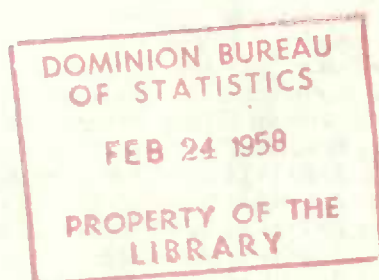




CANADA

MOTION PICTURE THEATRES,  
EXHIBITORS AND DISTRIBUTORS  
1956



*Published by Authority of*  
The Honourable Gordon Churchill, Minister of Trade and Commerce

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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:

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- 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

- 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 Store Chains, 25¢
  - 3 Operating Results of Furniture Store Chains, 25¢
- K — Operating Results of Independent Food Stores, 25¢
- L — Operating Results of Independent Clothing Stores, 25¢
- M — Operating Results of Independent Hardware, Furniture, Appliance, Radio and Television Stores, 25¢
- N — Operating Results of Filling Stations and 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¢
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- W — Advertising Agencies (Memorandum), 10¢
- X — Motion Picture Production (Memorandum), 10¢

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\* Biennial reports — not issued for 1956.

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# MOTION PICTURE THEATRES, EXHIBITORS AND DISTRIBUTORS 1956

During 1956 there were 177,301,391 recorded admissions to motion picture programs in Canada's 2,986 regular theatres, drive-in theatres, community or parish halls and halls operated by itinerant exhibitors, compared with 201,360,615 admissions recorded by 3,398 establishments in 1955. Gross receipts of the four types of establishments amounted to \$97,077,598, of which \$9,308,778 was for amusement taxes. In 1955 the figures were \$105,166,053 and \$11,006,435 respectively.

The per capita expenditure on motion picture entertainment averaged \$6.04, \$0.70 less than in 1955 and \$2.26 less than the peak year 1953.

Statistics relating to the four types of motion picture exhibitors and to distributors of films are presented in the following sections of this report. A statement covering the activities of the National Film Board is included.

**Summary of Motion Picture Theatre Exhibition in Canada, 1956**

Item	Total all types	Regular theatres	Drive-in theatres	Community enterprises	Halls serviced by itinerant operators
Number of theatres and halls.....	2,986	1,849	237	506	394
Receipts from admissions (excluding taxes) \$	87,768,820	80,666,267	5,394,296	1,456,332	251,925
Amusement taxes..... \$	9,308,778	8,674,890	519,638	100,745	13,505
Number of paid admissions .....	177,301,391	162,859,006	9,705,982	4,050,779	685,624

**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces,  
for Selected Years**

Province	1946	1949	1950	1951	1952	1953	1954	1955	1956
	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Canada.....</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>	<b>7.80</b>	<b>6.74</b>	<b>6.04</b>
Newfoundland .....	2	2.69	2.93	3.82	3.90	4.03	4.43	4.52	3.59
Prince Edward Island .....	3.17	3.82	3.79	3.94	4.01	4.06	4.82	4.90	3.93
Nova Scotia.....	6.44	5.38	5.57	6.08	6.51	7.35	7.52	6.46	5.13
New Brunswick.....	4.79	4.44	4.40	4.99	5.52	6.02	5.86	5.23	4.76
Quebec.....	4.73	5.74	6.20	6.51	6.99	7.00	6.04	5.11	4.87
Ontario.....	7.56	8.94	9.11	9.80	10.06	9.67	8.85	7.66	6.93
Manitoba .....	5.88	6.20	6.20	7.01	7.31	7.74	7.81	6.35	5.21
Saskatchewan .....	4.39	4.67	4.84	5.61	6.76	7.07	7.63	6.66	6.06
Alberta.....	5.88	6.77	7.18	7.79	8.87	9.73	10.39	9.39	7.99
British Columbia <sup>3</sup> .....	8.10	8.59	8.47	9.29	9.94	10.56	10.13	8.48	7.20

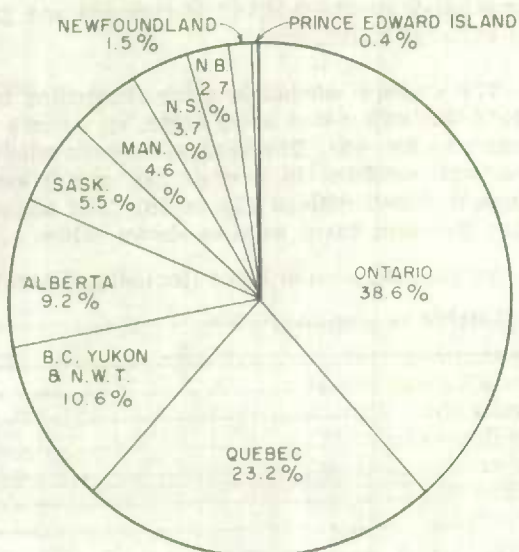
1. Based on total receipts (admission charges and taxes) of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators.

2. Not available.

3. Including Yukon and Northwest Territories.



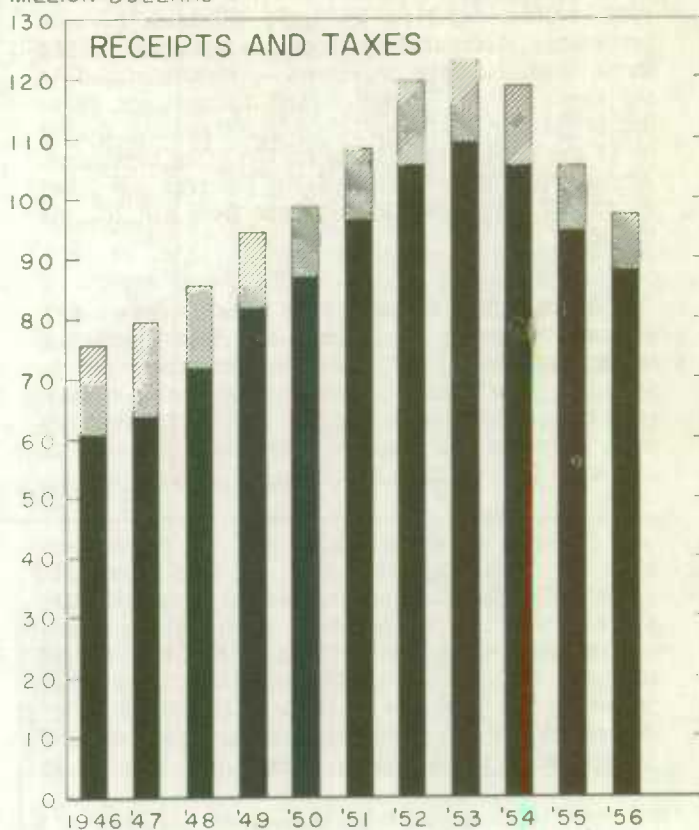
## GRAPHIC REVIEW OF THEATRE STATISTICS

CANADIAN EXPENDITURES  
ON MOTION PICTURES, 1956

TOTAL \$ 97,077,598

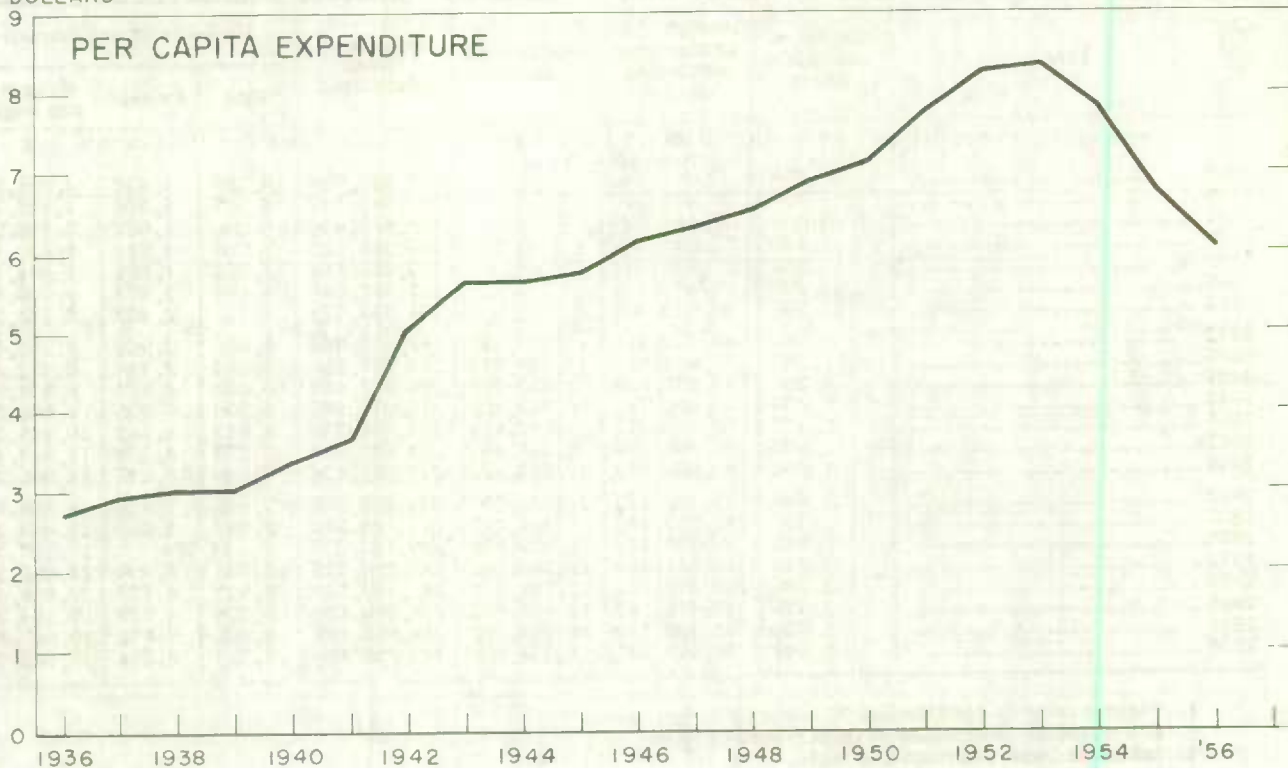
MILLION DOLLARS

RECEIPTS AND TAXES



DOLLARS

PER CAPITA EXPENDITURE



## PART 1 - MOTION PICTURE THEATRES

In 1956 motion picture theatres in Canada numbered 1,849 and had receipts (excluding taxes) of \$80,666,267, a decrease of 7 per cent below the 1955 volume reported by 1,950 theatres. Largest percentage decreases in receipts occurred in the three most easterly provinces - Newfoundland 16 per cent, Prince Edward Island 32 per cent, Nova Scotia 18 per cent, while declines ranging from 1 to 14 per cent were evident for the other provinces. Amusement taxes collected by theatres amounted to \$8,674,890, down 15 per cent from \$10,264,183 in 1955.

Of the 1,849 theatres, 206 were equipped with 16 mm. projection equipment. Receipts (excluding taxes) of these 16 mm. locations amounted to \$693,661 from 1,680,858 admissions, while amusement taxes amounted to \$68,355. Some 1,208 theatres were open for 300 days or more and 641 were in operation for less than 300 days of the year.

Theatres provided employment for 13,661 persons in 1956, 790 less than in 1955, and paid \$17,893,732 in salaries and wages compared with \$19,447,690 in the previous year. Of the total amount paid in salaries and wages, \$6,027,121 went to 2,013 projectionists, \$172,984 to 325 assistant projectionists and the balance, \$11,693,627, was shared by 11,323 other employees. Also engaged in operating the business were 1,199 proprietors

of unincorporated firms, of whom 376 drew \$574,090 in salaries, and 609 unpaid members of proprietors' families.

The 1,849 establishments operating in 1956 had a seating capacity for 941,085 persons compared with 984,389 in 1955. There were 162,859,006 paid admissions in 1956 representing a 22 per cent utilization of the potential capacity. In 1955 these figures stood at 184,968,467 admissions and 23 per cent capacity utilization.

The average admission price (excluding taxes) in 1956 was calculated at 50 cents, up 3 cents when compared with 1955. The highest average admission price was recorded in Quebec (54 cents) and the lowest in Newfoundland (39 cents). The admission prices including taxes were as shown below.

## Average Admission Price (Including Taxes)

Canada .....	55¢
Newfoundland .....	45¢
Prince Edward Island .....	47¢
Nova Scotia .....	45¢
New Brunswick .....	45¢
Quebec .....	62¢
Ontario .....	56¢
Manitoba .....	45¢
Saskatchewan .....	45¢
Alberta .....	55¢
British Columbia .....	55¢

TABLE 1. Summary Statistics of Motion Picture Theatres 1935 to 1956<sup>1</sup>

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll <sup>2</sup>		
					Male	Female	Salaries and wages
		\$	\$				\$
1935 .....	859	27,011,700	3	117,520,795	4,553	1,436	4,798,900
1936 .....	956	29,440,000	3	126,913,547	4,917	1,536	4,906,100
1937 .....	1,044	32,163,000	3	133,668,450	5,240	1,631	5,560,900
1938 .....	1,130	33,346,182	3	137,381,280	5,354	1,813	5,621,505
1939 .....	1,183	33,696,244	3	137,898,668	5,502	1,890	5,908,140
1940 .....	1,229	37,474,122	3	151,590,799	5,691	1,979	6,330,982
1941 .....	1,240	40,795,897	3	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	215,573,267	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	15,583,324	219,289,424	7,340	5,047	12,985,639
1949 <sup>4</sup> .....	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	239,132,227	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
1956 .....	1,849	80,666,267	8,674,890	162,859,006	7,787	5,874	17,893,732

1. Figures prior to 1948 include Community Enterprises.
2. Not including proprietors of unincorporated firms.
3. Indicates figures are not available.
4. Including Newfoundland from 1949.



**TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1950 to 1956**

(Excluding amusement taxes)

Province	1950	1951	1952	1953	1954	1955	1956
	\$	\$	\$	\$	\$	\$	\$
<b>Canada</b> .....	<b>82, 707, 762</b>	<b>90, 986, 110</b>	<b>98, 851, 349</b>	<b>100, 889, 361</b>	<b>97, 012, 140</b>	<b>83, 373, 652</b>	<b>80, 666, 267</b>
Newfoundland .....	863, 734	1, 092, 611	1, 150, 686	1, 174, 724	1, 301, 452	1, 379, 386	1, 163, 994
Prince Edward Island ....	286, 334	313, 090	336, 700	347, 294	397, 529	401, 395	273, 395
Nova Scotia .....	3, 266, 536	3, 454, 965	3, 688, 920	4, 177, 407	4, 283, 840	3, 755, 896	3, 068, 044
New Brunswick .....	2, 053, 595	2, 307, 605	2, 527, 474	2, 724, 146	2, 675, 844	2, 420, 556	2, 158, 825
Quebec .....	21, 310, 310	22, 629, 851	24, 932, 302	25, 405, 212	22, 506, 182	19, 476, 949	19, 245, 824
Ontario .....	34, 083, 166	38, 052, 587	40, 463, 904	39, 570, 731	37, 269, 532	33, 366, 109	31, 687, 826
Manitoba .....	4, 197, 205	4, 604, 683	4, 312, 497	5, 030, 045	5, 169, 144	4, 343, 614	3, 736, 306
Saskatchewan .....	3, 505, 695	3, 738, 665	4, 479, 432	4, 583, 073	5, 053, 250	4, 493, 472	4, 124, 857
Alberta .....	5, 314, 331	6, 044, 996	6, 937, 291	7, 676, 634	8, 464, 959	7, 911, 679	7, 090, 146
British Columbia .....	7, 826, 356	8, 740, 857	9, 522, 143	10, 200, 943	9, 890, 408	8, 824, 096	8, 117, 050

1. Including Yukon and Northwest Territories.

**TABLE 3. Summary Statistics of Motion Picture Theatres, by Provinces, 1956**

Province	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll <sup>1</sup>		
					Male	Female	Salaries and wages
		\$	\$				\$
<b>Canada</b> .....	<b>1, 849</b>	<b>30, 665, 267</b>	<b>8, 674, 890</b>	<b>162, 859, 006</b>	<b>7, 787</b>	<b>5, 874</b>	<b>17, 893, 732</b>
Newfoundland .....	34	1, 163, 994	164, 541	2, 984, 753	132	62	216, 769
Prince Edward Island .....	11	273, 395	47, 689	678, 501	24	14	40, 267
Nova Scotia .....	82	3, 068, 044	286, 110	7, 331, 241	342	236	648, 386
New Brunswick .....	57	2, 158, 825	243, 747	5, 377, 581	222	215	447, 320
Quebec .....	425	19, 245, 824	2, 787, 670	35, 723, 932	2, 133	981	3, 763, 382
Ontario .....	470	31, 687, 826	2, 983, 825	61, 434, 901	2, 937	2, 449	7, 426, 300
Manitoba .....	148	3, 736, 306	347, 929	9, 095, 019	391	378	934, 936
Saskatchewan .....	207	4, 124, 857	219, 872	9, 689, 520	428	320	859, 666
Alberta .....	200	7, 090, 146	675, 181	14, 046, 029	519	483	1, 323, 696
British Columbia <sup>2</sup> .....	165	8, 117, 050	918, 326	16, 447, 529	654	686	2, 232, 990

1. Not including proprietors of unincorporated firms.

2. Including Yukon and Northwest Territories.

**TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities<sup>1</sup>, 1956**

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 <sup>2</sup> admission price
			\$	\$			%	¢
<b>Canada</b> .....	<b>1, 849</b>	<b>941, 085</b>	<b>80, 666, 267</b>	<b>8, 674, 890</b>	<b>162, 859, 006</b>	<b>742, 255, 553</b>	<b>22</b>	<b>50</b>
Newfoundland .....	84	19, 941	1, 163, 994	164, 541	2, 984, 753	10, 929, 976	27	39
Prince Edward Island	11	4, 188	273, 395	47, 689	678, 501	2, 164, 968	31	40
Nova Scotia .....	82	41, 931	3, 068, 044	286, 110	7, 381, 241	34, 523, 390	21	42
Halifax .....	10	8, 909	1, 022, 688	107, 800	2, 002, 119	10, 581, 752	19	51
Sydney .....	4	2, 977	221, 175	18, 044	538, 868	2, 728, 284	20	41
Other places .....	68	30, 045	1, 824, 181	160, 266	4, 340, 254	21, 213, 354	23	38

TABLE 4. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities<sup>1</sup>, 1956 - 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 <sup>2</sup> admission price
			\$	\$			%	¢
<b>New Brunswick</b> .....	<b>57</b>	<b>29,520</b>	<b>2,158,825</b>	<b>243,747</b>	<b>5,377,581</b>	<b>23,393,764</b>	<b>23</b>	<b>40</b>
Saint John .....	7	6,181	473,538	56,780	1,081,606	6,093,726	16	44
Other places .....	50	23,339	1,685,287	186,967	4,295,975	16,700,038	26	39
<b>Quebec</b> .....	<b>425</b>	<b>230,714</b>	<b>19,245,824</b>	<b>2,787,670</b>	<b>35,723,932</b>	<b>192,272,673</b>	<b>19</b>	<b>54</b>
Montreal .....	68	67,052	8,660,010	1,228,029	14,195,940	86,053,627	16	61
Quebec .....	13	10,599	1,384,058	211,409	2,610,459	14,060,822	19	53
Rouyn .....	5	2,642	347,364	49,054	587,828	2,950,922	20	59
Sherbrooke .....	5	4,102	396,818	57,101	724,924	3,972,423	18	55
Hull .....	4	3,003	220,918	33,735	454,194	3,311,068	14	49
Three Rivers .....	4	3,525	365,277	51,527	882,020	2,795,000	32	41
Verdun .....	4	3,523	342,173	51,601	680,098	4,430,923	15	50
Other places .....	322	136,278	7,529,206	1,105,214	15,538,469	74,697,388	21	48
<b>Ontario</b> .....	<b>470</b>	<b>314,004</b>	<b>31,687,826</b>	<b>2,983,825</b>	<b>61,434,901</b>	<b>285,978,505</b>	<b>21</b>	<b>52</b>
Toronto .....	38	80,135	10,795,037	1,043,593	17,527,963	78,804,536	22	62
Hamilton .....	21	18,140	1,827,998	167,961	3,386,661	17,234,404	20	54
Ottawa .....	15	14,683	1,785,607	170,107	3,521,868	17,896,720	20	51
London .....	7	7,425	942,904	88,995	1,698,920	8,984,560	19	56
Windsor .....	7	7,817	798,372	76,569	1,483,351	8,142,768	18	54
Sudbury .....	6	5,565	828,427	81,225	1,519,029	7,125,560	21	55
Brantford .....	4	3,954	352,812	33,465	690,461	5,068,284	14	51
Kitchener .....	5	4,777	462,952	45,800	1,025,338	4,611,464	22	45
St. Catharines .....	5	3,994	389,752	35,667	859,335	4,615,872	19	45
Oshawa .....	4	3,155	436,273	41,678	851,431	3,848,532	22	51
Peterborough .....	4	3,442	344,417	31,588	685,184	3,912,316	18	50
Sault Ste. Marie .....	4	3,274	445,807	40,566	944,018	4,239,040	22	47
Other places .....	300	157,593	12,277,468	1,126,611	27,241,337	121,493,949	22	45
<b>Manitoba</b> .....	<b>148</b>	<b>61,875</b>	<b>3,736,306</b>	<b>347,929</b>	<b>9,095,019</b>	<b>41,110,983</b>	<b>22</b>	<b>41</b>
Winnipeg .....	33	25,887	2,192,823	222,056	4,458,184	25,218,401	18	49
Other places .....	115	35,988	1,543,483	125,873	4,636,835	15,892,582	29	33
<b>Saskatchewan</b> .....	<b>207</b>	<b>69,516</b>	<b>4,124,857</b>	<b>219,872</b>	<b>9,689,520</b>	<b>36,776,978</b>	<b>26</b>	<b>43</b>
Regina .....	7	6,091	700,029	56,959	1,406,937	6,717,198	21	50
Saskatoon .....	6	5,163	600,350	34,369	1,264,001	5,897,268	21	47
Other places .....	194	58,262	2,824,478	128,544	7,018,582	24,162,512	29	40
<b>Alberta</b> .....	<b>200</b>	<b>80,231</b>	<b>7,090,146</b>	<b>675,181</b>	<b>14,046,029</b>	<b>54,534,431</b>	<b>26</b>	<b>50</b>
Edmonton .....	17	13,804	1,966,745	199,298	3,421,016	14,470,884	24	57
Calgary .....	13	10,604	1,734,979	181,555	2,762,674	13,962,806	20	63
Other places .....	170	55,823	3,388,422	294,328	7,862,339	26,100,741	30	43
<b>British Columbia<sup>3</sup></b> .....	<b>165</b>	<b>89,165</b>	<b>8,117,050</b>	<b>918,326</b>	<b>16,447,529</b>	<b>60,569,885</b>	<b>27</b>	<b>49</b>
Vancouver .....	31	30,042	3,195,281	362,283	5,880,795	25,817,903	23	54
Victoria .....	8	7,649	741,171	83,389	1,392,294	7,425,532	19	53
Other places .....	121	49,944	3,978,024	456,459	8,862,919	26,643,062	33	45
Yukon and North-west Territories ..	5	1,530	202,574	16,195	311,521	683,388	46	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. Motion Picture Theatres by Size of Projection Equipment, by Provinces, 1956

Province	Number of theatres using		Receipts from admissions (excluding taxes)		Amusement taxes		Number of paid admissions	
	35 mm. equip-ment	16 mm. equip-ment	35 mm. equip-ment	16 mm. equip-ment	35 mm. equip-ment	16 mm. equip-ment	35 mm. equip-ment	16 mm. equip-ment
			\$	\$	\$	\$		
<b>Canada</b> .....	<b>1,643</b>	<b>206</b>	<b>79,972,606</b>	<b>693,661</b>	<b>8,606,535</b>	<b>68,355</b>	<b>161,178,148</b>	<b>1,680,858</b>
Newfoundland .....	27	57	1,055,486	108,508	155,259	9,282	2,681,555	303,198
Prince Edward Island ....	11	—	273,395	—	47,689	—	678,501	—
Nova Scotia.....	79	3	1	1	1	1	1	1
New Brunswick.....	56	1	1	1	1	1	1	1
Quebec.....	392	33	19,169,278	76,546	2,777,006	10,664	35,547,900	176,032
Ontario.....	439	31	31,490,023	197,803	2,966,042	17,783	60,968,641	466,260
Manitoba .....	133	15	3,699,303	37,003	344,704	3,225	8,986,757	108,262
Saskatchewan .....	183	24	4,077,257	47,600	219,872	—	9,561,178	128,342
Alberta.....	180	20	7,004,452	85,694	668,616	6,565	13,869,735	176,294
British Columbia <sup>2</sup> .....	143	22	7,979,674	137,376	897,894	20,432	16,134,113	313,416

1. Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.  
 2. Including Yukon and Northwest Territories.

TABLE 6. Employment and Payroll<sup>1</sup>, 1956

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
			\$			\$			\$			\$
<b>Total, all theatres</b>												
<b>Canada</b> .....	<b>7,787</b>	<b>5,874</b>	<b>17,893,732</b>	<b>1,990</b>	<b>23</b>	<b>6,027,121</b>	<b>300</b>	<b>25</b>	<b>172,984</b>	<b>5,497</b>	<b>5,826</b>	<b>11,693,627</b>
Newfoundland .....	132	62	216,789	38	—	75,834	13	1	12,884	81	61	128,071
Prince Edward Island .....	24	14	40,267	8	—	11,652	—	—	—	16	14	28,615
Nova Scotia.....	342	286	648,386	83	1	199,671	13	2	7,131	246	283	441,584
New Brunswick.....	222	215	447,320	69	2	147,379	8	—	4,147	145	213	295,794
Quebec.....	2,138	981	3,763,382	517	10	1,108,095	110	1	66,680	1,511	970	2,588,607
Ontario.....	2,937	2,449	7,426,300	623	2	2,534,995	26	3	11,784	2,288	2,444	4,879,521
Manitoba .....	391	378	934,936	122	2	329,716	36	—	9,586	233	376	595,634
Saskatchewan .....	428	320	859,666	143	1	296,388	41	3	17,461	244	316	545,817
Alberta.....	519	483	1,323,696	168	3	469,032	23	10	13,116	328	470	841,548
British Columbia <sup>2</sup> .....	654	686	2,232,990	219	2	854,359	30	5	30,195	405	679	1,348,436
<b>Full-time (operating 300 days and over)</b>												
<b>Canada</b> .....	<b>6,774</b>	<b>5,323</b>	<b>16,991,235</b>	<b>1,644</b>	<b>17</b>	<b>5,663,118</b>	<b>208</b>	<b>19</b>	<b>139,694</b>	<b>4,922</b>	<b>5,287</b>	<b>11,188,423</b>
Newfoundland .....	108	57	211,026	31	—	73,301	9	1	12,684	68	56	125,041
Prince Edward Island .....	16	12	37,331	7	—	10,876	—	—	—	9	12	26,455
Nova Scotia.....	285	251	598,440	67	—	180,491	8	2	4,987	210	249	412,962
New Brunswick.....	197	207	427,382	59	1	139,386	7	—	3,391	131	206	284,605

TABLE 6. Employment and Payroll<sup>1</sup>, 1956 — Concluded

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
			\$			\$			\$			\$
Full-time (operating 300 days and over)—concluded												
Quebec .....	1,876	912	3,562,071	427	7	1,022,523	81	1	56,223	1,368	904	2,483,325
Ontario .....	2,749	2,338	7,194,383	567	2	2,445,390	23	3	11,273	2,159	2,333	4,737,720
Manitoba .....	293	307	835,622	87	2	289,855	25	—	6,770	181	305	538,997
Saskatchewan .....	298	233	788,152	88	1	266,299	20	—	10,980	190	232	510,873
Alberta .....	427	424	1,273,015	137	2	444,011	12	7	8,894	278	415	820,110
British Columbia <sup>2</sup> .....	525	582	2,063,813	174	2	790,986	23	5	24,492	328	575	1,248,335
Part-time (operating less than 300 days)												
Canada .....	1,013	551	902,497	346	6	364,003	92	6	33,290	575	539	505,204
Newfoundland .....	24	5	5,763	7	—	2,533	4	—	200	13	5	3,030
Prince Edward Island .....	8	2	2,936	1	—	776	—	—	—	7	2	2,160
Nova Scotia .....	57	35	49,946	16	1	19,180	5	—	2,144	36	34	28,622
New Brunswick .....	25	8	19,938	10	1	7,993	1	—	756	14	7	11,189
Quebec .....	262	69	201,311	90	3	85,572	29	—	10,457	143	66	105,282
Ontario .....	188	111	231,917	56	—	89,605	3	—	511	129	111	141,801
Manitoba .....	98	71	99,314	35	—	39,861	11	—	2,816	52	71	56,637
Saskatchewan .....	130	87	71,514	55	—	30,089	21	3	6,481	54	84	34,944
Alberta .....	92	59	50,681	31	1	25,021	11	3	4,222	50	55	21,438
British Columbia <sup>2</sup> .....	129	104	169,177	45	—	63,373	7	—	5,703	77	104	100,101

1. Not including proprietors of unincorporated firms.

2. Including Yukon and Northwest Territories.

TABLE 7. Proprietors of Unincorporated Firms<sup>1</sup>, 1956

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
<b>Total, all theatres</b> .....	<b>1,808</b>	<b>282</b>	<b>94</b>	<b>574,090</b>	<b>903</b>	<b>529</b>
Full-time (operating 300 days and over)						
Canada .....	825	182	53	474,228	381	209
Newfoundland .....	13	4	—	11,850	6	3
Prince Edward Island .....	6	—	—	—	4	2
Nova Scotia .....	19	—	—	—	12	7
New Brunswick .....	21	5	1	6,900	10	5
Quebec .....	220	49	16	100,452	105	50
Ontario .....	184	44	13	131,460	86	41
Manitoba .....	61	15	1	30,519	26	19
Saskatchewan .....	75	18	10	37,715	35	12
Alberta .....	172	38	9	109,233	73	52
British Columbia <sup>2</sup> .....	54	9	3	46,099	24	18
Part-time (operating less than 300 days)						
Canada .....	983	100	41	99,862	522	320
Newfoundland .....	109	8	2	1,806	79	20
Prince Edward Island .....	6	2	—	3,120	3	1
Nova Scotia .....	34	3	3	8,680	12	16
New Brunswick .....	14	2	5	8,228	5	2
Quebec .....	224	39	13	32,050	107	65
Ontario .....	74	5	2	8,340	38	29
Manitoba .....	124	9	2	2,311	66	47
Saskatchewan .....	248	23	10	18,944	121	94
Alberta .....	104	7	3	12,153	62	32
British Columbia <sup>2</sup> .....	46	2	1	4,230	29	14

1. Including family members not receiving a regular salary.

2. Including Yukon and Northwest Territories.



## PART II - DRIVE-IN THEATRES

In 1956 there were 237 drive-in theatres in operation with a capacity for 91,521 cars compared with 242 drive-ins in 1955 with a car capacity of 97,289. Receipts (excluding taxes), amounting to \$5,394,296, were 6 per cent lower than receipts for the previous year. Paid admissions, numbering 9,705,982, declined 9 per cent, a slightly greater decrease than took place in receipts. Amusement taxes amounted to \$519,638, a drop of 14 per cent from 1955. Eight drive-ins were equipped with 16 mm projectors and these accounted for \$32,305 of total receipts (excluding taxes) and 62,193 paid admissions.

British Columbia and New Brunswick were the only provinces which showed gains over 1955 in receipts and number of paid admissions. British

Columbia recorded an 11 per cent increase in revenue and a 3 per cent gain in admissions, while the increase in New Brunswick was 5 per cent for both revenue and admissions. The most notable decline occurred in Manitoba, where receipts dropped by 37 per cent and admissions 40 per cent.

Drive-in theatres employed 2,142 persons and paid \$1,526,731 in salaries and wages. The number of employees was made up of 214 projectionists, 12 assistant projectionists and 1,916 other employees. Not included in the above figures were 48 proprietors of unincorporated firms who drew \$59,037 in salaries, 85 non-salaried proprietors and 69 members of proprietors' families who were all actively engaged in operating the business.

TABLE 8. Summary Statistics of Drive-In Theatres, 1947 to 1956

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 <sup>1</sup> .....	242	97,289	5,755,158	601,836	10,687,887	1,459	756	1,599,714
1956.....	237	91,521	5,394,296	519,638	9,705,982	1,347	795	1,526,731

1. Number of paid admissions revised.

TABLE 9. Principal Statistics of Drive-In Theatres, by Provinces, 1956

Province	No. of establishments	Car capacity	No. of walk-in seats	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions
				\$	\$	
Canada .....	237	91,521	1,821	5,394,296	519,638	9,705,982
Newfoundland .....	—	—	—	—	—	—
Prince-Edward Island .....	2	1	1	1	1	1
Nova-Scotia .....	11	1	1	1	1	1
New-Brunswick .....	12	4,231	300	187,657	21,457	407,390
Quebec .....	—	—	—	—	—	—
Ontario .....	91	41,174	146	2,388,255	247,985	4,142,175
Manitoba .....	14	6,360	—	228,341	25,358	410,783
Saskatchewan .....	35	9,702	289	541,618	22,528	1,015,154
Alberta .....	41	14,480	310	910,075	79,852	1,541,501
British Columbia <sup>2</sup> .....	31	11,303	776	915,292	98,403	1,751,522

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

2. Includes Yukon and Northwest Territories.



TABLE 10. Employment and Payroll of Drive-In Theatres<sup>1</sup>, 1956

Province	Total employees	Total payroll	Projectionists			Assistant Projectionists			All other employees		
			M.	F.	Salaries	M.	F.	Salaries	M.	F.	Salaries
		\$			\$			\$			\$
<b>Canada</b> .....	<b>2,142</b>	<b>1,526,731</b>	<b>211</b>	<b>3</b>	<b>490,776</b>	<b>12</b>	<b>—</b>	<b>4,616</b>	<b>1,124</b>	<b>792</b>	<b>1,031,339</b>
Newfoundland .....	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island .....	2	2	2	—	2	—	—	—	2	2	2
Nova Scotia .....	2	2	2	—	2	—	—	—	2	2	2
New Brunswick .....	61	37,357	11	—	12,953	—	—	—	27	23	24,404
Quebec .....	—	—	—	—	—	—	—	—	—	—	—
Ontario .....	1,029	740,070	88	—	239,750	3	—	1,230	549	389	499,090
Manitoba .....	104	69,097	13	—	26,121	3	—	225	51	37	42,751
Saskatchewan .....	234	120,977	28	—	37,236	—	—	—	110	96	83,741
Alberta .....	379	264,558	35	2	66,661	1	—	484	224	117	197,413
British Columbia <sup>3</sup> .....	240	238,913	28	1	93,220	5	—	2,677	108	98	143,016

1. Not including proprietors of unincorporated firms.

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

3. Includes Yukon and Northwest Territories.

### 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.

Community enterprises numbered 506 in 1956, a decrease of 110 from the number in operation in 1955. Receipts (excluding taxes) were down 14 per cent from \$1,690,377 in 1955 to \$1,456,332. Amusement taxes amounted to \$100,745, a drop of 16 per cent from the previous year. Attendance at performances given in these halls in 1956 numbered 4,050,779, a decrease of 15 per cent from the 1955 admissions which numbered 4,757,223. The average

seating capacity utilized was calculated at 31 per cent, down from 32 per cent in 1955. The average admission price at 36 cents was unchanged from a year ago.

Of the 506 community enterprises in the motion picture field, 376 used 16 mm equipment and 130 were equipped with 35 mm. Those equipped with 35 mm projectors had receipts of \$813,331 (excluding taxes) from 2,148,475 paid admissions, and those using 16 mm projectors received \$643,001 from 1,902,304 paid admissions.

Paid employees numbered 694 and drew salaries and wages amounting to \$197,637 during the year. Of these, 254 were projectionists who received \$102,705. In addition, there were 58 members of the operating organizations who received \$14,873 for their services and 274 who were not remunerated.

TABLE 11. Principal Statistics of Community Enterprises, by Provinces, 1956

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 <sup>1</sup>
			\$	\$			%	¢
<b>Canada</b> .....	<b>506</b>	<b>116,922</b>	<b>1,456,332</b>	<b>100,745</b>	<b>4,050,779</b>	<b>12,942,227</b>	<b>31</b>	<b>36</b>
Newfoundland .....	46	8,432	114,647	4,332	269,241	1,102,294	24	43
Prince Edward Island .....	4	960	12,964	1,007	39,194	118,550	33	33
Nova Scotia .....	3	575	4,879	—	13,000	39,400	33	37
New Brunswick .....	7	1,716	25,233	2,192	65,385	359,672	18	39
Quebec .....	138	46,092	417,186	56,113	1,267,764	4,909,969	26	33
Ontario .....	28	5,297	78,332	3,250	190,130	518,588	37	42
Manitoba .....	23	5,210	70,439	34	221,173	685,908	32	32
Saskatchewan .....	148	29,239	368,380	—	1,043,790	3,021,980	35	35
Alberta .....	64	11,985	168,642	13,746	458,518	1,158,464	40	37
British Columbia <sup>2</sup> .....	45	7,416	195,630	20,071	482,584	1,027,402	47	40

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, 1956**

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>130</b>	<b>376</b>	<b>55.8</b>	<b>44.2</b>	<b>53.0</b>	<b>47.0</b>
Newfoundland .....	3	43	37.6	62.4	35.1	64.9
Prince Edward Island.....	3	1	2	2	2	2
Nova Scotia .....	1	2	2	2	2	2
New Brunswick .....	2	5	2	2	2	2
Quebec .....	32	106	69.7	30.3	58.3	41.7
Ontario .....	3	25	40.0	60.0	36.6	63.4
Manitoba .....	16	7	80.7	19.3	79.9	20.1
Saskatchewan .....	47	101	62.7	37.3	62.0	38.0
Alberta .....	15	49	44.3	55.7	42.8	57.2
British Columbia <sup>1</sup> .....	8	37	29.1	70.9	29.7	70.3

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

Exhibitors using portable equipment and showing motion pictures in more than one town or village numbered 80 in 1956, down from 128 in 1955. These operators serviced 394 halls as compared with 590 in the previous year. Receipts (excluding amusement taxes) amounted to \$251,925, down 26 per cent as compared with receipts of \$340,381 in 1955, while

admissions decreased 28 per cent to 685,624 from 947,038. Amusement taxes amounted to \$13,505, a decrease from \$20,499 in 1955. The average admission price increased to 38 cents from 36 cents for the year previous. Without exception itinerant operators used 16 mm portable equipment in 1956.

**TABLE 13. Principal Statistics of Halls Serviced by Itinerant Exhibitors, by Provinces, 1956**

Province	Number <sup>1</sup> of halls	Receipts (excluding taxes)	Amusement taxes	Number of paid admissions	Average admission price <sup>2</sup>
		\$	\$		¢
<b>Canada</b> .....	<b>394</b>	<b>251,925</b>	<b>13,505</b>	<b>685,624</b>	<b>38</b>
Newfoundland .....	102	40,663	1,216	94,639	44
Prince Edward Island.....	3	3	3	3	3
Nova Scotia .....	18	3	3	3	3
New Brunswick .....	—	—	—	—	—
Quebec .....	14	12,522	1,644	35,520	40
Ontario .....	97	47,693	3,026	128,807	39
Manitoba .....	36	16,414	213	58,677	28
Saskatchewan .....	63	58,503	—	166,764	35
Alberta .....	43	34,284	2,596	91,037	40
British Columbia <sup>4</sup> .....	18	32,994	3,272	77,581	47

1. Serviced by 80 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.

4. Including Yukon and Northwest Territories.



## PART V - FILM EXCHANGES

During 1956 there were 53 Canadian film exchange companies operating through 150 offices as compared with 64 in 1955 with 153 offices. The decrease in number of companies may be attributed for the most part to a refinement in classification. All but one of the companies excluded handled films of the non-theatrical type. Revenue from the rental of films amounted to \$33,940,957, down 4 per cent from \$35,498,588 in 1955. In addition, film exchange companies reported receipts of \$446,504 from the sale of advertising material and \$2,084,481 from other sources. Salaries and wages paid to 665 male and 705 female employees amounted to \$4,479,790.

More films were rented for theatrical use in 1956 but for a lesser amount when a comparison is made with 1955, while the reverse was true of films rented for television use. There were 10,562 films distributed to theatrical establishments for a revenue of \$29,240,600, as compared with 9,459 films and revenue of \$32,124,388 in 1955. The 11,281 films leased for television use brought a revenue of \$4,550,178. Comparable figures for 1955 were 12,773 films and revenue of \$3,072,992. The

larger number of films handled consisted of the 16 mm size but 5,812 35 mm theatrical films accounted for \$27,185,678 of total rental revenue.

Of the 10,562 theatrical films in circulation during 1956, 2,359 were new films, of which 1,034 were features, 320 cartoons, 529 newsreels and 476 other short subjects; 1,644 new films were in the English language, 636 in the French language and 79 in other languages.

The distribution of new feature films by country of origin was as follows:

United States .....	620
France .....	204
Great Britain .....	106
Italy .....	76
Other countries .....	28
<b>Total .....</b>	<b>1,034</b>

Of these new feature films, 661 were produced in black and white and 373 in colour; 712 were produced using 35 mm film and 322 were produced using 16 mm film.

TABLE 14. Principal Statistics of Film Exchanges in Canada, for Selected Years

Year	Number of companies	Number of exchange offices	Average number of employees <sup>1</sup>		Salaries and wages <sup>1</sup>		Receipts		
			Male	Female	Male	Female	Film rentals	Sale of advertising	Other sources
					\$	\$	\$	\$	\$
1941 .....	2	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	113	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
1956 .....	53	150	665	705	2,945,742	1,534,048	33,940,957	446,504	2,084,481

1. Including working proprietors of unincorporated firms receiving a regular salary.

2. Not available.

TABLE 15. Number of Films Rented and Rental Receipts by Use and Size of Film, 1956

Size of film	Theatrical use		Television use		Other non-theatrical use		Total - All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
<b>Total .....</b>	<b>10,562</b>	<b>29,240,600</b>	<b>11,281</b>	<b>4,550,178</b>	<b>2,178</b>	<b>150,179</b>	<b>24,021</b>	<b>33,940,957</b>
35 mm. films .....	5,812	27,185,678	—	—	—	—	5,812	27,185,678
16 mm. films .....	4,750	2,054,922	11,281	4,550,178	2,178	150,179	18,209	6,755,279





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TABLE 16. Type, Size and Language of New Films Released, for Theatrical Booking, 1956

Type and size of film	Total all languages	English language	French language	Other languages
<b>Total, All Types:</b>				
16 mm .....	895	608	275	12
35 mm .....	1,464	1,036	361	67
<b>Features:</b>				
16 mm .....	322	203	114	5
35 mm .....	712	434	213	65
<b>Short Subjects:</b>				
Cartoons:				
16 mm .....	158	53	105	—
35 mm .....	162	162	—	—
Newsreels:				
16 mm .....	163	156	—	7
35 mm .....	366	260	104	2
Other:				
16 mm .....	252	196	56	—
35 mm .....	224	130	44	—

## PART VI - NATIONAL FILM BOARD ACTIVITIES

## Production

The National Film Board in its role as government film agency produces and distributes films for theatrical, non-theatrical and television distribution. In addition to original films created for these purposes the Board also produces news stories, newsclips, trailers, short television stories, filmstrips and still photographs.

Total production for the year ending March 31, 1957, declined slightly from the preceding year because of a temporary disruption of facilities occasioned by the transfer of the Board's operational headquarters from Ottawa to Montreal. During the year the Board produced 34 original films for theatrical and non-theatrical distribution and 58 original films for television. There were 53 language versions and revisions of existing films, making a total of 145 films. Also produced were 43 news stories, 32 newsclips, 5 short television stories and one trailer.

In English, original productions totalled 62 and versions and revisions numbered 11. Thirty films were created originally in French and an additional 25 were versioned or revised in that language. Seventeen films were versioned into languages other than English or French. Twenty-five films were commissioned by sponsoring Government Departments or agencies. Films produced for the National Film Board under contract with commercial film companies totalled 35, including 7 originals and 28 versions and revisions.

## Distribution

The Canadian non-theatrical audience during this fiscal year totalled 15,323,600. This figure was

about six per cent higher than the total for the previous year. Distribution was achieved through co-operation between the Board and many national, provincial and community organizations and voluntary groups. More than half of the total reported audience was achieved through classroom use of Board films, school students comprised 8,279,400 of the aggregate. As a result of non-theatrical distribution abroad by Canadian posts, under exchange agreements and through foreign agencies in more than 60 countries, a further reported audience of 18,142,900 was reached.

Films in the Board's theatrical series were booked 6,860 times by Canadian theatres, compared with 7,294 in the previous year. Outside Canada, the Board's theatrical productions are distributed by contractual agreements with international and local distributors. At March 31, 1957, the Board held contracts with 55 distributors, covering the distribution of 516 titles. Reported theatrical bookings abroad totalled 16,450, this figure excludes bookings by many distributors who are not required to furnish reports.

There were 5,110 telecasts of Board productions over Canadian television stations, an increase of almost 1,900 telecasts in comparison with the year before. Television bookings abroad were maintained at a satisfactory level, 2,594.

A considerable unreported audience is reached through the sale of 16 mm. prints. The Board sold 3,331 prints of its films in Canada and 2,747 prints abroad. Sales of filmstrips in Canada rose from 9,393 the previous year to 12,023 this year. Abroad sales totalled 4,159 strips in 1956-57 compared to 3,137 the year before.