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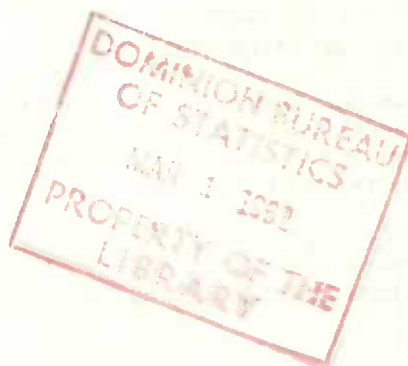
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MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

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MOTION PICTURE THEATRES AND FILM DISTRIBUTORS 1960

During 1960 there were 1,659 motion picture theatres in Canada of which 1,427 were regular theatres and 232 were drive-in theatres. These theatres together admitted 117,734,361 persons and had receipts (excluding taxes) of \$72,294,344. Comparable figures for 1959 were 1,749 theatres with receipts of \$75,513,974 and admissions of 128,859,395 persons. Amusement taxes in 1960 amounted to \$5,889,371 against \$6,464,403 in 1959.

The per capita expenditure on both types of theatres, at an average of \$4.39 in 1960, was \$0.31 less than the previous year and \$3.91 less than the

peak of \$8.30 reached in 1953. 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, 1960

Item	Total, all theatres	Regular theatres	Drive-in theatres
Theatres No.	1,659	1,427	232
Receipts from admissions (excluding taxes) \$	72,294,344	65,504,666	6,789,678
Amusement taxes \$	5,889,371	5,365,182	524,189
Paid admissions No.	117,734,361	107,705,112	10,029,249

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1952 - 60

Province	1952	1953	1954	1955	1956	1957	1958	1959	1960
	dollars								
Canada	8.21	8.30	7.80	6.74	6.04	5.46	5.21	4.70	4.39
Newfoundland	3.90	4.03	4.43	4.52	3.59	2.85	2.49	2.17	1.67
Prince Edward Island	4.01	4.06	4.82	4.90	3.93	2.69	2.42	2.39	2.17
Nova Scotia	6.51	7.35	7.52	6.46	5.13	4.21	4.00	3.55	3.41
New Brunswick	5.52	6.02	5.86	5.23	4.76	4.09	3.53	3.17	2.77
Quebec	6.99	7.00	6.04	5.11	4.87	4.53	4.38	3.88	3.79
Ontario	10.06	9.67	8.85	7.66	6.93	6.31	6.12	5.61	5.14
Manitoba	7.32	7.74	7.81	6.35	5.21	4.54	4.52	4.16	4.08
Saskatchewan	6.76	7.07	7.63	6.66	6.06	5.28	4.79	4.16	3.64
Alberta	8.87	9.73	10.39	9.39	7.99	6.94	6.40	5.62	5.14
British Columbia ²	9.94	10.56	10.13	8.48	7.20	6.69	6.25	5.70	5.40

¹ Per capita expenditure for the years 1952-56 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

Receipts from the sale of tickets of 1,427 regular motion picture theatres at \$65,504,666 were the lowest recorded in over a decade and 4.2% below receipts of \$68,370,049 reported by 1,515 theatres in 1959. The number of paid admissions in 1960 at 107,705,112 was the lowest recorded since 1935, when an attendance of 117,520,795 was reported for regular theatres and community enterprises, and 9.2% below admissions of 118,633,400 reported in 1959. A net decrease of 88 theatres reduced seating capacity to 771,278 from 809,348 in 1959 and the potential number of admissions to 585,098,647 from 615,389,662. Paid admissions indicated that 18% of the average capacity was utilized.

The estimate of potential admissions is based on the normal programs shown by theatres throughout the year. Potential admissions may be either over stated or under stated depending on whether normal programs are interrupted during the year. For this reason the measurement of average capacity utilized is not considered entirely satisfactory but is of some value as an indicator of conditions.

Receipts from sources other than sales of tickets (Table 3) were valued at \$11,678,799 and included \$10,660,831 from the sale of candy, drinks, cigarettes, etc., (\$10,817,214 in 1959), \$503,910 from the rental of concessions and vending machine space (\$385,146), \$69,860 from showing commercial films (\$73,245) and \$444,198 from other sources (\$456,717).

Except for Quebec, where there was no change indicated in the amount of receipts from admissions, all provinces recorded decreases. Newfoundland indicated the largest decrease at 21.5% and Manitoba the smallest at 3.2%. All provinces indicated a decrease in the number of paid admissions, Newfoundland showing the largest (28.7% and Manitoba the smallest (3.7%).

Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1960/1959

Province	Receipts from admissions ¹	Number of paid admissions
	per cent	
Canada	- 4.2	- 9.2
Newfoundland	- 21.5	- 28.7
Prince Edward Island	- 9.1	- 16.3
Nova Scotia	- 5.3	- 11.1
New Brunswick	- 10.8	- 13.8
Quebec	²	- 5.4
Ontario	- 4.7	- 11.2
Manitoba	- 3.2	- 3.7
Saskatchewan	- 12.0	- 14.1
Alberta	- 4.9	- 7.9
British Columbia	- 4.9	- 6.1

¹ Excluding taxes.

² No change.

The average admission price (excluding taxes) for Canada was \$0.61 in 1960 compared with \$0.58 for 1959. The average price increased in all provinces except Manitoba, Newfoundland indicating an increase of \$0.05 and New Brunswick, Saskatchewan and British Columbia showing an increase of \$0.01. The average admission prices for a number of the principal cities in Canada are shown in Table 5. The table immediately following shows average prices based on total receipts **including taxes**.

Average Admission Prices (including Taxes)

Canada	66
Newfoundland	51
Prince Edward Island	55
Nova Scotia	55
New Brunswick	52
Quebec	76
Ontario	69
Manitoba	51
Saskatchewan	50
Alberta	57
British Columbia	64

Regular theatres employed 10,560 persons in 1960 and paid in salaries and wages \$16,143,398 compared with \$16,505,588 received by 11,537 persons in 1959. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1960, 542 proprietors and partners were actually employed in the business, 403 of whom received no stated salary but shared only the profits of the enterprise. There were 139 proprietors and partners who drew regular salaries or wages estimated at \$330,386. Added to this were 546 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 1,088 in 1960.

TABLE 1. Summary Statistics of Motion Picture Theatres, 1940-60¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ²		
					Male	Female	Salaries and wages
		\$	\$				\$
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	8,874,890	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
1959	1,515	68,370,049	5,959,857	118,633,400	6,825	4,712	16,505,588
1960	1,427	65,504,666	5,365,182	107,705,112	6,124	4,436	16,143,398

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

.. Figures not available.

TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1954-60

(Excluding amusement taxes)

Province	1954	1955	1956	1957	1958	1959	1960
	dollars						
Canada	97,012,140	86,373,652	80,666,267	76,486,177	75,138,668	68,370,049	65,504,666
Newfoundland	1,301,452	1,379,886	1,163,994	1,065,958	977,797	869,483	682,968
Prince Edward Island....	397,529	401,395	273,395	192,357	174,880	184,684	167,920
Nova Scotia	4,283,840	3,755,896	3,068,044	2,552,833	2,439,303	2,139,285	2,026,718
New Brunswick	2,675,844	2,420,556	2,158,825	1,854,507	1,623,917	1,460,481	1,302,745
Quebec	22,506,182	19,476,949	19,245,824	18,883,777	19,069,521	17,430,844	17,430,782
Ontario	37,269,532	33,366,109	31,687,826	29,738,343	29,609,433	27,008,963	25,729,662
Manitoba	5,169,144	4,343,614	3,736,306	3,417,495	3,463,883	3,206,763	3,103,890
Saskatchewan	5,053,250	4,493,472	4,124,857	3,845,496	3,522,539	3,074,309	2,704,267
Alberta	8,464,959	7,911,679	7,090,146	6,648,998	6,311,903	5,804,787	5,521,135
British Columbia ¹	9,890,408	8,824,096	8,117,050	8,286,413	7,945,492	7,190,450	6,834,779

¹ Including Yukon and Northwest Territories.

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1960

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, 427	65, 504, 666	5, 365, 182	10, 660, 831	503, 910	69, 860	444, 198
Newfoundland	51	682, 968	83, 770	119, 224	1	1	1
Prince Edward Island	9	167, 920	13, 851	11, 322	1	1	1
Nova Scotia	54	2, 026, 718	168, 480	340, 559	21, 470	5, 088	42, 952
New Brunswick	41	1, 302, 745	120, 712	236, 870	16, 625	4, 241	18, 704
Quebec	352	17, 430, 782	1, 923, 734	2, 237, 985	72, 682	30, 661	99, 025
Ontario	372	25, 729, 662	2, 223, 748	4, 681, 857	312, 993	7, 863	134, 699
Manitoba	116	3, 103, 690	83, 560	566, 092	19, 054	490	23, 447
Saskatchewan	149	2, 704, 267	71, 378	477, 925	17, 242	2, 890	47, 963
Alberta	159	5, 521, 135	205	826, 426	23, 357	7, 918	24, 470
British Columbia ²	124	6, 834, 779	675, 744	1, 162, 571	13, 830	9, 054	51, 863

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

TABLE 4. Summary Statistics of Motion Picture Theatres, by Provinces, 1960

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	1,427	65,504,666	5,365,182	107,705,112	6,124	4,436	16,143,398
Newfoundland	51	682,968	83,770	1,495,361	69	40	129,907
Prince Edward Island	9	167,920	13,851	327,428	15	10	26,905
Nova Scotia	54	2,026,718	168,480	3,991,554	191	163	524,529
New Brunswick	41	1,302,745	120,712	2,754,426	130	109	325,562
Quebec	352	17,430,782	1,923,734	25,318,509	1,733	740	3,739,869
Ontario	372	25,729,662	2,223,748	40,594,849	2,379	1,890	6,605,285
Manitoba	116	3,103,690	83,560	6,297,990	315	280	754,786
Saskatchewan	149	2,704,267	71,378	5,551,694	323	258	690,512
Alberta	159	5,521,135	205	9,685,630	404	417	1,207,849
British Columbia ²	124	6,834,779	675,744	11,687,671	565	529	2,138,194

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 1960

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	1,427	771,278	65,504,666	5,365,182	107,705,112	585,098,647	18	61
Newfoundland	51	12,196	682,968	83,770	1,495,361	6,726,318	22	46
Prince Edward Island ..	9	3,622	167,920	13,851	327,428	1,226,500	27	51
Nova Scotia	54	30,988	2,026,718	168,480	3,991,554	24,937,612	16	51
Halifax	8	7,725	814,955	77,580	1,351,837	8,761,792	15	60
Sydney	4	2,779	203,642	14,495	374,300	3,042,455	12	54
Other places	42	20,484	1,008,121	76,405	2,265,417	13,133,365	17	44
New Brunswick	41	21,859	1,302,745	120,712	2,754,426	16,722,686	17	47
Saint John	3	2,863	353,785	35,176	668,340	3,573,024	19	53
Other places	38	18,996	948,960	85,536	2,086,086	13,149,662	16	45
Quebec	352	197,664	17,430,782	1,923,734	25,318,509	153,870,061	16	69
Montreal	57	54,672	8,176,217	926,530	10,284,930	67,352,776	15	79
Quebec	12	10,019	1,331,327	154,158	1,914,607	12,784,044	15	69
Rouyn	5	2,649	157,489	16,971	253,897	2,201,108	12	62
Sherbrooke	5	4,478	301,689	31,887	432,104	4,079,972	11	70
Hull	3	2,364	181,387	19,999	325,948	2,533,024	13	56
Three Rivers	4	3,181	277,118	29,171	543,738	3,110,016	18	51
Verdun	3	2,442	253,796	27,047	376,013	2,646,022	14	67
Other places	263	117,859	6,751,759	717,971	11,187,272	59,163,099	19	60
Ontario	372	262,624	25,729,662	2,223,748	40,594,849	231,665,932	18	63
Toronto	74	69,842	9,494,725	912,269	11,895,197	65,704,630	18	80
Hamilton	17	14,965	1,407,051	132,717	2,193,221	14,662,088	15	64
Ottawa	12	11,389	1,763,856	162,757	2,892,639	12,875,672	22	61
London	7	7,317	887,249	80,582	1,361,427	8,570,690	16	65
Windsor	6	7,226	650,327	55,761	995,531	8,440,224	12	65
Sudbury	5	5,033	645,656	58,204	1,028,808	6,825,624	15	63
Brantford	4	3,884	275,355	24,860	497,698	4,400,760	11	55
Kitchener	5	4,777	385,439	31,881	782,994	5,569,356	14	49
St. Catharines	4	3,334	273,556	24,316	505,959	3,156,912	16	54
Oshawa	4	3,152	361,369	33,137	620,489	3,933,696	16	58
Peterborough	3	2,842	277,124	24,708	508,022	3,546,816	14	54
Sault Ste. Marie	4	3,274	394,215	35,220	703,401	3,834,532	18	56
Other places	227	125,589	8,913,740	647,336	16,609,463	90,144,932	18	54
Manitoba	116	49,229	3,103,690	83,560	6,297,990	28,833,323	22	49
Winnipeg	20	17,610	1,824,194	60,595	3,226,792	16,680,444	19	56
Other places	96	31,619	1,279,496	22,965	3,071,198	12,152,879	25	42
Saskatchewan	149	54,729	2,704,267	71,378	5,551,694	25,435,078	22	49
Regina	5	4,548	512,908	25,603	887,113	4,853,472	18	58
Saskatoon	5	4,443	441,794	17,497	809,085	4,680,096	17	55
Other places	139	45,738	1,749,565	28,278	3,855,496	15,901,510	24	45
Alberta	159	67,753	5,521,135	205	9,685,630	44,509,057	22	57
Edmonton	14	11,790	1,541,814	—	2,260,855	11,829,596	19	68
Calgary	10	9,291	1,422,650	—	1,981,350	11,092,744	18	72
Other places	135	46,672	2,556,671	205	5,443,425	21,586,717	25	47
British Columbia³	124	70,614	6,834,779	675,744	11,687,671	51,172,130	23	59
Vancouver	25	24,906	2,887,240	289,360	4,424,551	23,783,456	19	65
Victoria	6	5,885	605,696	61,050	1,005,236	5,998,060	17	60
Other places	88	38,152	3,113,021	311,270	5,899,801	20,551,482	29	53
Yukon and Northwest Territories	5	1,671	228,822	14,064	358,083	839,132	43	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, 1960

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	1,326	101	65,084,320	420,346	5,342,973	22,209	106,778,232	926,880
Newfoundland	18	33	585,689	97,279	78,114	5,656	1,249,509	245,852
Prince Edward Island	9	—	167,920	—	13,851	—	327,428	—
Nova Scotia	54	—	2,026,718	—	168,480	—	3,991,554	—
New Brunswick	41	—	1,302,745	—	120,712	—	2,754,426	—
Quebec	339	13	17,394,819	35,963	1,919,974	3,760	25,247,962	70,547
Ontario	356	16	25,650,281	79,381	2,219,534	4,214	40,443,527	151,322
Manitoba	103	13	3,051,786	51,904	83,560	—	6,174,468	123,522
Saskatchewan	136	13	2,683,078	21,189	71,378	—	5,502,051	49,643
Alberta	154	5	5,474,461	46,674	205	—	9,571,868	113,762
British Columbia ¹	116	8	6,746,823	87,956	667,165	8,579	11,515,439	172,232

¹ Including Yukon and Northwest Territories.TABLE 7. Employment and Payroll,¹ 1960

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	6,124	4,436	16,143,398	1,582	10	5,135,323	200	—	122,869	4,342	4,426	10,885,206
Newfoundland	69	40	129,907	26	—	2	6	—	2	37	40	2
Prince Edward Island	15	10	26,905	6	—	2	—	—	—	9	10	2
Nova Scotia	191	163	524,529	61	—	167,375	8	—	6,397	122	163	350,757
New Brunswick	130	109	325,562	40	—	2	6	—	2	84	109	218,341
Quebec	1,733	740	3,739,869	453	2	1,086,547	82	—	54,657	1,198	738	2,598,665
Ontario	2,379	1,890	6,605,285	478	1	2,127,788	20	—	11,870	1,881	1,889	4,465,627
Manitoba	315	280	754,786	87	1	234,142	28	—	12,240	200	279	508,404
Saskatchewan	323	258	690,512	116	2	234,533	17	—	13,296	190	256	442,683
Alberta	404	417	1,207,849	138	2	416,917	17	—	5,566	249	415	785,366
British Columbia ³	565	529	2,138,194	177	2	704,108	16	—	9,009	372	527	1,425,077
Full-time (operating 300 days and over)												
Canada	5,242	3,877	15,147,148	1,253	2	4,719,330	147	—	101,427	3,842	3,874	10,326,391
Newfoundland	56	34	120,892	18	—	46,962	5	—	4,905	33	34	69,025
Prince Edward Island	5	5	15,556	2	—	2	—	—	—	3	5	2
Nova Scotia	149	143	473,370	42	—	143,182	3	—	2,261	104	143	327,927
New Brunswick	101	92	294,942	29	—	2	2	—	2	70	92	204,972
Quebec	1,551	683	3,567,829	369	1	1,005,406	72	—	52,064	1,110	682	2,510,359
Ontario	2,210	1,774	6,404,038	433	1	2,048,374	16	—	9,556	1,761	1,773	4,346,108
Manitoba	196	183	607,374	49	—	183,050	18	—	8,178	129	183	416,146
Saskatchewan	207	169	601,274	69	1	196,932	8	—	10,460	130	168	2
Alberta	297	331	1,066,505	98	—	355,711	10	—	3,630	189	331	707,164
British Columbia ³	470	463	1,995,368	144	—	647,868	13	—	8,319	313	463	1,339,181

See footnotes at end of table.

TABLE 7. Employment and Payroll,¹ 1960 - 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	882	559	996,250	329	7	415,993	53	—	21,442	500	552	558,815
Newfoundland	13	6	9,015	8	—	2	1	—	2	4	6	2,335
Prince Edward Island	10	5	11,349	4	—	2	—	—	—	6	5	7,299
Nova Scotia	42	20	51,159	19	—	24,193	5	—	4,136	18	20	22,830
New Brunswick	29	17	30,620	11	—	15,376	4	—	1,875	14	17	13,369
Quebec	182	57	172,040	84	1	81,141	10	—	2,593	88	56	88,306
Ontario	169	116	201,247	45	—	79,414	4	—	2,314	120	116	119,519
Manitoba	119	97	147,412	38	1	51,092	10	—	4,062	71	96	92,258
Saskatchewan	116	89	89,238	47	1	37,601	9	—	2,836	60	88	48,801
Alberta	107	86	141,344	40	2	61,206	7	—	1,936	60	84	78,202
British Columbia ²	95	66	142,826	33	2	56,240	3	—	2	59	64	85,896

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 Including Yukon and Northwest Territories.TABLE 8. Proprietors of Unincorporated Firms,¹ 1960

Period of operation and province	Total proprietors	With salary			Without salary	
		Male	Female	Salaries	Male	Female
				\$		
Total, all theatres	1,088	115	24	330,386	627	322
Full-time (operating 300 days and over)						
Canada	435	80	16	268,567	215	124
Newfoundland	12	3	—	4,925	6	3
Prince Edward Island	2	—	—	—	2	—
Nova Scotia	4	—	—	—	2	2
New Brunswick	14	4	4	12,032	3	3
Quebec	127	26	9	91,894	63	29
Ontario	102	15	2	64,058	53	32
Manitoba	32	4	—	27,900	19	9
Saskatchewan	32	7	—	16,298	15	10
Alberta	87	19	1	60,020	42	25
British Columbia ²	23	2	—	11,440	10	11
Part-time (operating less than 300 days)						
Canada	653	35	8	61,819	412	198
Newfoundland	49	2	—	1,926	39	8
Prince Edward Island	8	—	—	—	6	2
Nova Scotia	14	—	—	—	10	4
New Brunswick	12	—	—	—	9	3
Quebec	156	12	2	17,803	97	45
Ontario	62	3	1	6,753	39	19
Manitoba	96	5	—	5,714	56	35
Saskatchewan	121	3	1	2,944	81	36
Alberta	87	7	3	16,966	52	25
British Columbia ²	48	3	1	9,713	23	21

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 1960 with a capacity for 88,755 cars a decrease of 2 in the number of theatres and 1,733 in car capacity. Receipts from admissions (excluding taxes) decreased by \$354,247 to \$6,789,678. The number of paid admissions decreased to 10,029,249 from 10,225,995 in 1959. Total receipts from other sources amounted to \$3,054,154, compared with \$3,008,128 in 1959, of which \$2,871,452 was derived from the sale of candy, drinks, cigarettes, etc., \$50,850 from the rental of concessions and vending machine space, \$59,234 from exhibiting commercial advertising films and \$72,618 from other

unidentified sources. These theatres employed 2,011 persons and paid \$1,839,164 in salaries and wages. Amusement taxes amounted to \$524,189 compared with \$504,546 in 1959. There were 84 proprietors of unincorporated firms employed in operating these theatres, 25 of whom drew salaries amounting to \$46,113. There were also 61 unpaid family members so employed.

Five of the 232 drive-in theatres operating in 1960 were equipped with 16 mm. projectors and reported receipts (excluding taxes) of \$20,389 and a total attendance of 40,335 persons.

TABLE 9. Summary Statistics of Drive-In Theatres, 1947-60

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	406,811	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	519,838	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
1959	234	90,488	7,143,925	504,546	10,225,995	1,244	795	1,702,342
1960	232	88,755	6,789,678	524,189	10,029,249	1,239	772	1,839,164

¹ Not including proprietors of unincorporated firms.

TABLE 10. Principal Statistics of Drive-In Theatres, by Provinces, 1960

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 revenue ¹
							dollars	
Canada	232	88,755	1,630	10,029,249	6,789,678	524,189	2,871,452	182,702
Newfoundland	—	—	—	—	—	—	—	—
Prince Edward Island	2	2	—	2	2	2	2	2
Nova Scotia	11	2	—	2	2	2	2	2
New Brunswick	11	3,834	300	395,526	211,167	24,800	82,657	7,846
Quebec	—	—	—	—	—	—	—	—
Ontario	90	40,407	56	4,381,487	3,019,546	309,015	1,464,405	111,916
Manitoba	13	5,707	—	675,295	450,623	29,440	41,514	32,404
Saskatchewan	32	8,920	227	847,764	522,257	12,618	176,755	8,465
Alberta	35	12,667	90	1,546,382	1,067,086	300	387,119	5,461
British Columbia ²	38	12,979	957	1,766,379	1,230,280	123,403	523,553	10,524

¹ Includes \$50,850 rental revenue from concessions and vending machines and \$59,234 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 1960

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M	F	Salaries	M	F	Salaries	M	F	Salaries
		\$			\$			\$			\$
Canada	2,011	1,839,164	219	2	562,516	15	6	7,766	1,005	764	1,268,882
Newfoundland	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island	11	4,730	1	—	²	1	—	²	6	3	3,491
Nova Scotia	84	62,865	8	1	14,304	1	5	1,214	38	31	47,347
New Brunswick	62	49,034	10	—	²	1	—	²	26	25	32,791
Quebec	—	—	—	—	—	—	—	—	—	—	—
Ontario	986	806,092	89	—	267,094	4	—	1,065	520	373	537,933
Manitoba	87	73,874	12	—	²	1	—	²	55	19	47,340
Saskatchewan	214	128,316	28	—	²	2	—	²	98	86	88,944
Alberta	296	294,039	38	—	67,507	3	1	1,042	142	112	225,490
British Columbia ³	271	420,214	33	1	²	2	—	²	120	115	285,546

¹ Not including proprietors of unincorporated firms.² Indicates figures are withheld to avoid disclosing individual salaries but these are included in the totals.³ Includes Yukon and Northwest Territories.

PART III. FILM EXCHANGES

During 1960 films were distributed by 52 film exchange companies through 121 offices located across Canada. These exchanges had receipts of \$32,993,347 compared with receipts of \$35,770,134 obtained by 49 companies operating through 119 offices in 1959. Employment was provided for 940 persons and \$3,822,995 was distributed in salaries and wages.

Total receipts from the rental of films decreased by \$910,817 to \$32,495,678 of which \$23,229,803 was derived from the rental of 35 mm. films and \$9,265,875 from 16 mm. films. The revenue from 35 mm. films came entirely from rentals for theatrical use while revenue from 16 mm. films was derived from rental for television use (\$7,387,680), for theatrical use (\$1,509,308) and for other non-theatrical use (\$368,887). The large decrease in receipts from other sources did not indicate a decrease in business but was due to a change in the classification of firms.

New film releases for theatrical bookings covered 998 titles of which 558 were features, 142 cartoons, 219 newsreels and 79 short subjects. These new releases were also classified by size of film and language and the data are presented in Table 14. The 558 features were further subdivided according to country of origin as follows:

United States	231
France	118
Great Britain	67
Italy	84
Canada	—
Other countries	58
Total	558

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
1959	49	119	491	498	2,585,779	1,424,809	33,406,495	181,429	2,182,210
1960	52	121	468	472	2,528,409	1,294,586	32,495,678	124,060	373,609

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

.. Not available.

TABLE 13. Film Rental Receipts by Use and Size of Film, 1960

Size of film	Theatrical use	Television use	Other non-theatrical use	Total, all uses
dollars				
Totals	24,739,111	7,387,680	368,887	32,495,678
16 mm.	1,509,308	7,387,680	368,887	9,265,875
35 mm.	23,229,803	—	—	23,229,803

TABLE 14. Type, Size and Language of New Films¹ Released for Theatrical Booking, 1960

Type and size of film	Total all languages	English language	French language	Other languages
Total, all types:				
16 mm.	124	92	21	11
35 mm.	874	614	195	65
Features:				
16 mm.	88	56	21	11
35 mm.	470	273	143	54
Short subjects:				
Cartoons:				
16 mm.	20	20	—	—
35 mm.	122	122	—	—
Newsreels:				
16 mm.	—	—	—	—
35 mm.	219	156	52	11
Other:				
16 mm.	16	16	—	—
35 mm.	63	63	—	—

¹ Title count.

PART IV. NATIONAL FILM BOARD ACTIVITIES¹**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 1960-61, the Board produced 46 original films for theatrical and community distribution, and 37 original films for television. There were 181 language versions and revisions of existing subjects, making a total of 264 films. Also produced were 43 news-stories, 28 newsclips, 38 filmstrips, and 26 still photo feature releases.

In English, original productions totalled 60 and versions and revisions numbered 36. Twenty films were created originally in French and an additional 44 were versioned or revised in that language. Three films were produced in bilingual versions. 101 films were versioned into languages other than English and French. 72 films were commissioned by sponsoring government departments or agencies, as was a total of 10 newsclips, and 17 filmstrips. 4 films were produced for the National Film Board by commercial companies under contract arrangements.

Distribution

In Canada, there were 271,900 16mm. community showings recorded by the Board, an increase over the preceding year. The total reported audience reached through these showings was in excess of

16.0 million. 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. Students in schools and universities comprised about half of the reported audience. Abroad, through libraries in Canadian posts, under exchange agreements and through foreign agencies in more than 70 countries, 239,000 showings to an audience total of 26.5 million were reported.

Bookings to English and French-language theatres in Canada totalled 4,780 in 1960-61. Outside of Canada, the Board's theatrical productions are distributed by contracts held with international and local distributors. At March 31, 1961, more than 300 different NFB productions were being distributed in every continent. The total reported theatrical bookings abroad, 25,000 is incomplete because many distributors are unable to furnish booking reports. There were approximately 5,400 telecasts of Board films over Canadian television stations, and 5,600 telecasts reported in foreign countries.

A considerable unreported audience is reached through the sale of 16mm. prints. The Board sold 2,800 prints of its own product in Canada, and 4,400 prints abroad. Board filmstrip sales in Canada were in excess of 27,300 prints, surpassing the previous high of 21,500 established in 1959-60. Abroad, 4,360 filmstrips were sold through foreign offices of the Board and authorized distributors.

¹ Any discrepancy between data reported here and in the D.B.S. 1960 *Motion Picture Production* report is due to definitional difficulties.

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