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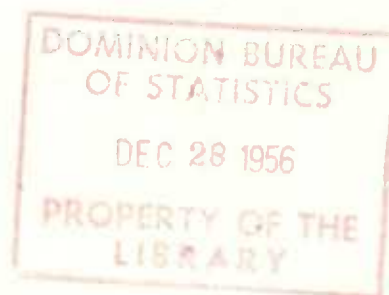
CANADA

MOTION PICTURE THEATRES,
EXHIBITORS AND DISTRIBUTORS
1955

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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¢
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 - 3 Operating Results of Hardware Wholesalers, 25¢
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Part II — Retail Statistics

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

• Biennial reports — not issued for 1955.

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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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MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS 1955

In 1955, establishments engaged in providing motion picture entertainment numbered 3,398, which was 73 less than the number in operation in the previous year. This net change in establishments was the result of an increase of 12 each in the number of regular theatres and drive-in theatres and decreases of 29 community enterprises and 68 in the case of halls serviced by itinerant operators.

Receipts excluding taxes for all establishments totalled \$94,159,568, accounted for by 202,194,446 paid admissions. Receipts were down 11 per cent compared with 1954 and admissions 15 per cent. In addition to the above, patrons paid \$11,006,485 in amusement taxes. Respectively, receipts excluding taxes and number of admissions for the four types of motion picture enterprises decreased as follows: Regular theatres 11 per cent,

15 per cent; drive-in theatres 9 per cent, 7 per cent; community enterprises 6 per cent, 10 per cent; halls serviced by itinerant operators 12 per cent, 14 per cent.

Canadians spent an average of \$6.74 on motion picture entertainment in 1955, \$1.06 less than the amount spent in 1954 and the lowest in six years. Newfoundland and Prince Edward Island showed increases in the per capita expenditure but all the other provinces registered decreases with British Columbia being the hardest hit.

More detail on the operations of the separate types of motion picture exhibition and film distributors is contained in the following sections of this report as well as a section dealing with the National Film Board activities.

Summary of Motion Picture Theatre Exhibition in Canada, 1955

Item	Total all types	Regular theatres	Drive-in theatres	Community enterprises	Halls serviced by itinerant operators
Number of theatres and halls	3,398	1,950	242	616	590
Receipts from admissions (excluding taxes) \$	94,159,568	86,373,652	5,755,158	1,690,377	340,381
Amusement taxes	\$ 11,006,485	10,264,183	601,836	119,967	20,499
Number of paid admissions	202,194,446	184,968,467	11,521,718	4,757,223	947,038

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

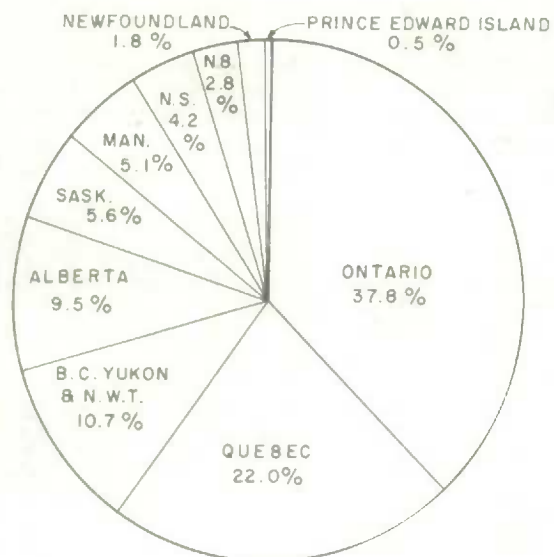
Province	1946	1949	1950	1951	1952	1953	1954	1955
	\$	\$	\$	\$	\$	\$	\$	\$
Canada	6.15	6.89	7.12	7.72	8.21	8.30	7.80	6.74
Newfoundland	2	2.69	2.93	3.82	3.90	4.03	4.43	4.52
Prince Edward Island	3.17	3.82	3.79	3.94	4.01	4.06	4.82	4.90
Nova Scotia	6.44	5.38	5.57	6.08	6.51	7.35	7.52	6.46
New Brunswick	4.79	4.44	4.40	4.99	5.52	6.02	5.86	5.23
Quebec	4.73	5.74	6.20	6.51	6.99	7.00	6.04	5.11
Ontario	7.56	8.94	9.11	9.80	10.06	9.67	8.85	7.66
Manitoba	5.88	6.20	6.20	7.01	7.31	7.74	7.81	6.35
Saskatchewan	4.39	4.67	4.84	5.61	6.76	7.07	7.63	6.66
Alberta	5.88	6.77	7.18	7.79	8.87	9.73	10.39	9.39
British Columbia ³	8.10	8.59	8.47	9.29	9.94	10.56	10.13	8.48

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

2. Not available.

3. Including Yukon and Northwest Territories.

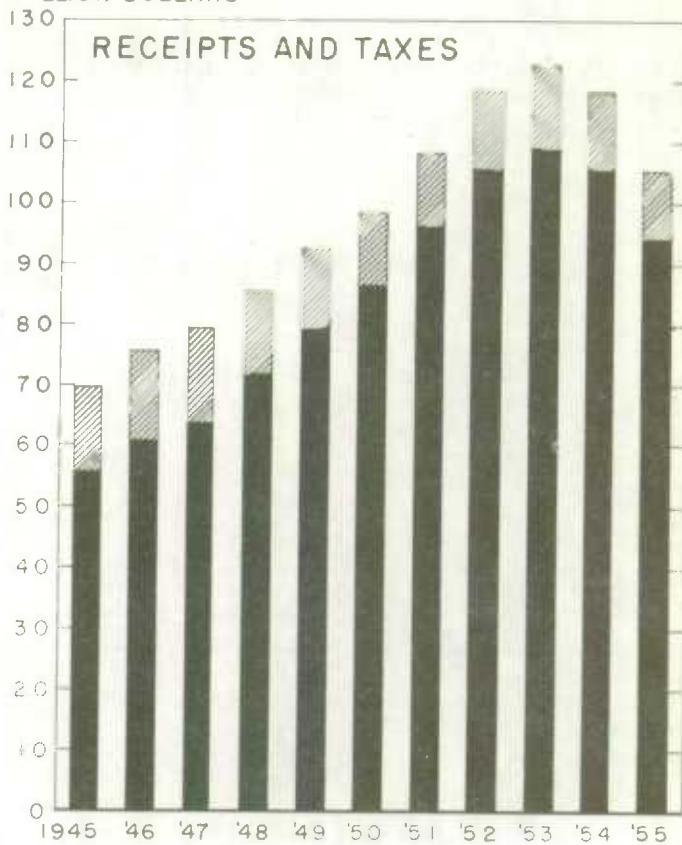
GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURES
ON MOTION PICTURES, 1955

TOTAL \$ 105,166,053

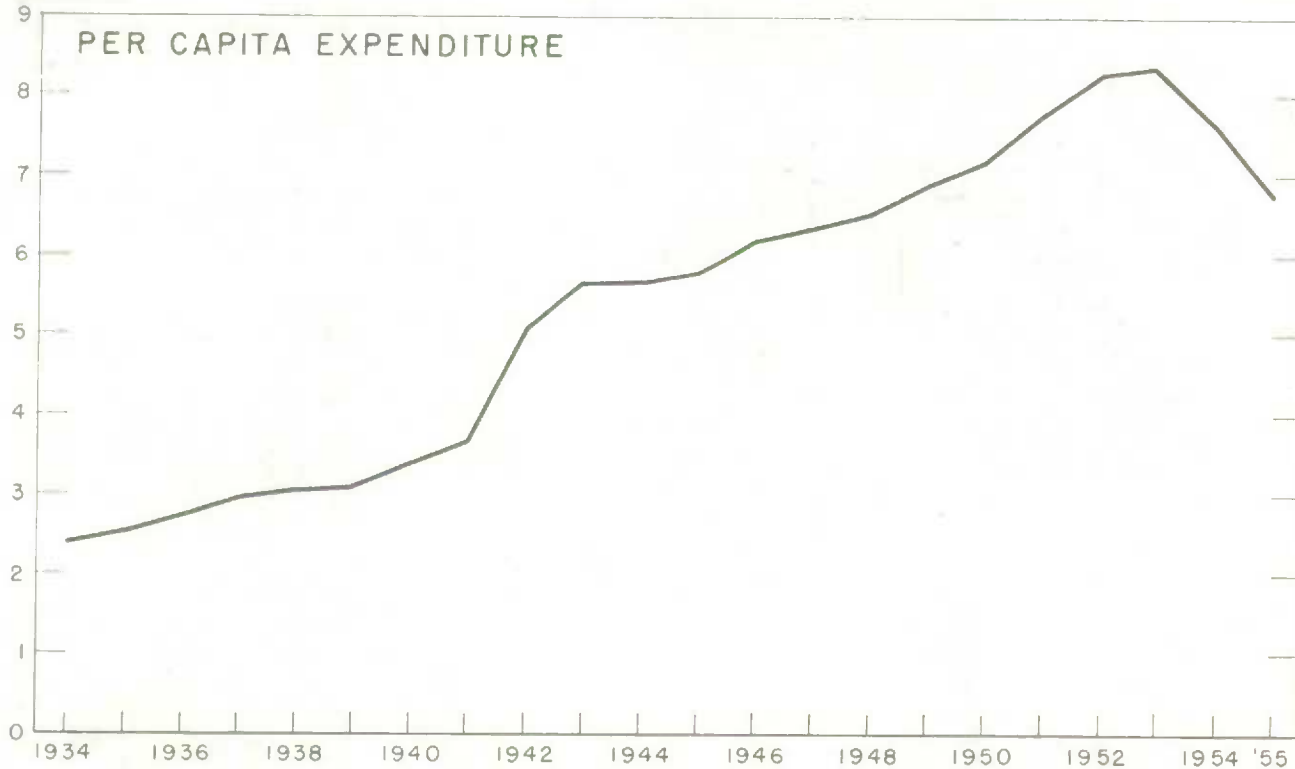
MILLION DOLLARS

RECEIPTS AND TAXES



DOLLARS

PER CAPITA EXPENDITURE



PART I—MOTION PICTURE THEATRES

Revenue and employment statistics for the years 1930 to 1955 are brought together in this report so that the progressive growth of motion picture theatres and the more recent changing trend may be better visualized. These and other relevant figures are presented for study in Table 1.

Regular theatres had receipts excluding taxes of \$86,373,652 in 1955 which, compared to the 1954 total of \$97,012,140 showed a decrease of 11 per cent. Amusement taxes in 1955 amounted to \$10,264,183. In addition to receipts from admissions, theatres took in \$10,292,351 from the sale of merchandise, \$287,695 from leased concessions and vending machines and \$94,116 from the projection of commercial films. While receipts excluding taxes were up in Newfoundland (6 per cent) and Prince Edward Island (1 per cent) the other provinces registered decreases ranging from 6 per cent in Alberta to 12 per cent in Nova Scotia. Motion picture theatres paid \$19,447,690 in salaries and wages to 14,451 employees of which 6,073 were female. Compared to 1954, salaries and wages decreased 4 per cent and number of employees 8 per cent.

The division of theatres as to the size of projection equipment used was 1,726 in favor of 35mm against 224 for 16mm. Theatres with 35mm equipment accounted for 99 per cent of receipts and paid admissions.

The average capacity utilized for Canada at 23 per cent of the potential capacity was considerably lower than 1954 when 27 per cent of all seats were filled. The capacity utilized in the provinces was down in all but Prince Edward Island where no change was reported from a year ago. The average admission price excluding taxes for Canada was calculated at 47 cents, up 3 cents or 7 per cent over the previous year. Regionally, Saskatchewan's admission price remained unchanged while the other provinces had increases of 2 or 3 cents. The admission prices including taxes are shown immediately below.

Average Admission Price (Including Taxes)

Canada	52¢
Newfoundland	46¢
Prince Edward Island.....	48¢
Nova Scotia	45¢
New Brunswick	44¢
Quebec	59¢
Ontario	53¢
Manitoba.....	44¢
Saskatchewan	45¢
Alberta	55¢
British Columbia.....	52¢
Yukon & Northwest Territories.....	70¢

TABLE 1. Summary Statistics of Motion Picture Theatres 1930, to 1955¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
					Male	Female	Salaries and wages
		\$	\$				\$
1930	907	38,130,100	2	2	4,546	1,475	6,811,300
1931	2	33,706,800	2	2	2	2	2
1932	2	28,584,700	2	2	2	2	2
1933	762	24,906,100	2	2	3,822	1,378	4,433,500
1934	796	25,281,100		107,354,509	4,224	1,341	4,277,000
1935	859	27,011,700	2	117,520,795	4,553	1,436	4,798,900
1936	950	29,440,000	2	126,913,547	4,917	1,536	4,906,100
1937	1,044	32,163,000	2	133,668,450	5,240	1,631	5,560,900
1938	1,130	33,346,182	2	137,381,280	5,354	1,813	5,621,505
1939	1,183	33,696,244	2	137,898,668	5,502	1,890	5,908,140
1940	1,229	37,474,122	2	151,590,799	5,691	1,979	6,330,982
1941	1,240	40,795,897	2	161,677,731	6,121	2,487	6,173,553
1942	1,247	45,719,911	11,557,262	182,845,765	5,655	2,990	8,205,140
1943	1,265	51,484,611	13,159,883	204,677,550	5,904	3,765	8,882,425
1944	1,298	53,173,325	13,555,730	208,167,180	6,098	4,017	9,380,731
1945	1,323	55,430,711	14,055,021	215,373,267	6,330	4,020	9,663,718
1946	1,477	59,888,972	15,052,994	227,538,798	6,813	4,143	10,466,251
1947	1,693	62,865,279	15,819,402	220,857,594	7,375	4,529	11,587,943
1948	1,604	68,694,321	13,583,324	219,289,424	7,340	5,047	12,985,639
1949 ³	1,731	77,419,472	12,563,737	229,312,348	7,635	5,429	14,438,048
1950	1,801	82,707,762	11,444,668	231,746,881	8,297	5,569	15,640,372
1951	1,808	90,986,110	11,373,629	238,132,227	14,034		17,137,276
1952	1,843	98,851,349	12,308,148	247,732,717	8,804	6,296	18,868,116
1953	1,906	100,889,361	12,760,235	241,182,726	9,027	6,723	20,018,413
1954	1,938	97,012,140	12,098,922	218,508,653	9,235	6,533	20,154,337
1955	1,950	86,373,652	10,264,183	184,968,467	8,378	6,073	19,447,690

1. Figures prior to 1948 include Community Enterprises.

2. Indicates figures are not available.

3. Including Newfoundland from 1949.

TABLE 2. Receipts of Motion Picture Theatres, by Source and by Provinces, 1955

Province	Number of establishments	Receipts					
		Total all sources	Receipts from motion picture performances (excluding taxes)	Amusement taxes	Sales of candy, drinks, cigarettes and etc.	Rental revenue from concessions and vending machines	Revenue from showing commercial films
		\$	\$	\$	\$	\$	\$
Canada	1,950	107,311,997	86,373,652	10,264,183	10,292,351	287,695	94,116
Newfoundland	80	1,646,965	1,379,886	221,419	45,186	—	474
Prince Edward Island	14	512,038	401,395	71,518	26,620	11,385	1,120
Nova Scotia	84	4,540,393	3,755,896	401,348	342,533	35,918	4,698
New Brunswick	60	2,951,518	2,420,556	279,072	225,478	23,017	3,395
Quebec	447	24,251,166	19,476,949	3,049,661	1,674,384	28,513	21,659
Ontario	511	41,550,093	33,366,109	3,389,309	4,597,711	169,636	27,328
Manitoba	160	5,555,006	4,343,614	520,788	680,475	6,474	3,655
Saskatchewan	208	5,359,723	4,493,472	269,382	590,237	1,481	5,151
Alberta	206	9,685,748	7,911,679	771,357	981,742	3,709	17,261
British Columbia ¹	180	11,259,347	8,824,096	1,290,329	1,127,985	7,562	9,375

1. Including Yukon and Northwest Territories.

TABLE 3. Receipts¹ of Motion Picture Theatres, by Provinces, 1949 to 1955

(Excluding amusement taxes)

Province	1949	1950	1951	1952	1953	1954	1955
	\$	\$	\$	\$	\$	\$	\$
Canada	77,419,472	82,707,762	90,986,110	98,851,349	100,889,361	97,012,140	86,373,652
Newfoundland	820,107	863,734	1,098,611	1,150,686	1,174,724	1,301,452	1,379,886
Prince Edward Island ..	280,631	286,334	313,090	336,700	347,294	397,529	401,395
Nova Scotia	3,109,262	3,266,536	3,454,965	3,688,920	4,177,407	4,283,840	3,755,896
New Brunswick	2,048,091	2,053,595	2,307,605	2,527,474	2,724,148	2,675,844	2,420,556
Quebec	19,240,015	21,310,810	22,629,851	24,932,302	25,405,212	22,506,182	19,476,949
Ontario	31,862,708	34,083,166	38,052,587	40,463,904	39,570,781	37,269,532	33,366,109
Manitoba	4,235,223	4,197,205	4,604,683	4,812,497	5,030,045	5,169,144	4,343,614
Saskatchewan	3,360,125	3,505,695	3,738,865	4,479,432	4,583,073	5,053,250	4,493,472
Alberta	4,924,371	5,314,331	6,044,996	6,937,291	7,676,634	8,464,959	7,911,679
British Columbia ²	7,538,939	7,826,356	8,740,857	9,522,143	10,200,043	9,890,408	8,824,096

1. Receipts from admissions only.

2. Including Yukon and Northwest Territories.

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1955

Province and City	No. of establishments	Seating capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
Canada	1,950	984,389	86,373,652	10,264,183	184,968,467	799,823,835	23	47
Newfoundland	80	19,719	1,379,886	221,419	3,447,727	11,029,663	31	40
Prince Edward Island ..	14	5,531	401,395	71,518	978,492	3,093,635	32	41
Nova Scotia	84	43,479	3,755,896	401,348	9,296,881	36,964,040	25	40
Halifax	10	8,922	1,269,823	141,417	2,602,852	11,187,852	23	49
Sydney	5	3,619	276,923	29,835	666,429	2,711,660	25	42
Other places	69	30,938	2,209,150	230,096	6,027,600	23,064,528	26	37

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities¹, 1955 - Concluded

Province and City	No. of establishments	Seating capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Potential number of admissions	Average capacity utilized	Average ² admission price
			\$	\$			%	¢
New Brunswick	60	29, 979	2, 420, 556	279, 072	6, 102, 410	23, 596, 964	26	40
Saint John	6	5, 843	563, 844	68, 429	1, 334, 144	5, 924, 568	23	42
Other places	54	24, 136	1, 856, 712	210, 643	4, 768, 266	17, 672, 396	27	39
Quebec	447	239, 028	19, 476, 949	3, 049, 661	38, 438, 850	197, 390, 497	19	51
Montreal	73	70, 502	8, 931, 625	1, 308, 794	16, 020, 829	92, 561, 308	17	56
Quebec	13	10, 609	1, 415, 659	215, 287	2, 811, 407	14, 971, 918	19	50
Rouyn	5	2, 646	316, 616	44, 961	559, 800	2, 584, 608	22	57
Sherbrooke	5	4, 102	434, 190	65, 851	830, 465	4, 054, 063	20	52
Hull	4	3, 071	286, 097	42, 817	594, 870	3, 912, 920	15	48
Three Rivers	4	3, 525	384, 619	52, 986	785, 432	3, 412, 344	23	49
Verdun	4	3, 526	360, 981	56, 391	734, 765	4, 487, 574	16	49
Other places	339	141, 047	7, 347, 162	1, 262, 574	16, 101, 282	71, 405, 762	23	46
Ontario	511	336, 504	33, 366, 109	3, 389, 309	69, 821, 911	311, 810, 578	22	48
Toronto	104	90, 163	10, 909, 662	1, 136, 332	19, 737, 630	89, 268, 607	22	55
Hamilton	22	19, 121	1, 846, 917	182, 279	3, 608, 855	17, 701, 836	20	51
Ottawa	17	16, 190	1, 982, 920	204, 668	4, 347, 250	17, 994, 102	24	46
London	8	8, 012	1, 029, 454	107, 100	1, 918, 793	10, 203, 692	19	54
Windsor	7	7, 769	827, 422	83, 241	1, 680, 418	9, 073, 464	19	49
Sudbury	7	6, 033	866, 625	87, 858	1, 586, 494	7, 430, 592	21	55
Fort William	6	4, 704	458, 918	44, 819	988, 513	5, 641, 404	18	46
Brantford	5	4, 940	361, 724	37, 533	744, 086	6, 041, 412	12	49
Kitchener	5	4, 777	502, 289	51, 717	1, 152, 317	5, 126, 680	22	44
St. Catharines	5	3, 994	432, 976	42, 607	994, 719	5, 579, 476	18	44
Kingston	4	3, 850	447, 054	47, 014	984, 833	5, 447, 832	18	45
North Bay	4	3, 130	479, 604	48, 379	945, 738	3, 194, 620	30	51
Oshawa	4	3, 159	450, 161	47, 481	943, 377	3, 721, 200	25	48
Peterborough	4	3, 441	405, 040	40, 629	816, 278	4, 783, 584	17	50
Sault Ste. Marie	4	3, 274	435, 795	43, 743	974, 959	4, 583, 488	21	45
Other places	305	153, 947	11, 929, 548	1, 183, 909	28, 397, 651	116, 018, 589	24	42
Manitoba	160	66, 028	4, 343, 614	520, 788	10, 936, 090	46, 817, 965	23	40
Winnipeg	35	26, 023	2, 617, 104	352, 629	5, 805, 870	30, 395, 942	19	45
Other places	125	39, 105	1, 726, 510	168, 159	5, 130, 220	16, 422, 023	31	34
Saskatchewan	208	69, 747	4, 493, 472	269, 382	10, 636, 688	39, 998, 684	27	42
Regina	7	6, 095	868, 928	71, 118	1, 813, 209	8, 056, 880	23	48
Saskatoon	6	6, 193	703, 222	52, 936	1, 660, 930	7, 355, 556	23	42
Other places	195	57, 459	2, 921, 322	145, 328	7, 162, 549	24, 586, 248	29	41
Alberta	206	80, 508	7, 911, 679	771, 357	15, 924, 171	57, 490, 847	28	50
Edmonton	16	13, 016	2, 214, 705	227, 916	4, 106, 376	16, 291, 990	25	54
Calgary	13	10, 602	1, 992, 861	212, 784	3, 359, 763	13, 802, 690	24	59
Lethbridge	4	2, 818	439, 926	43, 707	975, 238	3, 299, 296	30	45
Other places	173	54, 072	3, 264, 187	286, 950	7, 482, 794	24, 096, 871	31	44
British Columbia³	180	93, 866	8, 824, 096	1, 290, 329	19, 385, 247	71, 630, 962	27	46
Vancouver	38	34, 794	3, 632, 930	530, 325	7, 417, 507	34, 648, 440	21	49
Victoria	7	7, 145	853, 533	128, 273	1, 645, 720	7, 873, 696	21	52
Other places	130	50, 497	4, 137, 106	615, 216	10, 012, 742	28, 497, 566	35	41
Yukon and Northwest Territories	5	1, 430	200, 527	16, 515	309, 218	611, 260	51	65

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.

TABLE 5. Employment and Payroll, 1955

Period of operation and province	Total employees		Total payroll	Projectionists			Assistant projectionists			All other employees		
	M.	F.		M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
			\$			\$			\$			\$
Total, all theatres												
Canada	8,378	6,073	19,447,690	2,061	14	6,415,560	275	20	161,640	6,042	6,039	12,870,490
Newfoundland.....	135	53	225,493	42	—	81,688	14	1	7,679	79	52	136,126
Prince Edward Island	36	19	53,331	9	—	14,464	2	—	2,078	25	19	36,789
Nova Scotia.....	349	293	736,230	88	1	222,135	16	—	9,556	245	292	504,539
New Brunswick.....	250	219	477,913	72	2	157,114	7	—	4,273	171	217	316,526
Quebec	2,162	946	4,014,062	502	5	1,115,434	98	3	63,982	1,562	983	2,834,646
Ontario	3,369	2,557	8,041,590	676	—	2,726,674	30	5	22,611	2,663	2,552	5,292,305
Manitoba	430	438	1,066,049	130	2	350,753	32	3	12,949	268	433	702,347
Saskatchewan.....	438	377	913,327	146	—	301,416	31	4	8,419	261	373	603,492
Alberta	536	472	1,421,702	170	3	489,605	20	4	18,028	346	465	914,069
British Columbia ¹	673	699	2,497,993	226	1	956,277	25	—	12,065	422	698	1,529,651
Full-time (operating 300 days and over)												
Canada	7,331	5,418	18,337,855	1,710	5	5,960,263	194	10	129,830	5,427	5,403	12,247,762
Newfoundland.....	106	51	215,530	36	—	80,439	9	1	6,910	61	50	128,181
Prince Edward Island	22	9	31,495	6	—	9,602	—	—	—	16	9	21,893
Nova Scotia	289	261	679,745	72	—	200,398	12	—	7,127	205	261	472,220
New Brunswick	226	211	462,549	61	—	149,379	6	—	3,460	159	211	309,710
Quebec	1,967	901	3,885,119	430	4	1,052,740	77	1	55,597	1,460	896	2,776,782
Ontario	3,128	2,397	7,724,324	613	—	2,606,308	23	3	20,862	2,492	2,394	5,097,154
Manitoba	363	373	1,013,227	104	—	326,127	25	1	10,312	234	372	676,788
Saskatchewan.....	295	262	829,021	84	—	260,784	18	—	4,476	193	262	563,761
Alberta	434	412	1,359,049	136	—	456,229	13	4	15,505	285	408	887,315
British Columbia ¹	501	541	2,137,796	168	1	818,257	11	—	5,581	322	540	1,313,958
Part time (operating less than 300 days)												
Canada	1,047	655	1,109,835	351	9	455,297	81	10	31,810	615	636	622,728
Newfoundland.....	29	2	9,963	6	—	1,249	5	—	769	18	2	7,945
Prince Edward Island	14	10	21,836	3	—	4,862	2	—	2,078	9	10	14,896
Nova Scotia	60	32	56,485	16	1	21,737	4	—	2,429	40	31	32,319
New Brunswick	24	8	15,364	11	2	7,735	1	—	813	12	6	6,816
Quebec	195	45	128,943	72	1	62,694	21	2	8,385	102	42	57,864
Ontario	241	160	317,266	63	—	120,366	7	2	1,749	171	158	195,151
Manitoba	67	65	52,822	26	2	24,626	7	2	2,637	34	61	25,559
Saskatchewan.....	143	115	84,306	62	—	40,632	13	4	3,943	68	111	39,731
Alberta	102	60	62,653	34	3	33,376	7	—	2,523	61	57	26,754
British Columbia ¹	172	158	360,197	58	—	138,020	14	—	6,484	100	158	215,693

1. Including Yukon and Northwest Territories.

TABLE 6. Proprietors of Unincorporated Firms¹, 1955

Period of operation and province	Total proprietors	With Salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,986	302	103	711,671	1,017	564
Full-time (operating 300 days and over)						
Canada	895	205	58	603,380	440	192
Newfoundland	27	3	—	8,138	21	3
Prince Edward Island	11	—	—	—	9	2
Nova Scotia	26	3	2	4,326	11	10
New Brunswick	29	4	4	13,600	15	6
Quebec	227	68	18	144,397	123	18
Ontario	203	57	11	187,977	90	45
Manitoba	72	12	3	45,262	36	21
Saskatchewan	85	15	5	34,509	38	27
Alberta	168	33	12	99,132	74	49
British Columbia ²	47	10	3	66,039	23	11
Part-time (operating less than 300 days)						
Canada	1,091	97	45	108,291	577	372
Newfoundland	84	5	2	1,778	52	25
Prince Edward Island	9	—	—	—	7	2
Nova Scotia	23	4	2	8,680	14	3
New Brunswick	11	3	1	800	5	2
Quebec	280	44	21	37,973	130	85
Ontario	82	6	2	9,538	47	27
Manitoba	151	3	1	3,024	74	73
Saskatchewan	257	18	10	15,345	141	88
Alberta	134	9	3	9,951	76	46
British Columbia ²	60	5	3	21,202	31	21

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.

TABLE 7. Motion Picture Theatres Classified According to Number of Establishments Under One Ownership, Canada 1930, 1940, 1951, 1955

Year and number of establishments under one ownership	Number of establishments		Receipts from admissions (excluding amusement taxes)		Admissions	
	Number	%	Amount	%	Number	%
			\$			
1930						
Total	915	100.0	38,130,100	100.0	1	1
One	656	71.7	15,772,000	41.4	1	1
Two and three	92	10.1	6,390,200	16.7	1	1
Four and over	167	18.2	15,967,900	41.9	1	1
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
1951						
Total	1,808	100.0	90,986,110	100.0	239,132,227	100.0
One	910	50.3	18,898,868	20.8	53,892,379	22.5
Two and three	212	11.7	7,484,779	8.2	20,550,095	8.6
Four to nineteen	227	12.6	12,715,425	14.0	35,615,209	14.9
Twenty and over	459	25.4	51,887,038	57.0	129,074,544	54.0
1955						
Total	1,950	100.0	86,373,652	100.0	184,968,467	100.0
One	996	51.1	19,195,379	22.2	45,283,044	24.5
Two and three	270	13.8	8,122,183	9.4	20,833,207	11.3
Four to nineteen	288	14.8	14,277,602	16.5	32,611,140	17.6
Twenty and over	396	20.3	44,778,488	51.9	86,241,076	46.6

1. Not available.

TABLE 8. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1955

Province	Number of theatres using		Receipts from admissions (excluding taxes)		Amusement taxes		Paid admissions	
	35 mm. equip-ment	16mm. equip-ment	35mm. equip-ment	16mm. equip-ment	35mm. equip-ment	16mm. equip-ment	35mm. equip-ment	16mm. equip-ment
			\$	\$	\$	\$		
Canada.....	1, 726	224	85, 704, 141	669, 511	10, 191, 623	72, 560	183, 314, 106	1, 654, 361
Newfoundland	26	54	1, 280, 319	99, 567	214, 898	6, 521	3, 171, 233	276, 494
Prince Edward Island ..	14	—	401, 395	—	71, 518	—	978, 492	—
Nova Scotia.....	80	4	2	2	2	2	2	2
New Brunswick	58	2	2	2	2	2	2	2
Quebec	404	43	19, 325, 543	151, 406	3, 028, 763	20, 898	38, 123, 168	315, 682
Ontario.....	482	29	33, 286, 781	79, 328	3, 382, 402	6, 907	69, 617, 882	204, 029
Manitoba	143	17	4, 309, 094	34, 520	518, 091	2, 697	10, 840, 394	95, 696
Saskatchewan	183	25	4, 443, 153	50, 319	269, 382	—	10, 502, 724	133, 964
Alberta.....	181	25	7, 844, 071	67, 608	763, 437	7, 920	15, 738, 453	185, 718
British Columbia ¹	155	25	8, 642, 722	181, 374	1, 263, 378	26, 951	18, 957, 050	428, 197

1. Including Yukon and Northwest Territories.

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

TABLE 9. Number of New Motion Picture Theatres, Theatres Re-opened, and Theatres Closed, by Provinces, 1955

Province	New theatres	Theatres re-opened	Theatres closed ¹	Net change
Canada.....	76	23	87	+ 12
Newfoundland	13	2	2	+ 13
Prince Edward Island	—	—	—	—
Nova Scotia.....	1	—	1	²
New Brunswick.....	—	3	5	- 2
Quebec	20	5	29	- 4
Ontario.....	7	4	21	- 10
Manitoba	9	3	6	+ 6
Saskatchewan	8	2	8	+ 2
Alberta.....	12	1	8	+ 5
British Columbia ³	6	3	7	+ 2

1. Theatres closed all of 1955 but which were in operation during 1954. In addition there were 53 theatres which closed during 1955 but which are included in this bulletin for that part of 1955 for which they were in operation.

2. Unchanged.

3. Including Yukon and Northwest Territories.

PART II—DRIVE-IN THEATRES

The number of drive-in theatres in operation during 1955 increased by 12 over 1954 bringing the total number of establishments to 242. These drive-in theatres had a car capacity 4 per cent greater than 1954 at 97,289 and seating capacity for 2,012 persons. Receipts excluding taxes amounted to \$5,755,158, which was 9 per cent less than in 1954 when drive-in theatres had receipts of \$6,316,947. In addition, drive-ins collected \$601,836 in amusement taxes. Other sources of revenue not included above were sales of merchandise (candy, cigarettes, etc.) \$2,220,961, rental revenue from concessions and vending machines \$64,066 and revenue from the projection of commercial films \$100,128. The number of paid admissions in 1955 was 11,521,718,

down 7 per cent from admissions of 12,380,246 a year earlier. Eleven drive-in theatres reported the use of 16mm projection equipment and these accounted for \$44,009 of receipts excluding taxes and 89,957 paid admissions.

With 2,215 gainfully employed persons in drive-in theatres the year 1955 registered a slight increase over the 1954 total of 2,182. Projectionists increased from 207 to 221, assistant projectionists from 10 to 11 and all other employees from 1,964 to 1,983. The total payroll, however, sustained a decrease of 3 per cent from \$1,629,400 in 1954 to \$1,599,714 in 1955.

TABLE 10. Summary Statistics of Drive-In Theatres, 1947 to 1955

Year	Number of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll		
						Male	Female	Salaries and wages
			\$	\$				\$
1947	7	5,438	274,325	57,702	670,583	86	14	61,432
1948	15	9,975	658,641	131,124	1,595,947	243	12	170,654
1949	30	15,924	1,393,760	245,094	3,091,314	352	84	289,608
1950	62	31,523	2,290,679	300,028	4,943,000	677	196	557,065
1951	82	40,520	3,347,670	406,611	6,554,572	933		792,181
1952	104	50,497	4,409,426	540,390	8,379,586	914	406	998,135
1953	174	74,419	5,862,920	685,389	11,134,788	1,325	647	1,432,636
1954	230	93,214	6,316,947	721,630	12,380,246	1,472	710	1,629,400
1955	242	97,289	5,755,158	601,836	11,521,718	1,459	756	1,599,714

TABLE 11. Principal Statistics of Drive-In Theatres, by Provinces, 1955

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts from admissions (excluding taxes)	Amusement taxes	Sales of candy, drinks, cigarettes, etc.	Rental revenue from concessions and vending machines	Revenue from showing commercial films	Number of paid admissions
				\$	\$	\$	\$	\$	
Canada	242	97,289	2,012	5,755,158	601,836	2,220,961	64,066	100,128	11,521,718
Newfoundland	—	—	—	—	—	—	—	—	—
Prince Edward Island ..	2	1	1	1	1	1	1	1	1
Nova Scotia	11	1	1	1	1	1	1	1	1
New Brunswick	12	4,371	300	179,484	20,340	57,450	4,859	291	387,005
Quebec	—	—	—	—	—	—	—	—	—
Ontario	91	43,110	245	2,532,163	264,834	1,005,149	31,641	90,047	4,594,681
Manitoba	14	6,572	—	361,890	51,397	122,853	7,274	1,068	686,265
Saskatchewan	37	10,577	264	620,982	24,412	136,387	11,285	2,730	1,979,942
Alberta	41	14,912	307	993,349	87,351	418,486	700	1,537	1,697,561
British Columbia	34	13,134	896	823,666	127,198	365,000	3,928	2,632	1,702,688

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

TABLE 12. Employment and Payroll, 1955

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
Canada	2, 215	1, 599, 714	221	—	494, 036	11	—	3, 365	1, 227	756	1, 102, 313
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	1	1	1	—	1	1	—	1	1	1	1
Nova Scotia	1	1	1	—	1	1	—	1	1	1	1
New Brunswick	72	36, 609	12	—	9, 301	—	—	—	43	17	27, 308
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	1, 017	700, 404	89	—	231, 629	2	—	390	577	349	468, 385
Manitoba	131	80, 001	14	—	28, 021	—	—	—	70	47	51, 980
Saskatchewan	241	158, 874	30	—	43, 451	—	—	—	129	82	115, 423
Alberta	385	300, 660	38	—	66, 404	3	—	400	221	123	233, 856
British Columbia	262	265, 278	31	—	103, 380	6	—	2, 575	124	101	159, 323

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.

The downward trend in receipts (excluding taxes) barely perceptible in 1954 as compared to 1953, continued in 1955 and resulted in a 6 per cent decrease from \$1,800,794 in 1954 to \$1,690,377 in 1955. During the same period the number of establishments declined 4 per cent from 645 to 616 and paid admissions 10 per cent from 5,269,925 to 4,757,223. With approximately the same seating

capacity as in 1954 the capacity utilization declined from 35 per cent of possible admissions to 32 per cent but the average admission price increased from 34 cents to 36 cents. Together Ontario and Saskatchewan accounted for almost 60 per cent of the business done by community enterprises.

The majority of community enterprises make use of 16mm projection equipment and a count of those in operation during 1955 revealed that 460 establishments made use of this size while the remaining 156 used 35mm equipment. This is also true of the provinces except Prince Edward Island and Manitoba where 35mm projection equipment prevailed. Tables 13 and 14 contain additional data by provinces.

TABLE 13. Principal Statistics of Community Enterprises, by Provinces, 1955

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
			\$	\$			%	¢
Canada	616	142, 110	1, 690, 377	119, 967	4, 757, 223	14, 849, 509	32	.36
Newfoundland	48	10, 195	184, 867	11, 694	495, 206	1, 631, 436	30	.37
Prince Edward Island	5	1, 115	12, 626	402	39, 156	158, 810	25	.32
Nova Scotia	4	738	4, 884	380	14, 159	45, 554	31	.34
New Brunswick	8	1, 471	16, 127	1, 669	54, 711	124, 492	44	.29
Quebec	185	57, 550	510, 522	68, 004	1, 441, 589	5, 534, 795	26	.35
Ontario	39	7, 885	85, 543	3, 109	223, 570	593, 331	38	.38
Manitoba	27	6, 366	97, 322	151	276, 876	887, 728	31	.35
Saskatchewan	178	34, 974	434, 819	—	1, 272, 425	3, 783, 681	34	.34
Alberta	77	14, 501	165, 398	14, 064	473, 529	1, 221, 124	39	.35
British Columbia ²	45	7, 315	178, 269	20, 494	466, 002	868, 558	54	.38

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 14. Percentage Distribution of Community Enterprises by Size of Projection Equipment, by Provinces, 1955

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
Canada	156	460	56.4	43.6	53.9	46.1
Newfoundland	6	42	55.6	44.4	52.0	48.0
Prince Edward Island	4	1	2	2	2	2
Nova Scotia	1	3	2	2	2	2
New Brunswick	2	6	2	2	2	2
Quebec	41	144	65.9	34.1	60.1	39.9
Ontario	3	36	36.7	63.3	29.1	70.9
Manitoba	21	6	83.3	16.7	83.9	16.1
Saskatchewan	54	124	60.9	39.1	59.0	41.0
Alberta	16	61	42.0	58.0	41.1	58.9
British Columbia ¹	8	37	30.0	70.0	33.1	66.9

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 OPERATORS

Services provided by 128 itinerant operators to 590 halls in 1955 yielded receipts of \$340,381 and \$20,499 in amusement taxes. Receipts were down 12 per cent from the 1954 total of \$385,682 received by 141 operators who serviced 658 halls. Taxes were down 22 per cent from \$26,189. These amounts were paid by 947,038 movie-seers

(1,106,070 in 1954) at an average admission price of 36 cents plus 2 cents for taxes (35 cents and 2 cents in 1954). Generally, exhibitors used 16mm equipment but reports from Quebec and Saskatchewan showed that one exhibitor in each of those provinces used 35mm projection equipment. The following table gives details by provinces.

TABLE 15. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1955

Province	Number ¹ of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price ²
		\$	\$		¢
Canada	590	340,381	20,499	947,038	.36
Newfoundland	167	60,669	1,915	143,882	.42
Prince Edward Island	10	3	3	3	3
Nova Scotia	36	16,279	2,134	54,820	.30
New Brunswick	3	3	3	3	3
Quebec	22	12,764	1,606	34,888	.37
Ontario	149	63,029	4,641	182,106	.35
Manitoba	27	13,427	365	45,657	.29
Saskatchewan	94	76,399	—	217,533	.35
Alberta	55	59,762	5,410	172,472	.35
British Columbia	27	30,995	3,758	73,050	.42

1. Serviced by 128 itinerant operators.

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

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

PART V—FILM EXCHANGES

There were 64 companies engaged in the distribution of motion pictures through 153 offices in 1955, an increase of 16 firms from 1954. Most of the new companies included in 1955 for the first time were engaged in the distribution of television films. This category was formerly included with films for non-theatrical use. Receipts from all sources decreased 1 per cent from \$36,667,612 in 1954 to \$36,272,019 in 1955. The distribution of receipts by source was as follows: Film rentals \$35,498,588; sale of advertising material \$480,554; other sources \$292,877. Film exchange companies employed 1,450 persons and paid \$4,370,833 in salaries and wages in 1955. While the number of employees increased only 2 per cent over 1954 a 5 per cent gain was registered for salaries and wages.

The 35mm films rented for theatrical use were the principal source of revenue for the industry as a whole. While the 4,804 films in this class were only 16.9 per cent of the total number of all types rented, their revenue amounted to \$30,021,928, or 84.6 per cent of all revenue of film exchanges. In addition, 16mm films rented for theatrical use totalled 4,655 with revenue of \$2,102,460.

Films rented for television use numbered 12,773 with revenue of \$3,072,992 while the category of other non-theatrical use accounted for 6,161 films and revenue of \$301,208. The television and other non-theatrical rentals were mostly 16mm.

There were 2,462 new titles released during 1955 for theatrical booking. Of this total, 1,493 were 35mm and 969 16mm. New feature films (both 35 and 16mm) released during this period accounted for 1,124 of the total. The data shown in Table 18 does not include new films released primarily for television use or other non-theatrical purposes.

The classification of the 1,124 new feature films released in 1955 as to country of origin was as follows:

United States	649
France	340
Great Britain	55
Canada	1
Italy.....	54
Other countries	25
Total new feature films	1,124

Of these new feature films 779 were black and white and 345 in colour.

TABLE 16. Principal Statistics of Film Exchanges in Canada, for Selected Years

Year	Number of companies	Number of exchange offices	Average number of employees		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Sale of advertising	Other sources
					\$	\$	\$	\$	\$
1941	1	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1944	23	88	420	490	1,189,821	654,376	16,516,073	346,636	95,765
1946	26	91	505	449	1,440,177	668,997	18,652,892	370,250	124,433
1948	29	118	623	596	1,797,045	866,059	21,591,712	443,645	273,153
1950	36	118	564	572	1,956,088	940,534	26,800,789	487,392	409,699
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
1955	64	153	696	754	2,812,335	1,558,498	35,498,588	480,554	292,877

1. Not available.

TABLE 17. Number of Films Rented and Rental Receipts by Use and Size of Film, 1955

Size of film	Theatrical use		Television use		Other non-theatrical use		Total — All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
Total	9,459	32,124,388	12,773	3,072,992	6,161	301,208	28,393	35,498,588
35mm. films	4,804	30,021,928	—	—	35	2,935	4,839	30,024,863
16mm. films	4,655	2,102,460	12,773	3,072,992	6,126	298,273	23,554	5,473,725

TABLE 18. Type, Size and Language of New Films Released, for Theatrical Booking, 1955

Type and size of film	Total all languages	English language	French language	Other languages
Total, All Types:				
16 mm	969	677	279	13
35 mm	1, 493	1, 156	276	61
Features:				
16 mm	485	270	202	13
35 mm	639	386	196	57
Short Subjects:				
Cartoons:				
16 mm	127	95	32	—
35 mm	186	186	—	—
Newsreels:				
16 mm	157	150	7	—
35 mm	442	364	78	—
Other:				
16 mm	200	162	38	—
35 mm	226	220	2	4

PART VI—NATIONAL FILM BOARD ACTIVITIES

Production

The National Film Board produces approximately 200 films a year. They include original films for theatrical, non-theatrical and television distribution and also language versions and revisions. In addition, in the fiscal year, ending March 31, 1956, the Board produced news stories for distribution in Canada and foreign countries, newsclips, trailers and TV stories of less than one reel.

The Board also produced and distributed still photos about Canada and filmstrips of an informational nature.

During the year, the Board produced 62 original films for theatrical and non-theatrical distribution and 39 original films for television. There were 64 language versions and revisions of already existing films, making a total of 205 films, or 452 reels. There were 40 news stories, 12 newsclips and 12 short TV stories.

Of total original production (101 films, including television) 79 were in English, 22 in French. There were 13 versions in other languages. Forty-two films—originals and revised versions—were sponsored by Government departments.

The Board's films were seen on Canadian television a total of 3,211 times, a substantial increase over the previous year's 2,614. Three series of films were made available to television, "Perspec-

tive" and "Passe-partout", both original offerings and "About Canada", made up of films originally produced for theatrical and non-theatrical distribution. Television bookings in other countries totalled 1,450.

The Board's films were booked into Canadian theatres a total of 7,310 times. Bookings in other countries totalled 21,519.

Non-theatrical distribution in Canada is by way of film libraries and depots which are used by members of Film Councils and other film using groups; and also through film circuits which make films available at selected showing points. By these means, the Board's films reached a non-theatrical audience in Canada of 14,469,686 during the year. A large segment—6,550,973—consisted of school children.

The Board's films are also distributed in other countries through Canadian Government posts and through educational and cultural agencies. This type of non-theatrical distribution reached an attendance of 17,600,383. A further audience, impossible to estimate, was attained through sale of prints of the Board's films. In Canada, 3,981 prints were sold; and, in other countries a further 3,008. Filmstrip sales in Canada came to 9,393 and in other countries to 3,137.

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