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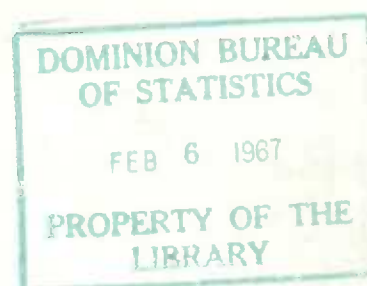
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ANNUAL



# MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

1965



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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

1965

During 1965 there were 1,418 motion picture theatres operating in Canada of which 1,171 were regular theatres and 247 drive-in theatres. These theatres together admitted 99,914,739 persons and had receipts (excluding taxes) of \$85,162,234. Comparable figures for 1964 were 1,451 theatres having receipts of \$78,347,715 and admissions of 101,727,735. Amusement taxes in 1965 amounted to \$5,586,966 versus \$5,002,307 in 1964.

The per capita expenditure on both types of theatres, at an average of \$4.64 in 1965, was \$0.31

higher than the previous year and \$3.66 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. Information on the activities of the National Film Board of Canada may be found in its Annual Report of which copies are available from the Queen's Printer.

**Summary of Motion Picture Theatre Exhibition in Canada, 1965**

Item	Total, all theatres	Regular theatres	Drive-in theatres
Theatres ..... No.	1,418	1,171	247
Receipts from admissions (excluding taxes) ..... \$	85,162,234	75,371,826	9,790,408
Amusement taxes ..... \$	5,586,966	5,082,144	504,822
Paid admissions ..... No.	99,914,739	89,134,806	10,779,933

**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces, 1957-65**

Province	1957	1958	1959	1960	1961	1962	1963	1964	1965
	dollars								
Canada .....	5.46	5.21	4.70	4.39	4.08	3.91	4.04	4.33	4.64
Newfoundland .....	2.85	2.49	2.17	1.67	1.61	1.78	1.65	1.67	1.67
Prince Edward Island .....	2.69	2.42	2.39	2.17	2.25	2.41	2.26	2.48	2.62
Nova Scotia .....	4.21	4.00	3.55	3.41	2.90	2.89	2.66	2.98	3.33
New Brunswick .....	4.09	3.53	3.17	2.77	2.65	2.37	2.44	2.75	2.88
Quebec .....	4.53	4.38	3.88	3.79	3.56	3.54	3.68	3.79	4.07
Ontario .....	6.31	6.12	5.61	5.14	4.85	4.58	4.95	5.33	5.76
Manitoba .....	4.54	4.52	4.16	4.08	3.68	3.89	3.33	3.67	3.81
Saskatchewan .....	5.28	4.79	4.16	3.64	3.28	2.91	2.82	3.30	3.44
Alberta .....	6.94	6.40	5.62	5.14	4.45	4.04	4.07	4.40	4.70
British Columbia <sup>2</sup> .....	6.69	6.25	5.70	5.40	5.04	4.66	4.74	5.16	5.31

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

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

## PART I

## Regular Motion Picture Theatres

Regular theatres had receipts, excluding taxes, of \$75,371,826 in 1965 which, compared with the 1964 total of \$69,324,744, showed an increase of 8.7 per cent, the third increase in receipts since 1953. The number of paid admissions decreased to 89,134,806 from 90,913,288 or 2.0 per cent. A decrease of 38 theatres brought the number of regular theatres down to 1,171 from 1,209 in 1964 and the seating capacity to 652,581 from 668,425 in 1964.

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 \$14,601,058 and included \$12,957,347 from sales of candy, drinks, cigarettes, etc., (\$11,581,999 in 1964), \$246,428 from the rental of concessions and vending machine space (\$216,508), \$22,704 from exhibiting commercial films (\$38,005) and \$1,374,579 from other sources (\$1,380,514).

**Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1965 - 64**

Province	Receipts from admissions <sup>1</sup>	Number of paid admissions
	per cent	
<b>Canada</b> .....	<b>+ 8.7</b>	<b>- 2.0</b>
Newfoundland .....	+ 2.1	- 8.8
Prince Edward Island .....	+ 2.6	- 7.8
Nova Scotia .....	+ 10.3	+ 2.6
New Brunswick .....	+ 2.7	- 0.3
Quebec .....	+ 9.8	+ 1.6
Ontario .....	+ 9.7	- 3.0
Manitoba .....	+ 2.8	- 2.1
Saskatchewan .....	+ 4.9	- 4.1
Alberta .....	+ 9.9	- 2.6
British Columbia .....	+ 6.5	- 5.2

<sup>1</sup> Excluding taxes.

Receipts from admissions increased in all ten provinces of Canada. Nova Scotia indicated the largest increase at 10.3 per cent followed by Alberta 9.9 per cent, Quebec 9.8 per cent, Ontario 9.7 per cent, etc. The smallest improvement was recorded by Newfoundland at 2.1 per cent. Number of paid admissions increased in two provinces and decreased in eight. The larger increase was recorded by Nova Scotia at 2.6 per cent followed by Quebec at 1.6 per cent. The most important decrease was recorded by Newfoundland at 8.8 per cent followed by Prince Edward Island and British Columbia at 7.8 per cent and 5.2 per cent respectively.

The average admission price (excluding taxes) for Canada was \$0.85 in 1965 compared with \$0.76 in 1964. The average price increased in all ten provinces. The increases ranged from \$0.02 in New Brunswick to \$0.10 in Ontario. 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> .....	<b>90</b>
Newfoundland .....	62
Prince Edward Island .....	60
Nova Scotia .....	66
New Brunswick .....	61
Quebec .....	1.03
Ontario .....	95
Manitoba .....	69
Saskatchewan .....	64
Alberta .....	78
British Columbia .....	88

Regular theatres employed 9,541 persons in 1965 and salaries and wages totalled \$16,924,030 compared with \$16,300,988 received by 9,233 persons in 1964. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated firms who were actively engaged in the business. In 1965, the number of working proprietors of unincorporated firms who were actively engaged in the business totalled 463. Added to this were 455 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 918 in 1965.



TABLE 1. Summary Statistics of Motion Picture Theatres, 1943-65<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
		\$	\$				\$
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
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
1965 .....	1,171	75,371,826	5,082,144	89,134,806	5,499	4,042	16,924,030

<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, 1959-65  
(Excluding amusement taxes)

Province	1959	1960	1961	1962	1963	1964	1965
	dollars						
Canada .....	68,370,049	65,504,666	62,228,910	60,941,230	63,816,752	69,324,744	75,371,826
Newfoundland .....	869,483	682,968	654,391	749,248	718,406	744,149	760,041
Prince Edward Island ..	184,684	167,920	164,755	165,666	151,388	174,033	178,511
Nova Scotia .....	2,139,285	2,026,718	1,739,381	1,798,074	1,660,046	1,866,326	2,057,984
New Brunswick .....	1,460,481	1,302,745	1,234,435	1,107,755	1,167,857	1,290,788	1,325,589
Quebec .....	17,430,844	17,430,782	16,884,870	17,110,111	18,129,106	18,953,650	20,801,712
Ontario .....	27,008,963	25,729,662	24,873,345	23,993,909	26,038,262	28,398,395	31,162,424
Manitoba .....	3,206,763	3,103,690	2,808,232	3,054,179	2,555,502	2,770,399	2,848,403
Saskatchewan .....	3,074,309	2,704,267	2,456,670	2,158,341	2,072,923	2,480,891	2,602,101
Alberta .....	5,804,787	5,521,135	4,893,135	4,484,215	4,547,893	4,995,390	5,489,734
British Columbia <sup>1</sup> .....	7,190,450	6,834,779	6,519,696	6,379,732	6,775,369	7,650,723	8,145,327

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

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1965

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, 171	75, 371, 826	5, 082, 144	12, 957, 347	246, 428	22, 704	1, 374, 579
Newfoundland .....	33	760, 041	73, 670	139, 822	—	1	1
Prince Edward Island .....	6	178, 511	13, 893	30, 625	—	—	1
Nova Scotia .....	43	2, 057, 984	155, 155	460, 673	1, 458	1, 035	79, 545
New Brunswick .....	32	1, 325, 589	123, 822	343, 772	1	478	23, 047
Quebec .....	327	20, 801, 712	2, 246, 357	2, 876, 960	54, 080	12, 723	314, 229
Ontario .....	294	31, 162, 424	2, 260, 192	5, 654, 940	162, 780	2, 303	530, 744
Manitoba .....	82	2, 848, 403	120, 340	579, 298	11, 912	1	54, 025
Saskatchewan .....	112	2, 602, 101	67, 848	536, 146	11, 775	1, 282	93, 835
Alberta .....	128	5, 489, 734	—	982, 074	1	2, 035	113, 596
British Columbia <sup>2</sup> .....	114	8, 145, 327	20, 867	1, 353, 037	2, 555	2, 291	151, 277

<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, 1965

	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, 171	75, 371, 826	5, 082, 144	89, 134, 806	463	455	9, 541	16, 924, 030
Newfoundland .....	33	760, 041	73, 670	1, 334, 533	18	19	90	147, 083
Prince Edward Island .....	6	178, 511	13, 893	322, 574	4	1	25	28, 600
Nova Scotia .....	43	2, 057, 984	155, 155	3, 357, 326	12	8	306	546, 706
New Brunswick .....	32	1, 325, 589	123, 822	2, 375, 398	12	11	211	318, 553
Quebec .....	327	20, 801, 712	2, 246, 357	22, 390, 632	135	127	2, 379	3, 966, 452
Ontario .....	294	31, 162, 424	2, 260, 192	34, 616, 970	66	58	3, 865	7, 197, 481
Manitoba .....	82	2, 848, 403	120, 340	4, 307, 638	49	48	518	724, 072
Saskatchewan .....	112	2, 602, 101	67, 848	4, 167, 381	64	80	451	625, 006
Alberta .....	128	5, 489, 734	—	7, 036, 339	67	64	716	1, 164, 247
British Columbia <sup>2</sup> .....	114	8, 145, 327	20, 867	9, 226, 015	36	39	980	2, 205, 830

<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> 1965

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>1,171</b>	<b>652,581</b>	<b>75,371,826</b>	<b>5,082,144</b>	<b>89,134,806</b>	<b>486,904,636</b>	<b>18</b>	<b>85</b>
Newfoundland .....	33	9,527	760,041	73,670	1,334,533	6,349,364	21	57
Prince Edward Island .....	6	2,724	178,511	13,893	322,574	1,247,712	26	55
Nova Scotia .....	43	25,498	2,057,984	155,155	3,357,326	18,915,468	18	61
Halifax .....	6	6,521	850,156	85,784	1,130,737	7,822,724	14	75
Other places .....	37	18,977	1,207,828	69,371	2,226,589	11,092,744	20	54
New Brunswick .....	32	16,554	1,325,589	123,822	2,375,398	12,290,129	19	56
Saint John .....	3	2,793	396,169	39,035	625,090	3,267,109	19	63
Other places .....	29	13,761	929,420	84,787	1,750,308	9,023,020	19	53
Quebec .....	327	184,696	20,801,712	2,246,357	22,390,632	135,781,198	16	93
Montreal .....	58	52,622	10,045,032	1,105,325	9,224,563	60,187,266	15	1.09
Quebec .....	12	9,962	1,324,339	149,487	1,533,211	12,825,176	12	86
Rouyn .....	4	2,015	185,195	18,464	221,931	1,271,504	18	83
Sherbrooke .....	5	4,251	387,025	39,379	442,067	3,977,558	11	88
Trois-Rivières .....	4	2,895	329,736	35,575	452,316	2,112,318	21	73
Other places .....	244	112,951	8,530,385	898,127	10,516,544	55,407,376	19	81
Ontario .....	294	214,285	31,162,424	2,260,192	34,616,970	185,153,986	19	90
Toronto .....	58	56,576	11,516,848	1,018,035	9,868,798	50,397,830	20	1.17
Hamilton .....	13	12,399	1,934,373	160,786	1,898,666	12,576,564	15	1.02
Ottawa .....	11	10,518	2,179,877	164,613	2,454,837	13,904,800	18	89
London .....	6	5,712	1,210,178	102,534	1,167,570	7,132,148	16	1.04
Windsor .....	5	6,028	883,473	70,151	979,625	7,173,712	14	90
Sudbury .....	4	3,839	623,652	35,994	787,157	4,954,404	16	79
Kitchener .....	4	4,047	554,015	35,079	681,867	3,189,992	21	81
St. Catharines .....	3	2,826	412,334	22,571	534,421	2,947,152	18	77
Oshawa .....	4	3,057	457,371	29,383	555,820	3,848,208	14	82
Sault Ste. Marie .....	4	2,903	434,382	25,538	602,811	3,740,230	16	72
Other places .....	182	106,380	10,955,921	595,508	15,085,398	75,288,946	20	73
Manitoba .....	82	34,788	2,848,403	120,340	4,307,638	24,067,069	18	66
Winnipeg .....	16	13,312	1,765,540	86,898	2,473,561	17,015,545	14	71
Other places .....	66	21,476	1,082,863	33,442	1,834,077	7,051,524	26	59
Saskatchewan .....	112	44,175	2,602,101	67,848	4,167,381	21,281,610	20	62
Regina .....	4	3,554	504,151	29,413	687,574	4,197,024	16	73
Saskatoon .....	6	5,051	610,146	26,171	780,166	4,695,436	17	78
Other places .....	102	35,570	1,487,804	12,264	2,699,641	12,389,150	22	55
Alberta .....	128	57,842	5,489,734	—	7,036,339	36,210,754	19	78
Edmonton .....	13	10,892	1,805,817	—	1,777,139	10,999,532	16	1.02
Calgary .....	10	9,258	1,742,175	—	1,783,672	9,651,816	18	98
Other places .....	105	37,692	1,941,742	—	3,475,528	15,559,406	22	56
British Columbia <sup>3</sup> .....	114	62,492	8,145,327	20,867	9,226,015	45,607,347	20	88
Vancouver .....	21	20,126	3,970,072	—	3,614,623	20,303,338	18	1.10
Victoria .....	4	4,649	665,507	—	703,527	5,412,576	13	95
Other places .....	82	35,653	3,210,305	—	4,548,588	18,819,583	24	71
Yukon and Northwest Territories .....	7	2,064	299,443	20,867	359,277	1,071,850	33	83

<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, 1965

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			
<b>Canada</b> .....	<b>1,109</b>	<b>62</b>	<b>74,894,724</b>	<b>477,102</b>	<b>5,068,628</b>	<b>13,516</b>	<b>88,379,548</b>	<b>755,258</b>
Newfoundland .....	16	17	718,495	41,546	73,477	193	1,250,456	84,077
Prince Edward Island .....	6	—	178,511	—	13,893	—	322,574	—
Nova Scotia .....	43	—	2,057,984	—	155,155	—	3,357,326	—
New Brunswick .....	32	—	1,325,589	—	123,822	—	2,375,398	—
Quebec .....	317	10	20,710,055	91,657	2,236,928	9,429	22,256,783	133,849
Ontario .....	285	9	31,119,765	42,659	2,259,618	<sup>1</sup>	34,533,533	83,437
Manitoba .....	77	5	2,775,220	73,183	117,999	<sup>1</sup>	4,209,733	97,905
Saskatchewan .....	106	6	2,584,639	17,462	67,848	—	4,130,630	36,751
Alberta .....	124	4	5,458,045	31,689	—	—	6,985,816	50,523
British Columbia <sup>2</sup> .....	103	11	7,966,421	178,906	19,888	<sup>1</sup>	8,957,299	268,716

<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 7. Employment and Payroll, <sup>1</sup> 1965

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>All theatres</b>												
<b>Canada</b> .....	<b>5,499</b>	<b>4,042</b>	<b>16,924,030</b>	<b>1,285</b>	<b>10</b>	<b>5,016,754</b>	<b>235</b>	<b>4</b>	<b>197,189</b>	<b>3,979</b>	<b>4,028</b>	<b>11,710,087</b>
Newfoundland .....	58	32	147,083	17	—	<sup>2</sup>	2	—	<sup>2</sup>	39	32	90,998
Prince Edward Island .....	14	11	28,600	6	1	<sup>2</sup>	1	—	<sup>2</sup>	7	10	20,117
Nova Scotia .....	166	140	546,706	51	—	147,351	10	—	8,208	105	140	391,147
New Brunswick .....	111	100	318,553	33	—	93,772	3	—	2,186	75	100	222,595
Quebec .....	1,665	714	3,968,452	401	2	1,093,341	121	1	95,529	1,143	711	2,777,582
Ontario .....	2,167	1,698	7,197,481	367	1	2,134,041	22	—	23,920	1,778	1,697	5,039,520
Manitoba .....	248	270	724,072	76	1	227,578	17	—	7,887	155	269	488,607
Saskatchewan .....	251	200	625,006	89	—	208,689	15	—	4,600	147	200	411,717
Alberta .....	329	387	1,164,247	123	5	395,379	11	2	7,676	195	380	761,192
British Columbia <sup>1</sup> .....	490	490	2,205,830	122	—	656,413	33	1	41,905	335	489	1,507,512
<b>Full-time (operating 300 days and over)</b>												
<b>Canada</b> .....	<b>4,758</b>	<b>3,506</b>	<b>15,796,939</b>	<b>982</b>	<b>6</b>	<b>4,556,559</b>	<b>180</b>	<b>3</b>	<b>180,316</b>	<b>3,596</b>	<b>3,497</b>	<b>11,060,064</b>
Newfoundland .....	53	32	142,467	15	—	<sup>2</sup>	2	—	<sup>2</sup>	36	32	88,714
Prince Edward Island .....	9	7	23,689	4	—	5,722	—	—	—	5	7	17,967
Nova Scotia .....	125	118	495,168	31	—	127,902	7	—	7,846	87	118	359,420
New Brunswick .....	88	86	297,150	21	—	<sup>2</sup>	2	—	<sup>2</sup>	65	86	214,941
Quebec .....	1,476	654	3,764,234	316	1	992,418	109	—	91,714	1,051	653	2,680,102
Ontario .....	2,031	1,590	6,908,918	331	1	<sup>2</sup>	20	—	<sup>2</sup>	1,680	1,589	4,869,427
Manitoba .....	167	184	626,276	40	—	185,604	7	—	5,910	120	184	434,762
Saskatchewan .....	139	111	453,524	43	—	148,648	4	—	2,224	92	111	302,652
Alberta .....	229	274	942,765	77	4	317,514	6	2	6,888	146	268	618,363
British Columbia <sup>3</sup> .....	441	450	2,142,748	104	—	633,150	23	1	35,882	314	449	1,473,716

See footnotes at end of table.

TABLE 7. Employment and Payroll,<sup>1</sup> 1965 - 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)			\$			\$			\$			\$
<b>Canada</b> .....	<b>741</b>	<b>536</b>	<b>1,127,091</b>	<b>303</b>	<b>4</b>	<b>460,195</b>	<b>55</b>	<b>1</b>	<b>16,873</b>	<b>383</b>	<b>531</b>	<b>650,023</b>
Newfoundland .....	5	—	4,616	2	—	2	—	—	—	3	—	2
Prince Edward Island .....	5	4	4,911	2	1	2	1	—	2	2	3	2
Nova Scotia .....	41	22	51,538	20	—	19,449	3	—	362	18	22	31,727
New Brunswick .....	23	14	21,403	12	—	2	1	—	2	10	14	7,654
Quebec .....	189	60	202,218	85	1	100,923	12	1	3,815	92	58	97,480
Ontario .....	136	108	288,563	36	—	2	2	—	2	98	108	170,093
Manitoba .....	81	86	97,796	36	1	41,974	10	—	1,977	35	85	53,845
Saskatchewan .....	112	89	171,482	46	—	60,041	11	—	2,376	55	89	109,065
Alberta .....	100	113	221,482	46	1	77,865	5	—	788	49	112	142,829
British Columbia <sup>3</sup> .....	49	40	63,082	18	—	23,263	10	—	6,023	21	40	33,796

<sup>1</sup> Not including proprietors of unincorporated firms.<sup>2</sup> 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 1965 totalled 247 with a capacity for 94,482 cars, an increase of 5 in the number of theatres and 1,947 in car capacity. Receipts from admissions (excluding taxes) increased to \$9,790,408 from \$9,022,971 in 1964, or 8.5 per cent. Total receipts from other sources amounted to \$4,547,597 compared with \$3,992,032 in 1964, of which \$4,292,061 was derived from the sale of candy, drinks, cigarettes, etc., \$96,575 from the rental of concessions and vending machine space, \$72,607 from exhibiting commercial advertising films and \$86,354 from other unidentified sources. These

theatres employed 2,176 persons and paid \$2,500,346 in salaries and wages. There were 70 working proprietors compared with 67 the previous year and 76 unpaid family members as against 76 in 1964. Amusement taxes amounted to \$504,822 compared with \$407,528 in 1964, a substantial increase of almost 24 per cent.

Twelve of the 247 drive-in theatres operating in 1965 were equipped with 16 mm. projectors and reported receipts (excluding taxes) of \$101,099 and a total attendance of 132,118.

TABLE 8. Summary Statistics of Drive-in Theatres, 1947-65

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 <sup>2</sup>		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 <sup>2</sup>		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
1965 .....	247	94,482	9,790,408	504,822	10,779,933	1,246	930	2,500,346

<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, 1965

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 <sup>1</sup> revenue
					dollars			
<b>Canada</b> .....	<b>247</b>	<b>94,482</b>	<b>645</b>	<b>10,779,933</b>	<b>9,790,408</b>	<b>504,822</b>	<b>4,292,061</b>	<b>255,536</b>
Newfoundland.....	—	—	—	—	—	—	—	—
Prince Edward Island ....	5	1,187	—	132,311	82,514	7,855	<sup>2</sup>	<sup>2</sup>
Nova Scotia.....	10	3,329	—	356,903	292,142	29,527	215,364	<sup>2</sup>
New Brunswick.....	13	4,545	—	477,902	315,834	27,825	166,680	9,908
Quebec.....	—	—	—	—	—	—	—	—
Ontario.....	91	43,159	40	5,137,712	4,973,071	397,156	2,327,252	104,725
Manitoba .....	14	6,466	5	766,646	663,290	34,982	<sup>2</sup>	53,420
Saskatchewan .....	32	8,604	86	760,741	591,231	7,477	203,157	31,653
Alberta.....	37	13,858	80	1,431,775	1,325,168	—	525,416	22,381
British Columbia .....	45	13,334	434	1,715,943	1,547,158	—	725,055	27,625

<sup>1</sup> Includes \$96,575 rental revenue from concessions and vending machines and \$72,607 from exhibiting commercial advertising films.

<sup>2</sup> Withheld to avoid disclosing individual operations but these are included in the totals.

TABLE 10. Employment and Payroll of Drive-in Theatres,<sup>1</sup> 1965

Province	Total employees	Total payroll	Projectionists			All other employees <sup>2</sup>		
			M	F	Salaries	M	F	Salaries
		\$			\$			\$
<b>Canada</b> .....	<b>2,176</b>	<b>2,500,346</b>	<b>230</b>	<b>—</b>	<b>676,339</b>	<b>1,016</b>	<b>930</b>	<b>1,824,007</b>
Newfoundland .....	—	—	—	—	—	—	—	—
Prince Edward Island .....	18	14,302	2	—	<sup>3</sup>	8	8	<sup>3</sup>
Nova Scotia.....	85	77,290	8	—	<sup>3</sup>	41	36	<sup>3</sup>
New Brunswick.....	98	72,233	12	—	20,908	44	42	51,325
Quebec.....	—	—	—	—	—	—	—	—
Ontario.....	1,055	1,236,644	95	—	334,378	506	454	902,266
Manitoba .....	100	143,571	14	—	41,415	62	24	102,156
Saskatchewan .....	198	150,182	25	—	46,763	75	98	103,419
Alberta.....	302	343,814	36	—	80,590	137	129	263,224
British Columbia .....	320	462,310	38	—	126,475	143	139	335,835

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

<sup>2</sup> Includes 19 assistant projectionists who were paid \$9,430.

<sup>3</sup> Withheld to avoid disclosing individual operations but these are included in the totals.

### PART III

#### Film Exchanges

During 1965 films were distributed by 63 companies through 128 offices located across Canada. These exchanges had receipts of \$47,137,047 compared with receipts of \$41,288,801 obtained by 60 companies operating through 129 offices in 1964. A total of \$4,011,709 was distributed in salaries and wages to 767 persons.

Total receipts from the rental of films increased by \$5,325,851 to \$46,206,778 of which \$31,119,634 was from the rental of 35 mm. films and \$15,087,144 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 (\$13,164,302), for theatrical use (\$1,159,662) and for non-theatrical use (\$763,180).

New films releases for theatrical bookings numbered 1,014 of which 676 were features, 115 cartoons, 114 newsreels and 109 other short subjects. These new releases were also classified by size of film and language and the data are presented in Table 13. The 676 features were further subdivided according to the country of origin as follows:

United States .....	284
France .....	169
Great Britain .....	41
Italy .....	94
Canada .....	12
Other countries .....	76
<b>Total .....</b>	<b>676</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
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
1965 .....	63	128	394	373	2,743,629	1,268,080	46,206,778	85,503	844,766

<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, 1965

Size of film	Theatrical use	Television use	Other non-theatrical use	Total, all uses
dollars				
<b>Totals .....</b>	<b>32,279,296</b>	<b>13,164,302</b>	<b>763,180</b>	<b>46,206,778</b>
16 mm. ....	1,159,662	13,164,302	763,180	15,087,144
35 mm. ....	31,119,634	—	—	31,119,634



**TABLE 13. Type, Size and Language of New Films<sup>1</sup> Released for Theatrical Booking, 1965**

Type and size of film	Total all languages	English language	French language	Other languages
<b>Total, all types:</b>				
16 mm. ....	177	131	43	3
35 mm. ....	837	478	272	87
<b>Features:</b>				
16 mm. ....	121	76	43	2
35 mm. ....	555	288	198	69
<b>Short subjects:</b>				
Cartoons:				
16 mm. ....	22	22	—	—
35 mm. ....	93	93	—	—
Newsreels:				
16 mm. ....	—	—	—	—
35 mm. ....	114	52	52	10
Other:				
16 mm. ....	34	33	—	1
35 mm. ....	75	45	22	8

<sup>1</sup> Title count.



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