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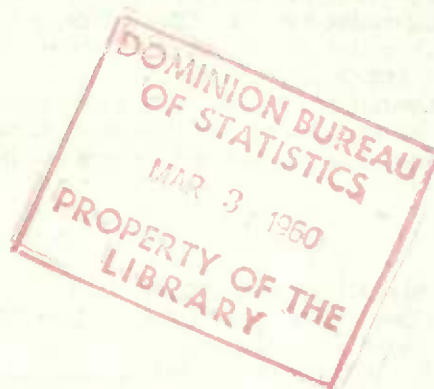
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MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

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MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

1958

During 1958 there were 1,854 motion picture theatres operating in Canada of which 1,622 were regular theatres and 232 drive-in theatres. These theatres together admitted 146,483,741 persons and had receipts (excluding taxes) of \$81,393,078. Comparable figures for 1957 were 1,945 theatres having receipts of \$82,211,488 and admissions of 156,701,458. Amusement taxes in 1958 amounted to \$7,455,242 versus \$8,335,359 in 1957.

The per capita expenditure on both types of theatres averaged \$5.21 in 1958, \$0.25 less than the

previous year. Community enterprises and halls serviced by itinerant operators were dropped from the survey in 1957; hence, figures on per capita expenditure which appear in the table below for years prior to 1957 include the expenditure on entertainment supplied by these groups.

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

Summary of Motion Picture Theatre Exhibition in Canada, 1958

Item	Total, all theatres	Regular theatres	Drive-in theatres
Number of theatres	1,854	1,622	232
Receipts from admissions (excluding taxes) \$	81,393,078	75,138,668	6,254,410
Amusement taxes \$	7,455,242	6,950,961	504,281
Number of paid admissions	146,483,741	136,334,967	10,148,774

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1950-58

Province	1950	1951	1952	1953	1954	1955	1956	1957	1958
	dollars								
Canada	7.12	7.72	8.21	8.30	7.80	6.74	6.04	5.46	5.21
Newfoundland	2.93	3.82	3.90	4.03	4.43	4.52	3.59	2.85	2.49
Prince Edward Island	3.79	3.94	4.01	4.06	4.82	4.90	3.93	2.69	2.42
Nova Scotia	5.57	6.08	6.51	7.35	7.52	6.46	5.13	4.21	4.00
New Brunswick	4.40	4.99	5.52	6.02	5.86	5.23	4.76	4.09	3.53
Quebec	6.20	6.51	6.99	7.00	6.04	5.11	4.87	4.53	4.38
Ontario	9.11	9.80	10.06	9.67	8.85	7.66	6.93	6.31	6.12
Manitoba	6.20	7.01	7.32	7.74	7.81	6.35	5.21	4.54	4.52
Saskatchewan	4.84	5.61	6.76	7.07	7.63	6.66	6.06	5.28	4.79
Alberta	7.18	7.79	8.87	9.73	10.39	9.39	7.99	6.94	6.40
British Columbia ²	8.47	9.29	9.94	10.56	10.13	8.48	7.20	6.69	6.25

¹ Per capita expenditure for the years 1950-56 is calculated from total receipts (admission charges and taxes) of regular theatres, drive-ins, community enterprises and halls serviced by itinerant operators. Since 1956 the receipts of community enterprises and halls are not included.

² Including Yukon and Northwest Territories.

PART I. REGULAR MOTION PICTURE THEATRES

Both receipts from the sale of tickets of regular motion picture theatres and the number of paid admissions continued to decrease in 1958 but at a much slower rate. Compared with a drop of 5.2% in receipts and of 9.9% in the number of admissions in 1957, the decrease in receipts in 1958, at \$75,138,668 was only 1.8%; the number of admissions fell by 7.1% to 136,334,967, and represented the same percentage (21%) of potential number of admissions as in 1957. A net decrease of 94 theatres brought the total number of regular theatres down to 1,622 from 1,716 in 1957 and the seating capacity to 852,165 from 890,936 in 1957.

The estimate of potential admissions is based on the normal programs shown by theatres throughout the year. Potential admissions may be overstated or understated depending on whether normal programs are interrupted during the year. 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.

Receipts from sources other than sales of tickets were valued at \$11,954,377 and included \$11,120,994 from sales of candy, drinks, cigarettes etc., (\$11,315,050 in 1957), \$376,615 from the rental of concessions and vending machines (\$366,861), \$76,634 from exhibiting commercial films (\$73,632) and \$380,134 from other sources (\$341,894).

All provinces except Manitoba and Quebec showed a decrease in both receipts from admissions and number of paid admissions. Manitoba had an increase of 1.4% in receipts and a decrease of 4.3% in paid admissions. In Quebec, receipts edged up by 1.0% and the number of admissions decreased by 3.9%. The decreases in the other provinces ranged from 0.4% in Ontario to 12.4% in New Brunswick in the case of receipts and from 6.3% to 14.6% in the same provinces in the case of paid admissions.

An increase in the prices of admissions was indicated by the average admission price (excluding amusement taxes) which rose to 55 cents from 52 cents in the previous year. The average admission price was highest in Quebec at 61 cents and lowest in Prince Edward Island at 40 cents. The figures given in Table 5 for average admission prices are based on receipts excluding taxes while the following table shows average prices based on total receipts including taxes.

Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1958/1957

Province	Receipts ¹ from admissions	Number of paid admissions
	per cent	
Canada	- 1.8	- 7.1
Newfoundland	- 8.3	- 8.5
Prince Edward Island	- 9.1	-13.4
Nova Scotia	- 4.4	- 7.9
New Brunswick	-12.4	-14.6
Quebec	+ 1.0	- 3.9
Ontario	- 0.4	- 6.3
Manitoba	+ 1.4	- 4.3
Saskatchewan	- 8.4	-12.0
Alberta	- 5.1	- 8.6
British Columbia	- 4.1	-10.8

¹ Excluding taxes.

Average Admission Prices (including taxes)

Canada	60¢
Newfoundland	46¢
Prince Edward Island	47¢
Nova Scotia	48¢
New Brunswick	47¢
Quebec	69¢
Ontario	63¢
Manitoba	49¢
Saskatchewan	48¢
Alberta	55¢
British Columbia	60¢

Regular theatres employed 11,776 persons in 1958 and paid in salaries and wages \$17,110,735 compared with \$17,669,425 received by 12,668 persons in 1957. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1958, 931 proprietors and partners were actually employed in the business. Over 68% (641) of these did not receive a stated salary, sharing only the profits of the enterprise. This left only about 32% (290) who drew regular salaries or wages amounting to \$558,197. Added to this were 507 members of proprietors' families employed in the business but not receiving a stated salary, bringing the total work force of proprietors and unpaid family members of these unincorporated firms to 1,438 in 1958.

TABLE 1. Summary Statistics of Motion Picture Theatres, 1938-58¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ²		
					Male	Female	Salaries and wages
		\$	\$				\$
1938	1,130	33,346,182	..	137,381,280	5,354	1,813	5,621,505
1939	1,183	33,696,244	..	137,898,668	5,502	1,890	5,908,140
1940	1,229	37,474,122	..	151,590,799	5,691	1,979	6,330,982
1941	1,240	40,795,897	..	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 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	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
1958	1,622	75,138,668	6,950,961	136,334,967	6,691	5,085	17,110,735

¹ Figures prior to 1948 include Community Enterprises.² Not including proprietors of unincorporated firms.³ Including Newfoundland from 1949.

.. Not available.

TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1952-58
(Excluding amusement taxes)

Province	1952	1953	1954	1955	1956	1957	1958
	dollars						
Canada	98,851,349	100,889,361	97,012,140	86,373,652	80,666,267	76,486,177	75,138,668
Newfoundland	1,150,686	1,174,724	1,301,452	1,379,886	1,163,994	1,065,958	977,797
Prince Edward Island ..	336,700	347,294	397,529	401,395	273,395	192,357	174,880
Nova Scotia	3,688,920	4,177,407	4,283,840	3,755,896	3,068,044	2,552,833	2,439,303
New Brunswick	2,527,474	2,724,148	2,675,844	2,420,556	2,158,825	1,854,507	1,623,917
Quebec	24,932,302	25,405,212	22,506,182	19,476,949	19,245,824	18,883,777	19,069,521
Ontario	40,463,904	39,570,781	37,269,532	33,366,109	31,687,826	29,738,343	29,609,433
Manitoba	4,812,497	5,030,045	5,169,144	4,343,614	3,736,306	3,417,495	3,463,883
Saskatchewan	4,479,432	4,583,073	5,053,250	4,493,472	4,124,857	3,845,496	3,522,539
Alberta	6,937,291	7,676,634	8,464,959	7,911,679	7,090,146	6,648,998	6,311,903
British Columbia ¹	9,522,143	10,200,043	9,890,408	8,824,096	8,117,050	8,286,413	7,945,492

¹ Including Yukon and Northwest Territories.

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1958

Province	No. of establishments	Receipts					
		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	Other revenue
		dollars					
Canada	1,622	75,138,668	6,950,961	11,120,994	376,615	76,634	380,134
Newfoundland	62	977,797	115,211	138,533	2	2	2
Prince Edward Island	9	174,880	31,784	19,485	2	2	2
Nova Scotia	65	2,439,303	190,119	363,289	23,004	4,258	41,821
New Brunswick	49	1,623,917	188,367	221,221	21,710	5,115	12,282
Quebec	393	19,069,521	2,314,350	2,396,610	54,392	34,394	75,442
Ontario	415	29,609,433	2,784,115	4,641,343	236,328	10,293	148,312
Manitoba	129	3,463,883	141,304	585,754	11,119	1,585	23,423
Saskatchewan	179	3,522,539	145,516	490,903	12,830	5,975	13,723
Alberta	179	6,311,903	257,523	999,961	4,911	8,744	23,462
British Columbia ¹	142	7,945,492	782,672	1,263,895	6,198	3,459	41,019

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, 1958

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	1,622	75,138,668	6,950,961	136,334,967	6,691	5,085	17,110,735
Newfoundland	62	977,797	115,211	2,357,843	90	52	160,582
Prince Edward Island	9	174,880	31,784	436,807	13	8	26,827
Nova Scotia	65	2,439,303	190,119	5,440,651	226	200	570,573
New Brunswick	49	1,623,917	188,367	3,889,629	147	154	369,053
Quebec	393	19,069,521	2,314,350	31,134,234	1,901	841	3,829,994
Ontario	415	29,609,433	2,784,115	51,577,477	2,545	2,160	7,034,628
Manitoba	129	3,463,883	141,304	7,397,047	328	314	812,817
Saskatchewan	179	3,522,539	145,516	7,664,050	378	291	790,149
Alberta	179	6,311,903	257,523	11,987,902	474	418	1,276,986
British Columbia ²	142	7,945,492	782,672	14,449,327	589	647	2,239,126

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 1958

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 admission price ²
			\$	\$			%	\$
Canada	1,622	852,165	75,138,668	6,950,961	136,334,967	655,851,969	21	55
Newfoundland	62	14,907	977,797	115,211	2,357,843	7,930,304	30	41
Prince Edward Island	9	3,493	174,880	31,784	436,807	1,777,708	25	40
Nova Scotia	65	35,847	2,439,303	190,119	5,440,651	28,032,271	19	45
Halifax	8	7,734	826,989	76,410	1,562,155	8,959,276	17	53
Sydney	4	2,877	278,797	14,183	505,377	2,565,220	20	55
Other places	53	25,236	1,333,517	99,526	3,373,119	16,507,775	20	39
New Brunswick	49	25,068	1,623,917	188,367	3,889,629	18,644,577	21	42
Saint John	4	3,155	330,256	40,045	696,090	3,659,628	19	47
Other places	45	21,913	1,293,661	148,322	3,193,539	14,984,949	21	41
Quebec	393	215,294	19,069,521	2,314,350	31,134,234	170,762,327	18	61
Montreal	64	61,471	9,073,214	1,100,279	12,655,528	77,269,353	16	72
Quebec	12	10,025	1,400,192	172,449	2,317,528	13,382,917	17	60
Rouyn	5	2,659	247,683	29,289	389,252	2,879,884	14	64
Sherbrooke	5	4,276	327,979	39,385	503,554	3,997,812	13	65
Hull	3	2,388	207,022	24,660	381,085	2,586,520	15	54
Three Rivers	4	3,181	307,587	38,875	677,247	2,931,360	23	45
Verdun	3	2,445	299,246	35,204	505,104	3,268,174	15	59
Other places	297	128,849	7,206,598	874,209	13,704,936	64,446,307	21	53
Ontario	415	285,749	29,609,433	2,784,115	51,577,477	255,873,130	20	57
Toronto	77	72,161	10,631,930	1,023,173	14,890,282	70,572,280	21	71
Hamilton	18	15,790	1,560,500	150,952	2,702,093	14,727,956	18	58
Ottawa	13	13,273	1,792,126	169,026	3,364,943	14,654,004	23	53
London	7	7,425	910,645	84,590	1,621,288	9,061,576	18	56
Windsor	6	7,226	729,339	67,888	1,128,483	7,336,260	15	65
Sudbury	6	5,553	754,364	72,548	1,276,230	7,123,476	18	59
Brantford	4	3,954	301,597	28,124	588,537	4,607,106	13	51
Kitchener	5	4,777	438,059	44,501	921,327	5,975,560	15	47
St. Catharines	4	3,334	334,257	30,611	668,042	3,721,944	18	50
Oshawa	4	3,153	403,560	38,858	728,269	3,594,792	20	55
Peterborough	3	2,842	329,047	30,491	633,272	3,591,552	18	52
Sault Ste. Marie	4	3,274	440,240	40,521	834,587	4,299,580	19	53
Other places	264	142,987	10,983,769	1,002,832	22,220,124	106,607,044	21	49
Manitoba	129	54,191	3,463,883	141,304	7,397,047	35,207,484	21	47
Winnipeg	24	20,239	2,003,598	115,121	3,651,766	20,765,154	18	55
Other places	105	33,952	1,460,285	26,183	3,745,281	14,442,330	26	39
Saskatchewan	179	62,509	3,522,539	145,516	7,664,050	31,674,418	24	46
Regina	6	5,229	601,379	31,154	1,132,076	5,766,456	20	53
Saskatoon	5	4,528	516,996	27,046	1,018,430	5,113,968	20	51
Other places	168	52,752	2,404,164	87,316	5,513,544	20,793,994	26	44
Alberta	179	75,053	6,311,903	257,523	11,987,902	50,037,617	24	53
Edmonton	16	13,204	1,726,416	108,054	2,900,475	13,412,108	22	59
Calgary	12	10,171	1,593,308	110,426	2,462,683	12,118,698	20	65
Other places	151	51,678	2,992,179	39,043	6,624,744	24,506,811	27	45
British Columbia³	142	80,054	7,945,492	782,672	14,449,327	55,912,133	26	55
Vancouver	29	28,054	3,310,650	330,889	5,396,557	23,993,283	22	61
Victoria	7	6,753	708,307	70,825	1,238,958	7,167,400	17	57
Other places	101	43,574	3,690,564	364,310	7,442,821	23,969,578	31	50
Yukon and North-west Territories..	5	1,673	235,971	16,648	370,991	781,872	47	64

¹ Includes only those theatres located within the incorporated limits of the city.² Admission 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, 1958

Province	Number of theatres using		Receipts from admissions (excluding taxes)		Amusement taxes		Number of paid admissions	
	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment	35 mm. equipment	16 mm. equipment
	dollars							
Canada	1,489	133	74,506,976	631,692	6,907,736	43,225	134,868,081	1,446,886
Newfoundland	21	41	835,627	142,170	110,215	4,996	1,988,725	369,118
Prince Edward Island	9	—	174,880	—	31,784	—	436,807	—
Nova Scotia	65	—	2,439,303	—	190,119	—	5,440,651	—
New Brunswick	49	—	1,623,917	—	188,367	—	3,889,629	—
Quebec	373	20	18,992,440	77,081	2,304,020	10,330	30,955,785	178,449
Ontario	390	25	29,445,531	163,902	2,769,531	14,584	51,219,327	358,150
Manitoba	116	13	3,420,918	42,965	141,304	—	7,295,741	101,306
Saskatchewan	163	16	3,492,025	30,514	145,516	—	7,584,402	79,648
Alberta	170	9	6,265,002	46,901	257,403	120	11,878,766	109,136
British Columbia ¹	133	9	7,817,333	128,159	769,477	13,195	14,198,248	251,079

¹ Including Yukon and Northwest Territories.TABLE 7. Employment and Payroll,¹ 1958

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	6,691	5,085	17,110,735	1,762	12	5,687,666	268	16	171,002	4,661	5,057	11,252,067
Newfoundland	90	52	160,582	25	—	59,540	16	—	15,572	49	52	85,470
Prince Edward Island	13	8	26,827	5	—	7,873	1	—	1,026	7	8	17,928
Nova Scotia	226	200	570,573	71	—	181,518	13	5	24,405	142	195	364,650
New Brunswick	147	154	369,053	52	—	110,585	8	—	9,444	87	154	249,024
Quebec	1,901	841	3,829,994	481	2	1,122,828	100	4	59,872	1,320	835	2,647,294
Ontario	2,545	2,160	7,034,628	541	2	2,408,725	18	—	10,905	1,986	2,158	4,614,998
Manitoba	328	314	812,817	97	—	274,551	37	—	14,804	194	314	523,462
Saskatchewan	378	291	790,149	131	3	273,762	30	1	8,837	217	287	507,550
Alberta	474	418	1,276,986	151	1	459,093	22	3	12,180	301	414	805,713
British Columbia ²	589	647	2,239,126	208	4	789,191	23	3	13,957	358	640	1,435,978
Full-time (operating 300 days and over)												
Canada	5,742	4,476	16,002,642	1,415	8	5,231,399	191	8	131,467	4,136	4,460	10,639,776
Newfoundland	71	50	153,143	21	—	56,370	10	—	13,437	40	50	83,336
Prince Edward Island	5	6	13,476	2	—	2,993	1	—	1,026	2	6	9,457
Nova Scotia	169	162	493,212	49	—	155,213	8	—	5,606	112	162	332,393
New Brunswick	115	126	333,081	37	—	96,377	6	—	7,830	72	126	228,874
Quebec	1,701	789	3,689,412	399	1	1,053,676	81	3	55,005	1,221	785	2,580,731
Ontario	2,309	1,967	6,638,810	479	2	2,256,674	17	—	10,448	1,813	1,965	4,371,688
Manitoba	278	262	782,627	71	—	259,717	30	—	13,329	177	262	509,581
Saskatchewan	242	205	688,465	74	2	234,102	12	—	4,406	156	203	449,957
Alberta	383	364	1,203,889	120	—	422,015	12	3	10,079	251	361	771,795
British Columbia ²	469	545	2,006,527	163	3	694,262	14	2	10,301	292	540	1,301,964

See footnotes at end of table

TABLE 7. Employment and Payroll,¹ 1958 — 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	949	609	1,108,093	347	4	456,267	77	8	39,535	525	597	612,291
Newfoundland	19	2	7,439	4	—	3,170	6	—	2,135	9	2	2,134
Prince Edward Island	8	2	13,351	3	—	4,880	—	—	—	5	2	8,471
Nova Scotia	57	38	77,361	22	—	26,305	5	5	18,799	30	33	32,257
New Brunswick	32	28	35,972	15	—	14,208	2	—	1,614	15	28	20,150
Quebec	200	52	140,582	82	1	69,152	19	1	4,867	99	50	66,563
Ontario	236	193	395,818	62	—	152,051	1	—	457	173	193	243,310
Manitoba	50	52	30,190	26	—	14,834	7	—	1,475	17	52	13,881
Saskatchewan	136	86	101,684	57	1	39,660	18	1	4,431	61	84	57,593
Alberta	91	54	73,097	31	1	37,078	10	—	2,101	50	53	33,918
British Columbia ²	120	102	232,599	45	1	94,929	9	1	3,656	66	100	134,014

¹ Not including proprietors of unincorporated firms.² Including Yukon and Northwest Territories.TABLE 8. Proprietors of Unincorporated Firms,¹ 1958

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,438	214	76	558,197	737	411
Full-time (operating 300 days and over)						
Canada	635	153	52	476,001	286	144
Newfoundland	20	6	—	10,812	8	6
Prince Edward Island	2	—	—	—	2	—
Nova Scotia	3	—	—	—	2	1
New Brunswick	19	3	4	10,922	7	5
Quebec	178	56	16	140,559	78	28
Ontario	127	29	15	131,117	58	25
Manitoba	45	10	2	30,349	21	12
Saskatchewan	61	12	6	27,581	31	12
Alberta	130	28	6	96,601	57	39
British Columbia ²	50	9	3	28,060	22	16
Part-time (operating less than 300 days)						
Canada	803	61	24	82,196	451	267
Newfoundland	56	1	—	560	48	7
Prince Edward Island	10	3	—	2,731	4	3
Nova Scotia	26	2	1	5,560	16	7
New Brunswick	11	1	—	534	7	3
Quebec	186	21	9	27,515	103	53
Ontario	70	3	1	3,750	38	28
Manitoba	114	3	4	2,626	62	45
Saskatchewan	176	12	2	13,552	100	62
Alberta	109	12	6	18,364	50	41
British Columbia ²	45	3	1	7,004	23	18

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

PART II. DRIVE-IN THEATRES

There were 232 drive-in theatres operating in Canada during 1958 with a capacity for 89,884 cars, an increase of 3 in the number of theatres over 1957 but a net decrease of 629 in car capacity. Except for 1954 when a peak of \$6,316,947 was reached, receipts of drive-ins (excluding taxes) at \$6,254,410, were the highest ever recorded. The number of paid admissions increased to 10,148,774 from 9,945,630 in 1957. Total receipts from other sources amounted to \$2,784,433 of which \$2,639,805 was derived from the sales of candy, drinks, cigarettes, etc., \$44,617 from rentals of concessions and vending machines, \$80,291 from exhibiting commercial advertising films

and \$19,720 from other unidentified sources. These theatres employed 1,944 persons and paid \$1,757,229 in salaries and wages. Amusement taxes amounted to \$504,281 compared with \$520,155 in 1957. There were 127 proprietors of unincorporated firms employed in operating the theatres, 39 of whom drew salaries amounting to \$50,723. There were also 40 unpaid family members so employed.

Six of the 232 drive-in theatres operating in 1958 were equipped with 16 mm. projectors and recorded receipts (excluding taxes) of \$40,258 and a total attendance of 75,242 persons.

TABLE 9. Summary Statistics of Drive-In Theatres, 1947-58

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.....	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
1958.....	232	89,884	6,254,410	504,281	10,148,774	1,197	747	1,757,229

¹ Not including proprietors of unincorporated firms.

TABLE 10. Principal Statistics of Drive-In Theatres, by Provinces, 1958

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.....	232	89,884	1,773	10,148,774	6,254,410	504,281	2,639,805	144,628
Newfoundland.....	—	—	—	—	—	—	—	—
Prince Edward Island.....	2	2	—	2	2	2	2	2
Nova Scotia.....	10	2	—	2	2	2	2	2
New Brunswick.....	12	4,106	300	414,687	203,627	23,622	58,423	5,890
Quebec.....	—	—	—	—	—	—	—	—
Ontario.....	91	40,439	214	4,395,048	2,827,479	292,422	1,344,019	81,158
Manitoba.....	13	5,592	—	503,554	317,363	7,645	35,036	26,911
Saskatchewan.....	33	9,264	209	1,025,706	566,876	17,932	178,230	12,768
Alberta.....	36	13,592	90	1,587,616	1,080,181	40,696	383,157	5,377
British Columbia ³	35	12,874	960	1,820,284	1,038,063	98,948	518,166	7,263

¹ Includes \$44,617 rental revenue from concessions and vending machines and \$80,291 from exhibiting commercial advertising films.

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

³ Includes Yukon and Northwest Territories.

TABLE 11. Employment and Payroll of Drive-in Theatres,¹ 1958

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M	F	Salaries	M	F	Salaries	M	F	Salaries
		\$			\$			\$			\$
Canada.....	1,944	1,757,229	213	5	547,907	18	7	9,520	966	735	1,199,802
Newfoundland.....	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	2	2	2	—	2	2	—	2	2	2	2
Nova Scotia.....	2	2	2	—	2	2	—	2	2	2	2
New Brunswick.....	67	50,712	12	—	15,536	—	3	677	32	20	34,499
Quebec.....	—	—	—	—	—	—	—	—	—	—	—
Ontario.....	938	807,394	91	—	264,147	4	—	2,356	504	339	540,891
Manitoba	75	66,389	11	—	25,074	3	—	2,413	41	20	38,902
Saskatchewan.....	216	125,073	28	—	36,761	6	4	2,206	76	102	86,106
Alberta.....	307	290,380	35	4	74,717	2	—	660	162	104	215,003
British Columbia ³	251	360,628	28	1	118,649	1	—	92	111	110	241,887

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 1958 films were distributed by 49 film exchange companies through 124 offices located across Canada. These exchanges had receipts of \$36,425,063 compared with receipts of \$37,034,324 obtained by a similar number of companies operating through 130 offices in 1957, provided employment for 1,102 persons and paid \$4,104,677 in salaries and wages.

Total receipts from the rental of films decreased by \$407,082 to \$33,746,765 of which \$25,310,194 was derived from the rental of 35 mm. films and \$8,436,571 from 16 mm. films. The entire revenue from 35 mm. films came from rentals for theatrical use while revenue from 16 mm. films was derived from rentals for theatrical use (\$1,706,259), for television use (\$6,336,346) and for other non-theatrical uses (\$393,966).

New film releases for theatrical booking covered 1,432 titles of which 831 were features, 149 cartoons, 246 newsreels and 206 other short subjects. These new releases were also classified by size of film and language and presented in table 14. The 831 features were further subdivided according to country of origin as follows:

United States	436
France	100
Great Britain	123
Italy	102
Other countries	70
Total	831

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	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
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
1958	49	124	546	556	2,685,591	1,419,086	33,746,765	219,491	2,458,807

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

.. Not available.

TABLE 13. Film Rental Receipts by Use and Size of Film, 1958

Size of film	Theatrical use	Television use	Other non-theatrical use	Total All uses
dollars				
Total	27,016,453	6,336,346	393,966	33,746,765
16 mm.	1,706,259	6,336,346	393,966	8,436,571
35 mm.	25,310,194	—	—	25,310,194

TABLE 14. Type, Size and Language of New Films¹ Released for Theatrical Booking, 1958

Type and size of film	Total all languages	English language	French language	Other languages
Total, all types:				
16 mm.	348	265	83	—
35 mm.	1,084	712	253	119
Features:				
16 mm.	178	122	56	—
35 mm.	653	404	130	119
Short subjects:				
Cartoons:				
16 mm.	35	35	—	—
35 mm.	114	114	—	—
Newsreels:				
16 mm.	—	—	—	—
35 mm.	246	144	102	—
Other:				
16 mm.	135	108	27	—
35 mm.	71	50	21	—

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 1958-59, the Board produced 62 original films for theatrical and community distribution, and 42 original films for television. There were 173 language versions and revisions of existing subjects, making a total of 277 films. Also produced were 52 news stories, 22 newsclips, 8 short television stories and two trailers.

In English, original productions totalled 85 and versions and revisions numbered 45. Nineteen films were created originally in French and an additional 66 were versioned or revised in that language. Sixty-two films were versioned into languages other than English and French. Eighty-nine films were commissioned by sponsoring government departments or agencies, as was a total of 30 newsclips, short TV stories and newsclips. Seven films were produced for the National Film Board by commercial companies under contract arrangements.

Distribution

In Canada, there were 247,000 16 mm. community showings recorded by the Board, an increase over the preceding year. The total reported audience

reached through these showings was in excess of 15 millions. 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 year, 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, 215,000 showings to an audience total of 24 million were reported.

Bookings to English and French-language theatres in Canada totalled 6,500 in 1958-59. Outside of Canada, the Board's theatrical productions are distributed by contracts held with international and local distributors. At March 31, 1959, 338 different NFB productions were being distributed in 76 countries. The total reported theatrical bookings abroad, 25,000 is incomplete because many distributors are unable to furnish booking reports. There were approximately 5,500 telecasts of Board films over Canadian television stations, and 2,700 telecasts reported in foreign countries.

A considerable unreported audience is reached through the sale of 16 mm. prints. The Board sold 3,300 prints of its own product in Canada, and 3,800 prints abroad. Board filmstrip sales in Canada were in excess of 18,500 prints, surpassing the previous high of 14,300 established in 1957-58. Abroad, 3,100 filmstrips were sold through foreign offices of the Board and authorized distributors.

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