

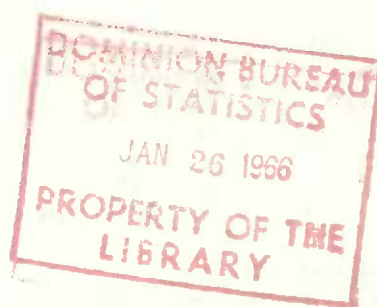
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MOTION PICTURE THEATRES
AND FILM DISTRIBUTORS
1964



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SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- p preliminary figures.
- r revised figures.

MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

1964

During 1964 there were 1,451 motion picture theatres operating in Canada of which 1,209 were regular theatres and 242 drive-in theatres. These theatres together admitted 101,727,735 persons and had receipts (excluding taxes) of \$78,347,715. Comparable figures for 1963 were 1,486 theatres having receipts of \$71,641,505 and admissions of 97,888,272. Amusement taxes in 1964 amounted to \$5,002,307 versus \$4,766,714 in 1963.

The per capita expenditure on both types of theatres, at an average of \$4.33 in 1964, was \$0.29

higher than the previous year and \$3.97 less than the peak of \$8.30 reached in 1953.

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, 1964

Item	Total, all theatres	Regular theatres	Drive-in theatres
Theatres..... No.	1,451	1,209	242
Receipts from admissions (excluding taxes)..... \$	78,347,715	69,324,744	9,022,971
Amusement taxes..... \$	5,002,307	4,594,779	407,528
Paid admissions..... No.	101,727,735	90,913,288	10,814,447

Per Capita Expenditure¹ on Motion Picture Entertainment, Canada and the Provinces, 1956-64

Province	1956	1957	1958	1959	1960	1961	1962	1963	1964
	dollars								
Canada	6.04	5.46	5.21	4.70	4.39	4.08	3.91	4.04	4.33
Newfoundland	3.59	2.85	2.49	2.17	1.67	1.61	1.78	1.65	1.67
Prince Edward Island.....	3.93	2.69	2.42	2.39	2.17	2.25	2.41	2.26	2.48
Nova Scotia	5.13	4.21	4.00	3.55	3.41	2.90	2.89	2.66	2.98
New Brunswick	4.76	4.09	3.53	3.17	2.77	2.65	2.37	2.44	2.75
Quebec	4.87	4.53	4.38	3.88	3.79	3.56	3.54	3.68	3.79
Ontario	6.93	6.31	6.12	5.61	5.14	4.85	4.58	4.95	5.33
Manitoba	5.21	4.54	4.52	4.16	4.08	3.68	3.89	3.33	3.67
Saskatchewan	6.06	5.28	4.79	4.16	3.64	3.28	2.91	2.82	3.30
Alberta	7.99	6.94	6.40	5.62	5.14	4.45	4.04	4.07	4.40
British Columbia ²	7.20	6.69	6.25	5.70	5.40	5.04	4.66	4.74	5.16

¹ Per capita expenditure is calculated from total receipts (admission charges and taxes) of regular theatres and drive-ins.

² Including Yukon and Northwest Territories.

PART I

Regular Motion Picture Theatres

Regular theatres had receipts, excluding taxes, of \$69,324,744 in 1964 which, compared with the 1963 total of \$63,816,752, showed an increase of 8.6 per cent, the second increase in receipts since 1953. The number of paid admissions increased to 90,913,288 from 87,966,686 or 3.3 per cent. A decrease of 36 theatres brought the number of regular theatres down to 1,209 from 1,245 in 1963 and the seating capacity to 668,425 from 684,020 in 1963.

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

Receipts from sources other than sales of tickets were valued at \$13,217,026 and included \$11,581,999 from sales of candy, drinks, cigarettes, etc., (\$10,575,061 in 1963), \$216,508 from the rental of concessions and vending machine space (\$289,050), \$38,005 from exhibiting commercial films (\$38,776) and \$1,380,514 from other sources (\$1,490,795).

Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1964 - 63

Province	Receipts from admissions ¹	Number of paid admissions
	per cent	
Canada.....	+ 8.6	+ 3.3
Newfoundland	+ 3.6	+ 4.9
Prince Edward Island	+ 14.9	+ 11.7
Nova Scotia	+ 12.4	+ 7.7
New Brunswick	+ 10.5	+ 3.0
Quebec	+ 4.5	+ 0.1
Ontario	+ 9.1	+ 3.6
Manitoba	+ 8.4	²
Saskatchewan	+ 19.7	+ 13.8
Alberta.....	+ 9.8	+ 2.0
British Columbia	+ 12.9	+ 6.6

¹ Excluding taxes.

² Less than 0.05 per cent.

Receipts from admissions increased in all ten provinces of Canada. Saskatchewan indicated the largest increase at 19.7 per cent followed by Prince Edward Island 14.9 per cent, British Columbia 12.9 per cent, Nova Scotia 12.4 per cent etc. The smallest improvement was recorded by Newfoundland at 3.6 per cent. Number of paid admissions increased in all provinces. The largest increases were recorded by Saskatchewan and Prince Edward Island or 13.8 per cent and 11.7 per cent respectively. There were virtually no changes in Quebec and Manitoba.

The average admission price (excluding taxes) for Canada was \$0.76 in 1964 compared with \$0.72 in 1963. The average price decreased \$0.01 in Newfoundland. All other provinces showed increases ranging from \$0.02 in Prince Edward Island and Nova Scotia to \$0.05 in Manitoba, Alberta and British Columbia. 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	81
Newfoundland.....	56
Prince Edward Island	54
Nova Scotia	61
New Brunswick	59
Quebec	96
Ontario	85
Manitoba	66
Saskatchewan.....	58
Alberta	69
British Columbia	79

Regular theatres employed 9,233 persons in 1964 and salaries and wages totalled \$16,300,988 compared with \$15,473,829 received by 9,245 persons in 1963. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1964, the number of working proprietors of unincorporated firms who were actively engaged in the business totalled 476. Added to this were 481 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 to 857 in 1964.

TABLE 1. Summary Statistics of Motion Picture Theatres, 1943-64¹

Year	Number of establishments	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ²		
					Male	Female	Salaries and wages
		\$	\$				\$
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
1962	1,278	60,941,230	4,371,113	91,258,324	5,854	4,003	15,052,783
1963	1,245	63,816,752	4,370,712	87,966,686	5,310	3,935	15,473,829
1964	1,209	69,324,744	4,594,779	90,913,288	5,308	3,925	16,300,988

¹ Figures prior to 1948 include Community Enterprises.² Not including proprietors of unincorporated firms.³ Including Newfoundland from 1949.⁴ Number at the end of November; average number for all other years.TABLE 2. Receipts of Motion Picture Theatres from Admissions, by Provinces, 1958-64
(Excluding amusement taxes)

Province	1958	1959	1960	1961	1962	1963	1964
	dollars						
Canada	75,138,668	68,370,049	65,504,666	62,228,910	60,941,230	63,816,752	69,324,744
Newfoundland	977,797	869,483	682,968	654,391	749,248	718,406	744,149
Prince Edward Island	174,880	184,684	167,920	164,755	165,666	151,388	174,033
Nova Scotia	2,439,303	2,139,285	2,026,718	1,739,381	1,798,074	1,660,046	1,866,326
New Brunswick	1,623,917	1,460,481	1,302,745	1,234,435	1,107,755	1,167,857	1,290,788
Quebec	19,069,521	17,430,844	17,430,782	16,884,870	17,110,111	18,129,106	18,953,650
Ontario	29,609,433	27,008,963	25,729,662	24,873,345	23,933,909	26,038,262	28,398,395
Manitoba	3,463,883	3,206,763	3,103,690	2,808,232	3,054,179	2,555,502	2,770,399
Saskatchewan	3,522,539	3,074,309	2,704,267	2,456,670	2,158,341	2,072,923	2,480,891
Alberta	6,311,903	5,804,787	5,521,135	4,893,135	4,484,215	4,547,893	4,995,390
British Columbia ¹	7,945,492	7,190,450	6,834,779	6,519,696	6,379,732	6,775,369	7,650,723

¹ Including Yukon and Northwest Territories.

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1964

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, 209	69, 324, 744	4, 594, 779	11, 581, 999	216, 508	38, 005	1, 380, 514
Newfoundland	39	744, 149	77, 496	123, 566	—	1	1
Prince Edward Island	7	174, 033	13, 194	30, 528	—	1	1
Nova Scotia	43	1, 866, 326	125, 406	361, 753	1, 458	2, 380	85, 779
New Brunswick	34	1, 290, 788	121, 728	299, 124	810	1, 465	22, 221
Quebec	330	18, 953, 650	2, 111, 309	2, 537, 662	42, 974	25, 076	332, 347
Ontario	305	28, 398, 395	1, 952, 892	5, 047, 888	143, 042	1, 232	540, 007
Manitoba	85	2, 770, 399	113, 416	518, 569	13, 444	1, 847	55, 086
Saskatchewan	113	2, 480, 891	61, 420	525, 572	8, 510	1, 239	88, 990
Alberta	133	4, 995, 390	—	947, 978	2, 781	2, 391	122, 205
British Columbia ²	120	7, 650, 723	17, 918	1, 189, 359	3, 489	1, 424	124, 575

¹ Withhold 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, 1964

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, 209	69, 324, 744	4, 594, 779	90, 913, 288	476	481	9, 233	16, 300, 988
Newfoundland	39	744, 149	77, 496	1, 462, 832	23	19	92	145, 313
Prince Edward Island	7	174, 033	13, 194	349, 958	5	—	27	27, 478
Nova Scotia	43	1, 866, 326	125, 406	3, 272, 590	9	11	287	500, 445
New Brunswick	34	1, 290, 788	121, 728	2, 381, 679	13	10	194	300, 820
Quebec	330	18, 953, 650	2, 111, 309	22, 037, 751	143	137	2, 351	3, 760, 952
Ontario	305	28, 398, 395	1, 952, 892	35, 696, 232	62	61	3, 696	7, 054, 700
Manitoba	85	2, 770, 399	113, 416	4, 402, 227	47	52	477	688, 578
Saskatchewan	113	2, 480, 891	61, 420	4, 346, 867	65	79	418	597, 164
Alberta	133	4, 995, 390	—	7, 226, 897	72	72	686	1, 103, 399
British Columbia ²	120	7, 650, 723	17, 918	9, 736, 255	37	40	1, 005	2, 122, 139

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 1964

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	1,209	668,425	69,324,744	4,594,779	90,913,288	511,417,056	18	76
Newfoundland	39	10,688	744,149	77,496	1,462,852	6,637,569	22	51
Prince Edward Island	7	3,134	174,033	13,194	349,958	1,325,624	26	50
Nova Scotia	43	25,484	1,866,326	125,406	3,272,590	19,899,262	16	57
Halifax	6	6,555	749,098	70,544	1,083,389	7,845,110	14	69
Other places	37	18,929	1,117,228	54,862	2,189,201	12,054,152	18	51
New Brunswick	34	17,562	1,290,788	121,728	2,381,679	12,841,540	18	54
Saint John	3	2,798	380,001	39,845	607,506	3,105,528	20	62
Other places	31	14,764	910,787	81,883	1,774,173	9,736,012	18	51
Quebec	330	185,624	18,953,650	2,111,309	22,037,751	138,644,189	16	86
Montreal	58	53,594	9,138,294	1,070,676	9,165,649	63,283,608	14	1.00
Quebec	12	9,962	1,399,358	159,369	1,659,239	12,348,440	13	84
Rouyn	4	1,897	146,332	14,047	216,394	1,210,144	18	68
Sherbrooke	5	4,251	337,695	35,557	403,340	3,977,558	10	84
Three Rivers	4	2,978	328,211	34,950	480,306	2,200,458	22	68
Other places	247	112,942	7,603,760	796,710	10,112,823	55,623,981	18	75
Ontario	305	220,906	28,398,395	1,952,892	35,696,232	201,410,254	18	80
Toronto	60	57,312	9,984,338	841,833	10,052,065	55,860,431	18	99
Hamilton	13	12,435	1,739,407	144,313	1,900,324	13,835,120	14	91
Ottawa	11	10,514	2,056,902	136,850	2,619,270	13,899,184	19	78
London	7	7,317	837,636	64,494	1,012,151	7,004,348	14	83
Windsor	5	6,028	785,165	55,019	980,213	7,173,712	14	80
Sudbury	5	5,033	624,616	38,017	881,151	7,260,988	12	71
Kitchener	4	4,045	530,246	34,855	717,271	3,702,296	19	74
St. Catharines	3	2,826	370,261	20,435	565,572	2,998,944	19	65
Oshawa	4	3,152	456,502	39,553	585,693	3,986,528	15	78
Sault Ste. Marie	4	3,203	425,897	24,692	629,116	4,162,886	15	68
Other places	189	109,041	10,587,425	552,831	15,753,406	81,525,817	19	67
Manitoba	85	37,159	2,770,399	113,416	4,402,227	25,844,370	17	63
Winnipeg	17	14,796	1,770,494	86,805	2,515,816	17,901,022	14	70
Other places	68	22,363	999,905	26,611	1,886,411	7,943,348	24	53
Saskatchewan	113	43,984	2,480,891	61,420	4,346,867	21,079,867	21	57
Regina	4	3,554	497,490	27,582	715,582	4,197,024	17	69
Saskatoon	5	4,457	489,206	19,566	707,786	4,171,992	17	69
Other places	104	35,973	1,494,195	14,272	2,923,499	12,710,851	23	51
Alberta	133	58,050	4,995,390	—	7,226,897	36,729,876	20	69
Edmonton	13	10,912	1,599,645	—	1,894,985	10,831,680	17	84
Calgary	8	8,152	1,492,949	—	1,642,064	9,937,096	16	91
Other places	112	38,986	1,902,796	—	3,689,848	15,961,100	23	52
British Columbia ³	120	65,834	7,650,723	17,918	9,736,255	47,004,505	21	79
Vancouver	22	21,203	3,584,216	—	3,719,226	21,060,461	18	96
Victoria	5	5,629	672,430	—	833,784	6,061,206	14	81
Other places	86	36,950	3,104,329	—	4,814,799	18,773,184	26	64
Yukon and Northwest Territories	7	2,052	289,748	17,918	368,446	1,109,654	33	79

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, 1964

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, 136	73	68,833,433	491,311	4,580,541	14,238	90,112,027	801,261
Newfoundland	18	21	705,549	38,600	76,471	1,025	1,370,880	91,952
Prince Edward Island	7	—	174,033	—	13,194	—	349,958	—
Nova Scotia	43	—	1,866,326	—	125,406	—	3,272,590	—
New Brunswick	34	—	1,290,788	—	121,728	—	2,381,679	—
Quebec	317	13	18,856,101	97,549	2,101,791	9,518	21,901,267	136,484
Ontario	293	12	28,346,495	51,900	1,952,892	—	35,595,561	100,671
Manitoba	79	6	2,696,603	73,796	111,216	2,200	4,295,609	106,618
Saskatchewan	108	5	2,469,570	11,321	61,420	—	4,325,772	21,095
Alberta	130	3	4,970,988	24,402	—	—	7,183,634	43,263
British Columbia ¹	107	13	7,456,980	193,743	16,423	1,495	9,435,077	301,178

¹ Including Yukon and Northwest Territories.TABLE 7. Employment and Payroll,¹ 1964

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
			\$			\$			\$			\$
All theatres												
Canada	5,308	3,925	16,300,988	1,328	14	4,927,081	201	6	176,225	3,779	3,905	11,197,682
Newfoundland	56	36	145,313	20	—	2	3	—	2	33	36	90,129
Prince Edward Island	15	12	27,478	6	1	6,903	—	—	—	9	11	20,575
Nova Scotia	159	128	500,445	50	—	149,904	6	—	3,956	103	128	346,585
New Brunswick	101	93	300,820	34	1	2	1	—	2	66	92	207,148
Quebec	1,613	738	3,760,952	401	4	1,030,037	95	2	92,884	1,117	732	2,638,031
Ontario	2,093	1,603	7,054,700	382	1	2,127,462	25	—	30,152	1,686	1,602	4,897,086
Manitoba	241	236	688,578	69	2	206,837	22	—	7,987	150	234	473,754
Saskatchewan	226	192	597,164	91	1	203,719	12	1	7,671	123	190	385,774
Alberta	328	358	1,103,399	118	4	369,660	12	2	8,565	198	352	725,174
British Columbia ¹	476	529	2,122,139	157	—	686,644	25	1	22,069	294	528	1,413,426
Full-time (operating 300 days and over)												
Canada	4,525	3,368	15,308,582	1,013	7	4,486,445	155	4	159,367	3,357	3,357	10,662,770
Newfoundland	44	35	138,465	15	—	2	2	—	2	27	35	2
Prince Edward Island	8	7	21,088	2	—	2	—	—	—	6	7	2
Nova Scotia	124	111	468,024	32	—	134,532	3	—	2,497	89	111	330,995
New Brunswick	67	68	241,476	19	—	2	1	—	2	47	68	173,992
Quebec	1,438	676	3,587,056	318	2	936,919	83	2	89,646	1,037	672	2,560,491
Ontario	1,905	1,443	6,748,301	336	1	2	24	—	2	1,545	1,442	4,713,307
Manitoba	170	168	619,216	40	1	176,904	14	—	6,018	116	167	436,294
Saskatchewan	126	109	461,665	45	—	149,315	4	1	6,318	77	108	306,032
Alberta	236	297	996,092	76	3	314,699	6	1	5,938	154	293	675,455
British Columbia ¹	407	454	2,027,199	130	—	649,101	18	—	16,567	259	454	1,361,531

See footnotes at end of table.

TABLE 7. Employment and Payroll,¹ 1964 — 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	783	557	992,406	315	7	440,636	46	2	16,858	422	548	534,912
Newfoundland	12	1	6,848	5	—	3,728	1	—	²	6	1	²
Prince Edward Island	7	5	6,390	4	1	²	—	—	—	3	4	²
Nova Scotia	35	17	32,421	18	—	15,372	3	—	1,459	14	17	15,590
New Brunswick	34	25	59,344	15	1	²	—	—	—	19	24	²
Quebec	175	62	173,896	83	2	93,118	12	—	3,238	80	60	77,540
Ontario	188	160	306,399	46	—	²	1	—	²	141	160	183,779
Manitoba	71	68	69,362	29	1	29,933	8	—	1,969	34	67	37,460
Saskatchewan	100	83	135,499	46	1	54,404	8	—	1,353	46	82	79,742
Alberta	92	61	107,307	42	1	54,961	6	1	2,627	44	59	49,719
British Columbia ³	69	75	94,940	27	—	37,543	7	1	5,502	35	74	51,895

¹ Not including proprietors of unincorporated firms.² Withheld to avoid disclosing individual operations but these are included in the totals.³ Including Yukon and Northwest Territories.

PART II

Drive-in Theatres

The number of drive-in theatres operating in Canada in 1964 totalled 242 with a capacity for 92,535 cars, an increase of one in the number of theatres and 3,088 in car capacity. Receipts from admissions (excluding taxes) increased to \$9,022,971 from \$7,824,753 in 1963, or 15.3 per cent. Total receipts from other sources amounted to \$3,992,032 compared with \$3,773,332 in 1963, of which \$3,776,794 was derived from the sale of candy, drinks, cigarettes, etc., \$49,290 from the rental of concessions and vending machine space, \$85,762 from exhibiting commercial advertising films and \$80,186 from other unidentified sources. These

theatres employed 2,191 persons and paid \$2,303,880 in salaries and wages. There were 67 working proprietors compared with 66 the previous year and 76 unpaid family members as against 56 in 1963. Amusement taxes amounted to \$407,528 compared with \$396,002 in 1963, a slight increase.

Eleven of the 242 drive-in theatres operating in 1964 were equipped with 16 mm. projectors and reported receipts (excluding taxes) of \$70,694 and a total attendance of 95,598.

TABLE 8. Summary Statistics of Drive-in Theatres, 1947-64

Year	Number of establishments	Car capacity	Receipts from admissions (excluding taxes)	Amusement taxes	Number of paid admissions	Employment and payroll ¹		
						Male	Female	Salaries and wages
			\$	\$				\$
1947	7	5,438	274,325	57,702	670,583	86	14	61,432
1948	15	9,975	658,641	131,124	1,595,947	243	12	170,654
1949	30	15,924	1,393,760	245,094	3,091,314	352	84	289,608
1950	62	31,523	2,290,679	300,028	4,943,000	677	196	557,065
1951	82	40,520	3,347,670	406,611	6,554,572	933		792,181
1952	104	50,497	4,409,426	540,390	8,379,586	914	406	998,135
1953	174	74,419	5,862,920	685,389	11,134,788	1,325	647	1,432,636
1954	230	93,214	6,316,947	721,630	12,380,246	1,472	710	1,629,400
1955	242	97,289	5,755,158	601,836	10,687,887	1,459	756	1,599,714
1956	237	91,521	5,394,296	519,638	9,705,982	1,347	795	1,526,731
1957	229	90,513	5,725,311	520,155	9,945,630	1,276	792	1,625,155
1958	232	89,884	6,254,410	504,281	10,148,774	1,197	747	1,757,259
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 ²		1,928,014
1962	240	88,758	6,806,888	399,346	9,585,845	1,253	847	1,850,411
1963	241	89,447	7,824,753	396,002	9,921,586	1,281	846	2,082,365
1964	242	92,535	9,022,971	407,528	10,814,447	1,274	917	2,303,880

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

TABLE 9. Principal Statistics of Drive-in Theatres, by Provinces, 1964

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 ¹ revenue
dollars								
Canada	242	92,535	507	10,814,447	9,022,971	407,528	3,776,794	215,238
Newfoundland	—	—	—	—	—	—	—	—
Prince Edward Island	4	1,070	—	107,222	71,704	6,763	²	²
Nova Scotia	10	3,348	—	359,814	255,002	21,272	172,145	²
New Brunswick	12	4,015	—	429,396	261,585	24,504	136,653	7,834
Quebec	—	—	—	—	—	—	—	—
Ontario	90	42,467	40	5,070,821	4,459,870	315,420	2,003,159	84,067
Manitoba	15	6,956	—	722,037	598,869	30,984	²	51,260
Saskatchewan	31	8,298	86	805,555	563,689	4,316	220,288	10,639
Alberta	36	13,615	90	1,570,570	1,308,225	—	545,656	10,540
British Columbia ³	44	12,766	291	1,749,032	1,504,027	4,269	593,827	40,571

¹ Includes \$49,290 rental revenue from concessions and vending machines and \$85,762 from exhibiting commercial advertising films.

² Withheld to avoid disclosing individual operations but these are included in the totals.

³ Includes Yukon and Northwest Territories.

TABLE 10. Employment and Payroll of Drive-in Theatres,¹ 1964

Province	Total employees	Total payroll	Projectionists			All other employees ²		
			M	F	Salaries	M	F	Salaries
		\$			\$			\$
Canada	2, 191	2, 303, 880	228	—	628, 456	1, 046	917	1, 675, 424
Newfoundland	—	—	—	—	—	—	—	—
Prince Edward Island	16	9, 094	3	—	2, 815	6	7	6, 279
Nova Scotia	85	78, 316	8	—	18, 389	45	32	59, 927
New Brunswick	91	67, 426	12	—	19, 337	38	41	48, 089
Quebec	—	—	—	—	—	—	—	—
Ontario	1, 093	1, 112, 707	91	—	305, 895	541	461	806, 812
Manitoba	112	131, 355	15	—	40, 371	65	32	90, 984
Saskatchewan	178	136, 315	26	—	45, 734	81	71	90, 581
Alberta	328	330, 771	38	—	77, 482	145	45	253, 289
British Columbia ³	288	437, 896	35	—	118, 433	125	128	319, 463

¹ Not including proprietors of unincorporated firms.

² Includes 15 assistant projectionists who were paid \$6,041.

³ Includes Yukon and Northwest Territories.

PART III

Film Exchanges

During 1964 films were distributed by 60 companies through 129 offices located across Canada. These exchanges had receipts of \$41,288,801 compared with receipts of \$40,156,396 obtained by the same number of companies operating through 129 offices in 1963. A total of \$4,083,493 was distributed in salaries and wages to 807 persons.

Total receipts from the rental of films increased by \$1,251,229 to \$40,880,927 of which \$26,247,682 was from the rental of 35 mm. films and \$14,633,245 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 (\$12,473,949), for theatrical use (\$1,183,834) and for non-theatrical use (\$975,462).

New films releases for theatrical bookings numbered 979 of which 639 were features, 157 cartoons, 115 newsreels and 68 other short subjects. These new releases were also classified by size of film and language and the data are presented in Table 13. The 639 features were further subdivided according to the country of origin as follows:

United States	212
France	164
Great Britain	56
Italy	118
Canada	6
Other countries	83
Total	639

TABLE 11. 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	23	69	415	347	832,400	434,281	12,368,446	373,349	6,157
1944	26	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
1962	60	132	420	406	2,824,022	1,245,992	34,716,150	82,427	373,266
1963	60	129	425	395	2,940,637	1,224,708	39,629,698	103,080	423,618
1964	60	129	410	397	2,821,514	1,261,979	40,880,927	98,752	309,122

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

² Number at the end of November; average number for all other years.

TABLE 12. Film Rental Receipts by Use and Size of Film, 1964

Size of film	Theatrical use	Television use	Other non-theatrical use	Total, all uses
dollars				
Totals	27,431,516	12,473,949	975,462	40,880,927
16 mm.	1,183,834	12,473,949	975,462	14,633,245
35 mm.	26,247,682	—	—	26,247,682

TABLE 13. Type, Size and Language of New Films¹ Released for Theatrical Booking, 1964

Type and size of film	Total all languages	English language	French language	Other languages
Total, all Types:				
16 mm.	114	86	24	4
35 mm.	865	490	268	107
Features:				
16 mm.	75	55	20	—
35 mm.	564	275	200	89
Short subjects:				
Cartoons:				
16 mm.	22	16	2	4
35 mm.	135	126	2	7
Newsreels:				
16 mm.	—	—	—	—
35 mm.	115	52	52	11
Other:				
16 mm.	17	15	2	—
35 mm.	51	37	14	—

¹ Title count.

PART IV

National Film Board Activities

Distribution

National Film Board distribution statistics for Canada and countries abroad remained at a high level during the fiscal year 1964-65. Figures for theatrical distribution in Canada showed marked increases over the previous year.

Showings in Canada during 1964-65 were as follows with the previous year figure shown in brackets: theatrical bookings 10,913 (6,714), telecasts 6,208 (6,970), community screenings 437,418 (394,568). The community screening figure tops the previous high of 421,000 in 1960-61.

In the United States, Europe and other countries abroad there were moderate gains and losses statistically through the various distribution channels: theatrical bookings 18,764 (25,242); television 8,876 (4,913); community screenings 426,028 (347,621).

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 distributors, individual stations and networks.

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

Production

During 1964-65 the NFB produced 133 original films. During the same period 79 films were versioned into foreign languages and 13 films were produced for NFB under contract to commercial film companies.

The Board also produced 45 news stories, 65 newsclips. Filmstrip production totalled 68.

Sixteen (16) bilingual flat picture sets and 52 still photo feature story releases were made in 1964-65.



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THEATRE		1964		1963		1962		1961	
		No. of Exhibits		No. of Exhibits		No. of Exhibits		No. of Exhibits	
Total		1,245	1,108	1,075	1,000	950	875	800	750
Average		1.2	1.1	1.1	1.0	0.9	0.9	0.8	0.8
Range		1	1	1	1	1	1	1	1
Maximum		1	1	1	1	1	1	1	1
Minimum		1	1	1	1	1	1	1	1
Standard Deviation		0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Coefficient of Variation		0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Skewness		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Kurtosis		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total		1,245	1,108	1,075	1,000	950	875	800	750
Average		1.2	1.1	1.1	1.0	0.9	0.9	0.8	0.8
Range		1	1	1	1	1	1	1	1
Maximum		1	1	1	1	1	1	1	1
Minimum		1	1	1	1	1	1	1	1
Standard Deviation		0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Coefficient of Variation		0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Skewness		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Kurtosis		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

THEATRE		1964		1963		1962		1961	
		No. of Exhibits		No. of Exhibits		No. of Exhibits		No. of Exhibits	
Total		1,245	1,108	1,075	1,000	950	875	800	750
Average		1.2	1.1	1.1	1.0	0.9	0.9	0.8	0.8
Range		1	1	1	1	1	1	1	1
Maximum		1	1	1	1	1	1	1	1
Minimum		1	1	1	1	1	1	1	1
Standard Deviation		0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Coefficient of Variation		0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Skewness		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Kurtosis		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total		1,245	1,108	1,075	1,000	950	875	800	750
Average		1.2	1.1	1.1	1.0	0.9	0.9	0.8	0.8
Range		1	1	1	1	1	1	1	1
Maximum		1	1	1	1	1	1	1	1
Minimum		1	1	1	1	1	1	1	1
Standard Deviation		0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Coefficient of Variation		0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Skewness		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Kurtosis		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

* Includes 2 exhibits of "The Great Escape" in 1964.
 * Includes 1 exhibit of "The Great Escape" in 1963.
 * Includes 1 exhibit of "The Great Escape" in 1962.