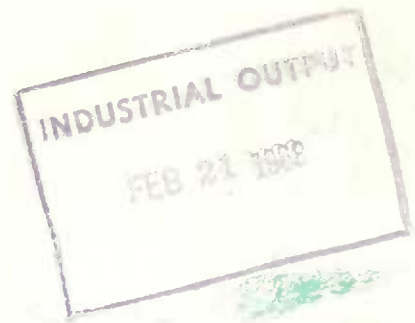


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ANNUAL



# MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

1966

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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.
- ° preliminary figures.
- \* revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

# MOTION PICTURE THEATRES AND FILM DISTRIBUTORS

## 1966

During 1966 there were 1,394 motion picture theatres operating in Canada of which 1,149 were regular theatres and 245 drive-in theatres. These theatres together admitted 98,959,208 persons and had receipts (excluding taxes) of \$94,366,239. Comparable figures for 1965 were 1,418 theatres having receipts of \$85,162,234 and admissions of 99,914,739. Amusement taxes in 1966 amounted to \$6,517,892 versus \$5,586,966 in 1965.

The per capita expenditure on both types of theatres, at an average of \$5.04 in 1966, was \$0.40

higher than the previous year and \$3.26 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, copies of which are available from the Queen's Printer.

**Summary of Motion Picture Theatre Exhibition in Canada, 1966**

Item	Total, all theatres	Regular theatres	Drive-in theatres
Theatres ..... No.	1,394	1,149	245
Receipts from admissions (excluding taxes) ..... \$	94,366,239	83,004,592	11,361,647
Amusement taxes ..... \$	6,517,892	5,851,617	666,275
Paid admissions ..... No.	98,959,208	87,694,046	11,265,162

**Per Capita Expenditure<sup>1</sup> on Motion Picture Entertainment, Canada and the Provinces, 1958-66**

Province	1958	1959	1960	1961	1962	1963	1964	1965	1966
	dollars								
<b>Canada</b> .....	<b>5.21</b>	<b>4.70</b>	<b>4.39</b>	<b>4.08</b>	<b>3.91</b>	<b>4.04</b>	<b>4.33</b>	<b>4.64</b>	<b>5.04</b>
Newfoundland .....	2.49	2.17	1.67	1.61	1.78	1.65	1.67	1.67	1.80
Prince Edward Island .....	2.42	2.39	2.17	2.25	2.41	2.26	2.48	2.62	3.13
Nova Scotia .....	4.00	3.55	3.41	2.90	2.89	2.66	2.98	3.33	3.58
New Brunswick .....	3.53	3.17	2.77	2.65	2.37	2.44	2.75	2.88	3.11
Quebec .....	4.38	3.88	3.79	3.56	3.54	3.68	3.79	4.07	4.39
Ontario .....	6.12	5.61	5.14	4.85	4.58	4.95	5.33	5.76	6.19
Manitoba .....	4.52	4.16	4.08	3.68	3.89	3.33	3.67	3.81	4.52
Saskatchewan .....	4.79	4.16	3.64	3.28	2.91	2.82	3.30	3.44	3.72
Alberta .....	6.40	5.62	5.14	4.45	4.04	4.07	4.40	4.70	5.24
British Columbia <sup>2</sup> .....	6.25	5.70	5.40	5.04	4.66	4.74	5.16	5.31	5.71

<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 \$83,004,592 in 1966 which, compared with the 1965 total of \$75,371,826, showed an increase of 10.1 per cent, the fourth increase in receipts since 1953. The number of paid admissions decreased to 87,694,046 from 89,134,806 or 1.6 per cent. A decrease of 22 theatres brought the number of regular theatres down to 1,149 from 1,171 in 1965 and the seating capacity to 647,847 from 652,581 in 1965.

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 \$15,394,343 and included \$13,945,700 from sales of candy, drinks, cigarettes, etc., (\$12,957,347 in 1965), \$170,967 from the rental of concessions and vending machine space (\$246,428), \$34,184 from exhibiting commercial films (\$22,794) and \$1,243,492 from other sources (\$1,374,579).

**Percentage Changes in Receipts from Admissions, and Number of Paid Admissions of Regular Theatres, 1966 - 65**

Province	Receipts from admissions <sup>1</sup>	Number of paid admissions
	per cent	
Canada .....	+ 10.1	- 1.6
Newfoundland .....	+ 6.2	+ 6.3
Prince Edward Island .....	+ 22.1	+ 4.5
Nova Scotia .....	+ 5.1	- 7.2
New Brunswick .....	+ 6.9	- 11.2
Quebec .....	+ 10.5	+ 1.2
Ontario .....	+ 8.9	- 3.4
Manitoba .....	+ 17.6	- 3.7
Saskatchewan .....	+ 6.5	- 2.2
Alberta .....	+ 11.2	- 1.2
British Columbia .....	+ 13.6	+ 2.4

<sup>1</sup> Excluding taxes.

Receipts from admissions increased in all ten provinces of Canada. Prince Edward Island indicated the largest increase at 22.1 per cent followed by Manitoba 17.6 per cent, British Columbia 13.6 per cent, Alberta 11.2 per cent, etc. The smallest improvement was recorded by Nova Scotia at 5.1 per cent. Number of paid admissions increased in four provinces and decreased in six. The largest increase was recorded by Newfoundland at 6.3 per cent followed by Prince Edward Island at 4.5 per cent, British Columbia 2.4 per cent and Quebec 1.2 per cent. The largest decrease was recorded by New Brunswick at 11.2 per cent followed by Nova Scotia and Manitoba at 7.2 per cent and 3.7 per cent respectively.

The average admission price (excluding taxes) for Canada was \$0.95 in 1966 compared with \$0.85 in 1965. The average price increased in nine provinces and remained constant in Newfoundland. The increases ranged from \$0.06 in Saskatchewan to \$0.15 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)**

Canada .....	1.01
Newfoundland .....	0.62
Prince Edward Island .....	0.69
Nova Scotia .....	0.75
New Brunswick .....	0.74
Quebec .....	1.12
Ontario .....	1.10
Manitoba .....	0.85
Saskatchewan .....	0.69
Alberta .....	0.88
British Columbia .....	0.98

Regular theatres employed 9,753 persons in 1966 and salaries and wages totalled \$18,245,314 compared with \$16,924,030 received by 9,541 persons in 1965. These employment figures include executives of incorporated firms but do not include proprietors of unincorporated businesses who were actively engaged in the business. In 1966, the number of working proprietors of unincorporated firms who were actively engaged in the business totalled 482. Added to this were 535 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 1,017 in 1966.



TABLE 1. Summary Statistics of Motion Picture Theatres, 1943-66<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 <sup>4</sup>		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
1966 .....	1,149	83,004,592	5,851,617	87,694,046	5,470	4,283	18,245,314

<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, 1960-66

(Excluding amusement taxes)

Province	1960	1961	1962	1963	1964	1965	1966
dollars							
Canada .....	65,504,666	62,228,910	60,941,230	63,816,752	69,324,744	75,371,826	83,004,592
Newfoundland .....	682,968	654,391	749,248	718,406	744,149	760,041	807,204
Prince Edward Island....	167,920	164,755	165,666	151,388	174,033	178,511	217,997
Nova Scotia .....	2,026,718	1,739,381	1,798,074	1,660,046	1,866,326	2,057,984	2,162,606
New Brunswick .....	1,302,745	1,234,435	1,107,755	1,167,857	1,290,788	1,325,589	1,417,082
Quebec .....	17,430,782	16,884,870	17,110,111	18,129,106	18,953,650	20,801,712	22,994,962
Ontario .....	25,729,662	24,873,345	23,993,909	26,038,262	28,398,395	31,162,424	33,922,384
Manitoba .....	3,103,690	2,808,232	3,054,179	2,555,502	2,770,399	2,848,403	3,348,743
Saskatchewan .....	2,704,267	2,456,670	2,158,341	2,072,923	2,480,891	2,602,101	2,771,853
Alberta .....	5,521,135	4,893,135	4,484,215	4,547,893	4,995,390	5,489,734	6,105,133
British Columbia <sup>1</sup> .....	6,834,779	6,519,696	6,379,732	6,775,369	7,650,723	8,145,327	9,256,628

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

TABLE 3. Receipts of Motion Picture Theatres, by Source and by Provinces, 1966

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 .....	1,149	83,004,592	5,851,617	13,915,700	170,967	34,184	1,243,492
Newfoundland .....	32	807,204	78,531	144,864	x	x	7,723
Prince Edward Island .....	6	217,997	15,725	31,877	x	—	—
Nova Scotia .....	43	2,162,606	182,959	498,745	1,100	x	58,604
New Brunswick .....	32	1,417,082	133,631	335,263	1,268	600	21,951
Quebec .....	323	22,994,962	2,393,649	2,916,362	45,695	16,364	268,294
Ontario .....	292	33,922,384	2,766,321	6,155,632	35,890	7,512	507,623
Manitoba .....	75	3,348,743	195,178	575,705	38,776	1,482	44,891
Saskatchewan .....	110	2,771,853	59,758	595,792	24,552	1,165	80,933
Alberta .....	125	6,105,133	—	1,137,843	16,498	2,457	97,050
British Columbia <sup>1</sup> .....	111	9,256,628	25,865	1,553,617	4,178	1,568	156,423

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

TABLE 4. Summary Statistics of Motion Picture Theatres, by Provinces, 1966

	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 .....	1,149	83,004,592	5,851,617	87,694,046	482	535	9,753	18,245,314
Newfoundland .....	32	807,204	78,531	1,418,629	20	23	98	141,537
Prince Edward Island .....	6	217,997	15,725	337,051	3	4	23	32,045
Nova Scotia .....	43	2,162,606	182,959	3,114,320	14	14	306	558,835
New Brunswick .....	32	1,417,082	133,631	2,108,712	13	14	202	323,750
Quebec .....	323	22,994,962	2,393,649	22,658,498	132	150	2,394	4,314,807
Ontario .....	292	33,922,384	2,766,321	33,426,257	73	70	3,881	7,683,303
Manitoba .....	75	3,348,743	195,178	4,149,166	52	55	553	769,161
Saskatchewan .....	110	2,771,853	59,758	4,076,157	70	86	499	695,315
Alberta .....	125	6,105,133	—	6,955,021	72	69	776	1,286,547
British Columbia <sup>2</sup> .....	111	9,256,628	25,865	9,450,235	33	50	1,021	2,440,014

<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> 1966

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>1,149</b>	<b>647,847</b>	<b>83,004,592</b>	<b>5,851,617</b>	<b>87,694,046</b>	<b>487,802,793</b>	<b>18</b>	<b>0.93</b>
Newfoundland .....	32	9,256	807,204	78,531	1,418,629	5,766,992	25	0.57
Prince Edward Island .....	6	3,047	217,997	15,725	337,051	991,845	34	0.65
Nova Scotia .....	43	24,949	2,162,606	182,959	3,114,320	17,808,910	18	0.69
Halifax .....	6	6,516	927,715	99,001	1,058,254	7,817,524	14	0.88
Other places .....	37	18,433	1,234,891	83,958	2,056,066	9,991,386	21	0.60
New Brunswick .....	32	16,494	1,417,082	133,631	2,108,712	11,787,692	18	0.67
Saint John .....	3	2,793	405,139	41,849	513,720	3,251,724	16	0.79
Other places .....	29	13,701	1,011,943	91,782	1,594,992	8,535,968	19	0.63
Quebec .....	323	183,702	22,994,962	2,393,649	22,658,498	136,167,516	17	1.01
Montreal .....	58	52,486	11,434,291	1,199,100	9,446,082	62,104,576	15	1.21
Quebec .....	12	9,963	1,431,762	158,974	1,423,388	11,934,000	12	1.01
Rouyn .....	4	2,077	187,080	18,508	231,048	1,275,456	18	0.81
Sherbrooke .....	5	4,255	391,324	39,691	418,612	3,759,574	11	0.93
Trois-Rivières .....	4	2,879	340,433	36,008	419,478	2,234,388	19	0.81
Other places .....	240	112,042	9,210,072	941,368	10,719,890	54,859,522	20	0.86
Ontario .....	292	214,683	33,922,384	2,766,321	33,426,257	187,898,652	18	1.02
Toronto .....	55	54,971	11,984,953	1,118,270	9,218,167	50,501,942	18	1.30
Hamilton .....	13	12,312	2,137,757	200,509	1,804,105	13,004,628	14	1.18
Ottawa .....	11	10,517	2,385,647	184,250	2,452,323	13,544,661	18	0.97
London .....	7	6,190	1,363,082	126,770	1,133,274	8,241,648	14	1.20
Windsor .....	6	7,504	1,000,424	88,946	935,446	7,328,692	13	1.07
Sudbury .....	4	3,839	771,923	56,522	844,647	5,589,584	15	0.91
Kitchener .....	4	4,047	710,860	59,333	818,509	3,834,012	21	0.87
St. Catharines .....	3	2,826	393,715	24,942	492,242	2,947,152	17	0.80
Oshawa .....	4	3,057	474,492	39,473	512,840	3,848,208	13	0.93
Sault Ste. Marie .....	4	2,912	475,815	35,759	547,988	3,753,334	15	0.87
Other places .....	181	106,508	12,223,716	831,547	14,666,716	75,304,791	19	0.83
Manitoba .....	75	32,067	3,348,743	195,178	4,149,166	22,734,186	18	0.81
Winnipeg .....	14	11,728	2,138,411	144,510	2,438,240	15,770,242	16	0.88
Other places .....	61	20,339	1,210,332	50,668	1,710,926	6,963,944	25	0.71
Saskatchewan .....	110	43,497	2,771,853	59,758	4,076,157	20,966,044	19	0.68
Regina .....	4	3,550	568,706	35,914	736,919	4,311,840	17	0.77
Saskatoon .....	5	4,421	635,559	11,706	684,693	4,784,428	14	0.93
Other places .....	101	35,526	1,567,588	12,138	2,654,545	11,869,776	22	0.59
Alberta .....	125	56,911	6,105,133	—	6,955,021	37,724,624	18	0.88
Edmonton .....	13	10,853	2,058,485	—	1,833,666	11,339,692	16	1.12
Calgary .....	10	9,331	1,979,210	—	1,751,068	10,987,600	16	1.13
Other places .....	102	36,727	2,067,438	—	3,370,287	15,397,332	22	0.61
British Columbia <sup>3</sup> .....	111	63,241	9,256,628	25,865	9,450,235	45,956,332	21	0.98
Vancouver .....	22	20,571	4,313,305	—	3,694,253	20,213,671	18	1.17
Victoria .....	4	4,655	787,735	—	681,251	5,420,064	13	1.16
Other places .....	77	35,822	3,866,844	—	4,731,959	19,351,181	24	0.82
Yukon and Northwest Territories .....	8	2,193	288,744	25,865	342,772	971,416	35	0.84

<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, 1966

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>1,097</b>	<b>52</b>	<b>82,649,399</b>	<b>355,193</b>	<b>5,833,374</b>	<b>18,243</b>	<b>87,114,888</b>	<b>579,158</b>
Newfoundland .....	16	16	771,595	35,609	78,221	x	1,328,896	89,733
Prince Edward Island .....	6	—	217,997	—	15,725	—	337,051	—
Nova Scotia .....	43	—	2,162,606	—	182,959	—	3,114,320	—
New Brunswick .....	32	—	1,417,082	—	133,631	—	2,108,712	—
Quebec .....	316	7	22,934,841	60,121	2,388,525	5,124	22,559,045	99,453
Ontario .....	285	7	33,897,813	24,571	2,766,321	—	33,379,300	46,957
Manitoba .....	71	4	3,334,850	13,893	195,178	—	4,119,065	30,101
Saskatchewan .....	106	4	2,757,839	14,014	59,758	—	4,047,714	28,443
Alberta .....	121	4	6,082,688	22,445	—	—	6,915,591	39,430
British Columbia <sup>1</sup> .....	101	10	9,072,088	184,540	13,056	x	9,205,194	245,041

<sup>1</sup> Including Yukon and Northwest Territories.TABLE 7. Employment and Payroll,<sup>1</sup> 1966

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>5,470</b>	<b>4,283</b>	<b>18,245,314</b>	<b>1,290</b>	<b>7</b>	<b>5,363,427</b>	<b>204</b>	<b>5</b>	<b>186,203</b>	<b>3,976</b>	<b>4,271</b>	<b>12,695,684</b>
Newfoundland .....	62	36	141,537	19	—	x	4	—	x	39	36	86,656
Prince Edward Island .....	13	10	32,045	6	—	x	1	—	x	6	10	21,025
Nova Scotia .....	157	149	558,835	49	—	158,241	8	1	10,858	100	148	389,736
New Brunswick .....	100	102	323,750	33	—	93,360	5	—	4,078	62	102	226,312
Quebec .....	1,652	742	4,314,807	414	3	1,225,842	81	—	69,700	1,157	739	3,019,265
Ontario .....	2,145	1,736	7,683,303	369	—	2,256,925	24	—	26,650	1,752	1,736	5,399,728
Manitoba .....	266	287	769,161	71	1	219,457	16	2	11,267	179	284	538,437
Saskatchewan .....	262	237	695,315	92	1	228,805	16	—	5,689	154	236	460,821
Alberta .....	338	438	1,286,547	112	2	400,754	13	1	5,052	213	435	880,741
British Columbia <sup>2</sup> .....	475	546	2,440,014	125	—	718,907	36	1	48,144	314	545	1,672,963
<b>Full-time (operating 300 days and over)</b>												
<b>Canada</b> .....	<b>4,714</b>	<b>3,766</b>	<b>17,131,906</b>	<b>995</b>	<b>1</b>	<b>4,897,485</b>	<b>156</b>	<b>2</b>	<b>167,826</b>	<b>3,563</b>	<b>3,763</b>	<b>12,066,595</b>
Newfoundland .....	58	32	136,357	16	—	x	4	—	x	38	32	85,117
Prince Edward Island .....	9	7	27,425	3	—	x	1	—	x	5	7	18,825
Nova Scotia .....	117	124	504,007	31	—	138,684	4	—	8,850	82	124	356,473
New Brunswick .....	75	84	273,078	21	—	74,097	5	—	4,078	49	84	194,903
Quebec .....	1,447	683	4,064,508	326	1	1,108,566	69	—	64,802	1,052	682	2,891,140
Ontario .....	1,980	1,622	7,406,113	331	—	x	22	—	x	1,627	1,622	5,231,435
Manitoba .....	202	225	696,354	42	—	186,985	9	—	10,118	151	225	499,251
Saskatchewan .....	138	144	544,446	44	—	171,508	6	—	2,771	88	144	370,167
Alberta .....	273	372	1,179,843	78	—	x	10	1	x	185	371	824,517
British Columbia <sup>2</sup> .....	415	473	2,299,775	103	—	662,859	26	1	42,149	286	472	1,594,767

See footnotes at end of table.

TABLE 7. Employment and Payroll.<sup>1</sup> 1966 - 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>756</b>	<b>517</b>	<b>1, 113, 408</b>	<b>295</b>	<b>6</b>	<b>465, 942</b>	<b>48</b>	<b>3</b>	<b>18, 377</b>	<b>413</b>	<b>508</b>	<b>629, 089</b>
Newfoundland .....	4	4	5, 180	3	—	3, 641	—	—	—	1	4	1, 539
Prince Edward Island .....	4	3	4, 620	3	—	2, 420	—	—	—	1	3	2, 200
Nova Scotia .....	40	25	54, 828	18	—	19, 557	4	1	2, 008	18	24	33, 263
New Brunswick .....	25	18	50, 672	12	—	19, 263	—	—	—	13	18	31, 409
Quebec .....	205	59	250, 299	88	2	117, 276	12	—	4, 898	105	57	128, 125
Ontario .....	165	114	277, 190	38	—	x	2	—	x	125	114	168, 293
Manitoba .....	64	62	72, 807	29	1	32, 472	7	2	1, 149	28	59	39, 186
Saskatchewan .....	124	93	150, 869	48	1	57, 297	10	—	2, 918	66	92	90, 654
Alberta .....	65	66	106, 704	34	2	x	3	—	x	28	64	56, 224
British Columbia <sup>2</sup> .....	60	73	140, 239	22	—	56, 048	10	—	5, 995	28	73	78, 196

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

## PART II

## Drive-in Theatres

The number of drive-in theatres operating in Canada in 1966 totalled 245 with a capacity for 95,683 cars, a decrease of 2 in the number of theatres and an increase of 1,201 in car capacity. Receipts from admissions (excluding taxes) increased to \$11,361,647 from \$9,790,408 in 1965, or 16.0 per cent. Total receipts from other sources amounted to \$5,224,373 compared with \$4,547,597 in 1965, of which \$4,901,289 was derived from the sale of candy, drinks, cigarettes, etc., \$150,493 from the rental of concessions and vending machine space, \$84,895 from exhibiting commercial advertising films and \$87,696 from other unidentified

sources. These theatres employed 2,393 persons and paid \$2,817,582 in salaries and wages. There were 80 working proprietors compared with 70 the previous year and 70 unpaid family members as against 76 in 1965. Amusement taxes amounted to \$666,275 compared with \$504,822 in 1965, a substantial increase of almost 32 per cent.

Nine of the 245 drive-in theatres operating in 1966 were equipped with 16 mm. projectors and reported receipts (excluding taxes) of \$76,918 and a total attendance of 97,506.

TABLE 8. Summary Statistics of Drive-in Theatres, 1947-66

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
1966 .....	245	95,683	11,361,647	666,275	11,265,162	1,341	1,042	2,817,582

<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, 1966

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>245</b>	<b>95,683</b>	<b>708</b>	<b>11,265,162</b>	<b>11,361,647</b>	<b>666,275</b>	<b>4,901,289</b>	<b>323,084</b>
Newfoundland .....	—	—	—	—	—	—	—	—
Prince Edward Island ....	5	1,345	—	145,357	98,674	8,388	2,838	x
Nova Scotia.....	10	3,486	—	393,198	326,684	33,020	237,495	x
New Brunswick.....	13	4,642	—	488,521	337,030	30,788	215,816	10,676
Quebec.....	—	—	—	—	—	—	—	—
Ontario.....	93	44,528	40	5,475,164	5,902,674	527,380	2,675,054	132,792
Manitoba .....	15	6,681	40	754,064	751,455	61,424	110,167	56,113
Saskatchewan .....	32	8,645	118	818,573	716,519	5,275	237,473	35,890
Alberta.....	35	13,410	50	1,460,104	1,561,775	—	614,390	35,498
British Columbia .....	42	12,946	460	1,730,181	1,666,836	—	782,508	45,063

<sup>1</sup> Includes 150,493 rental revenue from concessions and vending machines and \$84,895 from exhibiting commercial advertising films.

TABLE 10. Employment and Payroll of Drive-in Theatres,<sup>1</sup> 1966

Province	Total employees	Total payroll	Projectionists			All other employees <sup>2</sup>		
			M	F	Salaries	M	F	Salaries
		\$			\$			\$
<b>Canada</b> .....	<b>2,383</b>	<b>2,817,582</b>	<b>235</b>	<b>—</b>	<b>723,877</b>	<b>1,106</b>	<b>1,042</b>	<b>2,093,705</b>
Newfoundland .....	—	—	—	—	—	—	—	—
Prince Edward Island .....	29	22,840	3	—	9,062	11	15	13,778
Nova Scotia.....	85	82,130	10	—	18,923	38	37	63,207
New Brunswick.....	130	88,703	14	—	19,836	56	60	68,867
Quebec.....	—	—	—	—	—	—	—	—
Ontario.....	1,163	1,408,859	98	—	366,585	557	508	1,042,274
Manitoba .....	113	170,336	16	—	45,536	67	30	124,800
Saskatchewan .....	215	157,049	25	—	50,650	85	105	106,399
Alberta.....	326	372,703	32	—	72,428	144	150	300,275
British Columbia .....	322	514,962	37	—	140,857	148	137	374,105

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

<sup>2</sup> Includes 32 assistant projectionists who were paid \$17,666.



## PART III

## Film Exchanges

During 1966 films were distributed by 82 companies through 126 offices located across Canada. These exchanges had receipts of \$53,389,163 compared with receipts of \$47,137,047 obtained by 63 companies operating through 128 offices in 1965. A total of \$4,425,247 was distributed in salaries and wages to 813 persons.

Total receipts from the rental of films increased by \$6,832,382 to \$53,039,160 of which \$32,660,870 was from the rental of 35 mm. films and \$20,378,290 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 (\$18,136,463), for theatrical use (\$1,305,659) and for non-theatrical use (\$936,168).

New films released for theatrical bookings numbered 984 of which 637 were features, 164 cartoons, 110 newsreels and 73 other short subjects. These new releases were also classified by size of film and language and the data are presented in Table 13. The 637 features were further subdivided according to the country of origin as follows:

United States .....	228
France .....	157
Great Britain .....	62
Italy .....	108
Canada .....	11
Other countries .....	71
<b>Total.....</b>	<b>637</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		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>1</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
1966 .....	62	126	414	399	3,049,039	1,376,208	53,039,160	40,258	309,745

<sup>1</sup> Number at the end of November; average number for all other years.

TABLE 12. Film Rental Receipts by Use and Size of Film, 1966

Size of film	Theatrical use	Television use	Other non-theatrical use	Total, all uses
dollars				
<b>Totals .....</b>	<b>33,966,529</b>	<b>18,136,463</b>	<b>936,168</b>	<b>53,039,160</b>
16 mm. ....	1,305,659	18,136,463	936,168	20,378,290
35 mm. ....	32,660,870	—	—	32,660,870



TABLE 13. Type, Size and Language of New Films<sup>1</sup> Released for Theatrical Booking, 1966

Type and size of film	Total all languages	English language	French language	Other languages
<b>Total, all types:</b>				
16 mm. ....	209	160	46	3
35 mm. ....	775	468	234	73
<b>Features:</b>				
16 mm. ....	129	81	46	2
35 mm. ....	508	262	180	66
<b>Short subjects:</b>				
Cartoons:				
16 mm. ....	41	41	—	—
35 mm. ....	123	123	—	—
Newsreels:				
16 mm. ....	—	—	—	—
35 mm. ....	110	52	52	6
Other:				
16 mm. ....	39	38	—	1
35 mm. ....	34	31	2	1

<sup>1</sup> Title count.

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