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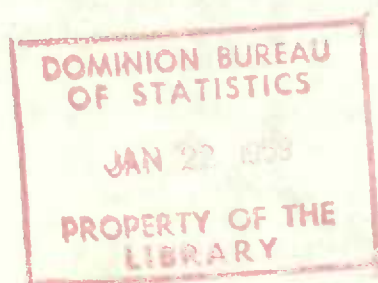
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ANNUAL



**MOTION PICTURE THEATRES
AND FILM DISTRIBUTORS
1957**

Formerly
**MOTION PICTURE THEATRES, EXHIBITORS
AND DISTRIBUTORS**



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

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

6515-504-127

Price 25 cents

Vol. 3—Part III—R-1

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¢
- E — Agents and Brokers, Wholesale Trade (Memorandum), 10¢

Part II — Retail Statistics

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- G — Retail Chain Stores, 50¢
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MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

1957

INTRODUCTION

During 1957 there were 1,716 regular motion picture theatres and 229 drive-in theatres operated in Canada. Total receipts from admissions amounted to \$90,546,847 of which \$8,335,359 was for amusement taxes. There were 156,701,458 paid admissions. Comparable figures for 1956 were 1,849 regular and 237 drive-in theatres having receipts from admissions of \$95,255,091 of which \$9,194,528 was for taxes. There were 172,564,988 admissions in 1956.

Community enterprises and halls serviced by itinerant operators were not included in the survey for 1957. In 1956, 506 community enterprises had receipts from 4,050,779 admissions of \$1,557,077 of which \$100,745 was for amusement taxes; 394 halls serviced by itinerant operators had receipts from 685,624 admissions of \$265,430 of which \$13,505 was for taxes.

The volume of business accruing to community enterprises and halls for the past few years has

been approximately 2% of total Canadian receipts from the exhibition of motion pictures. Consequently, an appraisal was made of the resources required to collect the statistical information from a large number of small businesses providing a minor part of motion picture exhibition and it was decided to discontinue this part of the survey.

The per capita expenditure on motion picture entertainment at regular and drive-in motion picture theatres averaged \$5.46 in 1957. Figures for other years appear in a table which follows. It should be remembered that figures for other years include the expenditures on entertainment supplied by community enterprises and halls serviced by itinerant operators.

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

Summary of Motion Picture Theatre Exhibition in Canada, 1957

Item	Total, all theatres	Regular theatres	Drive-in theatres
Number of theatres	1,945	1,716	229
Receipts from admissions (excluding taxes) \$	82,211,488	76,486,177	5,725,311
Amusement taxes \$	8,335,359	7,815,204	520,155
Number of paid admissions	156,701,458	146,755,828	9,945,630

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1949-1957

Province	1949	1950	1951	1952	1953	1954	1955	1956	1957 ²
	dollars								
Canada	6.89	7.12	7.72	8.21	8.30	7.80	6.74	6.04	5.46
Newfoundland	2.69	2.93	3.82	3.90	4.03	4.43	4.52	3.59	2.85
Prince Edward Island	3.82	3.79	3.94	4.01	4.06	4.82	4.90	3.93	2.69
Nova Scotia	5.38	5.57	6.08	6.51	7.35	7.52	6.46	5.13	4.21
New Brunswick	4.44	4.40	4.99	5.52	6.02	5.86	5.23	4.76	4.09
Quebec	5.74	6.20	6.51	6.99	7.00	6.04	5.11	4.87	4.53
Ontario	8.94	9.11	9.80	10.06	9.67	8.85	7.68	6.93	6.31
Manitoba	6.20	6.20	7.01	7.32	7.74	7.81	6.35	5.21	4.54
Saskatchewan	4.67	4.84	5.61	6.76	7.07	7.63	6.66	6.06	5.28
Alberta	6.77	7.18	7.79	8.87	9.73	10.39	9.39	7.99	6.94
British Columbia ³	8.59	8.47	9.29	9.94	10.56	10.13	8.48	7.20	6.69

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

² Excluding community enterprises and halls serviced by itinerant operators.

³ Including Yukon and Northwest Territories.

PART I—REGULAR MOTION PICTURE THEATRES

Receipts from the sale of tickets of regular motion picture theatres continued their downward trend in 1957 along with a decrease in the number of establishments and the number of paid admissions. Exclusive of amusement taxes, receipts for the year were down 5.2 per cent to \$76,486,177 from \$80,666,267 in 1956 and 24.2 per cent from the all-time high total of \$100,889,361 reached in 1953. The number of paid admissions decreased 9.9 per cent to 146,755,828 from the 1956 total of 162,859,006, and represented 21 per cent of the potential number of admissions of 688,231,272 as compared with 22 per cent in 1956. A net decrease of 133 theatres brought the number of theatres down to 1,716 from 1,849 in 1956 and the seating capacity to 890,936 from 941,085. Amusement taxes on admissions amounted to \$7,815,204 compared with \$8,674,890 in 1956.

The estimate of potential admissions is based on the normal programs shown by theatres throughout the year. To the extent that the normal programs are interrupted during the year by special programs, potential admissions may be overstated or understated. For this reason the measurement of average capacity utilized is not considered entirely satisfactory. However, it has been calculated in this manner for a number of years and is thought to have some value as an indicator of conditions.

For the second time in three years, regular theatres were asked to report their other receipts, i.e., receipts other than from the sale of tickets. These receipts were valued at \$12,097,437 for 1957 and included \$11,315,050 from the sale of candy, cigarettes, soft drinks, etc. (\$10,292,351 in 1955), \$366,861 from the rental of concessions and vending machines (\$287,695), \$73,632 from exhibiting commercial films (\$94,116) and \$341,894 from other sources (not available for 1955).

All provinces except British Columbia showed a decrease when compared with 1956 in both receipts from admissions and number of paid admissions. British Columbia had an increase of 2.1 per cent in receipts and a decrease of 1.5 per cent in number of paid admissions. The decreases in the other provinces ranged from 1.9 per cent in Quebec to 29.6 per cent in Prince Edward Island in the case of receipts, and from 6.6 per cent in Alberta to 25.7 per cent in Prince Edward Island in the case of paid admissions.

Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1957/1956

Province	Receipts from admissions	Number of paid admissions
	per cent	
Canada	- 5.2	- 9.9
Newfoundland	- 8.4	-13.7
Prince Edward Island	-29.6	-25.7
Nova Scotia	-16.8	-20.0
New Brunswick	-14.1	-15.3
Quebec	- 1.9	- 9.3
Ontario	- 6.2	-10.4
Manitoba	- 8.5	-15.0
Saskatchewan	- 6.8	-10.1
Alberta	- 6.2	- 6.6
British Columbia	+ 2.1	- 1.5

An increase in the prices of admission was indicated by the average admission price (excluding amusement taxes) which advanced to 52 cents from 50 cents in the previous year. This average was highest in Quebec at 58 cents and lowest in Prince Edward Island at 38 cents. Prince Edward Island also accounted for the only decrease in average price from 1956. The figures given in Table 5 for average admission prices are based on receipts excluding taxes while the following table shows the average prices based on total receipts including taxes.

Average Admission Prices (including taxes)

Canada	57¢
Newfoundland	47¢
Prince Edward Island	45¢
Nova Scotia	47¢
New Brunswick	46¢
Quebec	67¢
Ontario	59¢
Manitoba	47¢
Saskatchewan	46¢
Alberta	54¢
British Columbia	56¢

Regular theatres employed 12,668 persons in 1957 who received \$17,669,425 in salaries and wages as compared with \$17,893,732 received by 13,661 persons in 1956. These employment figures include executives of incorporated companies but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1957 there were 997 such proprietors of whom 300 drew salaries which totalled \$550,598. Also engaged in operating the theatres were 588 unpaid members of proprietors' families.

TABLE 1. Summary Statistics of Motion Picture Theatres, 1937 to 1957¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ²		
					Male	Female	Salaries and wages
		\$	\$				\$
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	13,583,324	219,289,424	7,340	5,047	12,985,639
1949 ⁴	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
1957	1,716	76,486,177	7,815,204	146,755,828	7,190	5,478	17,669,425

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, 1951 to 1957
(Excluding amusement taxes)

Province	1951	1952	1953	1954	1955	1956	1957
	dollars						
Canada	90,986,110	98,851,349	100,889,361	97,012,140	86,373,652	80,666,267	76,486,177
Newfoundland	1,098,611	1,150,686	1,174,724	1,301,452	1,379,886	1,163,994	1,065,958
Prince Edward Island..	313,090	336,700	347,294	397,529	401,395	273,395	192,357
Nova Scotia	3,454,965	3,688,920	4,177,407	4,283,840	3,755,896	3,068,044	2,552,833
New Brunswick	2,307,605	2,527,474	2,724,148	2,675,844	2,420,556	2,158,825	1,854,507
Quebec	22,629,851	24,932,302	25,405,212	22,506,182	19,476,949	19,245,824	18,883,777
Ontario	38,052,587	40,463,904	39,570,781	37,269,532	33,366,109	31,687,826	29,738,343
Manitoba	4,604,683	4,812,497	5,030,045	5,169,144	4,343,614	3,736,306	3,417,495
Saskatchewan	3,738,865	4,479,432	4,583,073	5,053,250	4,493,472	4,124,857	3,845,496
Alberta	6,044,996	6,937,291	7,676,634	8,464,959	7,911,679	7,090,146	6,648,998
British Columbia ¹	8,740,857	9,522,143	10,200,043	9,890,408	8,824,096	8,117,050	8,286,413

¹ Including Yukon and Northwest Territories.

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1957

Province	No. of establishments	Receipts					
		Receipts from motion picture performances (excluding taxes)	Amusement taxes	Sales of candy, drinks, cigarettes, etc.	Rental revenue from concessions and vending machines	Revenue from showing commercial films	Other revenue
		dollars					
Canada	1,716	76,486,177	7,815,204	11,315,050	366,861	73,632	341,894
Newfoundland	65	1,065,958	149,883	127,634	—	2	2
Prince Edward Island	11	192,357	33,881	20,294	2	2	2
Nova Scotia	71	2,552,833	205,813	367,241	2	5,239	2
New Brunswick	53	1,854,507	232,549	242,392	18,507	4,472	13,150
Quebec	407	18,883,777	2,685,184	2,206,502	59,991	29,543	84,165
Ontario	435	29,738,343	2,835,006	4,913,227	187,525	9,468	160,533
Manitoba	135	3,417,495	200,144	576,852	24,881	2,508	22,418
Saskatchewan	196	3,845,496	200,698	496,768	28,455	4,914	14,527
Alberta	191	6,648,998	431,877	1,056,446	6,987	9,378	29,322
British Columbia ¹	152	8,286,413	840,169	1,307,694	10,586	4,823	13,513

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

TABLE 4. Summary Statistics of Motion Picture Theatres, by Provinces, 1957

Province	No. of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ¹		
					Male	Female	Salaries and wages
		\$	\$				\$
Canada	1,716	76,486,177	7,815,204	146,755,828	7,190	5,478	17,669,425
Newfoundland	65	1,065,958	149,883	2,575,742	121	61	186,473
Prince Edward Island	11	192,357	33,881	504,317	17	11	35,183
Nova Scotia	71	2,552,833	205,813	5,908,619	253	240	603,940
New Brunswick	53	1,854,507	232,549	4,552,951	197	194	414,095
Quebec	407	18,883,777	2,685,184	32,411,539	1,972	815	3,781,945
Ontario	435	29,738,343	2,835,006	55,051,788	2,738	2,334	7,261,596
Manitoba	135	3,417,495	200,144	7,726,397	347	319	843,492
Saskatchewan	196	3,845,496	200,698	8,709,790	405	328	829,870
Alberta	191	6,648,998	431,877	13,115,669	500	486	1,345,214
British Columbia ²	152	8,286,413	840,169	16,199,016	640	690	2,367,617

¹ Not including proprietors of unincorporated firms.² Including Yukon and Northwest Territories.

TABLE 5. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities,¹ 1957

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	1,716	890,936	76,486,177	7,815,204	146,755,828	688,231,272	21	52
Newfoundland	65	18,538	1,065,958	149,883	2,575,742	9,280,494	28	41
Prince Edward Island	11	4,160	192,357	33,881	504,317	2,006,676	25	38
Nova Scotia	71	38,082	2,552,833	205,813	5,908,619	31,139,893	19	43
Halifax	8	7,734	857,059	73,070	1,616,244	9,839,596	16	53
Sydney	4	2,933	206,504	14,376	476,244	2,669,212	18	43
Other places	59	27,415	1,489,270	118,367	3,816,131	18,631,085	20	39
New Brunswick	53	28,406	1,854,507	232,549	4,552,951	21,262,046	21	41
Saint John	7	6,142	392,474	46,956	884,485	5,693,280	16	44
Other places	46	22,264	1,462,033	185,593	3,668,466	15,568,766	24	40
Quebec	407	219,908	18,883,777	2,685,184	32,411,539	169,932,323	19	58
Montreal	63	60,743	8,728,486	1,215,453	12,927,956	76,626,858	17	68
Quebec	12	10,059	1,297,942	191,892	2,316,795	13,071,240	18	56
Rouyn	5	2,664	357,066	50,309	576,918	3,070,626	19	62
Sherbrooke	5	4,098	312,997	46,304	558,682	3,988,348	14	56
Hull	4	3,008	223,147	37,585	461,095	3,494,608	13	48
Three Rivers	4	3,525	324,923	46,120	767,892	3,412,344	23	42
Verdun	3	2,445	303,816	42,485	563,179	3,268,174	17	54
Other places	311	133,366	7,275,400	1,055,036	14,239,022	63,000,125	23	51
Ontario	435	294,774	29,738,343	2,835,006	55,051,788	268,007,895	21	54
Toronto	80	73,748	10,509,008	1,014,606	15,900,966	72,982,395	22	66
Hamilton	18	16,235	1,687,036	163,642	3,013,475	15,886,780	19	56
Ottawa	14	13,772	1,713,294	165,774	3,290,869	14,951,136	22	52
London	7	7,425	910,521	87,314	1,628,055	8,984,560	18	56
Windsor	7	7,767	779,143	72,806	1,255,628	8,091,480	16	62
Sudbury	6	5,563	838,903	80,617	1,447,247	7,123,064	20	58
Brantford	4	4,017	308,049	29,545	598,151	4,475,059	13	52
Kitchener	5	4,777	443,385	44,125	957,361	5,899,504	16	46
St. Catharines	4	3,334	354,042	33,864	721,696	4,124,832	17	49
Oshawa	4	3,153	352,890	34,562	664,694	3,357,048	20	53
Peterborough	3	2,842	332,129	31,640	660,744	3,546,816	19	50
Sault Ste. Marie	4	3,274	409,164	38,166	831,901	4,411,264	19	49
Other places	279	148,867	11,100,779	1,038,345	24,081,001	114,173,957	21	46
Manitoba	135	56,545	3,417,495	200,144	7,726,397	37,405,018	21	44
Winnipeg	27	21,731	1,934,639	142,976	3,751,527	22,110,292	17	52
Other places	108	34,814	1,482,856	57,168	3,974,870	15,294,726	26	37
Saskatchewan	196	67,426	3,845,496	200,698	8,709,790	35,375,433	25	44
Regina	7	6,094	603,767	50,003	1,150,892	6,712,164	17	52
Saskatoon	6	5,128	533,531	38,488	1,099,462	5,853,538	19	49
Other places	183	56,204	2,708,198	112,207	6,459,436	22,809,681	28	42
Alberta	191	78,535	6,648,998	431,877	13,115,669	53,518,311	25	51
Edmonton	16	13,210	1,788,838	143,647	3,105,368	13,433,648	23	58
Calgary	13	10,580	1,528,239	135,005	2,465,091	13,943,098	18	62
Other places	162	54,745	3,331,921	153,225	7,545,210	26,141,565	29	44
British Columbia ³	152	84,562	8,286,413	840,169	16,199,016	60,303,183	27	51
Vancouver	29	28,538	3,164,342	328,169	5,781,551	26,471,100	22	55
Victoria	7	6,749	669,848	67,046	1,234,347	7,057,024	17	54
Other places	111	47,602	4,227,951	426,483	8,812,983	26,024,075	34	48
Yukon and Northwest Territories	5	1,673	224,272	18,471	370,135	750,984	49	61

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 6. Motion Picture Theatres, by Size of Projection Equipment, by Provinces, 1957

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
	dollars							
Canada	1,579	137	75,847,266	638,911	7,764,226	50,978	145,299,466	1,456,362
Newfoundland	28	37	960,302	105,656	143,285	6,598	2,296,710	279,032
Prince Edward Island	11	—	192,357	—	33,881	—	504,317	—
Nova Scotia	71	—	2,552,833	—	205,813	—	5,908,619	—
New Brunswick	52	¹	1,853,217	²	232,389	²	4,549,201	²
Quebec	383	24	18,819,031	64,746	2,675,405	9,779	32,266,421	145,118
Ontario	413	22	29,543,581	194,762	2,817,646	17,360	54,620,949	430,839
Manitoba	122	13	3,391,022	²	199,655	²	7,662,484	²
Saskatchewan	175	21	3,797,286	48,210	200,698	—	8,590,015	119,775
Alberta	181	10	6,588,862	60,136	429,978	1,899	12,980,354	135,315
British Columbia ¹	143	9	8,148,775	137,638	825,476	14,693	15,920,396	278,620

¹ Including Yukon and Northwest Territories.² Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.**TABLE 7. Employment and Payroll,¹ 1957**

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	7,190	5,478	17,669,425	1,859	19	5,845,825	278	14	151,734	5,053	5,445	11,671,866
Newfoundland	121	61	186,473	33	—	66,728	16	—	14,251	72	61	105,494
Prince Edward Island	17	11	35,183	7	—	10,364	—	—	—	10	11	24,819
Nova Scotia	253	240	603,940	78	1	190,678	13	—	9,105	162	239	404,157
New Brunswick	197	194	414,095	60	—	133,775	7	—	3,083	130	194	277,237
Quebec	1,972	815	3,781,945	476	8	1,091,311	110	—	61,571	1,386	807	2,629,063
Ontario	2,738	2,334	7,261,596	581	1	2,453,614	19	3	10,914	2,138	2,330	4,797,068
Manitoba	347	319	843,492	108	2	302,169	28	2	10,551	211	315	530,772
Saskatchewan	405	328	829,870	147	1	291,308	28	2	6,556	230	325	532,006
Alberta	500	486	1,345,214	164	2	475,148	24	7	16,742	312	477	853,324
British Columbia ²	640	690	2,367,617	205	4	830,730	33	—	18,961	402	686	1,517,926
Full-time (operating 300 days and over)												
Canada	6,233	4,896	16,697,920	1,513	8	5,462,730	200	10	121,292	4,520	4,878	11,113,898
Newfoundland	91	48	173,593	25	—	62,319	12	—	13,114	54	48	98,160
Prince Edward Island	11	9	29,723	4	—	6,908	—	—	—	7	9	22,815
Nova Scotia	195	208	557,541	58	—	170,684	8	—	6,945	129	208	379,912
New Brunswick	153	162	356,956	47	—	114,035	5	—	2,215	101	162	240,706
Quebec	1,718	742	3,506,502	391	3	1,004,499	86	—	50,826	1,241	739	2,451,177
Ontario	2,577	2,198	6,999,295	530	1	2,350,551	15	3	10,175	2,032	2,194	4,638,569
Manitoba	277	263	789,387	74	1	270,363	21	2	9,314	182	260	509,710
Saskatchewan	271	224	761,337	86	—	260,570	12	—	2,453	173	224	498,314
Alberta	400	410	1,261,737	127	—	436,124	16	5	14,389	257	405	811,224
British Columbia ²	540	632	2,261,849	171	3	786,677	25	—	11,861	344	629	1,463,311

See footnotes at end of table.

TABLE 7. Employment and Payroll,¹ 1957 — 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
Part-time (operating less than 300 days)			\$			\$			\$			\$
Canada	957	582	971,505	346	11	383,095	78	4	30,442	533	567	557,968
Newfoundland	30	13	12,880	8	—	4,409	4	—	1,137	18	13	7,334
Prince Edward Island	6	2	5,460	3	—	3,456	—	—	—	3	2	2,004
Nova Scotia	58	32	46,399	20	1	19,994	5	—	2,160	33	31	24,245
New Brunswick	44	32	57,139	13	—	19,740	2	—	868	29	32	36,531
Quebec	254	73	275,443	85	5	86,812	24	—	10,745	145	68	177,886
Ontario	161	136	262,301	51	—	103,063	4	—	739	106	136	158,499
Manitoba	70	56	54,105	34	1	31,806	7	—	1,237	29	55	21,062
Saskatchewan	134	104	68,533	61	1	30,738	16	2	4,103	57	101	33,892
Alberta	100	76	83,477	37	2	39,024	8	2	2,353	55	72	42,100
British Columbia ²	100	58	105,768	34	1	44,053	8	—	7,100	58	57	54,615

¹ Not including proprietors of unincorporated firms.² Including Yukon and Northwest Territories.TABLE 8. Proprietors of Unincorporated Firms,¹ 1957

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
Total, all theatres	1,585	228	72	\$ 550,598	826	459
Full-time (operating 300 days and over)						
Canada	724	159	45	476,326	344	176
Newfoundland	23	6	—	10,103	9	8
Prince Edward Island	6	—	—	—	4	2
Nova Scotia	5	—	—	—	4	1
New Brunswick	20	3	4	12,522	8	5
Quebec	214	49	15	122,298	103	47
Ontario	135	31	9	119,972	61	34
Manitoba	56	11	3	32,984	29	13
Saskatchewan	63	15	4	38,487	34	10
Alberta	142	32	6	109,196	64	40
British Columbia ²	60	12	4	30,764	28	16
Part-time (operating less than 300 days)						
Canada	861	69	27	74,272	482	283
Newfoundland	66	—	—	—	51	15
Prince Edward Island	5	2	—	2,714	3	—
Nova Scotia	29	4	3	10,180	15	7
New Brunswick	7	—	—	—	6	1
Quebec	192	24	10	24,881	97	61
Ontario	69	2	1	3,585	44	22
Manitoba	118	8	4	6,170	64	42
Saskatchewan	217	18	4	11,448	113	82
Alberta	109	9	5	12,094	58	37
British Columbia ²	49	2	—	3,200	31	16

¹ Including family members not receiving a regular salary.² Including Yukon and Northwest Territories.

PART II—DRIVE-IN THEATRES

There were 229 drive-in theatres operating in Canada during 1957 with a capacity for 90,513 cars. The number of drive-in theatres was down from 237 in the previous year and the car capacity was down from 91,521. In contrast, there was an increase of 6.1 per cent in receipts and of 2.5 per cent in attendance. Receipts (excluding taxes) increased to \$5,725,311 from \$5,394,296 in 1956 and admissions to 9,945,630 from 9,705,982. The 229 theatres operating in 1957 employed 2,068 persons and paid \$1,625,155 in salaries and wages. Amusement taxes amounted to \$520,155 as compared with \$519,638 in 1956. A count of proprietors of unincorporated firms indicated that there were 111 proprietors employed in operating the theatres. There were 46 unpaid family members so employed. Forty-four of the 111 proprietors drew salaries which amounted to \$69,308.

In addition to their box office receipts, drive-in theatres reported revenues from other sources valued at \$2,495,641. This total was derived from the sale of candy, cigarettes, soft drinks, etc. (\$2,289,310), rentals from concessions and vending machines (\$92,882), exhibiting commercial films (\$85,840) and other sources (\$27,609). The figures for 1955 (the only other year for which this information was collected) were: sale of merchandise, \$2,220,961; rentals, \$64,066; exhibitions of commercial films, \$100,128.

Five of the 229 drive-in theatres operating in 1957 were equipped with 16 mm. projectors. These 16 mm. drive-in theatres had 43,057 paid admissions which yielded receipts of \$22,034 exclusive of amusement taxes amounting to \$2,646.

TABLE 9. Summary Statistics of Drive-In Theatres, 1947 to 1957

Year	No. of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ¹		
						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 ²	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
1957	229	90,513	5,725,311	520,155	9,945,630	1,276	792	1,625,155

¹ Not including proprietors of unincorporated firms.

² Number of paid admissions revised.

TABLE 10. Principal Statistics of Drive-In Theatres, by Provinces, 1957

Province	No. of establishments	Car capacity	No. of walk-in seats	Number of paid admissions	Receipts from admissions (excluding taxes)	Amusement taxes	Sales of candy drinks cigarettes etc.	Other ¹ revenue
							dollars	
Canada	229	90,513	1,809	9,945,630	5,725,311	520,155	2,289,310	206,331
Newfoundland	—	—	—	—	—	—	—	—
Prince Edward Island	2	2	2	2	2	2	2	2
Nova Scotia	9	2	2	2	2	2	2	2
New Brunswick	12	4,106	300	408,126	199,079	23,644	46,580	6,374
Quebec	—	—	—	—	—	—	—	—
Ontario	91	41,928	214	4,316,285	2,608,375	301,701	1,210,609	96,662
Manitoba	13	5,952	—	467,868	271,877	17,878	36,656	24,453
Saskatchewan	33	9,368	210	1,078,351	575,840	19,020	164,316	28,852
Alberta	38	13,953	324	1,528,957	929,436	39,173	286,253	20,484
British Columbia ³	31	11,389	753	1,755,586	930,627	94,667	436,410	21,085

¹ Includes \$92,882 rental revenue from concessions and vending machines and \$85,840 from exhibiting commercial advertising films.

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

³ Includes Yukon and Northwest Territories.

TABLE 11. Employment and Payroll of Drive-In Theatres,¹ 1957

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M	F	Salaries	M	F	Salaries	M	F	Salaries
		\$			\$			\$			\$
Canada.....	2,068	1,625,155	212	5	506,971	13	2	4,745	1,051	785	1,113,439
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	2	2	2	2	2	2	2	2	2	2	2
Nova Scotia	2	2	2	2	2	2	2	2	2	2	2
New Brunswick	64	41,240	12	—	12,820	—	—	—	30	22	28,420
Quebec.....	—	—	—	—	—	—	—	—	—	—	—
Ontario.....	975	760,903	90	—	252,972	4	—	1,800	503	378	506,131
Manitoba	75	53,041	12	—	22,872	1	2	784	40	20	29,385
Saskatchewan	238	123,137	28	—	35,998	—	—	—	105	105	87,139
Alberta.....	378	292,715	34	4	70,184	5	—	852	220	115	221,679
British Columbia ³	256	302,286	30	1	101,138	2	—	709	111	112	200,439

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—FILM EXCHANGES

During 1957 films were distributed by 49 film exchange companies through 130 offices located across Canada. The total receipts of these film exchanges amounted to \$37,034,324, an increase of 1.5% over the 1956 total of \$36,471,942. Included in the total receipts were \$296,277 from the sale of advertising material and \$2,584,200 from other sources. Film exchanges provided employment for 1,221 persons and paid \$4,335,435 in salaries and wages.

Receipts from the rental of films amounted to \$34,153,847 of which \$26,379,688 was derived from the rental of 5,290 35 mm films and \$7,774,159 from 21,502 16 mm. films. Of the total rental receipts, \$28,176,441 was derived from films rented for theatrical use, \$5,575,414 from films rented for television use and \$401,992 from films rented for other non-theatrical use.

New film releases for theatrical booking covered 1,707 titles of which 781 were features, 189 cartoons, 433 issues of newsreels and 304 other short subjects. The 1,707 new films were also

classified by size of film and language and this will be found in table 14. The 781 features were further subdivided according to country of origin as follows:

United States	441
France	144
Great Britain	119
Italy	49
Other countries	28
Total	781

It was reported by several exchanges that language and size versions of original films had been reported as new titles released in reports made for previous years. For this reason the figures shown in the above table and in table 14 are not comparable with figures published for previous years. It has also come to our attention that respondents did not report the correct number of 16 mm. films handled for the year 1956. Therefore, this item in Table 13 is not comparable with that previously published.

TABLE 12. Principal Statistics of Film Exchanges in Canada, for Selected Years

Year	Number of companies	Number of exchange offices	Average number of employees ¹		Salaries and wages		Receipts		
			Male	Female	Male	Female	Film rentals	Sale of advertising	Other sources
					dollars				
1941	²	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1944	23	88	420	490	1,189,821	654,378	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	2,568,870	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
1957	49	130	579	642	2,850,052	1,485,383	34,153,847	296,277	2,584,200

¹ Including working proprietors of unincorporated firms receiving a regular salary.² Not available.TABLE 13. Number of Films¹ Rented and Rental Receipts by Use and Size of Film, 1957

Size of film	Theatrical use		Television use		Other non-theatrical use		Total — All uses	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
		\$		\$		\$		\$
Total	12,345	28,176,441	11,575	5,575,414	2,872	401,992	26,792	34,153,847
16 mm. films	7,067	1,805,867	11,575	5,575,414	2,860	392,878	21,502	7,774,159
35 mm. films	5,278	26,370,574	—	—	12	9,114	5,290	26,379,688

¹ Title count.TABLE 14. Type, Size and Language of New Films¹ Released for Theatrical Booking, 1957

Type and size of film	Total all languages	English language	French language	Other languages
Total, all types:				
16 mm.	494	390	97	7
35 mm.	1,213	957	198	58
Features:				
16 mm.	185	146	39	—
35 mm.	596	417	126	53
Short subjects:				
Cartoons:				
16 mm.	33	33	—	—
35 mm.	156	156	—	—
Newsreels:				
16 mm.	109	102	—	7
35 mm.	324	272	52	—
Other:				
16 mm.	167	109	58	—
35 mm.	137	112	20	5

¹ Title count.

PART IV—NATIONAL FILM BOARD ACTIVITIES

Production

The National Film Board in its role as government film agency produces and distributes films for theatrical, television and 16 mm community showings. In addition to original films made for these purposes, the Board also produces news stories, newsclips, trailers, filmstrips, and still photographs.

During the fiscal year 1957-58, the Board produced 54 original films for theatrical and community distribution, and 75 original films for television. There were 96 language versions and revisions of existing subjects, making a total of 225 films. Also produced were 40 news stories, 13 newsclips and 7 short television stories.

In English, original productions totalled 91 and versions and revisions numbered 23. Thirty-eight films were created originally in French and an additional 49 were versioned or revised in that language. Twenty-four films were versioned into languages other than English and French. Fifty-six films were commissioned by sponsoring government departments or agencies. Films produced for the National Film Board under contract with commercial companies totalled 33, all of which were versions or revisions.

Distribution

In Canada, there were 219,622 16 mm. community showings recorded by the Board, a slight increase over the preceding year. The total reported audience reached through these showings was 13,829,713. This type of distribution is based on a nation-wide system of film circuits, film councils

and libraries supported by organizations and individuals engaged in community activities. As in previous years, students in schools and universities comprised more than half of the reported audience. Abroad, through libraries in Canadian posts, under exchange agreements and through foreign agencies in more than 70 countries, 213,655 showings to an audience total of 21,008,919 were reported.

Bookings to English and French language theatres in Canada increased to 7,484 in 1957-58, a gain of 624 over the preceding year. Outside of Canada, the Board's theatrical productions are distributed by contracts held with international and local distributors. At March 31, 1958, contracts were in force with 66 distributors covering an aggregate of 658 titles. The total reported theatrical bookings abroad, 16,459, is incomplete because many distributors are unable to furnish booking reports.

There were 5,866 telecasts of Board films over Canadian television stations, an increase of 756 over the preceding year. Outside of Canada there were 4,215 telecasts reported, reflecting the expanding foreign market for Canadian material.

A considerable unreported audience is reached through the sale of 16 mm. prints. The Board sold 4,799 prints of its own product in Canada, and 2,861 abroad, an aggregate increase of 1,582 over total NFB sales in 1956-57. Board filmstrip sales in Canada totalled 14,296, the highest figure ever attained. Abroad, 2,917 filmstrips were sold through foreign offices of the Board and authorized distributors.

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