

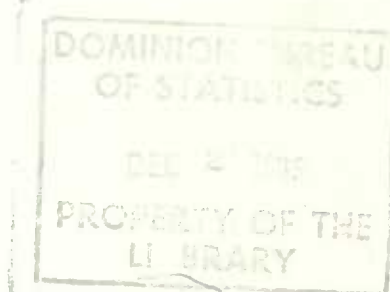
CATALOGUE No.

63-207

ANNUAL



MOTION PICTURE THEATRES
AND FILM DISTRIBUTORS
1961



Published by Authority of
The Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Merchandising and Services Division

December 1961
6424-506

Price: 50 cents

PUBLICATIONS RELATING TO THE WHOLESALE AND SERVICES TRADES

Catalogue number	Title	Price
(a) Monthly		
63-008	Wholesale Trade.....	per year \$1.00
(b) Quarterly		
63-009	Farm Implement and Equipment Sales.....	per year 1.00
(c) Annual		
63-201	Advertising Agencies25
63-203	Farm Implement and Equipment Sales.....	.50
63-204	Hotels50
63-205	Power Laundries, Dry Cleaning and Dyeing Plants50
63-206	Motion Picture Production25
63-207	Motion Picture Theatres and Film Distributors.....	.50
(d) Biennial		
Note: This biennial series was discontinued with the 1957 issue.		
(It is planned to issue reports on wholesale operating results in the "Occasional" series following the 1961 census.)		
63-416	Operating Results of Automotive Parts and Accessories Wholesalers25
63-417	Operating Results of Drug Wholesalers50
63-418	Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers.....	.50
63-419	Operating Results of Food Wholesalers (Grocery, Fruit and Vegetable, Tobacco and Confectionery).....	.50
63-421	Operating Results of Hardware Wholesalers25
63-422	Operating Results of Household Appliances and Electrical Supply Wholesalers....	.25
63-423	Operating Results of Plumbing and Heating Supplies Wholesalers50
(e) Occasional		
63-501	Advertising Expenditures, 1954.....	.50
	Census of Canada, 1951, Volume VIII (Report of the 1951 census of wholesale and services trades)	3.00
63-502	Funeral Directors, 195625
63-507	Agents and Brokers, 1957-5950
63-508	Wholesale Trade Proper, 1958-59.....	.75

A complete list of publications of the Dominion Bureau of Statistics is available on request from the Publications Distribution Unit, Financial Control Section; D.B.S., or from the Queen's Printer, Ottawa.

TABLE OF CONTENTS

	Page
Introduction	5

PART I. Regular Motion Picture Theatres

This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment.

Text and Tables 1 to 6	6
------------------------------	---

PART II. Drive-in Theatres

Statistics for this more recent type of motion picture exhibition are **not** included with figures for regular motion picture theatres.

Text and Tables 7 and 8	10
-------------------------------	----

PART III. Film Exchanges

Information on the distribution of films is reviewed in this section.

Text and Tables 9 to 11	11
-------------------------------	----

PART IV. National Film Board Activities

Production and Distribution	12
-----------------------------------	----

SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- .. figures not available.
- nil or zero.

MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

1961

There were 1,579 motion picture theatres in Canada during 1961 of which 1,341 were regular theatres and 238 were drive-in theatres. The number of persons admitted totalled 107,418,494 and receipts (excluding taxes) amounted to \$68,882,172. Comparable figures for 1960 were 1,659 theatres with admissions of 117,734,361 and receipts of \$72,294,344. Amusement taxes in 1961 amounted to \$5,534,346 against \$5,889,371 in 1960.

The per capita expenditure on both types of theatres, at an average of \$4.08 in 1961, was \$0.31 less than the previous year and \$4.22 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, 1961

Item	Total, all theatres	Regular theatres	Drive-in theatres
Theatres..... No.	1,579	1,341	238
Receipts from admissions (excluding taxes)..... \$	68,882,172	62,228,910	6,653,262
Amusement taxes..... \$	5,534,346	5,043,553	490,793
Paid admissions..... No.	107,418,494	97,944,809	9,473,685

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1953-61

Province	1953	1954	1955	1956	1957	1958	1959	1960	1961
	dollars								
Canada	8.30	7.80	6.74	6.04	5.46	5.21	4.70	4.39	4.08
Newfoundland.....	4.03	4.43	4.52	3.59	2.85	2.49	2.17	1.67	1.61
Prince Edward Island.....	4.06	4.82	4.90	3.93	2.69	2.42	2.39	2.17	2.25
Nova Scotia	7.35	7.52	6.46	5.13	4.21	4.00	3.55	3.41	2.90
New Brunswick	6.02	5.86	5.23	4.76	4.09	3.53	3.17	2.77	2.65
Quebec	7.00	6.04	5.11	4.87	4.53	4.38	3.88	3.79	3.56
Ontario	9.67	8.85	7.66	6.93	6.31	6.12	5.61	5.14	4.85
Manitoba	7.74	7.81	6.35	5.21	4.54	4.52	4.16	4.08	3.68
Saskatchewan.....	7.07	7.63	6.66	6.06	5.28	4.79	4.16	3.64	3.28
Alberta	9.73	10.39	9.39	7.99	6.94	6.40	5.62	5.14	4.45
British Columbia ²	10.56	10.13	8.48	7.20	6.69	6.25	5.70	5.40	5.04

¹ Per capita expenditure for the years 1953-56 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 1,341 regular motion picture theatres at \$62,228,910 were the lowest recorded in over a decade and 5.0% below receipts of \$65,504,666 reported by 1,427 theatres in 1960. The number of paid admissions in 1961 at 97,944,809 was the lowest recorded since 1935, when an attendance of 117,520,795 was reported for regular theatres and community enterprises, and 8.4% below admissions of 107,705,112 reported in 1960. A net decrease of 86 theatres reduced seating capacity to 733,278 from 771,278 in 1960 and the potential number of admissions to 581,314,300 from 585,098,647.

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 \$12,095,342 and included \$9,992,995 from the sale of candy, drinks, cigarettes, etc., (\$10,660,831 in 1960), \$489,373 from the rental of concessions and vending machine space (\$503,910), \$93,468 from showing commercial films (\$69,860) and \$1,519,506 from other sources (\$444,198).

Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1961/60

Province	Receipts from admissions ¹	Number of paid admissions
	per cent	
Canada	- 5.0	- 9.1
Newfoundland.....	- 4.2	- 1.9
Prince Edward Island	- 1.9	- 4.3
Nova Scotia	- 14.2	- 14.5
New Brunswick	- 5.2	- 5.4
Quebec	- 3.1	- 7.9
Ontario	- 3.3	- 8.0
Manitoba	- 9.5	- 11.9
Saskatchewan.....	- 9.2	- 12.8
Alberta	- 11.4	- 13.1
British Columbia	- 4.6	- 8.7

¹ Excluding taxes.

All provinces recorded decreases in the amount of receipts from admissions. Nova Scotia indicated the largest decrease at 14.2% and Prince Edward Island the smallest at 1.9%. All provinces indicated a decrease in the number of paid admissions, Nova Scotia showing the largest (14.5%) and Newfoundland the smallest (1.9%).

The average admission price (excluding taxes) for Canada was \$0.64 in 1961 compared with \$0.61 for 1960. The average price decreased by \$0.01 in Newfoundland and remained the same in Nova Scotia and New Brunswick. All other provinces showed increases ranging from \$0.01 in Alberta to \$0.04 in Quebec. 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.....	69
Newfoundland	50
Prince Edward Island	57
Nova Scotia.....	55
New Brunswick.....	52
Quebec.....	80
Ontario.....	72
Manitoba	53
Saskatchewan.....	52
Alberta.....	58
British Columbia	67

Regular theatres employed 9,496 persons in 1961 and paid in salaries and wages \$15,611,602 compared with \$16,143,398 received by 10,560 persons in 1960. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1961, the number of working proprietors of unincorporated firms who were actively engaged in the business totalled 657. Added to this were 555 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 1,212 in 1961.

TABLE 1. Summary Statistics of Motion Picture Theatres, 1941-61¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ²		
					Male	Female	Salaries and wages
		\$	\$				\$
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
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
1961	1,341	62,228,910	5,043,553	97,944,809	9,496 ⁴		15,611,602

¹ Figures prior to 1948 include Community Enterprises.² Not including proprietors of unincorporated firms.³ Including Newfoundland from 1949.⁴ Average number of employees reported for 1947-60; number at the end of November reported for 1961.TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1955-61
(Excluding amusement taxes)

Province	1955	1956	1957	1958	1959	1960	1961
	dollars						
Canada	86,373,652	80,666,267	76,486,177	75,138,668	68,370,049	65,504,666	62,228,910
Newfoundland	1,379,886	1,163,994	1,065,958	977,797	869,483	682,968	654,391
Prince Edward Island	401,395	273,395	192,357	174,880	184,684	167,920	164,755
Nova Scotia	3,755,896	3,068,044	2,552,833	2,439,303	2,139,285	2,026,718	1,739,381
New Brunswick	2,420,556	2,158,825	1,854,507	1,623,917	1,460,481	1,302,745	1,234,435
Quebec	19,476,949	19,245,824	18,883,777	19,069,521	17,430,844	17,430,782	16,884,870
Ontario	33,366,109	31,687,826	29,738,343	29,609,433	27,008,963	25,729,662	24,873,345
Manitoba	4,343,614	3,736,306	3,417,495	3,463,883	3,206,763	3,103,690	2,808,232
Saskatchewan	4,493,472	4,124,857	3,845,496	3,522,539	3,074,309	2,704,267	2,456,670
Alberta	7,911,679	7,090,146	6,648,998	6,311,903	5,804,787	5,521,135	4,893,135
British Columbia ¹	8,824,096	8,117,050	8,286,413	7,945,492	7,190,450	6,834,779	6,519,696

¹ Including Yukon and Northwest Territories.

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1961

Province	Number 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	1,341	62,228,910	5,043,553	9,992,995	489,373	93,468	1,519,506
Newfoundland	50	654,391	82,488	[1 192]	[1 12]	[1 33]	[1 24]
Prince Edward Island	8	164,755	13,156				
Nova Scotia	49	1,739,381	138,729	329,949	18,338	3,743	79,843
New Brunswick	41	1,234,435	122,515	274,166	15,074	18,260	46,257
Quebec	343	16,884,870	1,837,331	2,126,343	73,567	39,276	269,077
Ontario	350	24,873,345	2,033,080	4,399,382	259,523	9,846	567,797
Manitoba	105	2,808,232	116,974	478,146	17,880	730	100,531
Saskatchewan	126	2,456,670	69,688	406,464	24,009	3,460	108,008
Alberta	146	4,893,135	—	736,389	55,202	5,694	180,278
British Columbia ²	123	6,519,696	629,592	1,112,477	17,577	9,224	143,206

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, 1961

Province	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Number of working proprietors	Number of family members	Number of paid employees	Salaries ¹ and wages
		\$	\$					\$
Canada	1,341	62,228,910	5,043,553	97,944,809	657	555	9,496	15,611,602
Newfoundland	50	654,391	82,488	1,467,518	47	37	100	125,640
Prince Edward Island	8	164,755	13,156	313,204	6	3	17	26,802
Nova Scotia	49	1,739,381	138,729	3,411,215	17	10	325	486,899
New Brunswick	41	1,234,435	122,515	2,604,338	19	17	203	301,873
Quebec	343	16,884,870	1,837,331	23,316,253	183	178	2,367	3,748,816
Ontario	350	24,873,345	2,033,080	37,359,825	105	58	3,908	6,426,002
Manitoba	105	2,808,232	116,974	5,548,293	72	67	500	719,268
Saskatchewan	126	2,456,670	69,688	4,837,758	84	89	428	653,388
Alberta	146	4,893,135	—	8,416,266	87	72	705	1,115,026
British Columbia ²	123	6,519,696	629,592	10,670,139	37	24	943	2,007,888

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 1961

Province and city	Number 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	1,341	733,278	62,228,910	5,043,553	97,944,809	581,314,300	17	64
Newfoundland.....	50	11,410	654,391	82,488	1,467,518	7,326,052	20	45
Prince Edward Island....	8	3,362	164,755	13,156	313,204	1,539,932	20	53
Nova Scotia.....	49	28,856	1,739,381	138,729	3,411,215	20,620,413	17	51
Halifax.....	8	7,725	693,295	64,354	1,171,687	8,555,064	14	59
Other places.....	41	21,131	1,046,086	74,375	2,239,528	12,065,349	19	47
New Brunswick.....	41	20,923	1,234,435	122,515	2,604,338	14,295,293	18	47
Saint John.....	3	2,863	336,322	39,569	617,397	3,548,376	17	54
Other places.....	38	18,060	898,113	82,946	1,986,941	10,746,917	18	45
Quebec.....	343	193,942	16,884,870	1,837,331	23,316,253	149,992,574	16	72
Montreal.....	58	56,361	7,974,216	910,179	9,535,344	66,950,246	14	84
Quebec.....	12	10,033	1,303,467	155,136	1,845,178	12,737,452	14	71
Rouyn.....	4	2,245	142,036	14,911	233,176	2,504,996	9	61
Sherbrooke.....	5	4,276	342,825	35,059	444,327	3,958,474	11	77
Hull.....	3	2,064	183,087	19,448	288,266	2,733,120	11	64
Three Rivers.....	4	3,181	272,951	28,048	468,165	3,676,556	13	58
Other places.....	257	115,782	6,666,288	674,550	10,501,797	57,431,730	18	63
Ontario.....	350	249,611	24,873,345	2,033,080	37,359,825	229,087,712	16	67
Toronto.....	70	65,754	8,742,537	811,182	10,384,090	66,039,894	16	84
Hamilton.....	15	13,653	1,382,379	123,621	2,010,548	15,000,366	13	69
Ottawa.....	11	10,518	1,580,189	141,888	2,501,728	12,977,856	19	63
London.....	7	7,317	844,907	73,891	1,266,554	8,768,136	14	67
Windsor.....	6	7,226	668,854	62,590	931,422	9,623,900	10	72
Sudbury.....	5	5,033	602,323	52,777	990,908	7,252,752	14	61
Brantford.....	4	3,870	260,128	22,984	422,208	5,054,116	8	62
Kitchener.....	5	4,753	435,408	37,931	764,817	3,537,532	22	57
St. Catharines.....	4	3,334	266,170	22,769	416,313	3,775,912	11	64
Oshawa.....	4	3,154	360,689	31,525	604,880	4,773,808	13	60
Peterborough.....	3	2,842	269,216	22,944	441,549	3,135,048	14	61
Sault Ste. Marie.....	4	3,271	358,044	30,588	643,645	3,979,300	16	56
Other places.....	212	118,886	9,102,501	598,390	15,981,163	85,169,092	19	57
Manitoba.....	105	43,437	2,808,232	116,974	5,548,293	30,505,679	18	51
Winnipeg.....	18	15,382	1,604,503	85,485	2,853,451	19,086,008	15	56
Other places.....	87	28,055	1,203,729	31,489	2,694,842	11,419,671	24	45
Saskatchewan.....	126	48,871	2,456,670	69,688	4,837,758	26,268,570	18	51
Regina.....	5	4,386	455,187	23,351	744,941	5,207,280	14	61
Saskatoon.....	5	4,443	441,874	22,596	774,589	5,627,488	14	57
Other places.....	116	40,042	1,559,609	23,741	3,318,228	15,433,802	21	47
Alberta.....	146	63,165	4,893,135	—	8,416,266	44,041,835	19	58
Edmonton.....	14	11,523	1,405,678	—	2,063,239	12,896,352	16	68
Calgary.....	10	9,284	1,198,961	—	1,571,110	11,330,114	14	76
Other places.....	122	42,358	2,288,496	—	4,781,917	19,815,369	24	48
British Columbia ³	123	69,701	6,519,696	629,592	10,670,139	57,636,240	19	61
Vancouver.....	24	23,742	2,625,731	251,451	3,973,897	27,857,500	14	66
Victoria.....	6	6,355	474,193	47,643	774,026	6,702,811	12	61
Other places.....	87	37,774	3,192,713	316,959	5,613,326	22,153,181	25	57
Yukon and Northwest Territories.....	6	1,830	227,059	13,539	308,890	922,748	33	74

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, 1961

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	1,243	98	61,795,752	433,158	5,016,433	27,120	97,064,625	880,184
Newfoundland	19	31	578,635	75,756	78,448	4,040	1,267,401	200,117
Prince Edward Island	8	—	164,755	—	13,156	—	313,204	—
Nova Scotia	49	—	1,739,381	—	138,729	—	3,411,215	—
New Brunswick	40	1	—	—	—	—	—	—
Quebec	327	16	16,827,319	57,551	1,831,395	5,936	23,221,855	94,398
Ontario	334	16	24,766,171	107,174	2,025,027	8,053	37,194,968	164,857
Manitoba	94	11	2,772,823	35,409	116,974	—	5,449,703	98,590
Saskatchewan	118	8	—	—	—	—	—	—
Alberta	141	5	4,847,462	5,673	—	—	315,674	100,592
British Columbia ¹	113	10	6,426,457	93,239	620,645	8,947	10,491,761	178,378

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

PART II

Drive-in Theatres

There were 238 drive-in theatres operating in Canada in 1961 with a capacity of 88,329 cars, an increase of 6 in the number of theatres and a decrease of 426 in car capacity. Receipts from admissions (excluding taxes) decreased to \$9,473,685 from \$10,029,249 in 1960. Total receipts from other sources amounted to \$2,901,856, compared with \$3,054,154 in 1960, of which \$2,598,214 was derived from the sale of candy, drinks, cigarettes, etc., \$113,675 from the rental of concessions and vending machine space, \$87,442 from exhibiting commercial

advertising films and \$102,525 from other unidentified sources. These theatres paid \$1,928,014 in salaries and wages, an increase of 4.8% over the previous year. Amusement taxes amounted to \$490,793 compared with \$524,189 in 1960.

Ten of the 238 drive-in theatres operating in 1961 were equipped with 16 mm. projectors and reported receipts (excluding taxes) of \$97,343 and a total attendance of 175,334 persons.

TABLE 7. Summary Statistics of Drive-In Theatres, 1947-61

Year	Number of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Number of working proprietors	Number of family members	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
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
1961	238	88,329	6,653,262	490,793	9,473,685	71	67	566 ²	—	1,928,014

¹ Not including proprietors of unincorporated firms.² Average number of employees reported for 1947-60; number at the end of November reported for 1961.

TABLE 8. Principal Statistics of Drive-In Theatres, by Provinces, 1960

Province	Number of establishments	Car capacity	Number 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	238	88,329	765	9,473,685	6,653,262	490,793	2,598,214	303,642
Newfoundland	—	—	—	—	—	—	—	—
Prince Edward Island	3	919	—	80,563	53,122	5,427	6,900	5,927
Nova Scotia	11	3,593	—	326,979	239,391	18,741	167,379	4,503
New Brunswick	11	3,977	50	397,990	207,253	18,664	89,698	12,916
Quebec	—	—	—	—	—	—	—	—
Ontario	91	39,956	14	4,189,042	3,044,185	294,785	1,236,962	167,813
Manitoba	16	6,292	—	595,966	435,055	31,269	46,332	36,862
Saskatchewan	33	8,453	225	826,000	496,767	10,663	171,748	12,917
Alberta	36	12,935	90	1,454,393	1,036,094	—	374,923	18,688
British Columbia ²	37	12,204	386	1,602,752	1,141,395	111,244	504,272	44,016

¹ Includes \$113,675 rental revenue from concessions and vending machines and \$87,442 from exhibiting commercial advertising films.

² Includes Yukon and Northwest Territories.

PART III

Film Exchanges

During 1961 films were distributed by 51 companies through 117 offices located across Canada. These exchanges had receipts of \$34,751,270 compared with receipts of \$32,993,347 obtained by 52 companies operating through 121 offices in 1960. A total of \$4,073,117 was distributed in salaries and wages.

Total receipts from the rental of films increased by \$1,925,095 to \$34,420,773 of which \$21,204,731 was derived from the rental of 35 mm. films and \$13,216,042 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 (\$11,209,852), for theatrical use (\$1,463,404) and for non-theatrical use (\$542,786). The large decrease in receipts from other sources in 1960 and 1961 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 986 of which 565 were features, 149 cartoons, 176 newsreels and 96 other short subjects. These new releases were also classified by size of film and language and the data are presented in Table 14. The 565 features were further subdivided according to the country of origin as follows:

United States.....	241
France	114
Great Britain	65
Italy	67
Canada	4
Other countries	74
Total.....	565

TABLE 9. 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
1961	51	117	816 ²		4,073,117		34,420,773	86,158	244,339

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

² Average number of employees reported for 1947-60; number at the end of November reported for 1961.

TABLE 10. Film Rental Receipts by Use and Size of Film, 1961

Size of film	Theatrical use	Television use	Other non-theatrical use	Total, all uses
dollars				
Totals	22,668,135	11,209,852	542,786	34,420,773
16 mm.	1,463,404	11,209,852	542,786	13,216,042
35 mm.	21,204,731	—	—	21,204,731

TABLE 11. Type, Size and Language of New Films¹ Released for Theatrical Booking, 1961

Type and size of film	Total all languages	English language	French language	Other languages
Total, all types:				
16 mm.	95	78	13	4
35 mm.	891	608	196	87
Features:				
16 mm.	82	65	13	4
35 mm.	483	272	144	67
Short subjects:				
Cartoons:				
16 mm.	—	—	—	—
35 mm.	149	149	—	—
Newsreels:				
16 mm.	—	—	—	—
35 mm.	176	104	52	20
Other:				
16 mm.	13	13	—	—
35 mm.	83	83	—	—

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 1961-62, the Board produced 41 original films for theatrical and community distribution, and 52 original films for television. There were 177 language versions and revisions of existing subjects, making a total of 270 films. Also produced were 50 news-stories, 73 trailers and newsclips, 59 filmstrips, 26 still photo feature releases, and 1 flat picture set.

In English, original productions totalled 70 and versions and revisions numbered 38. Twenty-three films were created originally in French and an

additional 53 were versioned or revised in that language. One film was produced in bilingual version. Eighty-five films were versioned into languages other than English and French. Forty-nine films were commissioned by sponsoring government departments or agencies, as was a total of 49 news and TV clips, and 26 filmstrips. Seven films, also sponsored by government departments or agencies, were produced for the National Film Board by commercial companies under contract arrangements.

Distribution

In Canada, there were 275,000 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 16.5 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,

¹ Any discrepancy between data reported here and in the DBS 1961 *Motion Picture Production* report is due to definitional difficulties.

244,200 showings to an audience total of 26.5 million were reported.

Bookings to English and French-language theatres in Canada totalled 5,402 in 1961-62. Outside of Canada, the Board's theatrical productions are distributed by contracts held with international and local distributors. At March 31, 1962, more than 300 different NFB productions were being distributed in every continent. The total reported theatrical bookings abroad, 18,835 is incomplete because many distributors are unable to furnish booking reports.

There were approximately 5,667 telecasts of Board films over Canadian television stations, and 5,360 telecasts reported in foreign countries.

A considerable unreported audience is reached through the sale of 16 mm. prints. The Board sold 4,191 prints of its own product in Canada, and 5,072 prints abroad. Board filmstrip sales in Canada were in excess of 30,600 prints, surpassing the previous high of 27,300 established in 1960-61. Abroad, 4,375 filmstrips were sold through foreign offices of the Board and authorized distributors.

CATALOGUE NO.

63-207

ANNUAL

MOTION PICTURE THEATRES
AND FILM DISTRIBUTORS

1961

ERRATUM

Page 10 - PART II

Drive-in-Theatres

Paragraph 1 of text reads:

Receipts from admissions (excluding taxes) decreased to \$9,473,685 from \$10,029,249 in 1960.

Should read:

Receipts from admissions (excluding taxes) decreased to \$6,653,262 from \$6,789,678 in 1960.

STATISTICS CANADA LIBRARY
BIBLIOTHEQUE STATISTIQUE CANADA



1010713962

C-1

