85.3	14.7	84.2	15.8
Saskatchewan	56	137	59.9	40.1	58.2	41.8
Alberta	17	62	44.9	55.1	42.6	57.4
British Columbia ¹	8	41	40.5	59.5	40.2	59.8

1. Including Yukon and Northwest Territories.

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

PART IV - HALLS SERVICED BY ITINERANT EXHIBITORS

In 1954 there were 141 itinerant exhibitors giving performances in 653 halls, compared with 154 exhibitors servicing 805 halls in 1953. Some provinces indicated an increase in halls, used for the purpose of motion pictures, but the large decreases in Newfoundland, Quebec and Ontario were not

offset. For purposes of comparison, receipts in 1953 were \$468,562 and paid admissions numbered 1,381,655. Two exhibitors reported using 35 mm projectors but, as a general rule, 16 mm equipment was used. The following table gives details by provinces.

TABLE 13. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Province, 1954

Province	Number of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price ¹
Canada	658	\$ 385,682	\$ 26,189	1,106,070	¢ .35
Newfoundland	189	62,075	2,789	171,760	.36
Prince Edward Island	4	2	2	2	2
Nova Scotia	40	18,200	2,993	68,848	.26
New Brunswick	6	2	2	2	2
Quebec	29	17,497	2,346	52,038	.34
Ontario	149	65,109	7,430	202,328	.32
Manitoba	37	22,873	515	69,464	.33
Saskatchewan	116	94,321	—	263,771	.36
Alberta	65	75,344	5,989	191,925	.39
British Columbia	23	22,766	3,362	60,979	.37

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 V—FILM EXCHANGES

Except for receipts from advertising and other sources, figures relative to film exchange business in Canada increased in 1954. Of the total film rental receipts, about 92% represented 35 mm films for theatrical use. About 4.5% was for 16 mm film, also for theatrical use. New films of all types released

in 1954 numbered 3,833 of which 2,546 were for theatrical use on a commercial basis. Of the 1,434 new feature films released, 1,109 were black and white and 325 were coloured. Tables 14, 15 and 16 deal with film rental activity.

TABLE 14. Principal Statistics of Film Exchanges in Canada, 1934, 1940 to 1954

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 ¹	2	2
1940.....	—	72	442	296	810,407	413,095	11,445,167	385,504	50,224
1941.....	—	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1942.....	—	78	414	381	1,072,289	410,654	13,892,093	370,740	51,071
1943.....	—	87	409	498	1,070,014	614,247	15,163,355	339,891	48,031
1944.....	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1945.....	23	86	530	587	1,303,009	688,667	17,490,264	358,250	127,953
1946.....	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1947.....	29	114	548	545	1,664,348	752,867	19,464,706	429,455	224,908
1948.....	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1949.....	37	119	590	534	1,907,769	828,052	24,893,657	475,424	410,368
1950.....	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
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
1954.....	48	136	669	755	2,568,670	1,598,272	35,773,251	444,011	450,350

1. Includes receipts from advertising and other sources.

2. Included with "Film rentals".

TABLE 15. Number of Films and Film Rental Receipts by Use and Size of Film, 1954

	Theatrical use		Industrial use		Private or non-theatrical use		Total—All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
35 mm. films.....	7,302	32,831,209	—	—	37	18,280	7,339	32,849,489
16 mm. films.....	1,513	1,617,870	993	42,443	6,442	1,263,449	8,948	2,923,762
Total.....	8,815	34,449,079	993	42,443	6,479	1,281,729	16,287	35,773,251

TABLE 16. Type, Size and Language of New Films Released, 1954

Type and size of film	Total all languages	English language	French language	Other language
Total, All Types:				
16 mm.	2,000	1,422	423	155
35 mm.	1,833	1,374	336	123
Features:				
16 mm.	594	304	204	86
35 mm.	840	504	218	118
Short Subjects:				
Cartoons:				
16 mm.	227	206	16	5
35 mm.	278	260	14	4
Newsreels:				
16 mm.	337	208	104	25
35 mm.	468	364	104	—
Other:				
16 mm.	842	704	99	39
35 mm.	247	246	—	1

Segregation of the 1,434 new feature films released in 1954 as to country of origin was as follows:

United States	628
France	322
Great Britain.....	241
Canada.....	15
Italy	102
Other countries.....	126
Total new feature films.....	1,434

Although the Motion Picture Production, 1954, Memorandum, published earlier, indicates only two feature pictures were produced in Canada, this does not include pictures produced in Canada by foreign firms. It is quite possible to classify a larger number as having Canadian origin.

Included in other countries were U.S.S.R., Hungary, Germany, Poland, Czechoslovakia, Austria, Switzerland, Sweden, Mexico, Argentina, India and Japan.

PART VI—NATIONAL FILM BOARD ACTIVITIES

Apart from its major task of explaining Canada to Canadians and to the world through the medium of information and documentary films, the National Film Board co-ordinates the film activities of federal government departments. Its own productions and those sponsored by government agencies are

distributed through rural and urban circuits, commercial theatres and television outlets in Canada.

In addition, the Board distributes its own and sponsored films internationally through Canadian Posts, educational institutions and theatrical and television outlets.

Production

During the year under review, 235 films of one reel or more were produced. Original films completed totalled 122 of which 38 were in French. Versions and revisions brought the total to 235 of which 100 were in French (originals plus versions), 120 in English and 15 in other languages. Films produced in colour numbered 28.

In addition, the Board produced 64 film strips, seven newsclips, one trailer and 66 newsreel stories.

During the year, 15 films were produced by private firms on contract with the Board while 18 were completed for federal government departments.

National Film Board films won a total of 29 awards during the year, of which 23 were international and six were Canadian.

Theatrical and Television Distribution in Canada

In 1954-55, films produced for theatrical distribution numbered 57. These included the "Canada Carries On" and "Eye Witness" series which are one reel shorts released monthly to Canadian theatres. French language versions of these series are released under the titles "En Avant Canada" and "Coup d'Oeil".

During the fiscal year, Board films had 10,719 theatrical bookings and were shown for a total of 25,726 days based on 2.4 days per booking. Television bookings totalled 2,574.

For the weekly television series "On the Spot", 39 films were produced. French language programs for "Sur Le Vif", the counterpart of "On the Spot", numbered 25.

"Window on Canada", the Board's weekly half hour presentation featured NFB films with introduction and commentary by film critic Clyde Gilmour. The corresponding French language series is entitled "Regards sur le Canada".

Non-Theatrical Distribution in Canada

Through 10 regional offices in each of the provinces, sub-offices in many of the larger cities and a field staff, the Film Board administers its non-theatrical distribution. The field staff co-operates with provincial agencies, municipal libraries and other organizations in promoting distribution as widely as possible throughout the country.

During the year, the Board's productions were scheduled for 200,829 showings with 14,143,768 persons in attendance. 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, 10,757,088 were serviced through national, provincial and local libraries and depots. At the end of March, 1955 the number of such libraries and depots totalled 420. Film councils, which are association of film using groups, numbered 462 representing 11,227 groups.

A large part of the non-theatrical audience is reached through film circuits which are chains of showing points where planned film programs are distributed on a voluntary basis. There were 534 circuits in operation during the year, comprising 6,868 showing points.

Service to Schools

During the year under review, 86,077 school showings were held for a total audience of 6,550,923 through the co-operation of provincial departments of education and the universities. Over half the

showings took place in rural schools. Filmstrips are of particular value in educational work, and during the year the Board sold 13,217 throughout the country.

International Distribution

Of the Board's non-theatrical audience, a large number live outside Canada. During the year a reported attendance of 15,072,948 persons in this category saw NFB films. This audience is reached through the foreign posts of the Departments of External Affairs and Trade and Commerce, the cultural and government agencies of 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 other organizations.

Board films were also presented to a large theatrical audience abroad. During the year 29,355 reported theatrical bookings were made of NFB films. In addition, 2,482 telecasts of Board films were shown abroad, mainly in the United States.

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