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# MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

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## TABLE OF CONTENTS

	Page
Introduction .....	5
 <b>PART I. Regular Motion Picture Theatres</b>	
This section deals only with regular theatres but includes those using both 16 mm. and 35 mm. projection equipment.	
Text and Tables 1 to 7 .....	6
 <b>PART II. Drive-in Theatres</b>	
Statistics for this type of motion picture exhibition are <b>not</b> included with figures for regular motion picture theatres.	
Text and Tables 8 and 10 .....	11
 <b>PART III. Film Exchanges</b>	
Information on the distribution of films is reviewed in this section.	
Text and Tables 11 to 13 .....	13
 <b>PART IV. National Film Board Activities</b>	
Production and Distribution .....	14

### 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

## 1962

During 1962 there were 1,518 motion picture theatres operating in Canada of which 1,278 were regular theatres and 240 drive-in theatres. These theatres together admitted 100,844,169 persons and had receipts (excluding taxes) of \$67,748,118. Comparable figures for 1961 were 1,579 theatres having receipts of \$68,882,172 and admissions of 107,418,494. Amusement taxes in 1962 amounted to \$4,770,459 versus \$5,534,346 in 1961.

The per capita expenditure on both types of theatres, at an average of \$3.91 in 1962, was \$0.17 less than the previous year and \$4.39 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 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, 1962**

Item	Total, all theatres	Regular theatres	Drive-in theatres
Theatres ..... No.	1,518	1,278	240
Receipts from admissions (excluding taxes) ..... \$	67,748,118	60,941,230	6,806,888
Amusement taxes ..... \$	4,770,459	4,371,113	399,346
Paid admissions ..... No.	100,844,169	91,258,324	9,585,845

**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces, 1954 - 62**

Province	1954	1955	1956	1957	1958	1959	1960	1961	1962
	dollars								
Canada .....	7.80	6.74	6.04	5.46	5.21	4.70	4.39	4.08	3.91
Newfoundland .....	4.43	4.52	3.59	2.85	2.49	2.17	1.67	1.61	1.78
Prince Edward Island .....	4.82	4.90	3.93	2.69	2.42	2.39	2.17	2.25	2.41
Nova Scotia .....	7.52	6.46	5.13	4.21	4.00	3.55	3.41	2.90	2.89
New Brunswick .....	5.86	5.23	4.76	4.09	3.53	3.17	2.77	2.65	2.37
Quebec .....	6.04	5.11	4.87	4.53	4.38	3.88	3.79	3.56	3.54
Ontario .....	8.85	7.66	6.93	6.31	6.12	5.61	5.14	4.85	4.58
Manitoba .....	7.81	6.35	5.21	4.54	4.52	4.16	4.08	3.68	3.89
Saskatchewan .....	7.63	6.66	6.06	5.28	4.79	4.16	3.64	3.28	2.91
Alberta .....	10.39	9.39	7.99	6.94	6.40	5.62	5.14	4.45	4.04
British Columbia <sup>2</sup> .....	10.13	8.48	7.20	6.69	6.25	5.70	5.40	5.04	4.66

<sup>1</sup> Per capita expenditure for the years 1954-56 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.

<sup>2</sup> 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 1962. Receipts from the sale of tickets amounted to \$60,941,230, or 2.1% less than those of the previous year. The number of admissions fell from 97,944,809 to 91,258,324, or 6.8%. A decrease of 63 theatres brought the number of regular theatres down to 1,278 from 1,341 in 1961 and the seating capacity to 702,075 from 733,278 in 1961.

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 were valued at \$11,230,005 and included \$10,246,673 from sales of candy, drinks, cigarettes, etc. (\$9,992,995 in 1961), \$259,037 from the rental of concessions and vending machine space (\$489,373), \$61,382 from exhibiting commercial films (\$93,468) and \$662,913 from other sources (\$1,519,506).

**Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1962-61**

Province	Receipts from admissions <sup>1</sup>	Number of paid admissions
	per cent	
<b>Canada</b> .....	- 2.1	- 6.8
Newfoundland .....	+ 14.5	+ 11.3
Prince Edward Island .....	+ 0.6	+ 6.2
Nova Scotia .....	+ 3.4	- 8.2
New Brunswick .....	- 10.3	- 11.6
Quebec .....	+ 1.3	- 2.6
Ontario .....	- 3.8	- 7.4
Manitoba .....	+ 8.8	- 13.6
Saskatchewan .....	- 12.1	- 10.8
Alberta .....	- 8.4	- 8.4
British Columbia .....	- 2.1	- 8.6

<sup>1</sup> Excluding taxes.

Receipts from admissions increased in five of the ten provinces. Newfoundland indicated the largest increase at 14.5% followed by Manitoba 8.8%, Nova Scotia 3.4%, Quebec 1.3% and Prince Edward

Island 0.6%. Decreases in the remaining provinces ranged from 12.1% in Saskatchewan to 2.1% in British Columbia. With the exception of Newfoundland and Prince Edward Island where the number of paid admissions increased by 11.3% and 6.2%, respectively, all provinces indicated decreases, New Brunswick showing the largest (11.6%) and Quebec the smallest (2.6%).

The average admission price (excluding taxes) for Canada was \$0.67 in 1962 compared with \$0.64 in 1961. The average price decreased by \$0.03 in Prince Edward Island and \$0.01 in Saskatchewan and remained the same in Alberta. All other provinces showed increases ranging from \$0.01 in Newfoundland and New Brunswick to \$0.13 in Manitoba. 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)**

<b>Canada</b> .....	72
Newfoundland .....	51
Prince Edward Island .....	54
Nova Scotia .....	61
New Brunswick .....	53
Quebec .....	84
Ontario .....	74
Manitoba .....	66
Saskatchewan .....	51
Alberta .....	58
British Columbia .....	68

Regular theatres employed 9,857 persons in 1962 and salaries and wages paid totalled \$15,052,783, compared with \$15,611,602 received by 9,496 persons in 1961. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1962, the number of working proprietors of unincorporated firms who were actively engaged in the business totalled 465. Added to this were 462 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 927 in 1962.

TABLE 1. Summary Statistics of Motion Picture Theatres, 1941 - 62<sup>1</sup>

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll <sup>2</sup>		
					Male	Female	Salaries and wages
		\$	\$				\$
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 <sup>3</sup> .....	1,731	77,419,472	12,563,737	229,312,348	7,635	5,429	14,438,048
1950 .....	1,801	82,707,762	11,444,668	231,746,881	8,297	5,569	15,640,372
1951 .....	1,808	90,986,110	11,373,629	239,132,227	14,034		17,137,276
1952 .....	1,843	98,851,349	12,308,148	247,732,717	8,804	6,296	18,868,116
1953 .....	1,906	100,889,361	12,760,235	241,182,726	9,027	6,723	20,018,413
1954 .....	1,938	97,012,140	12,098,922	218,508,653	9,235	6,533	20,154,337
1955 .....	1,950	86,373,652	10,264,183	184,968,467	8,378	6,073	19,447,690
1956 .....	1,849	80,666,267	8,674,890	162,859,006	7,787	5,874	17,893,732
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 <sup>4</sup>		15,611,602
1962 .....	1,278	60,941,230	4,371,113	91,258,324	5,854	4,003	15,052,783

<sup>1</sup> Figures prior to 1948 include Community Enterprises.<sup>2</sup> Not including proprietors of unincorporated firms.<sup>3</sup> Including Newfoundland from 1949.<sup>4</sup> Number at the end of November; average number for all other years.TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1956 - 62  
(Excluding amusement taxes)

Province	1956	1957	1958	1959	1960	1961	1962
dollars							
Canada .....	80,666,267	76,486,177	75,138,668	68,370,049	65,504,666	62,228,910	60,941,230
Newfoundland .....	1,163,994	1,065,958	977,797	869,483	682,968	654,391	749,248
Prince Edward Island ..	273,395	192,357	174,880	184,684	167,920	164,755	165,666
Nova Scotia .....	3,068,044	2,552,833	2,439,303	2,139,285	2,026,718	1,739,381	1,798,074
New Brunswick .....	2,158,825	1,854,507	1,623,917	1,460,481	1,302,745	1,234,435	1,107,755
Quebec .....	19,245,824	18,883,777	19,069,521	17,430,844	17,430,782	16,884,870	17,110,111
Ontario .....	31,687,826	29,738,343	29,609,433	27,008,963	25,729,662	24,873,345	23,933,909
Manitoba .....	3,736,306	3,417,495	3,463,883	3,206,763	3,103,690	2,808,232	3,054,179
Saskatchewan .....	4,124,857	3,845,496	3,522,539	3,074,309	2,704,267	2,456,670	2,158,341
Alberta .....	7,090,146	6,648,998	6,311,903	5,804,787	5,521,135	4,893,135	4,484,215
British Columbia <sup>1</sup> .....	8,117,050	8,286,413	7,945,492	7,190,450	6,834,779	6,519,696	6,379,732

<sup>1</sup> Including Yukon and Northwest Territories.

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1962

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, 278	60, 941, 230	4, 371, 113	10, 246, 673	259, 037	61, 382	662, 913
Newfoundland .....	45	749, 248	88, 337	129, 589	—	1	1
Prince Edward Island .....	7	165, 666	12, 717	23, 273	—	1	—
Nova Scotia .....	45	1, 798, 074	120, 192	334, 045	1	1, 908	64, 219
New Brunswick .....	35	1, 107, 755	104, 062	236, 981	1	19, 202	1
Quebec .....	343	17, 110, 111	1, 859, 131	2, 369, 327	40, 785	21, 588	151, 493
Ontario .....	328	23, 933, 909	1, 744, 844	4, 394, 645	186, 232	2, 191	251, 566
Manitoba .....	98	3, 054, 179	107, 263	465, 882	11, 304	953	33, 156
Saskatchewan .....	120	2, 158, 341	57, 536	399, 972	14, 906	7, 734	48, 359
Alberta .....	141	4, 484, 215	—	769, 197	2, 894	5, 366	46, 815
British Columbia <sup>2</sup> .....	116	6, 379, 732	277, 031	1, 123, 762	2, 361	1, 255	55, 073

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

TABLE 4. Summary Statistics of Motion Picture Theatres, by Provinces, 1962

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 <sup>1</sup> and wages
		\$	\$					\$
Canada .....	1, 278	60, 941, 230	4, 371, 113	91, 258, 324	465	462	9, 857	15, 052, 783
Newfoundland .....	45	749, 248	88, 337	1, 633, 615	36	27	88	122, 899
Prince Edward Island .....	7	165, 666	12, 717	332, 608	5	1	25	27, 563
Nova Scotia .....	45	1, 798, 074	120, 192	3, 132, 179	7	11	305	461, 493
New Brunswick .....	35	1, 107, 755	104, 062	2, 301, 734	14	8	214	285, 710
Quebec .....	343	17, 110, 111	1, 859, 131	22, 700, 224	140	150	2, 383	3, 623, 764
Ontario .....	328	23, 933, 909	1, 744, 844	34, 599, 849	31	33	4, 061	6, 336, 485
Manitoba .....	98	3, 054, 179	107, 263	4, 792, 042	53	60	508	702, 208
Saskatchewan .....	120	2, 158, 341	57, 536	4, 313, 140	70	79	464	613, 974
Alberta .....	141	4, 484, 215	—	7, 705, 336	74	58	759	1, 052, 919
British Columbia <sup>2</sup> .....	116	6, 379, 732	277, 031	9, 747, 597	35	35	1, 050	1, 825, 768

<sup>1</sup> Not including proprietors of unincorporated firms.<sup>2</sup> Including Yukon and Northwest Territories.



TABLE 5. Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities,<sup>1</sup> 1962

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 <sup>2</sup>
			\$	\$			%	\$
<b>Canada</b> .....	<b>1, 278</b>	<b>702, 075</b>	<b>60, 941, 230</b>	<b>4, 371, 113</b>	<b>91, 258, 324</b>	<b>530, 780, 643</b>	<b>17</b>	<b>67</b>
Newfoundland .....	45	11, 314	749, 248	88, 337	1, 633, 615	6, 387, 102	26	46
Prince Edward Island ..	7	2,984	165, 666	12, 717	332, 608	1, 517, 884	22	50
Nova Scotia .....	45	27, 157	1, 798, 074	120, 192	3, 132, 179	19, 463, 615	16	57
Halifax .....	7	7, 224	656, 819	60, 883	1, 079, 766	7, 393, 152	15	61
Other places .....	38	19, 933	1, 141, 255	59, 309	2, 052, 413	12, 070, 463	17	56
New Brunswick .....	35	18, 807	1, 107, 755	104, 062	2, 301, 734	12, 808, 393	18	48
Saint John .....	3	2, 863	319, 124	35, 169	596, 523	3, 114, 072	19	53
Other places .....	32	15, 944	788, 631	68, 893	1, 705, 211	9, 694, 321	18	46
<b>Quebec</b> .....	<b>343</b>	<b>192, 361</b>	<b>17, 110, 111</b>	<b>1, 859, 131</b>	<b>22, 700, 224</b>	<b>143, 468, 199</b>	<b>16</b>	<b>75</b>
Montreal .....	58	54, 349	7, 644, 297	875, 308	8, 914, 773	65, 024, 994	14	86
Quebec .....	12	9, 962	1, 443, 536	159, 575	1, 928, 218	12, 722, 060	15	75
Rouyn .....	4	2, 245	121, 009	13, 067	210, 452	1, 416, 792	15	58
Sherbrooke .....	5	4, 251	321, 312	33, 293	426, 451	3, 914, 742	11	75
Hull .....	3	2, 164	209, 499	22, 058	329, 579	1, 934, 504	17	64
Three Rivers .....	4	3, 181	279, 957	29, 345	427, 367	2, 636, 660	16	65
Other places .....	257	116, 209	7, 090, 501	726, 485	10, 463, 384	55, 818, 447	19	68
<b>Ontario</b> .....	<b>328</b>	<b>233, 630</b>	<b>23, 933, 909</b>	<b>1, 744, 844</b>	<b>34, 599, 849</b>	<b>210, 927, 768</b>	<b>16</b>	<b>69</b>
Toronto .....	65	61, 104	8, 611, 209	706, 331	9, 771, 061	63, 720, 936	15	88
Hamilton .....	14	13, 126	1, 255, 899	108, 704	1, 677, 440	12, 812, 644	13	75
Ottawa .....	11	10, 517	1, 588, 768	118, 235	2, 379, 109	12, 447, 656	19	67
London .....	7	7, 317	796, 916	61, 721	1, 167, 356	8, 278, 608	14	68
Windsor .....	6	7, 226	612, 051	49, 666	842, 818	8, 397, 480	10	73
Sudbury .....	5	5, 003	591, 290	38, 556	971, 235	7, 963, 228	12	61
Brantford .....	3	2, 659	243, 913	18, 578	417, 796	2, 740, 997	15	58
Kitchener .....	4	4, 045	436, 643	31, 690	690, 992	3, 386, 708	20	63
St. Catharines .....	3	2, 830	232, 894	15, 497	408, 527	2, 984, 912	14	57
Oshawa .....	4	3, 154	378, 553	30, 349	587, 417	4, 420, 000	13	64
Sault Ste. Marie .....	4	3, 233	358, 263	24, 038	635, 224	4, 550, 546	14	56
Other places .....	202	113, 386	8, 827, 510	541, 479	15, 050, 874	79, 224, 053	19	59
<b>Manitoba</b> .....	<b>98</b>	<b>41, 568</b>	<b>3, 054, 179</b>	<b>107, 263</b>	<b>4, 792, 042</b>	<b>26, 524, 022</b>	<b>18</b>	<b>64</b>
Winnipeg .....	17	14, 926	1, 564, 339	81, 923	2, 451, 756	16, 042, 396	15	64
Other places .....	81	26, 642	1, 489, 840	25, 340	2, 340, 286	10, 481, 626	22	64
<b>Saskatchewan</b> .....	<b>120</b>	<b>46, 561</b>	<b>2, 158, 341</b>	<b>57, 536</b>	<b>4, 313, 140</b>	<b>23, 624, 479</b>	<b>18</b>	<b>50</b>
Regina .....	4	3, 554	423, 156	20, 742	692, 308	3, 998, 384	17	61
Saskatoon .....	5	4, 443	394, 001	19, 321	798, 379	5, 182, 888	15	49
Other places .....	111	38, 564	1, 341, 184	17, 473	2, 822, 453	14, 443, 207	20	48
<b>Alberta</b> .....	<b>141</b>	<b>61, 806</b>	<b>4, 484, 215</b>	<b>—</b>	<b>7, 705, 336</b>	<b>38, 983, 789</b>	<b>20</b>	<b>58</b>
Edmonton .....	14	11, 640	1, 292, 775	—	1, 868, 714	11, 061, 056	17	69
Calgary .....	8	8, 135	1, 087, 164	—	1, 614, 250	9, 247, 576	17	67
Other places .....	119	42, 031	2, 104, 276	—	4, 222, 372	18, 675, 157	23	50
<b>British Columbia<sup>3</sup></b> .....	<b>116</b>	<b>65, 887</b>	<b>6, 379, 732</b>	<b>277, 031</b>	<b>9, 747, 597</b>	<b>47, 075, 392</b>	<b>21</b>	<b>65</b>
Vancouver .....	23	22, 423	2, 702, 392	128, 778	3, 683, 545	20, 693, 488	18	68
Victoria .....	6	6, 148	569, 097	24, 358	879, 675	6, 377, 624	14	65
Other places .....	81	35, 486	2, 882, 564	110, 343	4, 864, 809	19, 069, 824	26	59
Yukon and Northwest Territories .....	6	1, 830	225, 679	13, 552	319, 568	934, 456	34	71

<sup>1</sup> Includes only those theatres located within the incorporated limits of the city.<sup>2</sup> Admission receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.<sup>3</sup> Including Yukon and Northwest Territories.

TABLE 6. Motion Picture Theatres, by Size of Projection Equipment, by Provinces, 1962

Province	Number of theatres using		Receipts from admissions (excluding taxes)		Amusement taxes		Number of paid admissions	
	35 mm. equip-ment	16 mm. equip-ment	35 mm. equip-ment	16 mm. equip-ment	35 mm. equip-ment	16 mm. equip-ment	35 mm. equip-ment	16 mm. equip-ment
	dollars							
<b>Canada</b> .....	<b>1,187</b>	<b>91</b>	<b>417,585</b>	<b>523,645</b>	<b>4,350,699</b>	<b>20,414</b>	<b>90,108,836</b>	<b>1,149,488</b>
Newfoundland .....	18	27	696,404	52,844	86,860	1,477	1,332,722	300,893
Prince Edward Island ...	7	—	165,666	—	12,717	—	332,608	—
Nova Scotia .....	45	—	1,798,074	—	120,192	—	3,132,179	—
New Brunswick .....	35	—	1,107,755	—	104,062	—	2,301,734	—
Quebec .....	327	16	17,038,899	71,212	1,852,242	6,889	22,556,867	143,357
Ontario .....	312	16	23,847,165	86,744	1,743,477	1,367	34,417,605	182,244
Manitoba .....	86	12	2,984,875	69,304	105,472	1,791	4,675,126	116,916
Saskatchewan .....	113	7	2,142,778	15,563	57,536	—	4,279,911	33,229
Alberta .....	138	3	4,451,632	32,583	—	—	7,645,249	60,087
British Columbia <sup>1</sup> .....	106	10	6,184,337	195,395	268,141	8,890	9,434,835	312,762

<sup>1</sup> Including Yukon and Northwest Territories.TABLE 7. Employment and Payroll,<sup>1</sup> 1962

Period of operation and province	Total employees		Total payroll	Projectionists			Assistant projectionists			All other employees		
	M	F		M	F	Salaries	M	F	Salaries	M	F	Salaries
			\$			\$			\$			\$
<b>Total, all theatres</b>												
<b>Canada</b> .....	<b>5,854</b>	<b>4,003</b>	<b>15,052,783</b>	<b>1,446</b>	<b>12</b>	<b>4,839,822</b>	<b>209</b>	<b>—</b>	<b>173,352</b>	<b>4,199</b>	<b>3,991</b>	<b>10,039,609</b>
Newfoundland .....	58	30	122,899	21	—	45,582	4	—	2,480	33	30	74,837
Prince Edward Island ...	15	10	27,563	6	—	9,288	—	—	—	9	10	18,275
Nova Scotia .....	182	123	461,493	53	—	146,242	5	—	2,945	124	123	312,306
New Brunswick .....	119	95	285,710	35	—	87,756	9	—	2,470	75	95	195,484
Quebec .....	1,671	712	3,623,764	434	2	1,029,471	99	—	110,794	1,138	710	2,483,499
Ontario .....	2,337	1,724	6,336,485	439	2	2,079,262	23	—	15,967	1,875	1,722	4,241,256
Manitoba .....	267	241	702,208	81	—	224,486	15	—	2,981	171	241	470,741
Saskatchewan .....	274	190	613,974	91	3	225,473	19	—	5,820	164	187	382,681
Alberta .....	387	372	1,052,919	125	1	383,315	11	—	6,845	251	371	662,759
British Columbia <sup>1</sup> .....	544	506	1,825,768	161	4	608,947	24	—	19,050	359	502	1,197,771
<b>Full-time (operating 300 days and over)</b>												
<b>Canada</b> .....	<b>5,102</b>	<b>3,562</b>	<b>14,173,699</b>	<b>1,153</b>	<b>8</b>	<b>4,443,275</b>	<b>164</b>	<b>—</b>	<b>153,913</b>	<b>3,785</b>	<b>3,554</b>	<b>9,576,511</b>
Newfoundland .....	49	28	118,401	17	—	43,635	3	—	2	29	28	2
Prince Edward Island ...	10	6	21,930	4	—	6,869	—	—	—	6	6	15,061
Nova Scotia .....	160	115	443,564	41	—	137,320	3	—	2	116	115	2
New Brunswick .....	103	84	269,219	27	—	78,827	8	—	2	68	84	2
Quebec .....	1,451	642	3,408,867	340	1	928,714	83	—	103,662	1,028	641	2,376,491
Ontario .....	2,176	1,612	6,087,930	400	2	1,979,155	22	—	15,551	1,754	1,610	4,093,224
Manitoba .....	192	176	606,369	49	—	191,213	9	—	3,495	134	176	411,661
Saskatchewan .....	185	124	522,342	55	2	183,735	8	—	4,084	122	122	334,523
Alberta .....	306	316	955,600	87	—	321,716	7	—	5,451	212	316	628,433
British Columbia <sup>1</sup> .....	470	459	1,739,477	133	3	572,091	21	—	16,765	316	456	1,150,621

See footnotes at end of table.

TABLE 7. Employment and Payroll,<sup>1</sup> 1962 — 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 .....	752	441	879,084	293	4	396,547	45	—	19,439	414	437	463,098
Newfoundland .....	9	2	4,498	4	—	1,947	1	—	2	4	2	2
Prince Edward Island .....	5	4	5,633	2	—	2,419	—	—	—	3	4	3,214
Nova Scotia .....	22	8	17,929	12	—	8,922	2	—	2	8	8	1
New Brunswick .....	16	11	16,491	8	—	8,929	1	—	1	7	11	2
Quebec .....	220	70	214,897	94	1	100,757	16	—	7,132	110	69	107,008
Ontario .....	161	112	248,555	39	—	100,107	1	—	2	121	112	148,032
Manitoba .....	75	65	95,839	32	—	33,273	6	—	3,486	37	65	59,080
Saskatchewan .....	89	66	91,632	36	1	41,738	11	—	1,736	42	65	48,158
Alberta .....	81	56	97,319	38	1	61,599	4	—	1,394	39	55	34,326
British Columbia <sup>2</sup> .....	74	47	86,291	28	1	36,856	3	—	2,285	43	46	47,150

<sup>1</sup> Not including proprietors of unincorporated firms.<sup>2</sup> Indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.<sup>3</sup> Including Yukon and Northwest Territories.

## PART II

## Drive-in Theatres

The number of drive-in theatres operating in Canada in 1962 totalled 240 with a capacity of 88,758 cars, an increase of 2 in the number of theatres and 429 in car capacity. Receipts from admissions (excluding taxes) increased to \$6,806,888 from \$6,653,262 in 1961, or 2.3%. Total receipts from other sources amounted to \$3,229,710, compared with \$2,901,856 in 1961, of which \$3,055,023 was derived from the sale of candy, drinks, cigarettes, etc., \$41,117 from the rental of concessions and vending machine space, \$104,881 from exhibiting commercial advertising films and \$28,689 from other

unidentified sources. These theatres employed 2,100 persons and paid \$1,850,411 in salaries and wages. There were 68 working proprietors compared with 71 the previous year and 54 unpaid family members as against 67 in 1961. Amusement taxes amounted to \$399,346 compared with \$490,793 in 1961, a decrease of 18.6%.

Eleven of the 240 drive-in theatres operating in 1962 were equipped with 16 mm. projectors and reported receipts (excluding taxes) of \$57,749 and a total attendance of 103,815.

TABLE 8. Summary Statistics of Drive-In Theatres, 1947-1962

Year	Number of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll <sup>1</sup>		
						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	566 <sup>2</sup>		1,928,014
1962 .....	240	88,758	6,806,888	399,346	9,585,845	1,253	847	1,850,411

<sup>1</sup> Not including proprietors of unincorporated firms.<sup>2</sup> Number at the end of November; average number for all other years.



**TABLE 9. Principal Statistics of Drive-In Theatres, by Provinces, 1962**

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 <sup>1</sup> revenue
					dollars			
<b>Canada</b> .....	<b>240</b>	<b>88,758</b>	<b>860</b>	<b>9,585,845</b>	<b>6,806,888</b>	<b>399,346</b>	<b>3,055,023</b>	<b>174,687</b>
Newfoundland .....	—	—	—	—	—	—	—	—
Prince Edward Island .....	4	1,120	—	103,125	70,237	6,532	12,295	854
Nova Scotia .....	9	3,116	—	304,416	223,768	16,741	173,572	5,712
New Brunswick .....	12	4,008	—	363,513	205,584	19,986	103,248	7,187
Quebec .....	—	—	—	—	—	—	—	—
Ontario .....	91	41,030	290	4,497,642	3,120,818	274,954	1,585,748	94,197
Manitoba .....	16	5,851	—	594,567	455,299	20,689	45,257	36,909
Saskatchewan .....	32	8,378	98	694,872	477,492	9,737	178,488	7,960
Alberta .....	35	12,890	30	1,454,639	1,048,197	—	420,787	8,723
British Columbia <sup>2</sup> .....	41	12,365	442	1,573,071	1,205,493	50,707	535,628	13,145

<sup>1</sup> Includes \$41,117 rental revenue from concessions and vending machines and \$104,881 from exhibiting commercial advertising films.

<sup>2</sup> Includes Yukon and Northwest Territories.

**TABLE 10. Employment and Payroll of Drive-In Theatres,<sup>1</sup> 1962**

Province	Total employees	Total payroll	Projectionists			Assistant projectionists			All other employees		
			M	F	Salaries	M	F	Salaries	M	F	Salaries
		\$			\$			\$			\$
<b>Canada</b> .....	<b>2,100</b>	<b>1,850,411</b>	<b>233</b>	<b>12</b>	<b>561,663</b>	<b>12</b>	<b>—</b>	<b>5,923</b>	<b>1,008</b>	<b>835</b>	<b>1,282,825</b>
Newfoundland .....	—	—	—	—	—	—	—	—	—	—	—
Prince Edward Island .....	8	8,291	2	—	<sup>2</sup>	—	—	—	5	1	<sup>2</sup>
Nova Scotia .....	71	64,651	9	—	17,430	1	—	<sup>2</sup>	32	29	<sup>2</sup>
New Brunswick .....	81	50,761	12	—	15,061	—	—	—	35	34	35,700
Quebec .....	—	—	—	—	—	—	—	—	—	—	—
Ontario .....	1,058	858,238	94	5	<sup>2</sup>	1	—	<sup>2</sup>	506	452	588,357
Manitoba .....	92	75,908	17	2	<sup>2</sup>	1	—	<sup>2</sup>	49	23	43,618
Saskatchewan .....	194	123,531	27	—	<sup>2</sup>	2	—	<sup>2</sup>	80	85	80,981
Alberta .....	314	282,889	42	4	69,636	3	—	683	157	108	212,570
British Columbia <sup>3</sup> .....	282	386,142	30	1	114,230	4	—	3,465	144	103	268,447

<sup>1</sup> Not including proprietors of unincorporated firms.

<sup>2</sup> Indicates figures are withheld to avoid disclosing individual salaries but these are included in the totals.

<sup>3</sup> Includes Yukon and Northwest Territories.



## PART III

## Film exchanges

During 1962 films were distributed by 60 companies through 132 offices located across Canada. These exchanges had receipts of \$35,171,843 compared with receipts of \$34,751,270 obtained by 51 companies operating through 117 offices in 1961. A total of \$4,070,014 was distributed in salaries and wages to 826 persons.

Total receipts from the rental of films increased by \$295,377 to \$34,716,150 of which \$20,701,061 was derived from the rental of 35 mm. films and \$14,015,089 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 (\$12,460,027), for theatrical use (\$873,248) and for non-theatrical use (\$681,814). The large decrease in receipts from other sources in 1960, 1961 and 1962 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 1,057 of which 627 were features, 174 cartoons, 169 newsreels and 87 other short subjects. These new releases were also classified by size of film and language and the data are presented in Table 13. The 627 features were further subdivided according to the country of origin as follows:

United States .....	234
France .....	142
Great Britain .....	56
Italy .....	103
Canada .....	6
Other countries .....	86
<b>Total .....</b>	<b>627</b>

TABLE 11. Principal Statistics of Film Exchanges in Canada, for Selected Years

Year	Number of companies	Number of exchange offices	Average number of employees <sup>1</sup>		Salaries and wages		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 <sup>2</sup>		4,073,117		34,420,773	86,158	244,339
1962 .....	60	132	420	406	2,824,022	1,245,992	34,716,150	82,427	373,266

<sup>1</sup> Including working proprietors of unincorporated firms receiving a regular salary.

<sup>2</sup> Number at the end of November; average number for all other years.

TABLE 12. Film Rental Receipts by Use and Size of Film, 1962

Size of film	Theatrical use	Television use	Other non-theatrical use	Total, all uses
dollars				
<b>Totals .....</b>	<b>21,574,309</b>	<b>12,460,027</b>	<b>681,814</b>	<b>34,716,150</b>
16 mm. ....	873,248	12,460,027	681,814	14,015,089
35 mm. ....	20,701,061	—	—	20,701,061

TABLE 13. Type, Size and Language of New Films<sup>1</sup> Released for Theatrical Booking, 1962

Type and size of film	Total all languages	English language	French language	Other languages
<b>Total, all types:</b>				
16 mm. ....	151	114	18	19
35 mm. ....	906	559	220	127
<b>Features:</b>				
16 mm. ....	104	74	11	19
35 mm. ....	523	260	163	100
<b>Short subjects:</b>				
<b>Cartoons:</b>				
16 mm. ....	33	33	—	—
35 mm. ....	141	140	—	1
<b>Newsreels:</b>				
16 mm. ....	—	—	—	—
35 mm. ....	169	105	52	12
<b>Other:</b>				
16 mm. ....	14	7	7	—
35 mm. ....	73	54	5	14

<sup>1</sup> Title count.

## PART IV

National Film Board Activities<sup>1</sup>

## Distribution

National Film Board distribution statistics for Canada and countries abroad remained at a high level during the fiscal year 1962-63. Figures for distribution in Canada showed marked increases over the previous year in theatrical, television and community showings.

The extent of increase in showings in Canada during 1962-63 can be noted by comparing with the previous year figures shown in brackets: theatrical 6,056 (5,402) television 7,410 (5,667) community 277,100 (275,000).

In the United States, Europe and other countries abroad there were only minor changes in showing statistics which in 1962-63 totalled as follows: theatrical 14,847; television 4,864; community 250,900.

Sales of 16 mm. prints in Canada amounted to 3,684, while 4,747 prints were sold abroad. Total filmstrip sales did not show any appreciable change from the previous year with 28,660 sold in Canada and 4,460 abroad.

Theatrical distribution of NFB films is handled by Columbia Pictures in Canada; in other countries contracts are made with local and international theatrical distributors.

Television distribution, both in Canada and abroad is achieved by arrangements with individual stations as well as with TV networks.

Community screenings of 16 mm. films in Canada are handled by a nation-wide system of film councils, film circuits and public libraries. Abroad, through Canadian embassies and Trade Posts, through foreign agencies in more than 70 countries, and through sales of prints.

## Production

During 1962-63 the NFB produced 84 original films, of which 19 were sponsored by government departments. In that year 72 films were versioned into foreign languages. Twelve films were produced for NFB under contract by Commercial film companies.

The Board also produced 53 film news stories, 14 newsclips, and 80 instructional film loops. Filmstrip production totalled 43, with 17 being commissioned by government departments.

Four flat picture sets and 26 Still Photo Feature Story releases were made in 1962-63.

<sup>1</sup> Any discrepancy between data reported here and in the DBS 1962 *Motion Picture Production* report is due to definitional difficulties.

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