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in LEO TOLSTOY'S

War and Peace

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Co-starring

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ANITA EKBERG

Helmut Dantine • Barry Jones • Anna Maria Ferrero • Milly Vitale • Jeremy Brett and

JOHN MILLS

Produced by DINO DE LAURENTIIS
Directed by KING VIDOR
Based on the novel "War And Peace" by LEO TOLSTOY
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600 Bay St. EM. 8-3055-6 Toronto, Ont.

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  Adelphi Films Limited
  British & Overseas Film Sales
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15
Acknowledged in Ontario for over 20 years to be the symbol of the finest screen entertainment — presented always in an environment of beauty, comfort and courtesy

TWINEX CENTURY THEATRES CORPORATION LIMITED
N. A. TAYLOR, PRESIDENT
TWENTIETH CENTURY THEATRES BUILDING
175 BLOOR ST. E. TORONTO CANADA
Appreciations

THE AFFECTION enjoyed by Louis Rosenfeld, president of Columbia Pictures of Canada Limited, from his colleagues of the Canadian motion picture industry became loud and obvious when the time came for him to receive the third Pioneer of the Year Award at the annual dinner of the Canadian Picture Pioneers in the Royal York Hotel, Toronto, on November 1, 1955. The guest of honor was presented with the onyx-and-gold symbol of the award by Haskell Masters. Rosenfeld thanked the Pioneers and his friends for the honor.

Following the main ceremony Leo Jaffe, who had come from New York both as the representative of the Motion Picture Pioneers of the USA and of Columbia Pictures, presented Rosenfeld with a silver plate from his American colleagues and friends.

Two other presentations, these in behalf of the Canadian Film Awards, preceded the one to Rosenfeld. L. W. Brockington, CMG, QC, presented a framed certificate to Dr. A. W. Trueman, National Film Commissioner, for The Stratford Adventure as The Film of the Year. Before that Walter Herbert, chairman of the Canadian Film Awards, handed Hye Bossin, editor of the Canadian Film Weekly, the CFA’s Special Award for his research into the history of the industry and his promotion of a film archive for this country.

Brockington, who heads the J. Arthur Rank Organization of Canada, made some wittily humorous comment about some of those present, then spoke seriously in praising both the guest of honor and Bossin. He was, as always, interesting and enjoyable. Dr. Trueman, in replying, emphasized that The Stratford Adventure had been directed by Morten Parker and written by Gudrun Parker and he also named the others who had worked on it.

Herbert, who came from Ottawa to make the presentation to Bossin, spoke of the Canadian Film Weekly editor’s deep Canadianism, saying that among many non-industry people he was regarded as one of the industry’s leading figures. Bossin, he said, loved the motion picture industry and was proud of it. The latter, in thanking Herbert, emphasized the value to Canada of the industry’s history and made a plea for the establishment of a film archive.

N. A. Taylor, president of the Canadian Picture Pioneers, acting as toastmaster, introduced Mayor Nathan Phillips, who welcomed the out-of-town guests to the city.

They were followed by John J. Fitzgibbons, CBE, who recalled the part the late Ray Lewis, editor of the Canadian Moving Picture Digest, played in organizing the Canadian Picture Pioneers.

The last speaker of the evening was George Oullahan, chairman of the arrangements committee for the dinner, who praised the work of co-chairmen Harry Lester and George Altman and thanked all who helped. A souvenir program, designed by Altman, was on each table, and a large blowup of Rosenfeld flanked by snipes dealing with his business background, stood behind the head table. The latter was made by Al Harvey and Pete Grant of Pictorial Display.

Among those at the head table were Hugh Sedgwick, IA vice-president in Canada; James Cowan, president of the Canadian Film Institute; Fred Peters, president of the Quebec branch of the Pioneers; Mayor A. W. Shackleford of Lethbridge; Charles Chaplin, president of the Canadian Motion Picture Distributors Association; A. J. Mason, president of the Maritime Motion Picture Exhibitors Association; Pierre Harwood of Montreal, president of the Association of Motion Picture Producers and Laboratories of Canada; David Griesdorf, president of the Motion Picture Industry Council of Canada; Owen Bird, president of the British Columbia Motion Picture Exhibitors Association; Harry Mandell, Chief Barker of the Variety Club of Toronto; Robert Hurwitz, representative of the Manitoba Pioneers; and Lionel Lester, president of the Motion Picture Theatres Association of Ontario.

About 450 persons crowded into the Concert Hall of the Royal York for the dinner, which was covered by newsreels, TV and the daily and trade papers.
A GREAT TRADITION
of Motion Picture
Entertainment
Since 1906

The Allens
and Louis Rosenfeld

THEATRE HOLDING CORPORATION
LIMITED

IDENTIFICATION OF PHOTOGRAPHS ON NEXT PAGE

For easier identification the photographs, on
the next page, will be treated as three down¬
ward panels and the persons named from left
to right. Photos of the Rosenfeld and Bossin
presentations are by The Telegram. The others
are by the Royal Studios.

LEFT PANEL: First photo—Morris Stein, who
has since succeeded N. A. Taylor as president;
Herb and Bertha Allen. Second photo—Dr. A.
W. Trueman, Government Film Commissioner,
receives the Canadian Film Awards’ citation for
The Film of the Year, the National Film Board’s
The Stratford Adventure, from Leonard W.
Brockington, CMG, QC.

CENTRE PANEL: First photo — the general
scene. Second photo — Louis Rosenfeld, The
Pioneer of the Year, with Haskell M. Masters,
who made the presentation of the onyx-and-gold
symbol for the CPP; and N. A. Taylor, president
of the CPP, who acted as toastmaster.

RIGHT PANEL: First photo—Chet Friedman, in
charge of publicity for the dinner, and George
Oullahan, chairman of the arrangements com-
mittee. Second photo—Walter Herbert, chairman
of the Canadian Film Awards, presenting a spe¬
cial citation to Hye Bossin, editor of the Cana¬
dian Film Weekly, for historical research and
writings on the Canadian film industry.
TODAY'S TASTE IS FOR *Light*

REFRESHMENT

Cola drinks are the biggest sellers all across the country. And the fastest-growing cola drink on the market is *Pepsi-Cola* because Pepsi has kept pace with today's trend towards lighter, less-filling foods and beverages. Pepsi-Cola sales are now at an all-time high, both at home and abroad.

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Our Business  
By N. A. TAYLOR

CHANGING trends in our business, started in previous years, continue. More theatres are closing and some are trying new policies. Some shuttered theatres are being re-opened by ambitious people who think they can inject more of what it takes to be successful than their predecessors. These new exhibitors can only succeed if circumstances are extremely propitious.

It becomes increasingly evident that we must operate our business with a new set of rules and a new type of thinking. Before the TV era, we had a general rule of thumb that towns or areas could profitably support one theatre seat for every ten people. Proof of the value of this rule was evidenced by the fact that generally a town of 4,000 could support about 400 seats and a town of 30,000 about 3,000 seats. Movies ceased to be the entertainment “time waster” when TV arrived and replaced it in that category. Fewer people now go to the movies regularly or by habit, and most who do attend less frequently. In addition, all kinds of new diversions have taken hold and attracted millions of people, thereby appropriating their spare time. Countless thousands of automobiles and other types of hard goods, such as radios, washing-machines, TV sets, etc., have been sold on very liberal time payment plans. In consideration of these facts, one must now assume that a new rule of thumb must be resolved and this appears to be: one seat for every 20 to 25 people. If this is logical, it means that in a town of 30,000 population one or more theatres must now be closed or go out of business, and a town of 3,000 can only support about 150 seats or less. This may very well prove economically unsound and cause business failure.

Notwithstanding these changed conditions, most of the theatres which have passed out of the picture have been old and antiquated. Very few of the new and modern ones have failed to live with the new set of conditions under which we now operate. Those which have are largely ones that have been badly located and were, therefore, ill-fated from their conception. This will apply particularly in large cities where such theatres might be relegated to a sub-sub-run. Drive-in theatre building has been at such a rate as to make many situations “over seated” in this category. Where this condition has arisen, there has been premium and price cutting competition to the point of ruination for some. This is partly caused by the fact that most drive-in building has been activated by promoters with no true conception of the economic possibilities of such ventures.

In the last year there has been an increase in the number of TV stations to the point that about 85 per cent of the population is now within receiving range. However, Canada is yet to feel any impact from color broadcasting or multiple stations in any city. This is unlikely to change in the foreseeable future and only set owners within range of American cities can presently receive more than one station. In Quebec, however, there are some towns with both French- and English language stations. There is some talk of the introduction of toll TV in the near future and also of community antennae or other forms of inexpensive local TV broadcasting. The growth of this will depend to a great extent on the financial success of the original ventures.

It seems safe to assume that theatres which are properly located, suitably inviting and comfortable, and with sufficient attendance potential, will continue to prosper in Canada. In the United States the problem of many theatres has been the shortage of product. This has not been so acute in Canada because of a different attitude on the part of the public and consequently the exhibitor. In Quebec many theatres use films from France as a regular part of their programming diet. In the rest of the country, British films enjoy a great deal of playing time. While not as readily accepted as American films,
The motion picture industry can count on Columbia Pictures for an uninterrupted flow of quality productions that may be exhibited with pride and confidence by the theatre men of America.
there is certainly a much better response at the boxoffice generally than in the United States. Occasionally a British movie will click and outgross most American ones. It is not to be taken that all theatres regularly book British films. However, for many theatres there is a good booking possibility of several films per month.

* * *

Amusement and other taxes continue to be a heavy burden on our business. Exhibitor associations throughout the country are striving constantly to reduce or eliminate these charges but there are many difficulties to be overcome. Nothing so fortunate as the removal of the amusement tax up to admissions of 90c, as in the United States, has happened or is likely to happen soon. Some cities, in addition to provincial tax, have municipal amusement and seat taxes. On the brighter side there are many places in the world where taxes are considerably higher.

* * *

Bingos as opposition have plagued our business throughout the country for many years and in some areas have reached monstrous proportions. Prizes have totalled thousands of dollars in addition to automobiles and other valuable articles. It is questionable if charity gains to the extent it should by lending its name to cloak these games with legality. This competition has always been unfair and theatres are stopped from using similar means to entice patrons. However, there is now some talk that the Criminal Code will be amended and tightened up to definitely limit the number of big bingos and the value of prizes which can be dispensed. This should be a welcome relief.

* * *

In the struggle for survival, theatres in the last decade found candy bars and the dispensing of soft drinks a great and important source of revenue. Some theatres with suitable facilities have added hot dogs and hot drinks and found them profitable. In a further search for additional revenue, some have embraced screen advertising and this trend seems to be growing. A majority of theatres are now satisfactorily equipped with wide screen and CinemaScope. However, only a minority, composed mostly of large theatres in bigger cities, have embraced stereophonic sound. There is some bitterness because this type of print is not always available. Distributors have found it uneconomical to bring in sufficient stereophonic prints and are reverting more and more to optical sound. It would appear that full conversion to stereophonic sound must be a gradual one and can only be accomplished at great expense to the distributor by continuing to bring in more prints than actually necessary in order to adequately service both types of sound or the alternative of a practical dual sound print. Exhibitors continue to search for some extra lure or gimmick which will draw people away from TV sets and other time-consuming diversions. Some have received great help from such diversions and others have failed to benefit but the search continues.

* * *

While in the last year there has been some activity in drive-in theatre building, few hard top theatres were erected. It is unlikely that these conditions will change in the near future. There is no yet a sufficiently clear picture to indicate what kind of theatres are practical for the future and at the moment mortgage money is extremely hard to obtain.

* * *

Distribution is faced with a set of problems of its own. Reduced attendances and grosses in theatres have, in turn, meant reduced rentals and receipts for distributors. Yet, constantly rising salary demands and other costs continue to grow. It is becoming increasingly evident that it is uneconomic to operate six branches, fully staffed from selling office to shipping room, in a country where the potential yield is only that of one good branch office in the United States. The cost of routing salesmen over vast stretches of territory for very small yields, now shrinking, forecasts two possibilities. It is foreseeable that there will be a reduction in the number of branches by eliminating the low gross and the uneconomic ones. It is likely that there will be a reduction of some or all road salesmen. Small town exhibitors would thereby be faced with the alternative of buying and booking by mail, visiting exchange centres periodically, or employing the service of one of the booking agencies which have sprung up all over the country.

Feature film production is not yet an important factor in Canada, yet there are growing signs that knowledgeable people are becoming aware of its economic possibilities. One no longer assumes that the only place good films can be made on
FAMOUS PLAYERS
CANADIAN CORPORATION LIMITED
HEAD OFFICE, ROYAL BANK BUILDING
TORONTO, ONTARIO

FAMOUS PLAYERS THEATRES
Leaders in Entertainment Since 1920
JOHN J. FITZGIBBONS, C.B.E. • R. W. BOLSTAD
President Vice-President
this continent is Hollywood. Indeed, shooting is taking place all over and New York is starting to assert its importance. The advent of TV and its employment of so much acting talent is building a fine reservoir. While there is no motion picture value in a boxoffice sense, these people are becoming accustomed to emoting before cameras and this is important to a producer studying Canada as a field of operation. There is as yet a shortage of good studio space but this may come sooner than most people suspect. TV production is just gaining a foothold and it may well be the forerunner of theatrical film production. It will be exciting to watch this development.

* * *

Further change in the conduct of our business in Canada will be influenced to some extent by the trends in other countries, particularly in the United States. In the meantime, the continued elimination of over-seating and unnecessary seating will strengthen the industry and prepare it to face whatever changes are necessary in this new electronic era. This coming year may be a better one for all concerned if the trend towards streamlined distribution and healthier exhibition is able to assert itself.
OSCAR R. HANSON

REPRESENTING

ALLIED ARTISTS PICTURES CORPORATION
LION INTERNATIONAL FILMS LIMITED

Sterling Films Limited
EXCLUSIVE CANADIAN DISTRIBUTION
OF
FOTO-NITE

KING EDWARD HOTEL TORONTO - ONTARIO

FOTO-
NITE

CANADIAN HEAD OFFICE
STERLING FILMS LIMITED
King Edward Hotel Toronto, Ontario
Exhibition

FACTS

STATISTICS

CIRCUITS

BOOKING COMPANIES

SPECIALIZED EXHIBITION

PREMIUMS & CONTESTS

ASSOCIATIONS

THEATRE LICENCE FEES

AMUSEMENT TAXES

SEATING

CONSTRUCTION
THE ODEON THEATRES (Canada) LIMITED
a company within the RANK ORGANIZATION
OPERATING CANADA'S FINEST THEATRES
FACTS ABOUT EXHIBITION

FRENCH-LANGUAGE HOUSES: Quebec theatres showing only French films in 1955 numbered 154, four less than in 1954, 34 more than in 1953 and 122 more than in 1952. Those playing motion pictures in both English and French stayed the same at 170, which was 47 more than in 1953. Theatres using English-language films exclusively increased from 88 in 1954 to 92 in 1955 and this was 102 less than in 1953. Several importing companies offer exhibitors films produced in France and other exchanges provide dubbed versions of Hollywood films. Of the 21 feature films produced in Canada since 1945, 13 were in French and these obtained almost 100 per cent of their Canadian grosses from exhibition in the Province of Quebec.

ATTENDANCE: An Unesco survey published early in 1956 says that the average Canadian attends movies 17.5 times a year, placing him third among the countries. While this is an increase of only .5 times a year since the 1952 Unesco survey, Canada's position among the countries went up four notches from seventh, reflecting the dropping movie attendance in the former leading countries of the world. Great Britain, first in 1956 with 25, could only place third in 1952, when it had an average attendance of 29. New Zealand moved into second spot in 1956 with 18.1, although that was only an increase of .1 over 1952, when it was sixth. The United States, with attendance dropping from 22 to 16.4, nevertheless moved up from fifth to fourth. Following the USA were Italy (16), Ireland (15.5), Australia (15.3), Hong Kong (15.1), Malta and Gozo (15), Saar (14.2) and Israel (13.6). In 1952 Israel led all countries with 38.

MOVIE HABITS (CANADA): In a survey conducted by the Canadian Institute of Public Opinion (Gallup Poll) in July, 1955, it was found that 14 per cent of the Canadian public do not attend movies, showing very little variation from the 17 per cent of non-moviegoers in a survey in April, 1948. Of 1955's 14 per cent who don't go to the movies only five per cent came from 20-year-olds, this figure rising sharply to 27 per cent for those past 50 years of age. In selecting a movie to see, the poll showed, 44 per cent made their choice by what was in the film, 20 per cent by who was in it, and 22 per cent by both equally. Musicals were the favorites of 35 per cent and then came Adventure, Comedy, Romance, Western, Crime and Other Types. Women were more interested in Musicals and Romance than were men.

THEATRE CLOSINGS: In the 41-month period from April, 1953 to August, 1956, 303 35 mm. auditorium theatres have closed in Canada, according to figures issued by the Canadian Motion Picture Distributors Association. These do not include drive-ins or houses replaced by newer ones. In the same period, the CMPDA says, 118 standard-type theatres were opened and gives the number operating as of August 30, 1956 as 1,752, of which 235 were drive-ins. The closings, by territories, were: Vancouver 29, Calgary 24, Winnipeg 58, Toronto 92, Montreal 81 and Maritimes 19. Openings were: Vancouver 5, Calgary 30, Winnipeg 19, Toronto 8, Montreal 46 and Maritimes 10.

COMMUNITY SHOWS: In 1954, 152 35 mm. and 493 16 mm. theatres were operated as non-profit enterprises in churches and halls by religious, service and fraternal organizations, as well as Boards of Trade. The majority of the community enterprises are situated in Quebec and Saskatchewan. Most of the halls used 16 mm. projection equipment but the 152 halls where 35 mm. equipment was used accounted for 57 per cent of the receipts and 55.2 per cent of the total admissions. Only Manitoba and Prince Edward Island had more halls using 35 mm. equipment than 16 mm.

PER CAPITA EXPENDITURE: The per capita expenditure for theatregoing in Canada in 1954 was $7.80, which compares with $8.30 in 1953, $8.21 in 1952, $7.72 in 1951, $7.12 in 1950, $6.89 in 1949, $6.50 in 1948, $5.77 in 1945 and $5.01 in 1942. Alberta led the provinces with a per capita expenditure of $10.39, then came British Columbia with $10.13, Ontario with $8.85, Manitoba with $7.81, Saskatchewan with
Associated With the
Independent Theatre Owners of Ontario
The only organization of its kind in the Province

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Film Art Trailers
SAM L. VINES

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(Write for information)

New Ideas - Suggestions - Titles - Promotions

35 MM — 16 MM

All Trailers Delivered to Destination
SALES TAX INCLUDED

FILM ART TRAILERS
Real Showmanship Trailers — Best Music — Clever Animation
Quick Service — Copy Assistance — Frames and/or Rollers — Art
Background — Television Commercials — “Be Wise: Trailerize”

Suite 703, 21 Dundas Sq.      Toronto, Ontario      EMpire 3-7723
$7.63, Nova Scotia with $7.52, Quebec with $6.04, New Brunswick with $5.86, Prince Edward Island with $4.82 and Newfoundland with $4.43.

CAPACITY UTILIZED: There was a drop of two per cent from the 29 per cent total of 1953 in the number of admissions sold in 1954 as against the maximum possible. The "capacity utilized" potential is obtained by multiplying the number of seats in each theatre by the number of performances and cumulating the results. The 1954 percentage is the lowest since 1940, the highest having been 1946, when the figure was 37.6.

PAYROLL: The collective wages and salaries of 15,786 people in the employ of Canada's 1,938 (regular) theatres totalled $20,154,337 in 1954. Salaries and wages dropped 3.5 per cent in 1955. Forty-eight film distribution companies working from 136 exchange offices paid their employees $4,166,942.

LANGUAGE: Of the 1,833 35 mm. films listed by the DBS as "New Films Released, 1954," in all languages, 1,374 were in English, 333 in French and 123 in other languages. The 2,000 16 mm. films were made up of 1,422 in English, 423 in French and 155 in other languages.

MONTREAL'S LEADING THEATRES

CONSOLIDATED Theatres Ltd.

301 Dominion Sq. Bldg.
Montreal
Boxoffice Statistics

In 1955, says the Dominion Bureau of Statistics, Canadian movie exhibition rang up a cash figure of $105,349,811, of which $10,870,348 was for provincial amusement taxes. The non-tax total, $94,479,463, compared with $105,515,563 in 1954, is a decrease of $11,036,100. The drive-ins’ share was $5,749,623, which does not include amusement taxes of $600,565.

There were 3,393 places of all types where films were shown, with 1,944 being regular theatres, 242 drive-ins, 616 community enterprises and 590 halls.

Paid admissions, of 203,909,078 numbered 33,355,816 less than in 1954, 11,521,134 being to drive-ins, a decrease of 859,112 from the previous year.

Combining all sources of theatre receipts and admissions, the figures show Canada’s grand totals in 1955 without amusement tax, as $94,479,463 and $203,909,078

To get the actual total of the amount spent by the public for motion picture entertainment in 1955 the amusement tax for that year should be added. The tax figure and the overall total which included it were respectively $10,870,348 and $105,349,811

In the table below only Itinerant Operators, who took in $341,439 in receipts for 945,176 admissions in 1955 are excluded and receipts and admissions from all other sources are given. From 1946 on the table below includes drive-ins, the first of which was opened in Canada that year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Theatres</th>
<th>Receipts</th>
<th>Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>907</td>
<td>$38,479,500</td>
<td></td>
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<tr>
<td>1933</td>
<td>762</td>
<td>24,954,200</td>
<td>107,354,509</td>
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<td>1934</td>
<td>796</td>
<td>25,338,100</td>
<td>117,520,795</td>
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<td>1935</td>
<td>859</td>
<td>27,173,400</td>
<td>126,913,547</td>
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<td>1936</td>
<td>956</td>
<td>29,610,300</td>
<td>133,668,450</td>
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<td>1,044</td>
<td>32,499,300</td>
<td>137,381,280</td>
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<td>1,130</td>
<td>33,635,052</td>
<td>151,590,799</td>
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<td>1,229</td>
<td>37,858,955</td>
<td>204,677,550</td>
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<td>1,265</td>
<td>52,567,989</td>
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<td>1941</td>
<td>1,240</td>
<td>41,369,259</td>
<td>236,017,859</td>
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<td>1942</td>
<td>1,247</td>
<td>46,461,097</td>
<td>240,824,982</td>
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<td>1939</td>
<td>1,183</td>
<td>34,010,115</td>
<td>137,898,668</td>
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<tr>
<td>1944</td>
<td>1,298</td>
<td>53,173,325</td>
<td>208,167,180</td>
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<td>1945</td>
<td>1,323</td>
<td>55,430,711</td>
<td>215,573,267</td>
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<tr>
<td>1946</td>
<td>1,477</td>
<td>59,888,972</td>
<td>227,538,798</td>
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<td>1947</td>
<td>1,693</td>
<td>63,139,604</td>
<td>221,528,177</td>
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<td>1948</td>
<td>1,950</td>
<td>70,315,889</td>
<td>224,055,171</td>
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<td>1949</td>
<td>2,200</td>
<td>79,953,539</td>
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<tr>
<td>1950</td>
<td>2,387</td>
<td>86,249,752</td>
<td>240,824,982</td>
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<tr>
<td>1951</td>
<td>2,440</td>
<td>95,833,340</td>
<td>250,547,499</td>
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<tr>
<td>1952</td>
<td>2,500</td>
<td>104,963,599</td>
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</tr>
<tr>
<td>1953</td>
<td>2,749</td>
<td>108,603,966</td>
<td>257,965,182</td>
</tr>
<tr>
<td>1954</td>
<td>2,813</td>
<td>105,129,881</td>
<td>236,158,824</td>
</tr>
<tr>
<td>1955</td>
<td>2,803</td>
<td>94,138,024</td>
<td>202,963,902</td>
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</tbody>
</table>

The above figures include the Yukon and Northwest Territories, which are serviced from British Columbia. Newfoundland was included for the first time in 1949, the year it became Canada’s tenth province.

ITINERANT OPERATORS: These are defined as projectionists who carry their equipment with them and travel from place to place, usually on a regular schedule.

(Table of drive-in statistics on page 33)
### DRIVE-IN THEATRE STATISTICS

<table>
<thead>
<tr>
<th>Year</th>
<th>No.</th>
<th>Cor Cap</th>
<th>Admissions</th>
<th>Receipts</th>
</tr>
</thead>
<tbody>
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<td>1955</td>
<td>242</td>
<td>—</td>
<td>11,521,134</td>
<td>$5,749,623</td>
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<tr>
<td>1954</td>
<td>230</td>
<td>93,214</td>
<td>12,380,246</td>
<td>6,316,947</td>
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<tr>
<td>1953</td>
<td>174</td>
<td>74,419</td>
<td>11,134,788</td>
<td>5,862,920</td>
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<tr>
<td>1952</td>
<td>104</td>
<td>50,497</td>
<td>8,379,586</td>
<td>4,409,426</td>
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<tr>
<td>1951</td>
<td>82</td>
<td>40,520</td>
<td>6,554,572</td>
<td>3,347,670</td>
</tr>
<tr>
<td>1950</td>
<td>60</td>
<td>31,523</td>
<td>4,943,000</td>
<td>2,290,679</td>
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<tr>
<td>1949</td>
<td>30</td>
<td>15,924</td>
<td>3,019,314</td>
<td>1,393,760</td>
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<tr>
<td>1948</td>
<td>15</td>
<td>9,975</td>
<td>1,595,947</td>
<td>658,641</td>
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<tr>
<td>1947</td>
<td>7</td>
<td>5,438</td>
<td>670,583</td>
<td>274,325</td>
</tr>
<tr>
<td>1946</td>
<td>3</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

NOTE: * indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

Two provinces did not have drive-ins—Quebec and Newfoundland. The former has none because they are banned by provincial legislation.

Amusement Taxes collected on drive-in admissions were $57,702 in 1947; $131,124 in 1948; $245,094 in 1949; $300,028 in 1950; $406,611 in 1951; $540,390 in 1952; $685,389 in 1953; $721,630 in 1954; and $600,565 in 1955.

Information used here is from the Dominion Bureau of Statistics. Preliminary figures for 1955 were received at press time and these showed there were 242 drive-ins in operation in 1955 and they took in $5,749,623 in receipts from 11,521,134 admissions on which the amusement tax amounted to $600,565.

---

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- FOR DRIVE-INS,
- INDOOR THEATRES,
- TV SHOWS,
- RADIO SHOWS

All Merchandise donated by suppliers in exchange for advertising credits.

YOUR ONLY COST IS OUR SERVICE CHARGE

$1 Gets you $4 In Merchandise!

Cherry 1-8451

Saul Field, National Director

CONTEST ASSOCIATES

PRIZE BROKERS

51 Flamborough Drive, Toronto 15, Ontario
<table>
<thead>
<tr>
<th>Province and City</th>
<th>No. of establishments</th>
<th>Seating capacity</th>
<th>Receipts (excluding taxes)</th>
<th>Amusement taxes</th>
<th>Number of paid admissions</th>
<th>Potential number of admissions</th>
<th>Average capacity utilized</th>
<th>Average admission price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>1,938</td>
<td>984,907</td>
<td>97,012,140</td>
<td>12,098,922</td>
<td>218,508,653</td>
<td>814,499,074</td>
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<td>44</td>
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<tr>
<td>Newfoundland</td>
<td>67</td>
<td>17,872</td>
<td>1,301,452</td>
<td>217,255</td>
<td>3,540,090</td>
<td>10,981,718</td>
<td>32</td>
<td>37</td>
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<tr>
<td>Prince Edward Island</td>
<td>14</td>
<td>5,531</td>
<td>397,529</td>
<td>67,871</td>
<td>1,011,358</td>
<td>3,186,499</td>
<td>32</td>
<td>39</td>
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<tr>
<td>Nova Scotia</td>
<td>84</td>
<td>43,636</td>
<td>4,283,840</td>
<td>471,650</td>
<td>11,331,485</td>
<td>37,601,629</td>
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<td>Halifax</td>
<td>10</td>
<td>8,841</td>
<td>1,437,638</td>
<td>153,650</td>
<td>3,267,419</td>
<td>11,071,398</td>
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<td>Sydney</td>
<td>5</td>
<td>3,627</td>
<td>410,520</td>
<td>48,564</td>
<td>1,076,278</td>
<td>2,937,532</td>
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<td>38</td>
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<tr>
<td>Other places</td>
<td>69</td>
<td>31,168</td>
<td>2,435,682</td>
<td>269,436</td>
<td>6,987,788</td>
<td>23,592,699</td>
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<td>35</td>
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<tr>
<td>New Brunswick</td>
<td>62</td>
<td>30,140</td>
<td>2,675,844</td>
<td>303,789</td>
<td>7,100,849</td>
<td>23,292,718</td>
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<tr>
<td>Saint John</td>
<td>6</td>
<td>5,843</td>
<td>713,447</td>
<td>86,506</td>
<td>1,814,897</td>
<td>5,924,568</td>
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<tr>
<td>Other places</td>
<td>56</td>
<td>24,297</td>
<td>1,962,397</td>
<td>217,283</td>
<td>5,285,952</td>
<td>17,368,150</td>
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<td>242,881</td>
<td>22,506,182</td>
<td>3,352,526</td>
<td>46,742,231</td>
<td>205,413,214</td>
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<td>48</td>
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<td>Montreal</td>
<td>73</td>
<td>71,953</td>
<td>10,156,041</td>
<td>1,498,520</td>
<td>19,701,790</td>
<td>96,636,481</td>
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<tr>
<td>Quebec</td>
<td>14</td>
<td>11,998</td>
<td>1,898,985</td>
<td>276,491</td>
<td>3,918,411</td>
<td>17,138,758</td>
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<td>Rouyn</td>
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<td>2,646</td>
<td>272,495</td>
<td>39,573</td>
<td>530,350</td>
<td>2,584,608</td>
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<td>Sherbrooke</td>
<td>5</td>
<td>4,276</td>
<td>510,366</td>
<td>76,855</td>
<td>892,749</td>
<td>4,173,663</td>
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<td>152,008</td>
<td>9,668,295</td>
<td>1,461,087</td>
<td>21,698,931</td>
<td>84,879,704</td>
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<td>Ontario</td>
<td>521</td>
<td>341,701</td>
<td>37,269,532</td>
<td>4,403,305</td>
<td>82,188,424</td>
<td>317,038,383</td>
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<td>45</td>
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<td>Toronto</td>
<td>106</td>
<td>91,653</td>
<td>11,719,479</td>
<td>1,446,404</td>
<td>22,972,208</td>
<td>90,914,811</td>
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<td>Hamilton</td>
<td>23</td>
<td>19,741</td>
<td>2,173,281</td>
<td>237,593</td>
<td>4,362,168</td>
<td>18,248,576</td>
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<td>19</td>
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<td>261,251</td>
<td>5,190,468</td>
<td>19,401,135</td>
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<td>43</td>
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<td>8,717</td>
<td>862,384</td>
<td>102,423</td>
<td>1,935,114</td>
<td>10,275,504</td>
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<td>45</td>
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<td>London</td>
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<td>8,012</td>
<td>1,229,930</td>
<td>155,901</td>
<td>2,405,308</td>
<td>10,336,092</td>
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<td>Sudbury</td>
<td>7</td>
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<td>553,146</td>
<td>62,651</td>
<td>1,121,212</td>
<td>6,059,352</td>
<td>19</td>
<td>49</td>
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</table>
### Principal Statistics of Motion Picture Theatres, by Provinces and for Selected Cities, 1954 — (Concluded)

<table>
<thead>
<tr>
<th>Province and City</th>
<th>No. of establishments</th>
<th>Seating capacity</th>
<th>Receipts (excluding taxes)</th>
<th>Amusement taxes</th>
<th>Number of paid admissions</th>
<th>Potential number of admissions</th>
<th>Average capacity utilized %</th>
<th>Average admission price $</th>
</tr>
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<tbody>
<tr>
<td><strong>Ontario</strong> (continued)</td>
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<td>Brantford</td>
<td>5</td>
<td>4,940</td>
<td>461,547</td>
<td>53,909</td>
<td>1,017,075</td>
<td>6,041,412</td>
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<td>4,777</td>
<td>642,903</td>
<td>74,407</td>
<td>1,475,339</td>
<td>5,126,680</td>
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<td>44</td>
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<td>4,008</td>
<td>492,740</td>
<td>56,698</td>
<td>1,191,177</td>
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<td>1,826,731</td>
<td>38,479,521</td>
<td>137,839,389</td>
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<td><strong>Manitoba</strong></td>
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<td>13,581,368</td>
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<td>86,104</td>
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<td>912,323</td>
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<td>39</td>
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<td><strong>Alberta</strong></td>
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<td>47</td>
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<tr>
<td>Edmonton</td>
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<td>12,980</td>
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<td>238,521</td>
<td>5,006,476</td>
<td>15,063,880</td>
<td>33</td>
<td>51</td>
</tr>
<tr>
<td>Calgary</td>
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<td>10,933</td>
<td>2,303,135</td>
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<td>Lethbridge</td>
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<td>7,763,720</td>
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<tr>
<td><strong>British Columbia</strong></td>
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<td>Vancouver</td>
<td>37</td>
<td>34,338</td>
<td>4,295,479</td>
<td>703,421</td>
<td>9,710,383</td>
<td>37,660,688</td>
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<td>165,754</td>
<td>2,089,942</td>
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<tr>
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<td>3,879,096</td>
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<td>43</td>
</tr>
<tr>
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<td>40</td>
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<td>6</td>
<td>1,358</td>
<td>156,398</td>
<td>11,721</td>
<td>234,404</td>
<td>424,316</td>
<td>55</td>
<td>67</td>
</tr>
</tbody>
</table>

1. Includes only those theatres located within the incorporated limits of the city.
2. Total receipts (excluding taxes) divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.
Exhibition Personnel

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Asst. Mng. Director ............... W. A. Summerville, Jr.
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Secretary-Treasurer ............... M. H. Okun

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Film Department ................ B. C. Rothbart
Audit Department ................ A. R. Bach
Supervision .................... C. A. Bergman

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Secretary ....................... J. J. Rosenthal
Treasurer ..................... Norman Adilman
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Secretary ..................... Angus MacCunn
Asst. Secretaries ............... J. A. Troyer, R. F. Beauvais
Asst. Treasurers ............... W. E. Kerr, L. G. Geering

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Gaston Pratte, President, Pratte & Co., Ltd., Montreal.
Paul Raibourn, Vice-President, Paramount Pictures Corporation, New York, NY.
Hon. J. W. de B. Farris, QC, Senator, Vancouver, BC.
N. S. Robertson, QC, Chairman, North American Life Assurance Co., Toronto, Ont.
Lawrence G. Geering, Toronto.
Alsa Fitzgibbons, Bolstad and MacCunn.

OTHER INFORMATION
Purchasing, Engineering and Maintenance ............. J. S. Wolfe
Television & Telemeter ................ E. E. Fitzgibbons
Projection ..................... Charles Dentelbeck
Auditing ....................... L. G. Geering
Real Estate ..................... H. E. Roberts
Public Relations and Advertising ........ James R. Nairn
Statistical ..................... J. A. Troyer
Taxation ....................... Clare Doidge
Insurance ...................... Roland G. Darby
Film Booking and Buying ........ Ben Geldsaler
Accounting ..................... William E. Kerr
London Office: 301 Dundas Bldg.
District Manager ..................... W. K. Trudell

Windsor Office: Capitol Theatre Bldg.
District Manager ..................... Eugene Fitzgibbons
Western Division Manager ............. Robert J. Eves
Vancouver Office: 719 Seymour St.
Division Director .................... Maynard S. Joiner
Real Estate Director ................. Frank Gow
Purchasing, Engineering & Maintenance Manager ............. Douglas Gow

Winnipeg Office: Capitol Theatre Bldg.
District Supervisor .................. John Ferguson
District Manager ..................... Harald Bishop
Purchasing, Engineering & Maintenance Manager ............. Don MacKenzie

Fort William & Port Arthur:
City Manager ......................... J. H. Clarke
Publicity (Toronto) .................. Gerald M. Collins

Franklin & Herschorn Theatre Co. Ltd.
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(Phone 3-2922)
Family Theatre Bldg., Halifax, NS, Con.
(Phone 3-8552)
OFFICERS
President ......................... Joseph M. Franklin
General Manager ..................... Mitchell Franklin
Secretary ....................... Peter Herschorn
Chief Booker & Ass’t Sec’y .......... Samuel A. Babb
NS Supervisor ...................... Carlton Brown

Lincoln Theatres Ltd.
St. Catherines, Ont.
(Phone 2-1541)
OFFICERS
President ......................... S. H. Fleming, QC
Managing Director ............... L. I. Michelson

Loew’s Theatres, Inc.
1540 Broadway, New York, NY.
(Judson 2-2000)

Assistant Treasurer ................. Matt J. Madden
Assistant Treasurer ................. Jacob Stillman

DIRECTORS
The Canadians on the board are McErmim, Mackie, Clarke and W. J. Stephens. The others also on the board of Loew’s Theatres, Inc., which was organized earlier this year when Loew’s, Inc., meeting the terms of the USA government Consent Decree, divested itself from its theatre holdings and kept its film studio and distribution company, MGM.

Loew’s controls three theatres in Canada. Loew’s Yonge Street, Toronto, is operated by Marcus Loew’s Theatres Limited, a Canadian public share-holder company which owns the Uptown, Toronto. The Uptown is operated by the Yonge-Bloor Theatre Company Limited, a subsidiary of Loew’s, Theatres, Inc., NY. Loew’s, London, is operated by the Dundas Street London Amusements Limited. Loew’s, Montreal, is in no way connected with Loew’s, Inc. but is owned and operated by Consolidated Theatres Limited, a Famous Players’ affiliate. The three theatres are under the supervision of Charles E. Kurtzman of Boston, manager of the North-Eastern Division of Loew’s Theatres, Inc.

City Manager (Toronto) .............. J. H. Clarke
Publicity (Toronto) .................. Gerald M. Collins

Odeon-Morton Theatres
Odeon Theatre Building, Smith Street, Winnipeg, Man.
Area General Manager .............. Harry W. Hurwitz

Odeon-Garson (Maritimes) ........ A. I. Garson
Supervisor ......................... Lee April

The Odeon Theatres (Can.) Ltd.
20 Carlton St., Toronto, Ont.
(Empire 3-5961)

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Executive Vice-President ................ C. R. B. Salmon
Theatre Operations .................. F. H. Fisher
Assistant, Theatre Operations ...... E. G. Forsyth
Secretary ......................... C. P. Hughes
Treasurer ......................... H. T. Blumson
Director of Advertising .......... Ron Leonard
Director of Buying & Booking .... W. E. H. Hunt
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Director of Confectionery Sales . T. F. Moran
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District Manager, Que ................ Arthur P. Bahen
Supervisor, Lakehead ............... K. Earle Hayter
District Mgr., Ont .................... Steve McManus


The Odeon-Garson (Maritimes) ........ A. I. Garson
Supervisor ......................... Lee April
Odeon-Morton (Manitoba & Sask.) ... Harry Hurwitz

27
OTTAWA VALLEY AMUSEMENT CO.
(Owned and operated by M. J. O’Brien Ltd.)
Renfrew, Ont.

OFFICERS
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Managing Director ............................ R. Simpson
General Manager ............................. B. A. O’Brien

PREMIER OPERATING CORP. LTD.
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Supervisor ...................................... A. Wynn

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Barron Building, Calgary, Alta.

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(3-2501 and 3-2502)

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Secretary ....................................... Gerald R. Spencer

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(WAlnut 1-8931)

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Vice-President ................................. R. W. Bolstad
Treasurer ....................................... A. MacCunn
Secretary ....................................... Jule Allen

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22 Holyrood Ave., Outremont, Que.

Pres. & Managing Director ................. Leo Choquette

TWINEX CENTURY THEATRES CORP. LTD.
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(WAlnut 4-3701)

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Secretary-Treasurer .......................... H. S. Mandell
Theatre Operations Manager ............... M. L. Axler
District Manager ............................. S. V. Roth
District Manager ............................. John S. Kurk
Head Bookkeeper ............................. Barney Fox
Accounting Department ..................... H. P. Ginsberg

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President ..................................... W. G. Lester
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Secretary-Treasurer .......................... W. H. Mannard
Assistant Secretary-Treasurer .............. W. Deveault
General Purchasing Agent .................. W. N. Murray

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Geo. Destounis
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Vice-President ................... Dave Bennett
Secretary-Treasurer .............. Max Starkman
Office Manager & Head Booker ... Bill Freedman

DIRECTORS
Freedman, Bennett, Starkman.

ASSOCIATED THEATRES
Suite 703, 21 Dundas Sq., Toronto, Ont.
(EMpire 8-1139)

OFFICERS
General Manager .................. Curly S. Posen
Secretary-Treasurer .............. Mrs. Cecil Sydney
Booker & Buyer ................... Curly S. Posen

DIRECTORS
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ASSOCIATED THEATRE SERVICES CO.
157 Rupert Ave., Winnipeg 2, Man.
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Manager ......................... Barney Brooker

CINE ENTERPRISES LTD.
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(WAlnut 0153)

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EXHIBITORS BOOKING ASS'N
175 8loor St. E., Toronto, Ont.
(WAlnut 4-3701)

OFFICERS
Manager ......................... Raoul Auerbach
Head Booker ..................... Barney Fox

INDEPENDENT THEATRE SERVICES
600 Bay St., Toronto 2, Ont.
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General Manager ................ Bruce McLeod
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World Adventure Tours are non-theatrical full-length, color 16 mm. silent travelogues made by world travelers who accompany their films with a narration spoken from the stage.

Showings, broken up into series, are held several nights a week in Toronto and Hamilton.

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CONTESTS ASSOCIATES
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(HUdson 8-8862, CHerry 1-8451)

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N. FRIEDLANDER LIMITED
440 Adelaide St. W., Toronto, Ont.
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Proprietor ....................... N. Friedlander

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Secretary .................................................. Barry Allen

DIRECTORS
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MOTION PICTURE RESEARCH GUILD
175 Bloor St. E., Toronto, Ont.
(WAtnut 4-3701)
Manager .................................................. Leo Lazar

STERLING FILMS LTD.
Second Floor, King Edward Hotel, Toronto, Ont.
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Distributors of Foto-Nite.

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MONTREAL
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5967 Monkland Ave.
TORONTO
G. H. Oullahan, Manager,
Second Floor, King Edward Hotel.

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C/o Secretary, Strand Theatre, Calgary, Alta.

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DIRECTORS

BRITISH COLUMBIA EXHIBITORS ASS'N
C/o Secretary, 314 Birks Bldg., Vancouver, BC.

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C/o Secretary, Rialto Theatre, Edmonton, Alta.

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ESSEX, KENT & LAMBTON THEATRES ASSOCIATION
C/o Secretary, Park Theatre, Windsor, Ont.

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President ................................................. Robert Knevels
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HAMILTON THEATRE MANAGERS ASSOCIATION
C/o Downtown Theatre, Hamilton, Ont.

OFFICERS
President ................................................. Alan D. Ford
Vice-President ...................................... Don Edwards
Secretary .............................................. Mrs. Jean Ford

DIRECTORS
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INDEPENDENT MOTION PICTURE THEATRE OWNERS OF ONTARIO
C/o Secretary, 221 Victoria St., Toronto 1, Ont.
(Empire 4-1391)

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DIRECTORS
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MANITOBA MOTION PICTURE EXHIBITORS ASSOCIATION
300 New Hargrave Bldg., Winnipeg, Man.

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2nd Vice-President ............................... Harry Pryrogicki
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DIRECTORS

MARITIME MOTION PICTURE EXHIBITORS ASSOCIATION
C/o Secretary, Capital Theatre, Charlottetown, PEI

OFFICERS
President ................................................. A. J. Mason
Vice-President for NS ......................... Fred Gregor
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DIRECTORS
EXECUTIVE
Spencer, chairman; J. McDonough, secretary; I. April, M. Bernstein, Walters, W. G. Fenety, H. Gaudet.

MOTION PICTURE THEATRES
ASSOCIATION OF ONTARIO
21 Dundas Sq., Toronto, Ont.
(Empire 4-9630)

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ville, Jr., A. E. Rolston, E. G. Forsyth.

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Membership .................................................... Russell Simpson
Ontario Exhibitors Relations ......................... Lionel Lester

NATIONAL COMMITTEE OF
MOTION PICTURE EXHIBITORS
ASSOCIATIONS OF CANADA
 c/o MPTAO, 21 Dundas Sq., Toronto, Ont.
(Empire 4-9630)

MEMBER ORGANIZATIONS
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ta Theatres Association; Saskatchewan Motion
Picture Exhibitors Association; Manitoba Motion
Picture Exhibitors Association; Motion Picture
Theatres Association of Ontario; Quebec Allied
Theatrical Industries; Maritime Motion Picture
Exhibitors Association; and Newfoundland Thea¬
tres,

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Eastern Vice-Chairman ......................... F. Gordon Spencer
Western Vice-Chairman ......................... S. R. Miles
Secretary-Treasurer ................................. H. C. D. Main
Assistant Secretary-Treasurer ................ Arch H. Jolley

Committees:
BY-LAWS & CONSTITUTION
WAYS & MEANS
Morris Stein, Basil Salamis, Robert Hurwitz.
LEGISLATIVE
M. Stein, chairman; Matt Park, Mesho Triller,
Maynard Joiner, Hirsch, Mason.
PUBLIC RELATIONS
Leach, Spencer, Hurwitz, Salamis.

NIAGARA PENINSULA THEATRE
MANAGERS ASSOCIATION
 c/o Secretary, Capitol Theatre, St. Catharines, Ont.

OFFICERS
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Secretary ......................................................... Vern Hudson
Treasurer ......................................................... Bill Cupples

OTTAWA THEATRE MANAGERS
ASSOCIATION
 c/o President, Rideau Theatre, Ottawa, Ont.

OFFICERS
President ......................................................... Don Watts

QUEBEC ALLIED THEATRICAL
INDUSTRIES
1200 St. Alexander St., Montreal, Que.
(University 6-2877)

OFFICERS
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Chairman of the Executive ................................. W. E. Lester
President ......................................................... D. Robert
1st Vice-President ........................................ Leo Choquette
Treasurer ......................................................... G. R. Arnott
Secretary ......................................................... W. Elman

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D. Robert, W. Lester, W. Elman, A. Bahen, Leo
Choquette, Len Jones, J. G. Ganetakos, B. C.
Salamis, C. Magnan.

DIRECTORS
J. A. Hirsch, Jos. DeSève, Len Jones, Leo Cho¬
quette, D. Robert, C. Magnan, B. C. Salamis,
Arthur Bahen, John G. Ganetakos, W. Elman,
G. R. Arnott, W. Lester, George Destounis.

REGINA MOTION PICTURE
EXHIBITORS ASSOCIATION
 c/o Orpheum Theatre, Estevan, Sask.

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President ......................................................... J. Duane McKenzie
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Secretary-Treasurer ........................................ J. M. Heaps

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H. Durham, J. D. Watson, I. Reinhorn, H. S.
Humphries, G. R. Miller, R. R. Southham, J. King,
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G. M. Miller, W. Russell.

THEATRE OWNERS ASSOCIATION
OF QUEBEC
1351 E. Belanger St., Montreal, Que.
(CRescent 9-3190)

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Secretary ......................................................... George Y. Hurteau
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DIRECTORS
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J. M. Gagnon and I. Ruel.

TWENTIETH CENTURY THEATRES
(TORONTO) MANAGERS CLUB
 c/o Secretary, 175 Bloor St. E., Toronto, Ont.

OFFICERS
President ......................................................... Isser Singerman
Vice-President ............................................. Barry Simmons
Secretary ......................................................... Jack Cottingham
Treasurer ......................................................... Isser Singerman
Amusement Taxes

BRITISH COLUMBIA
(Effective February 1, 1956)
All net admissions are subject to 10 per cent tax. No exemptions are permitted and a 2 per cent commission is allowed for tax collected.
Formula: Divide the gross by 11.

ALBERTA
(Amended March 29, 1956)
Up to 35c, no tax; 36-37, 3c; 38-44, 4c; 45-55, 5c; 56-64, 6c; 65-77, 8c; 78-$1.05, 10c; 1.06-1.50, 15c; 1.51-2.00, 20c; 2.01 and over, 25c.
No tax is charged on complimentary admissions. A 10 per cent commission is allowed for tax collected.

MANITOBA
(Effective May 1, 1956)
Up to 30c, no tax; 31-35, 2c; 36-40, 3c; 41-45, 4c; 46-55, 5c; 56-65, 6c; 66-75, 7c; 76-85, 8c; 86-95, 9c; 96-$1.00, 10c. Over $1.00, 10 per cent.
A 5 per cent commission is allowed for tax collected. A tax is payable on all pass or complimentary and season or periodic tickets at the maximum rate payable at the place of amusement at the time presentation.

ONTARIO
(Effective April 1, 1955)
Up to 25c, no tax; 26-34, 3c; 35-46, 4c; 47-53, 5c; 54-62, 6c; 63-74, 7c; 75-84, 8c; 85-94, 9c; 95-99, 10c; $1.00 and over 10 per cent.
A 5 per cent commission is allowed for tax collected. A tax is payable on all pass or complimentary and season or periodic tickets at the maximum rate payable at the place of amusement at the time presentation.

A commission of 2½ per cent is allowed for tax collected.

QUEBEC
The amusement tax is collected by the municipalities by authority of the Province of Quebec, which shares it.
Tax levied is 10 per cent of actual admission price, plus an additional assessment of 25 per cent of the amount of such tax. Each fraction of a cent is counted as 1 cent. The surtax amounts to 1 cent on prices up to 40 cents and 2 cents from 41 to 70 cents. In the following scale the principal tax has been added to the surtax and only the total tax is given.
Up to 10c, no tax; 11-20, 2c; 21-30, 4c; 31-40, 5c; 41-50, 7c; 51-60, 8c; 61-70, 9c.
Holders of complimentary or season tickets and every person admitted free into a place of amusement shall pay the duty based on the price of admission that he would pay if he did not hold such ticket or was admitted free.
Since May 1, 1952, a service charge of 5c on admission prices below $1 and 10c on admission prices higher than $1 is levied on attractions given in municipal buildings, which are: the Colisee, Palais Montcalm, Municipal Baseball Staduim and the city-owned race track.

NEW BRUNSWICK
Up to 25c, 2c; 26-30, 3c; 31-40, 4c; 41-45, 5c; 46-50, 6c; 51-60, 7c; 61-70, 8c; 71-80, 9c; 81-90, 10c; 91-$1.00, 11c; 1.01 and over, 11 per cent.
Passes subject to tax of 10 cents. Five per cent discount is allowed on all tickets, which are purchased by theatres from the province. No tax shall be charged for children under 12 years of age attending a matinee where the admission charge is not over 10 cents on Saturday, New Year’s Day, Good Friday, Dominion Day, Christmas Day, Victoria Day, Labour Day, Remembrance Day and the day appointed for the celebration of the birthday of the reigning sovereign.

NOVA SCOTIA
(Effective July 15, 1956)
Up to 30c, no tax; 31-38, 2c; 39-70, 5c; 71-$1.00, 10c; $1.01 and over, 10c plus 5c for each 50c or fraction thereof.
Passes subject to tax of not less than 5 cents.

PRINCE EDWARD ISLAND
(Effective June 1, 1953)
Up to 12c, 2c; 13 to 27, 3c; 28 to 36, 4c; 37 to 40, 6c; 41 to 47, 9c; 48 to 52, 10c; 53 to 57, 11c; 58 to 65, 13c; 66 to 75, 15c; 76 to 85, 17c; 86 to $1.00, 20c; over $1.00, 25c.
Passes subject to tax at the maximum rate payable for admission and shall not be less than 10c. No tax shall be charged for children where the admission fee is 16c or less before 5 p.m. on any Saturday or statutory holiday.

NEWFOUNDLAND
A provincial entertainment tax of 5c on every adult admission, called the Cancer Control Tax, went into effect July 1, 1953. The receipts from this tax will be used to finance cancer research or treatment.
Under the Local Government Act, 1949, section 54, Councils may impose an entertainment tax upon all stage performances, entertainments, circuses, or shows, save in the case where all the proceeds are to be used for charitable, educational, or religious purposes. Under subsection (2) the tax may be imposed either directly upon the persons or companies responsible for the management of any such entertainments, etc., or upon the payments made for admission and the Council may require that admission to any such entertainment shall be by ticket procured from the Council. Under subsection (3) the rate of the entertainment tax may be fixed by the Council subject to the approval of the Minister of Municipal Affairs and may be varied as between resident or non-resident performers, exhibitors, or entertainers and as between different kinds of entertainments.
The following Newfoundland Municipalities impose and collect on entertainment tax:

BADGER’S QUAY - VALLEYFIELD
POOL’S ISLAND
Ten per cent on gross proceeds.

BAY ROBERTS
Ten dollars per annum on performances by
residents and five per cent of gross proceeds on performances by non-residents.

**Belleoram**
Five per cent of gross proceeds.

**Burin**
Two and one-half per cent on gross proceeds of residents and five per cent on non-residents.

**Carbonear**
Five cents per admission.

**Change Islands**
Two dollars for each entertainment or performance.

**Channel — Port-Aux-Basques**
Ten cents per ticket evening shows and ten cents per ticket sold to adults at matinees.

**Clarenville**
Non-residents only ten per cent of gross receipts. Minimum tax ten dollars.

**Corner Brook**
Ten cents per admission with the exception of matinees.

**Curling**
Ten cents per ticket sold.

**Deer Lake**
Ten cents per ticket.

**Englee**
One dollar per performance.

**Fogo**
Five dollars per night.

**Fortune**
Five cents per ticket.

**Freshwater**
Five per cent on gross proceeds of local residents and ten per cent on gross proceeds of non-residents.

**Glovertown**
Five cents per ticket.

**Grand Bank**
Five cents per ticket for residents; $15 each performance for non-resident performers.

**Greenspond**
Two dollars for each performance.

**Harbour Grace**
Five cents per ticket sold to adults.

**Jersyside**
Six per cent gross receipts.

**Lewisporte**
Ten per cent of gross proceeds.

**Main Brook**
Three cents per ticket.

**Marystown**
Three per cent of gross proceeds on residents and ten per cent on non-residents.

**Placentia**
Five cents per ticket sold.

**Ramea**
Five dollars per performance.

**St. Anthony**
Five cents per ticket.

**St. John's**
A ten per cent tax is levied on admissions and this is paid weekly at the office of the City Clerk.

**St. Lawrence**
Five cents per ticket sold to adults.

**Springdale — South Brook**
Five cents per ticket.

**Stephenville**
Ten cents per admission to adults.

**Wabana**
Five cents per ticket excepting children under 16 years of age at matinee performances.

**Wesleyville**
Five per cent gross proceeds on entertainments sponsored by residents and ten per cent on gross proceeds by non-residents.

**Windsor**
Five cents per ticket.

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**Theatre Licence Fees**

**British Columbia**

**Imposed Under the "Fire Marshal Act"**

41. Theatre Licences.—(a) No moving-picture theatre shall be opened to the public except after a licence therefor has been obtained from the Fire Marshal, which licence shall be kept posted in a conspicuous place on the licensed premises. The licence fees payable under the "Fire Marshal Act" for licences for moving-picture theatres shall be as follows:

1. If conducted in premises located in the cities of Vancouver or Victoria, and not licensed under any subsequent clause of this regulation, provided the licence fee shall not exceed $300 or less than $75, for each seat ........................................ 20c

2. If conducted in premises within the limits of any organized municipality or corporation townsite, and not licensed under any subsequent clause of this regulation, where the seating capacity does not exceed 300 persons ........................................ $65
   For each seat in excess of 300, provided the fee shall not exceed the sum of $250 ......................... 15c

3. If conducted in premises not licensed under any other clause of this regulation, where the seating capacity does not exceed 300 persons ........................................ $5
   For each seat in excess of 300, provided the fee shall not exceed the sum of $200 ......................... 10c

4. If conducted in connection with a vaudeville or variety show and exhibiting moving pictures as part of the performance:
   For the first reel .................................... $100
   For each additional reel ............................ 25

5. If conducted in premises limited to a period of one month ...................... 50

6. If conducted in open-air park:
   For one month ........................................ 50
   For two months ..................................... 75
   For three months ................................... 100
   For season, not exceeding six months ..................... 150

6a. If conducted in a park or premises so equipped that moving pictures can be viewed by patrons while
seated in motor-vehicles parked in an enclosed space commonly known as a drive-in theatre, a fee calculated under subsections (2) or (3), as the case may be, based upon the assumption that the seating capacity of the park or premises is 2.5 times the number of motor-vehicles which the drive-in theatre can accommodate.

(7) Itinerant licences for the exhibition of feature films, etc., good only in places endorsed on face of licence:

- For each day .................................. $10
- For each week .................................. 40
- For each month .................................. 100

(8) Itinerant licenses, good only in places endorsed on face of licence, not more than four places to be covered by one licence:

- Good only two days in any calendar week in any one place .... 25
- Good only three days in any calendar week in any one place .... 35
- Good only seven days in any calendar week in any one place .... 50

(9) Itinerant licences limited to small towns or villages, good only one day a week, not more than ten places to be covered by one licence 40

(10) If conducted under the auspices of a church, religious organization or educational institution other than a school or college holding a permit issued under Regulation 45 of these regulations, or in aid of charitable work ........................................ 1

(11) If conducted for the purpose of advertising anything whatsoever .... 50

**ALBERTA**

**Imposed Under The Amusements Act**

"2 In the case of a theatre or place of amusement used for the exhibition of moving pictures, an annual license fee shall be payable in advance as follows:

(a) In every incorporated city having a population exceeding ten thousand:

1. Where the seating capacity exceeds five hundred .... $400
2. Where the seating capacity exceeds one thousand but does not exceed fifteen hundred .... 300
3. Where the seating capacity exceeds six hundred and fifty but does not exceed one thousand .... 200
4. Where the seating capacity does not exceed six hundred and fifty .................................. 100

(b) In an incorporated city having a population of ten thousand or less and in any incorporated town or village irrespective of population:

1. Where the seating capacity exceeds six hundred and fifty .... $100
2. Where the seating capacity exceeds three hundred but does not exceed six hundred and fifty ................. 40
3. Where the seating capacity does not exceed three hundred .... 25

(c) In a hamlet or rural district:

1. Where the seating capacity exceeds two hundred ............... $15
2. Where the seating capacity exceeds one hundred and fifty but does not exceed two hundred .... 10
3. Where the seating capacity does not exceed one hundred and fifty five 5

(d) Drive-In Theatres annual or monthly licence fees payable in advance as follows:

<table>
<thead>
<tr>
<th>Car Capacity</th>
<th>Annual Licence Fees for Calendar month</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 cars or more</td>
<td>$250</td>
</tr>
<tr>
<td>400 to 499 cars</td>
<td>400</td>
</tr>
<tr>
<td>300 to 399 cars</td>
<td>300</td>
</tr>
<tr>
<td>200 to 299 cars</td>
<td>200</td>
</tr>
<tr>
<td>100 to 199 cars</td>
<td>100</td>
</tr>
<tr>
<td>99 cars or less</td>
<td>25</td>
</tr>
</tbody>
</table>

**SASKATCHEWAN**

**Imposed Under The Theatres and Cinematographs Act**

In cities:—For every theatre, when the population of the city is 10,000 or over, $225; when the population of the city is less than 10,000, $150.

In towns:—For every theatre $50.

In villages or hamlets:—For every theatre, $20.

Provided that in villages and rural municipalities, the minister may issue to the applicant for a theatre licence, a licence covering a period of three months for each of any of the periods ending March 31, June 30, September 30 or December 31, in each year and the fee payable for each of such quarterly licences shall be one-quarter of the annual fee payable for an annual licence.

Provided further that in case an annual licence is issued after the first day of January in any year and for a period not less than three months, the applicant therefor shall be charged such proportion only of the licence fee as the number of days remaining between the date of his licence and the 31st day of December bears to the licence fee for the whole year.

Provided also that no rebate shall be allowed if the applicant for a licence has permitted public performances or other entertainments to be held in the theatre for which the licence is required prior to the date of his provincial licence.

**DRIVE-IN THEATRES**

For each Drive-in theatre situated:

(a) within a radius of 10 miles of any city having a population of over 10,000, $50 per month or a maximum of $250 per season.

(b) within a radius of 10 miles of any city having a population of less than 10,000, $30 per month or a maximum of $150 per season.

(c) in other locations not specifically provided for in (a) or (b) above, $10 per month, or a maximum of $50 per season.

**MANITOBA**

**Imposed Under The Amusements Act**

Under Schedule "A" Section 4 (1) of the "Act" licence fee for a place of amusement:

With a seating capacity

| Under 500 | $ 5 |
| from 500 to 750 | 7.50 |
| from 750 to 1000 | 10 |
| from 1000 to 1250 | 12.50 |
| from 1250 to 1500 | 15 |
| from 1500 to 1750 | 17.50 |
| from 1750 to 2000 | 20 |
| from 2000 to 2250 | 22.50 |
| over 2250 | 25 |

**DRIVE-IN THEATRES**

The licence fee is based on the car capacity of the grounds times 2½. If the car capacity is 500 the licence fee would be 500 x 2½ = $12.50.
ONTARIO

Imposed under The Theatres Act, 1953

(a) In municipalities having a population under 1,500 according to the last revised-assessment roll, 10c for each seat or chair.
(b) In municipalities having a population of 1,500 or over but under 3,000 according to the last revised-assessment roll, 15c for each seat or chair.
(c) In municipalities having a population of 3,000 or over but under 10,000 according to the last revised-assessment roll, 20c for each seat or chair.
(d) In municipalities having a population of 10,000 or over according to the last revised-assessment roll, 25c for each seat or chair.

In any hotel, restaurant, or amusement hall, and every owner, user or exhibitor, of every cinematograph, shall pay the following fees:

<table>
<thead>
<tr>
<th>Population Range</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 1,500</td>
<td>10c</td>
</tr>
<tr>
<td>1,501 to 3,000</td>
<td>15c</td>
</tr>
<tr>
<td>3,001 to 10,000</td>
<td>20c</td>
</tr>
<tr>
<td>10,001 and over</td>
<td>25c</td>
</tr>
</tbody>
</table>

A $5 fee is charged for the transfer of a theatre licence.

Drives-ins are licensed according to the number of vehicles they can accommodate, the rate being 37½c per car.

QUEBEC

Imposed Under The Quebec Licences Act

Cities:
- Quebec, Montreal, Outremont, Verdun and Westmount, per seat: 50c in all other cities, per seat: 30c Elsewhere, per seat: 20c

A $5 fee is payable with every licence.

NEW BRUNSWICK

Imposed Under The Theatres, Cinematographs and Amusements Act

(13) Every owner, lessee, or occupant of a theatre, and every owner, user or exhibitor, of every cinematograph, shall pay the following fees:

<table>
<thead>
<tr>
<th>Population Range</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 1,500</td>
<td>5c</td>
</tr>
<tr>
<td>1,501 to 3,000</td>
<td>10c</td>
</tr>
<tr>
<td>3,001 to 7,500</td>
<td>15c</td>
</tr>
<tr>
<td>7,501 to 15,000</td>
<td>20c</td>
</tr>
</tbody>
</table>

In municipalities, towns or cities where not more than three performances are given in any week, one-half the fee as set in sections (a) to (d) inclusive shall apply.

(4) For so-called drive-in theatres the licence fee is to be 25 cents per car or amplifier, in addition to licence for cinematograph.

NOVA SCOTIA

Imposed Under The Theatres, Cinematographs and Amusements Act

3. (1) No theatre owner shall give any performance in his theatre unless he holds in respect of the theatre a licence which is in force.
(2) The fee payable for any theatre licence shall be as follows:

In municipalities having a population not exceeding 1,500: 10c

Exceeding 1,500 but not exceeding 3,000: 15c

Exceeding 3,000 but not exceeding 10,000: 20c

Exceeding 10,000: 25c

for each seat or chair in the theatre.

(3) In any theatre where benches are used instead of seats or chairs, every twenty-four inches of the bench shall be deemed to be a seat or chair.

(4) In any theatre where not more than three performances are given weekly one-half the fee mentioned in subsection (2) shall be payable.

DRIVE-IN THEATRES

The fee payable for a Drive-In Theatre licence shall be 50c for each vehicle space provided in the theatre and the provisions of Section 3 of these regulations shall not apply to a Drive-In Theatre.

Subsection (5) of Section 3 of the said Regulations is repealed and the following substituted therefor:

(5) For licences issued on or after the first day of July and before the first day of October in any year the fee shall be three-quarters of the yearly licence fee and for licences issued on or after the first day of October and before the first day of January the fee shall be one-half the yearly licence fee and for licences issued on or after the first day of January the fee shall be one-quarter of the yearly licence fee.

PRINCE EDWARD ISLAND

Imposed Under The Amusement Tax Act

The annual fee is $2 with the exception of chain theatres for which the licence fee is $200 for each theatre. This regulation also applies to drive-in theatres.

SEATING

Despite the drop in admissions and receipts, Canada’s movie accommodation keeps increasing. According to the Dominion Bureau of Statistics, the 1,936 “Regular” theatres had a seating capacity of 984,907 compared with 1,906 houses classed similarly in 1953, which had a capacity of 978,162. So that in 1954 there was a gain of 38 houses and 6,745 seats. “Regular Theatres” are those not classed as “Drive-in Theatres,” “Community Enterprises” and “Halls Serviced by Itinerant Operators.” There may be a few 16 mm. situations among the “Regular Theatres” but almost all were built exclusively for 35 mm. exhibition.

Information that bears on the gains: The DBS gave as 96 the number of new theatres opened in 1954, 13 as the number reopened and 77 as the number closed, the net gain being 32.

It should be noted that in 1954 the 1,936 “Regular” situations grossed $97,012,140, a decline of $3,877,221 for 218,503,653 admissions — 22,679,073 fewer
than in 1953. The total decline in admissions of all types of halls and theatres in 1954 compared with 1953 was 22,081,943. So that the brunt of the decline was borne by these theatres.

This brings us to the drive-ins and their place in the accommodation picture. They also contributed to the expansion of our patronage capacity by jumping from 174 in 1953 to 230 in 1954, a gain of 56, thus adding accommodation for 18,795 cars. The drive-ins, playing to 12,380,248 admissions, helped limit the general attendance decline by gaining 1,245,458 over the previous year.

For seat-tax purposes drive-ins are usually treated as two-and-a-half persons per car, so that about 50,000 seats were added to the 6,745 of the "Regular" theatres for a total gain of perhaps 56,000.

There is one puzzling aspect of the 6,745-seat gain for 32 "Regular" theatres. That's an average of 210 seats. There are very few 210-seat houses built, so perhaps the many houses altered in the last year added or dropped seats, affecting the figure.

If you have read this far, you are probably curious about the situation in 1955. DBS figures won't be available until late in 1956. But the accommodation gain will continue, even if business keeps declining, for Canadian Film Weekly figures show that in 1955 35 four-walled theatres and 21 drive-ins opened for business.

CONSTRUCTION

THE Canadian motion picture theatre industry's record of constructing new theatres in the last decade is a remarkable one, for 40 per cent of our present situations, according to Canadian Film Weekly records, were built from the beginning of 1946. Added to this activity was another which contributed to giving the industry a bright new face—refurbishing. In some cases individual expenditures reached well over $100,000 and the overall total for alterations and new equipment runs into millions.

Since the beginning of 1946 there have been 920 movie situations constructed in Canada! This is a sizeable portion of the present number of places of 35 mm. exhibition—2,121. Perhaps a table of new theatres each year would give the picture clearly:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Drive-ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>28</td>
<td>3</td>
</tr>
<tr>
<td>1947</td>
<td>109</td>
<td>4</td>
</tr>
<tr>
<td>1948</td>
<td>75</td>
<td>7</td>
</tr>
<tr>
<td>1949</td>
<td>128</td>
<td>20</td>
</tr>
<tr>
<td>1950</td>
<td>147</td>
<td>30</td>
</tr>
<tr>
<td>1951</td>
<td>79</td>
<td>18</td>
</tr>
<tr>
<td>1952</td>
<td>74</td>
<td>22</td>
</tr>
<tr>
<td>1953</td>
<td>133</td>
<td>70</td>
</tr>
<tr>
<td>1954</td>
<td>91</td>
<td>56</td>
</tr>
<tr>
<td>1955</td>
<td>56</td>
<td>21</td>
</tr>
</tbody>
</table>

It should be remembered that some of the new theatres were built to replace old ones or those destroyed by fire. Thus they did not add a situation to the Canadian total. The above figures do not include some built as 16 mm. theatres. There is no doubt that the figures given in the table are not exact, for this information, as national executives will tell you, isn't as easy to gather as it ought to be. But the figures are close enough.

It seems strange to some that while theatres were closing, mainly because of TV, others were opening. The reason is that many communities, formerly served by 16 mm. in halls, picked up enough population through the immigration wave or the coming of industries to them to support a 35 mm. theatre. Also drive-ins were being established. The theatres that closed were largely urban and old, the ones that opened are in smaller communities. The 1954 statement of the Dominion Bureau of Statistics said:

"The number of theatres and hall exhibiting motion pictures fell by 83 in 1954. The greatest change occurred in the number of halls serviced by itinerant operators. There were 147 fewer of these in 1954 than in 1953. Community enterprises fell by 24. Regular theatres increased in number by 32 and drive-in theatres increased by 56."

Community enterprises, like halls, are almost all serviced with 16 mm. Regular theatres are almost all 35 mm. as are drive-ins.

In spite of the depressed state of the theatre industry at this time, the building of the new movie houses is evidence that the film as audience entertainment is here to stay.
Theatres

POPULATION

LOCATION

SEATING

LICENSEES

DRIVE-INS

NON-COMMERCIAL SITUATIONS
### British Columbia

(Licenses are renewable in British Columbia on January 1st.)

<table>
<thead>
<tr>
<th>Pop.</th>
<th>Town</th>
<th>Theatre</th>
<th>Open</th>
<th>Seats</th>
<th>Licensee</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,767</td>
<td>Abbotsford</td>
<td>Odeon</td>
<td>6</td>
<td>449</td>
<td>Odeon</td>
</tr>
<tr>
<td>1,800</td>
<td>Agassiz</td>
<td>Aga</td>
<td>4</td>
<td>300</td>
<td>N. W. Trout</td>
</tr>
<tr>
<td>3,300</td>
<td>Alberni</td>
<td>Roxy</td>
<td>6</td>
<td>333</td>
<td>H. Warren &amp; FPCC</td>
</tr>
<tr>
<td>1,200</td>
<td>Alert Bay</td>
<td>Bay</td>
<td>4</td>
<td>286</td>
<td>W. Risk</td>
</tr>
<tr>
<td>1,118</td>
<td>Armstrong</td>
<td>Star</td>
<td>6</td>
<td>254</td>
<td>C. E. Pepper</td>
</tr>
<tr>
<td>1,000</td>
<td>Ashcroft</td>
<td>Ashcroft</td>
<td>2</td>
<td>320</td>
<td>F. Shepherd</td>
</tr>
<tr>
<td>365</td>
<td>Bella Coola</td>
<td>Bellvale</td>
<td>1</td>
<td>196</td>
<td>Harold Giles</td>
</tr>
<tr>
<td>950</td>
<td>Bralorne</td>
<td>Community</td>
<td>3</td>
<td>210</td>
<td>Bralorne Mines Ltd.</td>
</tr>
<tr>
<td>500</td>
<td>Brighouse (Lulu Island)</td>
<td>Lulu</td>
<td>6</td>
<td>449</td>
<td>P. Barnes</td>
</tr>
<tr>
<td>1,700</td>
<td>Britannia Beach</td>
<td>Barbara</td>
<td>4</td>
<td>464</td>
<td>Barbara Theas.</td>
</tr>
<tr>
<td>46,000</td>
<td>Burnaby</td>
<td>Oak</td>
<td>6</td>
<td>736</td>
<td>Odeon</td>
</tr>
<tr>
<td>1,958</td>
<td>Campbell River</td>
<td>Van-Isle</td>
<td>6</td>
<td>449</td>
<td>E. W. Bickle</td>
</tr>
<tr>
<td>1,326</td>
<td>Castlegar</td>
<td>Castle</td>
<td>6</td>
<td>400</td>
<td>L. V. Campbell</td>
</tr>
<tr>
<td>2,000</td>
<td>Chemainus</td>
<td>Willow</td>
<td>6</td>
<td>406</td>
<td>Chemainus Theatres Ltd.</td>
</tr>
<tr>
<td>7,165</td>
<td>Chilliwack</td>
<td>Paramount</td>
<td>6</td>
<td>900</td>
<td>FPCC</td>
</tr>
<tr>
<td>1,400</td>
<td>Cloverdale</td>
<td>Clova</td>
<td>6</td>
<td>449</td>
<td>L. B. Toffey</td>
</tr>
<tr>
<td>1,300</td>
<td>Copper Mountain</td>
<td>Community</td>
<td>2</td>
<td>300</td>
<td>Copper Mountain Comm. League</td>
</tr>
<tr>
<td>2,553</td>
<td>Courtenay</td>
<td>Bickle</td>
<td>6</td>
<td>449</td>
<td>E. W. Bickle</td>
</tr>
<tr>
<td>1,600</td>
<td>Cowichan Lake</td>
<td>Lake</td>
<td>4</td>
<td>395</td>
<td>C. W. Wittington &amp; A. Castley</td>
</tr>
<tr>
<td>3,621</td>
<td>Cranbrook</td>
<td>Star</td>
<td>2-4</td>
<td>413</td>
<td>J. Purnell (FPCC) (cl.)</td>
</tr>
<tr>
<td>1,626</td>
<td>Creston</td>
<td>Armonnd</td>
<td>6</td>
<td>449</td>
<td>J. Purnell &amp; Sons (FPCC)</td>
</tr>
<tr>
<td>1,500</td>
<td>Cumberland</td>
<td>Tivoli</td>
<td>6</td>
<td>341</td>
<td>L. Johnston</td>
</tr>
<tr>
<td>3,539</td>
<td>Dawson Creek</td>
<td>Ilo Ilo</td>
<td>6</td>
<td>449</td>
<td>E. W. Bickle</td>
</tr>
<tr>
<td>1,773</td>
<td>Dawson (Yukon)</td>
<td>Orpheum</td>
<td>4</td>
<td>261</td>
<td>D. C. Theatres Ltd.</td>
</tr>
<tr>
<td>2,753</td>
<td>Duncan</td>
<td>Odeon</td>
<td>6</td>
<td>722</td>
<td>D. C. Theatres Co.</td>
</tr>
<tr>
<td>1,888</td>
<td>Enderby</td>
<td>Monarch</td>
<td>6</td>
<td>375</td>
<td>W. Willard</td>
</tr>
<tr>
<td>2,538</td>
<td>Fernie</td>
<td>Vogue</td>
<td>6</td>
<td>392</td>
<td>S. J. Rosell</td>
</tr>
<tr>
<td>868</td>
<td>Fort St. John</td>
<td>Fort</td>
<td>6</td>
<td>396</td>
<td>Brooke, Herron &amp; Pomery</td>
</tr>
<tr>
<td>1,200</td>
<td>Fruitvale</td>
<td>Rex</td>
<td>2</td>
<td>160</td>
<td>R. Wintfield</td>
</tr>
<tr>
<td>600</td>
<td>Gibson</td>
<td>Gibsons</td>
<td>6</td>
<td>360</td>
<td>A. S. Harrington</td>
</tr>
<tr>
<td>500</td>
<td>Golden</td>
<td>Yoho</td>
<td>6</td>
<td>300</td>
<td>J. E. Bird</td>
</tr>
<tr>
<td>1,636</td>
<td>Grand Forks</td>
<td>Gem</td>
<td>6</td>
<td>300</td>
<td>J. Altomare</td>
</tr>
<tr>
<td>2,300</td>
<td>Honey</td>
<td>Odeon</td>
<td>6</td>
<td>448</td>
<td>P. P. Abrosinoff</td>
</tr>
<tr>
<td>250</td>
<td>Holberg</td>
<td>Holberg</td>
<td>1</td>
<td>150</td>
<td>Comm. Club — F. H. Baldwin</td>
</tr>
<tr>
<td>1,646</td>
<td>Hope</td>
<td>New Hope</td>
<td>6</td>
<td>292</td>
<td>H. S. Trout</td>
</tr>
<tr>
<td>3,000</td>
<td>Invermere</td>
<td>Toby</td>
<td>6-8</td>
<td>306</td>
<td>C. Hogan &amp; C. Morgan</td>
</tr>
<tr>
<td>8,099</td>
<td>Kamloops</td>
<td>Paramount</td>
<td>6</td>
<td>1000</td>
<td>FPCC</td>
</tr>
<tr>
<td>8,466</td>
<td>Kelowna</td>
<td>Paramount</td>
<td>6</td>
<td>839</td>
<td>&quot;</td>
</tr>
<tr>
<td>450</td>
<td>Keremeos</td>
<td>Keremeos</td>
<td>4</td>
<td>240</td>
<td>C. Palmer</td>
</tr>
<tr>
<td>5,906</td>
<td>Kimberley</td>
<td>Orpheum</td>
<td>6</td>
<td>498</td>
<td>J. Purnell &amp; Sons (FPCC)</td>
</tr>
<tr>
<td>8,000</td>
<td>Kitimat</td>
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(Licenses are renewable in Alberta On January 1st of each year.)

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### Alberta—Saskatchewan

(Licenses are renewable in Saskatchewan on January 1st.)

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**Note:** The table lists the population, town, theatre name, open status, seating capacity, and the licensee for various locations in Alberta and Saskatchewan. The open status includes whether the theatre is open or not on January 1st. The seating capacity varies from 250 to 500 seats, and the licensees are listed for their respective locations.
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Saskatchewan
### Saskatchewan — Manitoba

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### Manitoba

(licenses are renewable in Manitoba on May 1st.)

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Ontario

(Licenses are renewable in Ontario on April 1st.)

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## Quebec

(Licenses are renewable in Quebec on May 1st. No itinerant licenses are included. "Vi" shown after name of Licensee indicates theatre using equal number of French and English pictures. "Fr." indicates French pictures only.)

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### Quebec — New Brunswick

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### New Brunswick

 Licenses are renewable in New Brunswick on June 1st.

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## New Brunswick — Nova Scotia

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## Nova Scotia

(Licenses are renewable in Nova Scotia on April 1st.)

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**Prince Edward Island**

(Licenses are renewable in New Brunswick on June 1st and in Nova Scotia on April 1st.)

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75
### Prince Edward Island — Newfoundland — Drive-ins

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### Newfoundland

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### Drive-in Theatres

(All theatres have the word drive-in after the name.)

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<td>Cascades</td>
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### BRITISH COLUMBIA

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## Drive-in Theatres — Non-Commercial Situations

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<td>150</td>
<td>A. J. Paul</td>
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<tr>
<td>Moncton</td>
<td>Skyway</td>
<td>540</td>
<td>Inter-City Drive-In Theas. (FPCC)</td>
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<td>Nashwaaksis</td>
<td>Sunset</td>
<td>300</td>
<td>B. Evans</td>
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<td>Springhill</td>
<td>Valley</td>
<td>400</td>
<td>A. J. Burnett</td>
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<tr>
<td>Tracadie</td>
<td>Star View</td>
<td>200</td>
<td>Robichaud &amp; Johnson</td>
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<tr>
<td>Woodstock</td>
<td>Cummings</td>
<td>400</td>
<td>S. Cummings</td>
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### NOVA SCOTIA

<table>
<thead>
<tr>
<th>Town</th>
<th>Theatre</th>
<th>Cars</th>
<th>Licensee</th>
</tr>
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<tr>
<td>Amherst</td>
<td>Grand View</td>
<td>400</td>
<td>F. G. Spencer Co.</td>
</tr>
<tr>
<td>Cambridge</td>
<td>Valley</td>
<td>500</td>
<td>R. F. Hazel &amp; P. R. Barkhouse</td>
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<tr>
<td>Chester</td>
<td>Chester</td>
<td>142</td>
<td>K. Corkum</td>
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<tr>
<td>Halifax</td>
<td>Bay Road</td>
<td>426</td>
<td>M. E. Walker</td>
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<tr>
<td>New Glasgow</td>
<td>Highland</td>
<td>576</td>
<td>Garson Theatres (Odeon)</td>
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<tr>
<td>Northfield</td>
<td>Northfield</td>
<td>272</td>
<td>E. C. Baudreau</td>
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<tr>
<td>Sydney</td>
<td>Midway</td>
<td>750</td>
<td>Franklin &amp; Herschorn</td>
</tr>
<tr>
<td>Truro</td>
<td>Bel-Air</td>
<td>250</td>
<td>R. D. Robertson</td>
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### PRINCE EDWARD ISLAND

<table>
<thead>
<tr>
<th>Town</th>
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<th>Cars</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>Charlottetown</td>
<td>North River</td>
<td>500</td>
<td>F. G. Spencer Co.</td>
</tr>
<tr>
<td>Summerside</td>
<td>Starlite</td>
<td>200</td>
<td>L. Ellis</td>
</tr>
</tbody>
</table>

(For 16 mm. Drive-ins see 16 mm. Situations in 16 mm. Section)

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# Non-Commercial Situations

## Licensee | Situation | Town
---|------------|----------
## BRITISH COLUMBIA

<table>
<thead>
<tr>
<th>Licensee</th>
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<tbody>
<tr>
<td>Bamfield</td>
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<tr>
<td>Cayuse Camp</td>
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<td></td>
</tr>
<tr>
<td>Essondale</td>
<td>Prov. Mental</td>
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</tr>
<tr>
<td>New Westminster</td>
<td>Woodland</td>
<td></td>
</tr>
<tr>
<td>Tranquille</td>
<td>Sanitorium</td>
<td></td>
</tr>
<tr>
<td>Vancouver</td>
<td>Technical School</td>
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</tr>
<tr>
<td>Zeballos</td>
<td>Hospital Benefit Theatre</td>
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</table>

## ALBERTA

<table>
<thead>
<tr>
<th>Licensee</th>
<th>Situation</th>
<th>Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>RCAF (No. 11 Supply Depot)</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Calgary</td>
<td>RCAF (No. 25 Air Material Base)</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Cold Lake</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Claresholm</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Edmonton</td>
<td>Northwest Air Command</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Penhold</td>
<td>RCAF Penaltia</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Suffield</td>
<td>Suffield Experimental Station</td>
<td>J. Kirkpatrick</td>
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</table>

## SASKATCHEWAN

<table>
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<th>Licensee</th>
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<tbody>
<tr>
<td>Weyburn</td>
<td>Mental Hospital</td>
<td>Provincial Government</td>
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<tr>
<td>Town</td>
<td>Situation</td>
<td>Licensee</td>
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<tr>
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<tr>
<td><strong>MANITOBA</strong></td>
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</tr>
<tr>
<td>Brandon</td>
<td>Mental Hospital</td>
<td>The Bursar</td>
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<tr>
<td>Churchill</td>
<td>Garrison</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Gimli</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Great Falls</td>
<td>Anderson Hall</td>
<td>M. Reid</td>
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<tr>
<td>Headingley</td>
<td>Headingley Jail</td>
<td>Warden</td>
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<tr>
<td>MacDonald</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Portage La Prairie</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Rivers</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Shilo</td>
<td>Ubique</td>
<td>Officer Commanding</td>
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<tr>
<td>Winnipeg</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td><strong>ONTARIO</strong></td>
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</tr>
<tr>
<td>Aylmer</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Camp Borden</td>
<td>RCA</td>
<td>Officer Commanding</td>
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<tr>
<td>Camp Borden</td>
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<td>Officer Commanding</td>
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<tr>
<td>Centralia</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Clinton</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Downsview</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
<tr>
<td>Island Falls</td>
<td>M.P.</td>
<td>Churchill River Power Co.</td>
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<tr>
<td>London (Crumlin)</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Ottawa</td>
<td>National Museum</td>
<td>Dept. of Mines &amp; Resources</td>
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<tr>
<td>Ottawa</td>
<td>Lecture Hall</td>
<td>Dr. J. F. Alcock</td>
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<tr>
<td>Petawawa</td>
<td>RCA</td>
<td>Officer Commanding</td>
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<tr>
<td>Pickle Crow</td>
<td>Club</td>
<td>Pickle Crow Comm. Club</td>
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<tr>
<td>Rockcliffe</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Toronto</td>
<td>Eaton Auditorium</td>
<td>T. Eaton Co. Ltd.</td>
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<tr>
<td>Trenton</td>
<td>RCAF (No. 6 Repair Depot)</td>
<td>Officer Commanding</td>
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<tr>
<td>Trenton</td>
<td>RCAF (Station)</td>
<td>Officer Commanding</td>
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<tr>
<td><strong>QUEBEC</strong></td>
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<tr>
<td>Bagotville</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>Cartierville</td>
<td>Belmont Park</td>
<td>J. Demers (Summer)</td>
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<td>Labrieville</td>
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<td>Hydro-Quebec</td>
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<td>Lachine</td>
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<tr>
<td>Lake Edward</td>
<td>Sana Gaiete</td>
<td>Lake Edward Son.</td>
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<tr>
<td>Lake Etchemin</td>
<td>Son Begin</td>
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<tr>
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<td>Log Chateau</td>
<td>H. Mason</td>
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<td>Manor Richelieu</td>
<td>Con. Steamship Lines (ASN)</td>
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<td>G. E. Lachance (Summer)</td>
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<td>Chateau Frontenac</td>
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<td>Senneville</td>
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<td>Officer Commanding</td>
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<td>Seven Islands</td>
<td>RCAF (Maison)</td>
<td>Officer Commanding</td>
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<td>St. Anne De Bellevue</td>
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<td>St. Agathe</td>
<td>Laurentian Sanitorium</td>
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<td>St. Hubert</td>
<td>RCAF</td>
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<td>St. Johns</td>
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<td>Verdun</td>
<td>Verdun Protestant Hospital</td>
<td>Officer Commanding</td>
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<td>Ville Jacques Cartier</td>
<td>Auditorium</td>
<td>Officer Commanding</td>
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<td>Goose Bay, Labrador</td>
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<td>Terminal Ptarmington</td>
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<td><strong>NEW BRUNSWICK</strong></td>
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<td>Chatham</td>
<td>RCAF</td>
<td>Officer Commanding</td>
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<tr>
<td>St. Andrews</td>
<td>Algonquin Hotel</td>
<td>CPR (ASN)</td>
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<tr>
<td><strong>NOVA SCOTIA</strong></td>
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<tr>
<td>Greenwood</td>
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<td><strong>PRINCE EDWARD ISLAND</strong></td>
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<tr>
<td>Summerside</td>
<td>RCAF</td>
<td>Officer Commanding</td>
</tr>
</tbody>
</table>
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William Guss, Manager,
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To Our Exhibitor Friends Throughout the World:

You have noted our various announcements of picture projects during this past year. Naturally, we have been proud of the producer, director and writer talents who have taken advantage of the opportunity afforded them through U.A. to enter into independent production.

Recently, in a trade advertisement, we listed the names of this imposing array of creative talents from whose efforts we have promised you a minimum of 90 pictures over the next three years—30 a year. This minimum is actually committed as of now and the 90 or more pictures are either already produced, or in production, or in various phases of script development. As part of this program, we have continuously stressed the importance of star power—of proven box-office values—and to that end, we have in many ways attempted to create inducements to stimulate additional production activity on the part of our stars, so that the good health of our great industry, which is measured at your box-office, could thrive.

Now, as we go forward, we are thrilled, as you will be, by the results of this encouragement. We are listing here without frills and simply in alphabetical order, some of the stars who will appear in some of our releases for 1956. There are listed here 35 stars and 29 pictures, which is only a part of our program for 1956. All but a handful of these listed pictures are now in production and principal photography has been completed on most of them. We believe this is the greatest star power ever included in a single year’s program of any one company in the history of motion pictures. Many of these same stars have numerous other projects not here listed in pre-production preparation for 1957 and 1958. Other stars, such as Joan Crawford, Rita Hayworth, Betty Grable and others, are now in the process of activating their programs.

Other important announcements, adding to the U.A. family of producers, directors, writers and stars will soon supplement this imposing array. We hope that with this exciting line-up, you will feel amply rewarded for your past support of U.A. and that we may merit your ever increasing support, so that we, in turn, can make our contribution to the industry ever bigger and better.
IN MOTION PICTURE HISTORY!

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"Cimarron"

CLAIRE BLOOM
"Alexander The Great"

RICHARD BURTON
"Alexander The Great"

DORIS DAY
"Dance With Me, Henry"

JOSEPH COTTON
"The Killer Is Loose"

DANIELLE BARRIEUX
"Alexander The Great"

OLIVIA DE HAVILLAND
"The Ambassador’s Daughter"

KIRAN DOUGLAS
"The Indian Fighter"

RHONDA FLEMING
"The Kid Is Loose"

ERROL FLYNN
"King’s Rhapsody"
"Let’s Make Up"

HENRY FONDA
"Twelve Angry Men"

CARY GRANT
"The Pride And The Passion"

STERLING HAYDEN
"The Killing"

VAN HEFLEN
"Patterns"

DURT LANCASTER
"Trapeze"

GINA LOLLOBRIGIDA
"Trapeze"

FREDRIC MARCH
"Alexander The Great"

VICTOR MATURE
"The Shockfighters"

ROBERT MITCHUM
"foreign Intrigue"
"Bandit"

GEORGE MONTGOMERY
"Hek"

KIM NOVAK
"The Man With The Golden Arm"

JACK PALANCE
"A Walk!"

ELEANOR PARKER
"The Man With The Golden Arm"

JANE RUSSELL
"The Big Play"

FRANK SINATRA
"The Man With The Golden Arm"
"Johnny Concho"
"The Pride And The Passion"

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“The Power and the Prize”
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Starring Robert Taylor, Burl Ives, Charles Coburn, Sir Cedric Hardwicke, Mary Astor • and introducing Elisabeth Mueller.

“The Opposite Sex”
(CinemaScope—METROCOLOR)
Starring June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller co-starring Leslie Nielsen, Jeff Richards, Agnes Moorehead, Charlotte Greenwood, Joan Blondell, Sam Levene • and guest stars: Harry James, Art Mooney, Dick Shawn, Jim Backus • with Bill Goodwin.

“The Barretts of Wimpole Street”
(CinemaScope—Color)
Starring Jennifer Jones, John Gielgud • co-starring Bill Travers, Virginia McKenna.

“HOT SUMMER NIGHT”
Starring Leslie Nielsen, Colleen Miller, Edward Andrews, Jay C. Flippen, Marjorie Hellen, Barbara Lang.

“The Iron Petticoat”
(VistaVision—Technicolor®)
Starring Bob Hope, Katharine Hepburn, James Robertson-Justice, Robert Helpmann • A Remus Film released by M-G-M.

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“INVITATION TO THE DANCE”
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Starring Gene Kelly, Tamara Toumanova, Igor Youskevitch.

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Starring Sidney Poitier, John Cassavetes, Kathleen Maguire, Ruby Dee • Jonathan Production for M-G-M release.

“RAINTREE COUNTY”
(Photographed by M-G-M Camera 65—METROCOLOR)
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“The Wings of Eagles”
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Starring John Wayne, Dan Dailey, Maureen O’Hara, Edmund Lowe.

“TEN THOUSAND BEDROOMS”
(CinemaScope—Color)
Starring Dean Martin, Anna Maria Alberghetti, Eva Bartok, Dewey Martin, Walter Slezak, Paul Henreid • with Jules Munshin.

“The Vintage”
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Starring Mel Ferrer, Pier Angeli, John Kerr, Michele Morgan, Theodore Bickel, Leif Erickson.

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coverage by Shelly Films Ltd., Toronto 14, which
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CANADIAN PARAMOUNT NEWS
Issued weekly by Paramount Film Service.
Editor and commentator: Winston Barron, Para-
mount Film Service Ltd., 111 Bond St., Toronto.
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News, Montreal.

EYE WITNESS and COUP D’OEIL
English- and French-language newsmagazines
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JARO WORLD WIDE NEWS
Canadian edition of Gaumont-British newssheet,
issued weekly by J. Arthur Rank Film Distribu-
tors (Canada) Ltd. Edited by Castleton Knight,
Gaumont-British Newssheet Co., London, England,
with special commentary by Robert Beatty.

NEWS OF THE DAY
Issued weekly by Metro-Goldwyn-Mayer Pic-
tures of Canada, Ltd. Edited by Wm. P. Montrage,
450 56th St. New York City, and printed by ASN.

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FILM RENTALS

FILM rentals amounting to $35,773,251, a record figure, where received by the 48 distributing companies operating in Canada in 1954, 15 more than in 1953, according to the complete figures just issued by the Dominion Bureau of Statistics. This represented a gain of $1,336,642 over the $34,436,609 of 1953 and, when the receipts from advertising ($444,011, a drop of $89,966) and other sources ($450,350, a drop of $25,357) are added, gives us a grand total of $36,667,612.

This is the reverse to the figures for boxoffice receipts and admissions for the same year. Theatre grosses were down by 3.3 per cent, amounting to a loss of $3,556,965, and admissions decreased by 8.5 per cent, representing 18,081,943 fewer sold tickets.

Partially responsible for the gain in rentals while at the same time theatre receipts were dropping is the addition of 15 companies and 12 exchange branches to the field, most of these new ones opening to service TV and non-profit societies. According to the DBS, there were 7,302 films in 35 mm. used theatrically in 1954 and these were rented for $32,831,209. In 16 mm. gauge there were 1,513 films used theatrically and these took in $1,617,870 in rentals. The combined total for the two gauges was 8,815 films and $34,449,079. The difference between this figure and the one used earlier—$35,773,251—being made up by income from films for industrial use and for private or non-theatrical use, which together had $1,324,172 in rentals.

The $1,617,870 figure for theatrical 16 mm. rentals is a drop of $404,242 from the $2,022,112 of 1953 and is probably accounted for by the closing of some 16 mm. houses and the conversion of others to 35 mm. However, the non-theatrical category of 16 mm. film rentals—given by the DBS as $1,324,172 in 1954—shows a gain of $935,040 over 1953, reflecting the increased use of films by industrial concerns and TV.

The following table of annual rentals, in which each figure represents the combined 16 and 35 mm. yield from every source, shows the progressive increase:

<table>
<thead>
<tr>
<th>Year</th>
<th>Firms</th>
<th>Branches</th>
<th>Rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>—</td>
<td>59</td>
<td>$9,536,200</td>
</tr>
<tr>
<td>1933</td>
<td>—</td>
<td>59</td>
<td>6,797,600</td>
</tr>
<tr>
<td>1934</td>
<td>—</td>
<td>60</td>
<td>7,370,200</td>
</tr>
<tr>
<td>1935</td>
<td>—</td>
<td>61</td>
<td>7,404,500</td>
</tr>
<tr>
<td>1936</td>
<td>—</td>
<td>66</td>
<td>8,358,900</td>
</tr>
<tr>
<td>1937</td>
<td>—</td>
<td>63</td>
<td>9,471,100</td>
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<tr>
<td>1938</td>
<td>—</td>
<td>62</td>
<td>10,218,700</td>
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<tr>
<td>1939</td>
<td>—</td>
<td>67</td>
<td>10,315,500</td>
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<tr>
<td>1940</td>
<td>—</td>
<td>72</td>
<td>11,445,167</td>
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<td>1941</td>
<td>—</td>
<td>69</td>
<td>12,388,446</td>
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<tr>
<td>1942</td>
<td>—</td>
<td>78</td>
<td>13,892,093</td>
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<tr>
<td>1943</td>
<td>23</td>
<td>87</td>
<td>15,163,355</td>
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<td>23</td>
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<td>91</td>
<td>18,652,892</td>
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<td>1947</td>
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<td>114</td>
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<td>1948</td>
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<td>118</td>
<td>21,591,712</td>
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<td>1949</td>
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<td>119</td>
<td>24,893,657</td>
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<tr>
<td>1950</td>
<td>35</td>
<td>118</td>
<td>26,800,789</td>
</tr>
<tr>
<td>1951</td>
<td>33</td>
<td>123</td>
<td>29,225,867</td>
</tr>
<tr>
<td>1952</td>
<td>36</td>
<td>129</td>
<td>32,911,042</td>
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<tr>
<td>1953</td>
<td>33</td>
<td>124</td>
<td>34,436,609</td>
</tr>
<tr>
<td>1954</td>
<td>48</td>
<td>136</td>
<td>35,773,251</td>
</tr>
</tbody>
</table>

The figures from the years previous to 1940 include receipts from advertising and other sources. The totals from 1946 on are presumed to be from every type of exhibition, including drive-ins.

The DBS report did not separate rentals from drive-ins, which increased by 55 to 230 in 1954 and gained $454,027 in receipts and 1,245,458 in admissions.

It is well to remember that the overall decline in admissions and receipts took place in the face of a gain of 32 places of exhibition in the 1954 total of 3,471. Of these 1,938 were regular theatres—32 more—and these included 210 using 16 mm. equipment. So that in 1954 theatres were increasing and admissions and receipts declining—an seemingly illogical situation.

It is likely that rentals in 1955 will show their first drop since 1933, for receipts were down 10 per cent, according to the advance information from the DBS.

New films of all types released during 1954 numbered 3,833 of which 1,833 were for theatrical use on a commercial basis. In 1953 the total of all types released was 3,521 and those for theatrical use numbered 2,983, which is 1,150 more. The decline in product is reflected in these figures.

Of 1,833 35 mm. films 1,374 were in English, 336 in French and 123 in other languages. In 16 mm. the total was 2,000, of which 1,422 were in English, 423 in French and 155 in other languages.

The USA provided 628 features, France 322, Great Britain 241, Canada 15, Italy 102 and other countries 126.

The film distribution companies paid out over $600,000 more in salaries and wages in 1954 than they did in 1953, most of it accounted for by the new companies.
THE NEW RKO IN ACTION

FULFILLS ITS PROMISE OF THE TOPS
IN PICTURES AND STARS

JOHN WAYNE ANITA EKBERG DIANA DORS
DEBBIE REYNOLDS EDDIE FISHER DORIS DAY HENRY FONDA
RICHARD EGAN DOROTHY MALONE CAMERON MITCHELL
ROD STEIGER

VIVIAN BLAINE ANITA EKBERG DIANA DORS
ROBERT RYAN EDDIE FISHER DORIS DAY HENRY FONDA
YVONNE DE CARLO DOROTHY MALONE CAMERON MITCHELL
KEITH ANDES ROD STEIGER

JET PILOT
BUNDLE OF JOY THE BRAVE ONE TENSION AT TABLE ROCK
PUBLIC PIGEON NO. 1 DEATH OF A SCOUNDREL
BACK FROM ETERNITY LOVE AFFAIR THE YOUNG STRANGER
RUN OF THE ARROW THE DAY THEY GAVE THE BABIES AWAY
I MARRIED A WOMAN

A N D M O R E T O C O M E
TORONTO MONTREAL SAINT JOHN WINNIPEG CALGARY VANCOUVER
EASTMAN
Professional
Motion Picture Films

Used with Confidence by the Industry for over Half a Century

CANADIAN KODAK SALES LIMITED
Toronto 9, Ontario
Production

CANADIAN PRODUCTION & STATISTICS
- PRODUCTION FACILITIES
- STUDIOS AND PRODUCERS
- LABORATORIES
- RAW STOCK
- ASSOCIATIONS
- HOLLYWOOD STUDIOS
- NATIONAL FILM BOARD
- PROVINCIAL GOVERNMENT UNITS
- CREDITS
EXPERIENCE
With 46 companies reporting to Dominion Bureau of Statistics, Crawley’s produced 21% of the 1595 gross dollar volume of Canada’s private film production. Senior producers now on our staff (that’s what counts!) have made 600 Crawley films in 18 years.

QUALITY
66 national and international awards for excellence in the last seven years alone—for films for industry, government and television.

FACILITIES
Canada’s most modern film studios—located in the Capital . . .
teletype connected branches in Toronto and Montreal . . .
TV Division.

Crawley Films is your producer

OTTAWA
TORONTO
MONTREAL
PRODUCTION

Motion Picture Production for 1955 by the Dominion Bureau of Statistics
Prepared in Merchandising and Services Section, Industry and Merchandising Division

This annual survey of motion picture production includes private companies and agencies of both Provincial and Federal governments. The business activities measured include motion picture and film strips for industry, government, education, etc., as well as any domestic production of feature films.

Gross revenue and employment data shown here pertain only to the private industry sector. Employment figures do not include proprietors of unincorporated businesses. Laboratory work included is only for companies who produced motion pictures in 1955. Other activities of these same companies are shown as supplementary data.

Summary Statistics of Motion Picture Production (Private Industry)

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Firms</th>
<th>No. of Employees</th>
<th>Salaries and Wages Production</th>
<th>Salaries and Wages Printing and Laboratory</th>
<th>Other Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>30</td>
<td>386</td>
<td>$1,006,918</td>
<td>$1,331,393</td>
<td>$1,274,137</td>
</tr>
<tr>
<td>1953</td>
<td>32</td>
<td>387</td>
<td>$1,150,890</td>
<td>$1,592,779</td>
<td>$1,230,483</td>
</tr>
<tr>
<td>1954</td>
<td>45</td>
<td>478</td>
<td>$1,549,233</td>
<td>$2,106,131</td>
<td>$1,456,405</td>
</tr>
<tr>
<td>1955</td>
<td>46</td>
<td>445</td>
<td>$1,460,421</td>
<td>$2,456,038</td>
<td>$1,051,673(2)</td>
</tr>
</tbody>
</table>

(1) Not available.
(2) In addition, firms included in 1954 but excluded in 1955 because of no production, had revenue in 1955 amounting to $766,111. These firms also printed 11,493,723 ft. of black and white and 572,000 ft. of color in 16 mm., as well as 6,593,920 ft. at 35 mm. black and white in 1955.

Private industry and government agencies covered by this report printed 16,040,379 feet of black and white and 4,229,127 feet of color film in 16 mm. width during 1955. The footage of 35 mm. was 16,387,402 and 142,710 respectively. Table 1, which accompanies this, gives detail of motion picture production (five minutes or longer, and miscellaneous production. Of non-theatrical production by private industry, 21 were adaptations or language versions of originals and 36 television films were of a similar nature. Six films were made for other than Canadian sponsors. Twenty-four of the theatrical films produced by the government sector were adaptations or language versions as were 42 of the non-theatrical and 40 of the television films.

Table 2 is a technical and language classification of motion picture films of five minutes or longer produced in Canada during 1955. The language breakdown applies to sound films only.

<table>
<thead>
<tr>
<th>Type</th>
<th>Quebec</th>
<th>Ontario</th>
<th>provinces</th>
<th>Can. total</th>
<th>Govt.</th>
<th>Total</th>
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<tr>
<td>Motion picture production:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(5 minutes or longer)</td>
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<tr>
<td>Theatrical:</td>
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<tr>
<td>Features</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Shorts</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Non-theatrical</td>
<td>73</td>
<td>69</td>
<td>151</td>
<td>22</td>
<td>25</td>
<td>262</td>
</tr>
<tr>
<td>Television</td>
<td>183</td>
<td>181</td>
<td>32</td>
<td>62</td>
<td>8</td>
<td>215</td>
</tr>
<tr>
<td>Miscellaneous production:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Commercials</td>
<td>214</td>
<td>312</td>
<td>388</td>
<td>866</td>
<td>86</td>
<td>141</td>
</tr>
<tr>
<td>Theatre trailers, Newsclips and Advertising films</td>
<td>446</td>
<td>479</td>
<td>770</td>
<td>400</td>
<td>327</td>
<td>655</td>
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<td>Newsreel stories:</td>
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<tr>
<td>For theatre</td>
<td>225</td>
<td>236</td>
<td>52</td>
<td>3</td>
<td>5</td>
<td>282</td>
</tr>
<tr>
<td>For TV</td>
<td>293</td>
<td>141</td>
<td>410</td>
<td>204</td>
<td>199</td>
<td>40</td>
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<tr>
<td>Slide films (Filmstrips):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silent</td>
<td>17</td>
<td>168</td>
<td>152</td>
<td>5</td>
<td>30</td>
<td>199</td>
</tr>
<tr>
<td>Sound (with a record)</td>
<td>46</td>
<td>40</td>
<td>7</td>
<td>15</td>
<td>10</td>
<td>53</td>
</tr>
</tbody>
</table>

TABLE 1. Summary Statistics—Motion Picture Production, 1954 and 1955

105
CANADA'S FOREMOST SERVICE STUDIO

offers

Latest Techniques and Equipment Backed By 30 Years of Experience

LABORATORY

OVERNIGHT NEGATIVE DEVELOPING AND RUSHES — 35MM AND 16MM
B & W PRINTING AND PROCESSING — 35MM AND 16MM
MASTERS AND DUPE NEGATIVES — 35MM AND 16MM
B & W REDUCTION PRINTING
COLOR REDUCTION PRINTING
16MM KODACHROME PRINTING WITH ELECTRONIC SOUND TRACK

SOUND

Six channel Westrex System with complete equalization panel for:
SYNC SOUND SHOOTING
NARRATION RECORDING
MUSIC RECORDING
RECORDINGS CAN BE TRANSFERRED TO OR FROM:
16MM MAGNETIC
35MM MAGNETIC
1/4" MAGNETIC
16MM OPTICAL AREA OR DENSITY — A OR B WIND
ELECTRONIC PRINTING WITH SUPERSONIC BIAS
MAGNETIC STRIPING 30-50-100 MILLS ON:
16MM RAW STOCK — NEGATIVE, REVERSAL, POSITIVE, ANSCOCHROME
16MM PRINTS — B & W OR COLOR

RENTAL FACILITIES

COMPLETELY EQUIPPED SOUND STAGE
16MM AURICON SINGLE HEAD CAMERA WITH ZOOMER LENS AND MAGNETIC RECORDING HEAD
EDITING FACILITIES
SCREENING ROOM — STRAIGHT PROJECTION OR INTERLOCK

Write for further information or visit our Studios at your convenience

SHELLY FILMS LIMITED
TORONTO 14, ONTARIO
CLIFFORD 9-7811
<table>
<thead>
<tr>
<th>Type</th>
<th>Black and Color</th>
<th>White</th>
<th>Sound</th>
<th>Silent</th>
<th>Languages (sound)</th>
<th>English</th>
<th>French</th>
<th>Other</th>
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<td>Private Industry</td>
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<tr>
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<td>8</td>
<td>5</td>
<td>5</td>
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<td>3</td>
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<tr>
<td>Non-Theatrical</td>
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<td>92</td>
<td>148</td>
<td>97</td>
<td>113</td>
<td>30</td>
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<tr>
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<td>182</td>
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<td>Shorts</td>
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<td>39</td>
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<td>52</td>
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<td>60</td>
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<td>Television</td>
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<td>47</td>
<td>27</td>
<td>20</td>
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<tr>
<td>Non-Theatrical</td>
<td>205</td>
<td>147</td>
<td>252</td>
<td>100</td>
<td>173</td>
<td>61</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>21</td>
<td>317</td>
<td>267</td>
<td>71</td>
<td>154</td>
<td>113</td>
<td></td>
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</tr>
</tbody>
</table>

** TABLE 2. Technical and Language Classes of Motion Picture Films 1955 (5 minutes or longer)**

**HAY YOU TRIED THE AMAZING NEW ANSCOCHROME DAYLIGHT AND ANSCOCHROME TUNGSTEN**

Exposure index of 32 and with special processing exposure indexes of 64 or 125.
In these years of creative expansion within the motion picture industry, Technicolor is pioneering again with a broad research program directed towards the needs of the cinema over the next decade.
Previously we drew on the Unesco survey of Canadian production facilities, made for "Press, Film, Radio," available through the University of Toronto Press. This information has been brought up-to-date.

National Film Board at Montreal — Complete facilities of every kind in a new building officially opened in September, 1956, including a shooting stage 120x70 feet with height of 43 feet, a music scoring and effects stage, and a completely-equipped motion picture and stage theatre with installations for film and TV shooting. Designed by John and Drew Eberson of New York, the National Film Board plant is the finest of its kind in the world right now. Associated Screen News Ltd. at Montreal has facilities which include an air-conditioned sound stage 50 x 80 feet; complete 35 mm. and 16 mm. production equipment; portable lighting equipment and generators; background projectors for 35 mm. or stereopticon; complete foreign-language translating and recording; extensive stack shot library; complete laboratory facilities for 16 mm. black and white, Kodachrome, Ansco and Eastman Color and for 35 mm. black and white, Ansco and Eastman Color.

Quebec Productions Corporation of Montreal, has a stage 65x110 feet, a recording room, projection room, vaults, dressing rooms, offices and a power house. The studio contains all necessary production equipment. The former Renaissance studios, Montreal, are now rented by the Canadian Marconi Company for broadcasting purposes. However, the sound stage, 60x120 feet, is still available for film production. Other facilities include a recording studio, a projection room, carpenter shop, dressing rooms and offices. Wilfred Mathieu, Immeubles Viger, 4824 Cote des Neiges Road, Montreal, represents the owners. Crawley Films Limited at Ottawa has a new 31,000 square foot studio building; sound stage and two recording studios; 12 35 mm. and 16 mm. cameras; 9 vehicles; 320,000 watts of lighting equipment with mobile generator and transformer station; Maurer 16 mm. recording equipment and six mixing channels; 3 Rangertone synchronous magnetic tape recorders; 16 mm. magnetic recorder; Magnecorders with sync. heads; 16 mm. and 35 mm. dubbins; turntables; disc recorders; 16 mm. printers; Houston and EDL processors; Saltzman animation stand; stills department; extensive casting files; music library; electronic service department; equipment sales division. Permanent staff of over 115.

Canadian Film Industries Company Limited has a stage 40x100, which is also a dubbing and recording theatre. Under way is a second stage 100x150, which is expected to be in operation by early 1957. Studio and portable sound equipment, both magnetic and optical, from two companies—Westrex and RCA—is included in the facilities, which also consist of six channels with preview playback projectors for dubbing; six 16 mm. Cine Special and six 35 mm. (two Mitchell NC, one Mitchell BNC and two Bell & Howell) cameras; complete optical and special effects cameras and printers; and two Fearless Dollies and one Fearless Extension Crane. There are two 35 mm. and one 16 mm. screening rooms, a carpenter shop, machine shop, plaster shop, art department, animation stands, dressing rooms, wardrobe department, storage and cutting rooms. Lab facilities include 35 mm. b&w negative developing; 16 mm. b&w positive printing; automatic developing for reduction or contact; reduction from 35 to 16 mm. in b&w and Kodachrome; blow up from 16 to 35 mm. in b&w and Kodachrome to Eastman and compatible color systems; and to be ready in March, 1957, is 35 mm. Eastman and other compatible color systems for negative developing and positive printing.

Shelly Films in Toronto has complete lab facilities, two sound stages and six-channel Westrex sound system. Its rental facilities include, besides its sound stages, 16 mm. Auricon single-system camera with Zoomar lens and magnetic recording head, editing facilities, screening room, straight projection or interlock. S. W. Caldwell Ltd. at Toronto, has a main studio shooting stage 50x75 feet; small studio for music recording; 35 mm. and 16 mm. editing rooms equipped with Moviola editing facilities; Western Electric recording system including Stancil-Hoffman 17.5 magnetic recording unit; 16 mm. laboratory facilities including 16 mm. color and black and white printing.

Western Electric recording system including Stancil-Hoffman 17.5 magnetic recording unit; 16 mm. laboratory facilities including 16 mm. color and black and white printing.

Toronto and Montreal studios.

Three Star Film Inc. in Montreal has a stage 40x80x24 feet, with a 25-foot revolving stage.

Companies with production facilities but no stages are:

Trans-Canada Films Ltd. Vancouver—lighting equipment, 16 mm. cameras and sound recorder.

Trans-World Film Laboratories, Ltd., Montreal —two 35 mm. studio cameras, Bell & Howell and Vinten, and some lighting equipment. For rental only, since company does not produce.

Atlantic Films and Electronics Ltd., St. John's, Newfoundland—offers "complete technical, editorial services to film producers" and has produced newsreels and shorts.

Canadian Kokak Limited—16 mm. processing and printing in both Kodachrome and black and white.

The Canadian Broadcasting Corporation has some production and processing facilities in connection with television presentations from its Toronto and Montreal studios.
OVER 100 OF CANADA'S LEADING ADVERTISERS...

... have used these facilities for their firm commercials (many on a repeat basis)

The facilities on rental to Peterson Productions for an American Motors Commercial.

Package Programs • Commercial Production & Writing

S.W. Caldwell LTD.

447 Jarvis Street (across from CBC-TV)
Toronto 5 WA 2-2103
Studios and Producers

ROBERT ANDERSON ASSOCIATES LTD.
551 Fraser Ave., Ottawa 3, Ont.
(Parkway 2-4670)
Producers of films and films for TV.

ANIMATION FILMS
553 Rogers Rd., Toronto 9, Ont.
(ROger 2-7338)

OFFICERS
Executive Producer Howard D. Fletcher
Camera Director Alon Guest
Unit Supervisor Michael Snow

ARTRAY LTD.
781 Burrard St., Vancouver, BC.
(TAtlow 4554)

ASSOCIATED SCREEN NEWS LTD.
200 Northcliffe Ave., Montreal 28, Que.
(Dexter 1186)

OFFICERS
President Maxwell Cummings
Executive Asst. to President Murray Briskin
General Sales Mgr. Norman Hull
Quebec Sales Mgr. T. M. Abrams
Comptroller J. Russell Prozak
Gen. Mgr. of Production Gordon Sparling
Unit Production Mgrs. Jonathan Dunham, James L. McCormick, Ross Pitt-Taylor
Manager, Newsreel Div. Arnold E. Hague
Lab. Superintendent A. D. Nicholson
Advertising & P.R. Director Ted M. Abrams

TORONTO OFFICE
108 Peter St., EMpire 6-3054
Ont. Sales Manager Jack Mackay

VANCOUVER OFFICE
579 Granville Street.
Manager Ross Beesley

ATLANTIC FILMS & ELECTRONICS LTD.
22 Prescott St., St. John's, Nfld.
(Phone 3017-2-3)

OFFICERS
Managing Director Alberts Jekste
Sales & Electronics Dept. Mgr. Arnis Lucis
Production Mgr. Ralfs Balodis
Animation & Laboratory Mgr. W. Brants
Film Librarian Alice O'Brien

BENOIT & DE TONNANCOUR FILMS LTD.
2161 St. Catherine St. W., Montreal
Directors Real Benoit and Andre de Tonnancour

BERKELEY STUDIOS
(United Church of Canada)
315 Queen St. E., Toronto 2, Ont.
(EMpire 3-2049)

OFFICERS
Director, Audio-Visual Aids Rev. A. C. Moorhouse
Director, Radio & Television Rev. Keith Woollard
Asst. Director, Radio & TV Nancy Edwards
Asst. Motion Picture Director Shirley Tynes
Photographic Director Edmund de Fay

Electronics Engineer Len Green
Filmstrip Production Dickie Sada

BOLLINGER STUDIO
26 Blowers St., Halifax, NS

OFFICERS
President Edward A. Bollinger
Manager John S. Holmes

BRISTON FILMS LTD.
1490 Sherbrooke St. W., Montreal, Que.
(Wellington 2795)

OFFICERS
President Jack Bristowe

CANADIAN FILM INDUSTRIES COMPANY LIMITED
310 Lakeshore Rd., Toronto 14, Ont.
(CLifford 1-5211)

OFFICERS
President Arthur Gottlieb
Vice-President Gladys Gottlieb
Managing Director David Coplan
Sales Manager Frank Markey
Asst. Sales Manager Bruce Spero
Production Manager Emile Harvard
Technical Superintendent Ross Robinson
Editor-in-Chief Eric Clavering

MONTREAL OFFICE
Castle Bldg., Stanley & St. Catherine Sts.

VANCOUVER OFFICE
835 Dovie St.
NY REPRESENTATIVE
John Hans, Depicto Films Inc., 254 West 54th St., New York, NY,
(Columbus 5-7621).

S. W. CALDWELL LTD.
447 Jarvis St., Toronto 5, Ont.
(WAInut 2-2103)

STUDIO: 1640 The Queensway (CL. 9-7641)

OFFICERS
President Spence Caldwell
Vice-President G. F. Keeble
Comptroller Stewart H. Coward

DEPARTMENT HEADS
Creative Director John N. Heaton
Executive Producer, TV Film Sydney Banks
Chief Cameraman Fritz Spiess
Sound Engineering-Recording Mel Lovell
Art Director Bob Heintz
Equipment Sales Gerry B. Quinn
TV Film Sales Owen Duffy
Live TV Commercial Co-ordination... Warren Rosenberg
Teleprompter of Canada J. M. Savage
Laboratory Supervisor Ross Smith

WINNIPEG
Murray Messner, Manager,
518 McIntyre Block,
Winnipeg 2, Man.
(Phone 92-4643)

VANCOUVER
Miss Florence Asson, Manager,
311 Alaska Pine Bldg.,
1111 West Georgia St.
(MARine 8733)

111
PETERSON PRODUCTIONS

MOTION PICTURE PRODUCERS

- INDUSTRIAL
- COMMERCIAL
- TV FILMS AND COMMERCIALS

Downtown studios with complete production facilities

337-9 KING ST. W. TORONTO EM. 8-7065

The first Laboratory in Canada, which can remove scratches from films

TRANS-WORLD FILM LABORATORIES LTD.

4824 Côte des Neiges Road
Montreal 26, Que.
Phone: REgent 3-7181

A NEW SERVICE
To FILM and TV producers, distributors, negative and positive stock-holders, both black & white or color.

WE POSSESS
The equipment that can remove SCRATCHES from films, either negative or positive stock 16 and 35 mm.
CARILLON PRODUCTIONS LTD.
Room 202, 1040 Atwater Ave., Montreal, Que.
(Wilbank 1151)

OFFICERS
President .................................................. Clarence A. Wylie
Vice-President ............................................. William J. Hulbig
Secretary-Treasurer ........................................ Miss M. Farrell

DIRECTORS
A. H. D. Hair, Harold Hanna, R. H. Hurlburt,
Cecil Walker, Wylie, Hulbig.

CHETWYND FILMS LTD.
21 Grenville St.
(WALnut 4-493)

OFFICERS
President & Gen. Manager ........... Arthur Chetwynd
Secretary-Treasurer ...................... Marjory Chetwynd
Director of Photography .............. Wallace C. Donaldson
Supervising Editor ....................... Robert Barclay
Senior Cameraman ....................... Robert Brooks
Film Editor .................................. Myrtle Virgo
Film Editor ................... Alasdair McCrimmon
Still Photography, Lighting, Transportation Hans Sebb

CINE ART PICTURES
Orangeville, Ont.
(Phone 94)

Proprietor ...................... James Klappis

Storyboards, Technical Illustrations, Animation
Drawings, Titles.

CRAWLEY FILMS LTD.
19 Fairmount Ave., Ottawa, Ont.
(Telephone 8-8144)

OFFICERS
President & General Manager ...... F. R. Crawley, CA
Vice-President ...................... Graeme Fraser
Director of Production .............. Donald Carter
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TV Division Manager ...................... Peter Cock
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MA, Stanley Moore, Judith Crawley, BA,
Sally MacDonald, BASc., Edmund Reid,
Philip Wiegend.

Chief Engineer ......................... Rod Sparks, BSc
Laboratory & Quality Control ........ Ivor Lomas
Production Manager ...................... Tom Glynn
Script Dept. Head ...................... Munroe Scott, MA
Supervising Editor ................. Robert Johnson
Chief Cameraman ...................... Stanley Brede
Lighting Dept. Head ................. Ivan Herbert
Animation Director ....................... Kenneth Gay
Director of Music .......... W. A. McCauley, Mus. Bach.
Recording Dept. Head ............... Tony Betts
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Equipment Sales Manager ............... Earl Valley

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21 Dundas Square (EMpire 4-5283).

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62 Wolloco Ave., Toronto, Ont.
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Manager ......................... George Gross

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131 Somerset St. W., Ottawa, Ont.
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FIFESHIRE MOTION PICTURES LTD.
1640 The Queensway, Toronto, Ont.
(CLifford 9-7711)

OFFICERS
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General Manager ...................... Douglas Robinson

FLETCHER FILM PRODUCTIONS
SS3 Rogers Rd., Toronto 9, Ont.
(ROger 2-7338)

OFFICERS
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Producer .............................. Edward R. MacGillivray

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666 Riverwood Ave., Fort Garry, Winnipeg
(Phone 433 642)

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Specialists in 16 mm. for Newsreels, Public
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3015 W. Broadway, Vancouver, BC.
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149 Alcorn Ave., Toronto, Ont.
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Gen. Mgr. & Prod'n Supervisor .... S. A. MacKay
Chief Engineer ......................... W. S. Orrett
Cameraman-Editor ...................... Ian Samson

JAMES KLAPPIS FILM STUDIO
PRODUCTIONS
Orangeville, Ont.
(Phone 94)

Proprietor ...................... James Klappis

LAVOIE PRODUCTIONS
477 Dalbeau St., Quebec, Que.
Director ...................... Hermenegilde Lavoie

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Vice-President ...................... J. T. Ross
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Vice-President ........... Lois Obeck
Secretary-Treasurer .......... B. Graham

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Vice-President ........... David Corley
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Art Director ............... Harry Toman
Music Director ............. Ivan Romanov

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Chief Editor ............ Pierre Thomas d’Hoste
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Assistant Director .......... Peter E. Peer
Production Manager .......... Rita Miller
Cinematography .......... Peter Golder

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571 Howe, Vancouver, BC.

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1825 Capilano Road, North Vancouver, BC
(York 3164)

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Assistant Director .......... Peter E. Peer
Production Manager .......... Rita Miller
Cinematography .......... Peter Golder

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Vice-President & Managing Director Harry Gutkin

DIRECTORS
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Film Animation .......... Barrie Shaw-Rimmington,

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Studio: St. Hyacinthe, Que.
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Vice-President ..................................... J. A. Blais
Secretary-Treasurer ......................... Miss T. Lanoix

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Producers of industrial, commercial, educational, sales training motion pictures and slide films; theatre trailers and television productions.

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(Film Counsellors)
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Director of Photography .............. Michael Braut
Production Assistant .................... Guy Hebért
Art Director ................................ Jean-Paul Pothier

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Sound ........................................ Stephen Tomych

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Photographic Director .................. Karel Nemeczek
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For personnel see Associated Screen News — Studios.

ATLANTIC FILMS & ELECTRONICS LTD.
P.O. Box E-5107
22 Prescott St., St. John's, Nfld.
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For personnel see Atlantic Films & Electronics Ltd.—Studios.

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For personnel see Crawley Films Ltd.—Studios.

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For personnel see Shelly Films Ltd.—Studios.

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468 Academy Rd., Winnipeg, Man.
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Suite 809, 400 Ontario St. W.

VANCOUVER
W. G. Grant, District Manager,
1600 West Sixth Ave.
Associations

THE ASSOCIATION OF MOTION PICTURE PRODUCERS AND LABORATORIES OF CANADA
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President R. Graeme Fraser
Past President Pierre Harwood
Vice-President Arthur Chetwynd
Secretary-Treasurer Donald M. McClymont

DIRECTORS
Spencer Caldwell, Ralph Foster, J. J. Chisholm, Wallace Hamilton.

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St. John's, Newfoundland: Atlantic Films & Electronics Ltd., 22 Prescott St.
Ottawa, Ontario: Crawley Films Ltd., 19 Fairmont Ave.
Toronto, Ontario: Ashley & Crippen Ltd., 196 Bloor St. W.; S. W. Caldwell Ltd., 1640 The Queensway; Canadian Kodak Co. Ltd., Toronto 9; Canadian Television Films, 15 Oakland St.; Chetwynd Films Ltd., 21 Grenville St.; Cinesound Ltd., 155 Rogers Road; Davart Productions Limited, 4 St. Thomas St.; Gevaert (Canada) Ltd., 345 Adelaide St. W.; International Productions Ltd., 149 Alcorn Ave.; Meridian Films Ltd., 1202 Woodbine Ave.; Ministor Film Productions Ltd., 11 Elm Ave.; Motion Picture Centre Ltd., 423 Sherbourne St.; Northern Motion Picture Laboratories Ltd., 10 Dell Park Ave.; Peterson Productions, 337-9 King St. W.; Shelly Films Ltd., Toronto 14; Telepix Movies, 102 Peter St.; Berkeley Studios, United Church of Canada, 315 Queen St. E.
Vancouver, BC: Lew Parry Film Productions, 1825 Capilano, North Vancouver; Trans-Canada Films Ltd., 1210 Burrard Street.
Winnipeg, Manitoba: PGA Films Ltd., 432 Main St.; Michel J. Sym Studios, 468 Academy Rd.

INTERNATIONAL FEDERATION OF ASSOCIATIONS OF FILM PRODUCERS
20 Via Quattro Fontane, Rome, Italy.
(Tel. 45.105)

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Goffredo Lombardo (Italy)
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General Secretary Enrica Giannelli

MEMBER ASSOCIATIONS

ARGENTINA
Asociacion Productores de Peliculas Argentinas, 490 Ayacucho, Buenos Aires.

AUSTRIA
Fachverband der Filmindustrie Oesterreichs, Wildpretmarkt, 10, Vienna.

BELGIUM
Association Nationale des Producteurs de Films, 112, Rue de Treves, Brussels.

DENMARK
Foreningen af Danske Filmproducenter, 22 Moentergade, Copenhagen.

EGYPT
Chambre de l'Industrie du Cinema en Egypte, 26-A rue Cherif Pacha, Cairo.

FINLAND
Suamen Filmivalmistajien Liitto, Finska Filmproducenternas Forbund, Mikonkatu, 15-A, Helsinki.

FRANCE
Syndicat General de la Production Cinematographique Francaise, 92 Champs Elysees, Paris.

GERMANY
Verband Deutscher Filmproduzenten E.V., Bavaria Film Platz, 7, Muenchen-Geiselgasteig.

GREAT BRITAIN
British Film Producers Association, 49 Mount Street, London W.1.

ISRAEL
Association of Film Producers in Israel, 3 Ahusat Bait St., Tel Aviv.

ITALY

JAPAN
Motion Picture Association of Japan, Sankei Kaikan Bldg., N. 3, 1-Chome, Otemachi, Chiyodaku, Tokyo.

MEXICO
Asociacion de Productores y Distribuidores de Peliculas Mexicanas, 2a, Calle de Varsovia, Mexico.

NETHERLANDS
Nederlandsche Bioscoop Bond, Jan Luykenstraat 2, Amsterdam.

PAKISTAN
Pakistan Chamber of Film Industry, 735 Elphinstone St., Karachi.

PORTUGAL

SPAIN
Sindicata Nacional del Espectaculo, Cuesta de Santo Domingo 7, Madrid.

SWEDEN
Foreningen Sveriges Filmproducenter, Bibioteksrgatan 9, Stockholm.

SWITZERLAND
Association des Producteurs Suisses de Films, Rennweg 59, Zurich.
Information about National Film Board films may be obtained

in Canada: OUR OFFICES IN THE TEN PROVINCES AND COMMUNITY FILM LIBRARIES.

in the United States: ROOM 658, 630 FIFTH AVE., NEW YORK 20, N.Y.
111 NORTH WABASH AVE., CHICAGO, ILL.

in the United Kingdom: COLQUHOUN HOUSE, BROADWICK ST., LONDON, W.1, ENGLAND.

in all other countries: CANADIAN DIPLOMATIC AND TRADE POSTS.

A LEADER IN THE DOCUMENTARY FIELD
THE National Film Board, the government's film-making agency reported a surplus of $31,156 on its main operations during the 1954-55 fiscal year. The annual report showed income totalling $3,412,603 for its main program, compared with expenditures of $3,381,447. On its operations for government departments and other sales, the Board reported a surplus of $36,448, after income of $1,016,502 and expenses of $980,054. This gave a surplus on all activities of $57,604.

Television is providing big new audiences for the NFB, the annual report for the fiscal year, tabled in the House of Commons by the Honorable John Pickersgill, stated an estimated 15,000,000 persons saw a single United States network TV broadcast of the NFB film, Corral.

In 1953-54, operating under a different accounting system which lumped all revenues and expenditures together, the Board had a surplus of $149,343 after income of $4,009,036 and expenses of $3,859,693. It should be noted that "surplus" as used by the NFB is not synonymous with "profit."

The Board reported increased revenue from rentals and royalties at $196,195, a rise from $130,795 in 1953-54. Theatrical bookings for the Canada Carries On series went down from 11,447 in the previous year to 10,719, largely because wide-screen pictures were longer and left no time for them. Eye Witness bookings were up 348 to 3,716. Theatrical bookings abroad showed a big gain: from 21,505 to 29,355.

Production costs rose to $1,502,024 from $1,283,359 and distribution costs, including maintenance of regional distributing staff and printing, increased to $1,402,355 from $1,213,685.

The parliamentary vote for operations in 1954-55 was $3,211,060, up from $2,883,650 in 1953-54.

The Board's income from rentals and royalties was $127,783 in Canada, $51,947 in the United States, $5,459 in the United Kingdom and $11,006 in other countries. No comparable figures were given in the 1953-54 report.

Administration costs, including research, totalled $477,068, compared with $431,350 in 1953-54.

A. W. Trueman, Government Film Commissioner, wrote that it is too early to determine what effect TV will have on the Board's program of producing films for theatres and other outlets. The Board, however, had supplied TV stations in Canada with "large portions of good Canadiana in the form of films."

NFB films had an estimated world-wide audience of more than 175,000,000.

During the year 122 original films were produced, plus 113 film translations and adaptations to enable films to be shown through different distribution media.

In late May the Board began occupying its new $6,000,000 plant in Montreal and
closing its buildings in Ottawa, which had been its working as well as executive headquarters. The Government Film Commissioner and certain personnel will remain in Ottawa. Official opening ceremonies of the Montreal plant took place in October.

Total regular staff of the Board at March 31, 1955, was 567 as compared with 548 the previous year. Of the added 19, 12 were in the Technical Operations Branch. Applications for employment numbered 1,858 and appointments were under 100. The number of resignations according to craft was not given. Seven scholars from Burma, Denmark, Israel, Indonesia and Chile received training under the international assistance programs.

NATIONAL FILM BOARD
Ottawa, Canada
(Phone Central 2-8211)

Minister Responsible—Hon. John W. Pickersgill, Minister of Citizenship and Immigration.

BOARD MEMBERS
A. W. Trueman, Chairman, Ottawa; Dr. Leon Lortie, vice-chairman, Montreal; Charles Stein, Undersecretary of State, Ottawa; Jules Leger, Undersecretary of State for External Affairs, Ottawa; Mitchell W. Sharp, Associate Deputy Minister of Trade and Commerce, Ottawa; Mrs. A. F. Brown, Winnipeg; Charles S. Band, Toronto; Harry L. Roper, Halifax; Bruce Hutchison, Victoria.

HEADQUARTERS STAFF
150 Kent Street, Ottawa
(Phone Central 2-8211)

Government Film Commissioner .......... A. W. Trueman
Chief, Liaison Division ................ Michael Spencer
Executive Producer, Stills .............. J. W. Hughes
Administrative Officer ................ A. A. Keyes
Information Officer ..................... T. W. Van Dusen

MONTREAL
3255 Cote de Liesse Road, Ville St. Laurent
(Postal Address: P.O. Box 6100, Montreal 3)
(Phone Riverside 7-5511)

SENIOR OFFICERS
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Director of Administration ............. E. S. Coristine
Director of Distribution ............... L. W. Chatwin
Director of Production .................. Donald Mulholland
Director of Technical Operations ...... Gerald Graham
Assistant to the Film Commissioner and Secretary of the Board .......... Pierre Juneau

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Chief, General Services .............. D. B. E. Greenway
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Purchasing Agent .................. R. S. Rekert

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Chief, Camera Division ............ Denis Gillson
Chief, Sound Recording Division .... Clark Dapra
Chief, Engineering Service ........ Ambrose Vachon
Supervisor, Stills Lab. .............. E. A. Shearer

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Chief, Program Division .............. C. W. Marshall
Chief, International Division ....... J. W. Cosman
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Glen Eyford, Nova Scotia Supervisor, NFB
97 Dresden Row.

MONTREAL, PQ
Irenee Bonnier, Regional Supervisor, 1423 Atwater Avenue.

EDMONTON
Vaughan Deacon, Regional Supervisor, 70 Yorkville Avenue.

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W. Mittlested, District Officer, 1950 Broad St.

WINNIPEG
B. F. Drew, District Officer, 1130 Ellice Ave.

SASKATOON
C. W. Gray, Regional Supervisor, 1423 Atwater Avenue.

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NEW YORK
John Duerkop, 630 Fifth Ave., New York 20, N.Y.

CHICAGO
W. Dean Smith, W. 111 N. Wabash Ave., Chicago 2, Ill.

LONDON

Provincial Film Units

BRITISH COLUMBIA
(Photographic Branch, Department of Trade and Industry of the Government Travel Bureau)
630 Superior St., Victoria, BC

OFFICERS
Minister ......... Hon. Ralph Chetwynd
Deputy Minister ................. T. Sturgess
Canadian Theatrical Credits

(All credits and titles given here are for films released from July, 1955 to June, 1956. For credits prior to this see previous editions.)

(Compiled by GERALD PRATLEY)

Canadian Feature Films

1956

OEDIPUS REX

Made by Oedipus Rex Productions Ltd. Producer, Leonard Kipnis; associate, Samuel E. Friedman; director, Tyrone Guthrie; camera, Roger Barlow; editing, Irving Lerner; music, Louis Applebaum; costumes, sets, masks, Tanya Moiseiwitsch. Photographed in Eastman color at Canadian Film Industries Ltd., Toronto. Running time 75 minutes. Distribution (USA): Motion Picture Distributors Inc. NY. Premiere at the Edinburgh Film Festival, 1956.

CAST
Oedipus .................. Douglas Campbell
Jocasta .................. Eleanor Stuart
Creon .................... Robert Goodier
Tiresias .................. Donald Davis
Priest and Herdsman ...... Eric House
Shepherd .................. Tony van Bridge
Messenger ................ Douglas Rain
Chorus Leader ............. William Hutt
Daughters ................. Nomi Cameron, Barbara Franklin
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Guards: Thor Arngrim, Julian Flett, John Horton, Alex de Naszody, Orest Ulan, Beverly Wilson.

Story: Based on the tragedy by Sophocles, Athenian poet of the fifth century BC. The son of a king kills his father in error and marries his mother. Then, when king, he discovers the truth of his situation, cuts out his eyes and ends his life wandering in exile. (A film of the play as staged by the Stratford Shakespearean Festival at Stratford, Ontario, 1955).

Canadian Short Subjects
(Produced for commercial distribution to theatres.)

Canada Carries On Series
Produced by the National Film Board and distributed in Canada by Columbia Pictures of Canada.
The Maple Leaf: September, 1955
Designed for Living: October, 1955
No release for November
The Lumberjock: December, 1955
The Lively Pond: January, 1956
The Dikes: February, 1956
Frontiers to Guard: March, 1956
Harvest in the Valley: June, 1956

Eye Witness Series
Produced by the National Film Board and distributed in Canada by Columbia Pictures of Canada.
Eye Witness No. 77: September, 1955
(Subjects: Eating is Their Business; Face-off for Future Hockey Stars; Boom Town Settles Down)
Eye Witness No. 78: November, 1955
(Subjects: Montrealers Take Moliere to Paris; Sealing—Still a Dangerous Gamble)
Eye Witness No. 79: December, 1955
(Subjects: Tankers, Frigates—"Made in Canada"; Caviar Comes From Canada's Queerest Fish; New Aircraft Joins Maritime Command)
Eye Witness No. 80: January, 1956
(Subjects: Tired of Traffic? Try Motor Sport; John Furch—Glass Craftsman; Water Highway Supplies the North)
Eye Witness No. 81: February, 1956
(Subjects: New Life for Ghost Tawn Miners; School for Frogmen)
Eye Witness No. 82: March, 1956
(Subjects: Canadian Artists in Paris; Dude Ranch Holiday)
Eye Witness No. 83: April, 1956
(Subjects: Driving Without Tears)

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President ............................................. Sam Shopsowitz
Supervisor of Restaurant & Concession Sales ................................ C. G. Oates

SUPER PUFT POPCORN LTD.
97 Duke St., Toronto
(EMpire 3-1081)
President ............................................. Frank H. Strean
Manager ............................................. S. Spiegel
Distributors of Manley, Cretor and Star popcorn machines.

SUPER PUFT POPCORN CO.
(WESTERN)
243 Lilac St., Winnipeg, Mon.
(Phone 47433)
Manager ............................................. Bernie Penny

THEATRE CONFECTIONS LTD.
284 King St. E., Toronto, Ont.
(EMpire 6-3931)

OFFICERS
President ............................................. R. W. Bolstad
Vice-President and General Manager ............... J. J. Fitzgibbons, Jr.
Secretary ............................................. Angus McCunn
Treasurer ............................................. W. E. Kerr
Asst. General Manager ................................ A. G. Rouse

BRANCH OFFICES
TORONTO
H. G. Sullivan, Manager, District "A"
K. H. Wells, Manager, District "B"
W. Giglio, Supervisor, District "B"
N. Gaudet, Supervisor, District "A"
MONTREAL
N. C. Rea, Manager,
954 St. Catherine St. W.
WINNIPEG
L. W. Gibb, Manager,
78 Marion St., St. Boniface, Man.
VANCOUVER
F. C. Troy, Manager,
1227 Howe St.

DRIVE-IN CONCESSIONS
J. G. Flanagan, Canadian Supervisor,
284 King Street, E., Toronto.
L. A. Brown, Eastern Supervisor,
A. Pellegrini, Western Supervisor,
78 Marion St., St. Boniface, Man.

YORK CONFECTIONS LTD.
Box 929, St. Mary's, Ont.
(Phone BS)

OFFICERS
President ............................................. Bert H. Wilkes
Secretary-Treasurer .............................. Marvin F. Fremes
Affiliated with Thompson Confections Ltd.

Associations
NATIONAL ASSOCIATION OF CONCESSIONAIRES
201 North Wells St., Chicago 6, Ill.
(CEntral 6-3858)

OFFICERS
Chairman of the Board ..................... Bert Nathan
President ............................................. Lee Koken
1st Vice-President ............................. Van Myers
2nd Vice-President ............................... Harold F. Chesler
Treasurer ............................................ Albert Dickinson
Exec. Vice-Pres. & Gen. Counsel .... T. J. Sullivan

(CANADIAN REGION)
97 Duke St., Toronto
(EMpire 3-1081)

OFFICERS
Chairman ............................................. J. J. Fitzgibbons, Jr.
Vice-Chairman ...................................... S. Spiegel
Secretary-Treasurer .............................. T. Moran

DIRECTORS
Tom Pogue, Andrew Rouse, J. Decker, Russ Simpson.
Service Confections
LIMITED

Distributors of

POPCORN, POPCORN EQUIPMENT, POPCORN SUPPLIES, CANDY MACHINES, CANDY FLOSS MACHINES AND SUPPLIES, DRIVE-IN THEATRE EQUIPMENT

WE WILL EQUIP AND OPERATE YOUR CONCESSION BAR

WRITE FOR DETAILS

243 LILAC AVENUE, Winnipeg, Manitoba

FOR INCREASING BOX OFFICE RECEIPTS WE OFFER

TOP-QUALITY SILVERWARE

and

FIRST-QUALITY DINNERWARE

N. FRIEDLANDER LIMITED

400 Adelaide St. West

Toronto, Ontario
General Information
1954

Theatre Receipts ................................................................. $105,129,881
For a breakdown of this figure see "Boxoffice Statistics" table

Amusement Taxes ................................................................. $12,975,256
This figure indicates a decrease of 3.3 per cent compared with 1953.

Number of Auditoriums Where Films Shown ................................ 3,657
Eight hundred and forty-four of the locations offered 16 mm. films.

Number of Paid Admissions .................................................... 237,264,894
This figure indicates a decrease of a little more than eight per cent.

Number of Paid Admissions to Drive-Ins ................................... 12,380,246
The 1954 figure represents an 8 per cent increase. There were 230 drive-ins in 1954 compared with 174 in 1953.

Canada's Seating Capacity .................................................... 1,362,114
This figure includes drive-ins.

Canadian Per Capita Expenditure ............................................ $7.80

Highest Per Capita Expenditure — Alberta ................................ $10.39

Potential Number of Admissions ............................................. 814,499,074
This figure is for regular theatres and community enterprises only.

Percentage of Capacity Utilized ............................................. 27%

Average Admission Price ...................................................... 44c

Number of Theatres That Are Community Enterprises .................. 645
These are operated by churches, boards of trade, etc.

Number of 16 Mm. Establishments .......................................... 439

Number of 35 Mm. Films Released in 1953 ................................ 1,434

Number of Distribution Companies ........................................ 48

Number of Exchange Offices ................................................ 136

Rentals From 35 Mm. Films ................................................... $31,955,128

Rentals From 16 Mm. Films ................................................... $2,923,762

Number of USA Films Released .............................................. 628

Number of British Films Released ......................................... 241

Number of French Films Released ......................................... 322

Statistics Used Below Are For Fiscal Year 1955-56 Ended March 31
of the Ontario Board of Censors

Number of Features Under Review ......................................... 485

Number Originating in the United States ................................ 305

Number Originating in Great Britain .................................... 58

Number of Foreign-Language Films ....................................... 122

Number of Short Comedies ................................................... 186

Number of Newsreels .......................................................... 392

Number of Miscellaneous Subjects ....................................... 363

Number of Feet Examined (for single prints) ............................. 6,379,000

Number of Features Treated ................................................ 41

Number of Feature Films Classed as 'Adult' .............................. 82

Number of Feature Films Classed as 'Restricted' (For 18-Year-Olds and Over) ......................................................... 4

Number of Feature Films Rejected ....................................... 0
ASSOCIATED MOTION PICTURE ADVERTISERS, INC.
c/o Secretary, Stanley Warner Theatres,
17 Academy St., Newark 2, NJ.

OFFICERS
President ........................................ Lige Brien
Vice-President ................................ Al Floersheimer, Jr.
Secretary ............................................ Edgar Goth
Treasurer ............................................ William Boley

DIRECTORS
Blanche Livingstone, Harry K. McWilliams,
Miriam F. Brandon, Maurice Bergman, Gordon
White, Brien, Floersheimer, Goth, Boley.

TRUSTEES
David Bader, Vivian Moses, Jacques Kopfstein.

AMPA ADVERTISING SCHOOL
Chairman ........................................ Maurice Bergman

CANADIAN MEMBERS
James Nairn, Famous Players Can. Corp.,
Toronto.
Wannie Tyers, Odeon Theatres (Canada) Ltd.,
Toronto.
Raoul Auerbach, 20th Century Theatres Ltd.,
Toronto.
Thomas Cleary, Consolidated Theatres Ltd.,
Montreal.

BANK OF CANADA
FOREIGN EXCHANGE DEPARTMENT
Bank of Canada, Ottawa

REPRESENTATIVES
MONTREAL
Peter Watt,
901 Victoria Square (UNiversity 6-1781)
TORONTO
James C. Fraser,
Room 704, 6 King St. E. (EMpire 8-1171)

CANADIAN COOPERATION PROJECT
28 W. 44th St., NY 18, NY
(Phone BRYant 9-4000)

The Canadian Cooperation Project resulted
from discussion with officials of the Department
of Trade & Commerce but the Department of
External Affairs and the Interdepartmental Com¬
miee now handle our Government's interest in
it. The MPAA has its own representative in
Canada.

The CCP was created eight years ago to
stimulate Canada's tourism by calling attention
to its scenic beauties and points of interest on
USA screens.

OFFICIALS
Coordinator .................................... Taylor M. Mills
(MPAA, 28 W. 44th St., New York 18.)
Hollywood ................................. Alfred Corwin
(MPAA, 8480 Beverly Blvd., Los Angeles 48, Cal.)

CANADIAN OFFICE
MacLaren Advertising Co. Ltd.
111 Richmond St. W., Toronto, Ont.
(EMpire 4-0321)

Representative ............................... Don Henshaw

CANADIAN STANDARDS
ASSOCIATION
COMMITTEE Z7.1 ON
MOTION PICTURE PHOTOGRAPHY
National Research Building, Ottawa 2
(Phone 2-8211)

Chairman ........................................ Ray Payne
Secretary ............................................ Jack Ponting

CENTRAL CASTING AGENCY
519 Jarvis St., Toronto, Ont.
(WALnut 3-8429)

General Manager ........................ Howard Milson

J. ARTHUR RANK ORGANIZATION
OF CANADA LTD.
20 Carlton St., Toronto, Ont.

OFFICERS
President ................................. L. W. Brockington, CMG, QC
Vice-President & Sec.-Treas. ........... C. R. B. Salmon, CA

DIRECTORS
J. Arthur Rank, John Davis, L. W. Brockington,
C. R. B. Salmon.

ASSOCIATIONS
ASSOCIATION OF CANADIAN
ENTERTAINMENT AGENCIES
125 Dupont St., Toronto, Ont.
(WALnut 2-3147)

OFFICERS
President ................................. George A. Taggart
Secretary-Treasurer .......................... Hec McCallum

Members are required to have franchises from
both the American Guild of Variety Artists and
the American Federation of Musicians.

CANADIAN COUNCIL OF
CHRISTIANS AND JEWS
221 Victoria St., Toronto, Ont.
(EMpire 8-8026)

Executive Director .............. Rev. Richard D. Jones
Co-Chairmen ...... de Gaspe Beaubien, J. Keiller
MacKay, John D. Hayes, O. B. Roger

WESTERN DIVISION
111 8th Ave. E., Calgary, Alberta

CENTRAL DIVISION
224 Phoenix Building, Winnipeg, Man.

QUEBEC DIVISION
1411 Mansfield St., Montreal, Que.

MOTION PICTURE COMMITTEE OF SUPPORT
Gordon Lightstone, chairman; H. L. Nathanson,
J. J. Fitzgibbons, Charles Chaplin, N. A. Taylor,
Jule Allen, Haskell Masters and Hye Bossin.
Fitzgibbons is a member of the Board of Directors.

CANADIAN FILM ARCHIVE
(Organized April, 1951)

INTERIM COMMITTEE

Hye Bossin, managing editor, Canadian Film
Weekly, Toronto.
Walter Herbert, director, Canada Foundation,
Ottawa.
Dr. J. Roby Kidd, director, Canadian Association
for Adult Education, Toronto.
Dr. Wm. Kaye Lamb head of the Public Archives,
of Canada, Ottawa.
O. R. Hanson, past president, Canadian Picture
Pioneers, Toronto.

N. A. Taylor, president, Canadian Picture Pio¬
neers, Toronto.

J. J. Fitzgibbons, CBE, president, Famous Players
Canadian Corp. Ltd., Toronto.
Jule Allen, president, Theatre Holding Corp. Ltd., Toronto.

CANADIAN PICTURE PIONEERS
Room 1210, 21 Dundas Sq., Toronto, Ont.

OFFICERS
Presidents ex-officio ........ O. Hanson, N. A. Taylor
President .................... Morris Stein
Vice-President ............. R. W. Bolstad
Secretary-Treasurer ...... Tom S. Daley
Director of Public Relations ...... Clare Appel
Solicitor ..................... D. J. Ongley, QC
Membership ................. Chas. Denteback
Sick & Welfare .................. Harold Pfaff

DIRECTORS
Frank Fisher, Dan Krendel, Archie Laurie,
George Oullahan, Frank Vaughan, Appel, Denteback, Pfaff.

CANADIAN PICTURE PIONEERS TRUST FUND
Chairman ....................... O. R. Hanson
Vice-Chairman ............ Morris Stein
Secretary-Treasurer .... George Beeston
Trusting ........................ Clare Appel, N. A. Taylor

DIVISIONS
MARITIMES
12 Hazen Ave., Saint John, NB.

OFFICERS
President ..................... L. A. Sprague
Vice-President ............... M. Bernstein
Secretary-Treasurer ........ T. M. Corbett

QUEBEC
5975 Monkland Ave., Montréal, Que.

OFFICERS
Honorary President ........ L. E. Ouimet
President ..................... F. E. Peters
1st Vice President .......... Georges Champagne
2nd Vice-President ........ Romeo Vendette
Secretary .................... Arthur Larente
Treasurer .................... W. H. Mannard

WINNIPEG
Starland Theatre, 628 Main St., Winnipeg, Man.

OFFICERS
President ...................... J. Biggerstaff
Vice-President ............... H. Swartz
Secretary-Treasurer ........ R. D. Hurwitz

CALGARY
714-6th Ave., W., Calgary, Alta.

OFFICERS
President ...................... W. Pilkie, Jr.
Secretary ..................... R. Doddridge
Secretary-Treasurer ........ F. L. Scott

VANCOUVER
3245 W. 12th St., Vancouver, BC.

OFFICERS
President ...................... A. K. Grayburn
Secretary ..................... J. F. Davie

EXECUTIVE COMMITTEE
Gurston Allen, Premier Operating Corp. Ltd.;
R. W. Bolstad, Famous Players Canadian Corp., Ltd.; W. Redpath, General Films Ltd.

MOTION PICTURE INDUSTRY COUNCIL OF CANADA
Executive Secretary, 21 Dundas Sq., Toronto, Ont.

AFFILIATES
British Columbia Exhibitors Association; Alberto Theatres Association; Saskatchewan Motion Picture Exhibitors Association; Manitoba Motion Picture Exhibitors Association; Motion Picture Theatres Association of Ontario; Quebec Allied Theatrical Industries; Maritime Motion Pictures Exhibitors Association; Canadian Motion Picture Picture Distributors Association; Association of Motion Picture Producers and Laboratories of Canada; Newfoundland Theatres; Equipment Dealers Association; Trade Press.

OFFICERS
Honorary Chairman ........ J. J. Fitzgibbons, CBE
Chairman ..................... Charles W. Chaplin
1st Vice-Chairman .......... Charles W. Chaplin
2nd Vice-Chairman ........ William Lester
Secretary-Treasurer .......... Leroy J. Chown

Committees
INTRA-INDUSTRY

RESOLUTIONS
F. Gordon Spencer, chairman; Jack Chisholm, vice-chairman; Clare Appel, D. McKenzie.

LEGISLATIVE

PUBLIC RELATIONS & BOXOFFICE PROMOTION
C. S. Chaplin, (Chairman).

FINANCE & ORGANIZATION

TECHNICAL ADVISORY
Geo. Cuthbert, chairman; Fred Peters, L. M. Bleakley.

COMMERCIAL FILM COMMITTEE

TAXATION
R. W. Bolstad, chairman; L. W. Brockington, vice-chairman; H. S. Mandell, Clare Appel, B. K. Beach, J. Chisholm, A. W. Shackelford, O. Bird.

INSURANCE

MOTION PICTURE & TELEVISION SOCIETY OF CANADA
9 Doncliffe Dr., Toronto, Ont.

OFFICERS
President ..................... Wm. G. Poulis
Vice-President .............. Stan Clemson
Treasurer .................... Geoffrey Myles
Secretary ..................... Wallace Donaldson
NATIONAL LEGION OF DECENCY
453 Madison Ave., NY 22, NY.
(Plozo 9-1400)
Executive Secretary . . Rev. Thomas F. Little
TORONTO COUNCIL
67 Bond St. (Empire 6-7680)
Secretary . . . . Rev. John J. Moyer
Secretary-Treasurer Miss C. H. Mason
Manager . Cdr. R. J. J. Bridge
Executive Secretary. Rev. Thomas F. Little
Chairman. Cdr. J. H. G. Bovey

ROYAL CANADIAN NAVAL
FILM SOCIETY
Room 1085 "B" Bldg., National Defence
Headquarters, Ottawa, Ont.
OFFICERS
Chairman . . . . . Cdr. J. H. G. Bovey
Manager . . . . . Cdr. R. J. J. Bridge
Secretary-Treasurer . Miss C. H. Mason
(Room 1085, Phone 9-7419)
The Royal Canadian Naval Film Society is a
non-profit organization, originally set up in 1942
by Order-in-Council to supply 16 mm. entertain¬
ment films to RCN personnel. Since 1945 its
scope has been widened to include the other two
services and the Society is now the largest user
of such films in Canada. It is run by a commit¬
tee whose members include civil and service staff
members of National Defence.

RCN TRAINING FILMS
Room 1087, "B" Bldg., National Defence
Headquarters, Ottawa, Ont.
Officer-in-Charge Lt.-Cdr. P. Bance
(Room 4002, Phone 9-6325)
This section procures, distributes and cata¬
logues all instructional films in the RCN.

VARIETY CLUBS INTERNATIONAL,
TENT 28, TORONTO
Prince George Hotel, Toronto, Ont.
(Empe 3-3567)
OFFICERS (1955)
Chief Barker . . . . . David Griesdorf
1st Assistant Chief Barker . . . N. A. Taylor
2nd Assistant Chief Barker . . . Dan Kendrick
Property Master . . . . Louis Davidson
Dough Guy . . . . . J. A. Troyer

CANVASMEN
Herb Allen, George Altman, Clare Appei, Joe
Bermack, Jock Fitzgibbons, Ernest Rawley, and
those listed above.

CHAPLAINS
Father G. J. Cherrier, OBE; Rabbi Reuben
Slonim; Rev. Ray McCleary.

COMMITTEE CHAIRMEN (1954)
House . . . . . . . . . . Dan Kendrick
Heart Trustees R. W. Bolstad, Harry S. Mandell,
Wm. A. Summerville, Jr., M. Stein, Conn
Smith; J. J. Fitzgibbons, J. K. Cooke.
Fund Raising . . . . Harvey Harnick
Finance . . . . . . . . . . R. W. Bolstad
Production & Entertainment . Gerald Sauderenson
Publicity . . . . . . . . . . Chet Friedman
Public Relations . . . . Jim Nairn
Constitution & By-Laws . Gurston Allan
Membership . . . . . . Lou Davidson
Archives & Records . . Ben Granatstein
Movies for Shut-ins . . J. A. Troyer
Sick & Welfare . . . . Ben Granatstein
Program . . . . . . . . . . Chet Friedman
Ceremonial Barkers . . W. Barron, Richard Scott
Out-of-Town Fund Raising . . John Kurk
Liaison Women's Committee . . Lou Davidson
Telephone Committee . . . Joe Bermack

TENT 28 CHARTER MEMBERS
The Variety Club of Toronto received its
charte from the Variety Clubs of America
(which became Variety Clubs International) in
Sept. 1945, and its Interim Crew, made up of char¬
ter members, was confirmed in February,
1946.
The first Crew was comprised of John J.
Fitzgibbons, Chief Barker; Paul L. Nathanson, First
Assistant Chief Barker; the late L. M. Devaney,
Second Assistant Chief Barker; B. S. Okun, Dough
Guy; Mrs. R. Hanson, Property Master; and the
late William P. Covert, H. L. Nathanson, Ben
Freedman, Gordon Lightstone, Ernest Rawley and
N. A. Taylor, canvasmens.

PAST CHIEF BARKERS
1946, 1947, 1948: John J. Fitzgibbons, CBE;
1949, 1950: Morris Stein; 1951: J. J. Chisholm;

TENT 28 HEART AWARD WINNERS
In 1947 the late Peter Campbell, then presi¬
dent of the Maple Leaf Baseball Club, was
singled out by the Variety Club for his great
work and presented with a gift to symbolize it.
The following year Conn Smythe, president of the
Maple Leaf Hockey Club, was similarly
honored. By vote of the tent it was decided to
undertake an annual award for the member who
had done the most to serve its cause and that
this was to be known as a "Heart Award." The
winners since its inception are—1948: John J.
Fitzgibbons; 1949: James Cameron; 1950: Wm.
Summerville, Jr.; 1951: Ernest M. Rawley;
1952: George Altman; 1953: Monty Hall; 1954:
Dan Kendrick; 1955: Jim Nairn.

VARIETY CLUBS—WILL ROGERS HOSPITAL
Gordon Lightstone is the representative of the
Variety Club of Toronto on the board of the
hospital and Dr. Samuel J. Forest, 262 St. Clair
Avenue West, Toronto, is Tent 28's examining
physician.

VARIETY VILLAGE
3701 Danforth Ave.,
Address Mail to
Box 67, Station H, Toronto, Ont.
(OXford 7167)
Principal and Headmaster . . J. Arthur Robertson
Matron . . . . . . . . . . Mrs. Evelyn Tyrell
Situated at Scarborough, Ontario, beside the
eastern entrance to Toronto, Variety Village, a
training school and residence for crippled chil¬
dren from any part of the province, is the major
project of the Variety Club of Toronto. It is
operated for the Club by the Ontario Society for
Crippled Children.

Overlooking Lake Ontario, it was built on land
donated by the Provincial Government and the
cornerstone was laid on December 21, 1948, by
Colonel George A. Drew, QC, LL.D, leader of Her
Majesty's Opposition in the House of Commons
and former Prime Minister of Ontario. It was
officially opened on November 16, 1949, by the
Hon. Dana Porter, QC, Minister of Education and
Attorney-General for the Province, who repre¬
sented the Hon. Leslie Frost, QC, Prime Minister
of Ontario.

VARIETY VILLAGE COUNCIL
Secretary . . . . . . . . . . Reg Hopper
C/o Ontario Society for Crippled Children
92 College St., Toronto
Representing the Variety Club of Toronto:
INTERNATIONAL OFFICERS

International Office
314 S. Harwood St., Dallas, Texas

International Big Bass: John H. Harris, Harris Amusement Company, 3875 Bigelow Blvd., Pittsburgh 13, Pa.


International Main Guy: Marc Wolf, Y & W Management Corp., 642 Illinois Bldg., Indianapolis, Ind.

Chairman, Executive Board: Jack Beresin, 246 N. Clarion St., Philadelphia 7, Pa.

International Chief Barker: John H. Rowley, 314 S. Harwood St., Dallas, Texas.

First Assistant Chief Barker: George W. Eby, Oliver Bldg., Pittsburgh, Pa.

Second Assistant Chief Barker: Edward Emanuel, 2675 Bigelow Blvd., Pittsburgh, Pa.

Property Master: R. S. Harvey, 291 Golden Gate Ave., San Francisco.

International Dough Guy: Jack Dumestre, Jr., P.O. Box 906, Atlanta, Ga.


Chairman, Heart Committee: Nathan D. Golden, 4000 Cathedral Ave. NW, Washington, D.C.


International Executive Director: George C. Hoover, P.O. Box 1162, South Miami, Fla.


International Chauvin: Father Sylvestor M. McCarthy, Room 208, Bellvue-Stratford Hotel, Philadelphia 2, Pa.


WOMEN OF THE MOTION PICTURE INDUSTRY

(Canadian Branch)

Indy. Rep. Secretary, 221 Victoria St., Toronto, Ont. (EMpire 4-8919)

OFFICERS

President Gladys Rawnsley
1st Vice-President May Levandusky
2nd Vice-President Audrey Duke
Corresponding Sec. Olive Copleston
Recording Sec. Marion Kadey
Treasurer Ruth Frankson
Publicity Reps. Mary Sasaki, Eileen Finnimore

CUSTOMS, TARIFF, ETC.

16 MM. FILMS FROM USA

Exposed motion picture film is subject to a duty of 1½ cents per linear foot ad valorem, which is not to exceed 20 per cent of the invoice value, plus a sales tax of 10 per cent. The duty
is to be computed on the prevailing rate of exchange on date of shipment. If the USA dollar is at a premium in Canada the invoice value is increased to compensate for the difference in exchange. If, however, the USA dollar is at a discount in Canada the invoice value is reduced. Here is how the tariff is worked out on a 5,000-foot film, invoiced at $400, when the Canadian dollar is at a premium of 2 per cent:

<table>
<thead>
<tr>
<th>Description</th>
<th>Calculation</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invoice value</td>
<td>$400.00</td>
<td></td>
</tr>
<tr>
<td>Less prevailing rate of exchange</td>
<td>(2%)</td>
<td>$8.00</td>
</tr>
<tr>
<td>Duty on 5,000 feet at 1½¢ a foot</td>
<td>(As the Duty does not exceed 20% of the invoice value, in this case $78.40, the $75 is taken in full.)</td>
<td>$392.00</td>
</tr>
<tr>
<td>Amount subject to sales tax</td>
<td></td>
<td>$467.00</td>
</tr>
<tr>
<td>Sales Tax 10%</td>
<td></td>
<td>$46.70</td>
</tr>
<tr>
<td>Amount payable (duty and sales tax)</td>
<td></td>
<td>$121.70</td>
</tr>
</tbody>
</table>

**16 MM. USA EDUCATIONAL OR RELIGIOUS FILMS**

(Covered by Tariff Item No. 696)

Free of duty and sales tax, provided a certificate is attached at time of clearing and signed by user. Form for this purpose may be obtained from the Customs Department.

**16 MM. FILMS FROM GREAT BRITAIN**

Exposed motion picture film is free of duty but subject to a sales tax of ten per cent on the invoice value.

**16 MM. EDUCATIONAL OR RELIGIOUS FILMS FROM GREAT BRITAIN**

(Covered by Tariff Item 696)

Free of duty and sales tax, provided a certificate is attached at time of clearing and signed by user. Form for this purpose may be obtained from the Customs Department.

**35 MM. FILMS FROM USA**

Exposed motion picture film has a minimum value of eight cents per foot for duty purposes. (An appraisal valuation of eight cents a foot is set by the Government, but if the invoice value is higher then the greater figure is used.) The duty is one and one-half cents per foot and this is added to the appraisal value. A sales tax of ten per cent is worked out against the total. The figures are the same for color or black-and-white. The appraisal value takes care of the fluctuation in exchange. Here is how the tariff is worked out: 1,000 feet at minimum value of 8¢ per foot $80.00

<table>
<thead>
<tr>
<th>Description</th>
<th>Calculation</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duty of 1½¢ per foot</td>
<td></td>
<td>$15.00</td>
</tr>
<tr>
<td>Amount dutiable</td>
<td></td>
<td>$95.00</td>
</tr>
<tr>
<td>Sales tax 10% on $95</td>
<td></td>
<td>$9.50</td>
</tr>
<tr>
<td>Amount payable (duty and sales tax)</td>
<td></td>
<td>$24.50</td>
</tr>
</tbody>
</table>

**35 MM. USA EDUCATIONAL OR RELIGIOUS FILMS**

(Covered by Tariff Item 696A)

Free of duty and sales tax, provided that a certificate from the Office of Educational Exchange, Washington, is submitted to and approved by the Deputy Minister of Customs, Ottawa.

**35 MM. FILMS FROM GREAT BRITAIN**

Exposed motion picture film is subject to the same duty and sales tax as USA shipments.

**35 MM. EDUCATIONAL OR RELIGIOUS FILMS FROM GREAT BRITAIN**

(Covered by Tariff Item No. 696A)

Free of duty and sales tax provided that a certificate from the Ministry of Education, London, is submitted to and approved by the Deputy Minister of Customs, Ottawa.

**OTHER ITEMS**

Duty on "Cinematograph and motion picture cameras for use by professional motion picture producers having studios in Canada equipped for motion picture production" and "parts for the foregoing" was removed entirely from those of British make under item 462b of the revised Schedule A.

The Most Favoured Nation tariff on cameras and parts is now nine per cent and the General tariff is 15 per cent.

Item 915 "Cellulose nitrate cinematograph and moving picture films, negatives, n.o.p." sets the rate under British Preferential and Most Favoured Nation tariffs at ten per cent, with no discount when duty is less than 15 per cent.

Item 658, which was free under British Preferential tariff, Most Favoured Nation tariff and three cents per foot under General tariff, is listed at the same rates. Item 658 reads:

"Motion picture film, of 16 millimetre width and over, when imported by recognized processors of motion picture film having duly equipped laboratories for processing motion picture film in Canada, for the sole purpose of having reproductions made therefrom, and provided that the original is re-exported within six months from the date of importation, under such regulations as the Minister may prescribe."

Item 696 affords duty-free entry to a very broad range of articles and equipment imported into Canada for the use and by order of any society or institution incorporated or established solely for religious, philosophical, educational, scientific or literary purposes, or for the encouragement of the fine arts, or for the use and by order of any public hospital, college, academy, school or seminary of learning in Canada, and not for sale or rental. The articles referred to above include sound and silent films, separate sound film tracks, positive and negative slides and filmstrips. The relation of this tariff item to certain articles of equipment is noted further on.

Unexposed sensitized negative film of standard commercial width, viz., 35 mm., is rated for duty under Item 187 at 10 per cent ad valorem, Most Favoured Nation tariff. Unexposed sensitized negative film of lesser width, e.g., 8 mm. or 16 mm., is classified for duty purposes under Item 187 at 20 per cent ad valorem under the aforesaid Tariff and is admitted free under British Preferential tariff.

Exposed 35 mm. films pay a duty of 1.5 Canadian cents per foot. This tariff also applies to British films. As mentioned above, films for the use and by order of institutions of societies qualified for the entry benefits of this item and not for sale or rental.

Sound projectors for 16 mm. films are held to be articles of a class or kind not made in Canada and are therefore admissible free of duty under the provision in Item 696 relating to "mechanical equipment of a class or kind not made in Canada," when for the use and by order of institutions or societies qualified for the entry benefits of this item and not for sale or rental.

Sound or filmstrip still-picture projectors, when valued at no less than $25 each retail in Canada, may be admitted free of duty under Item 696, when for the use and by order of institutions qualified for the entry privileges of this item and not for sale or rental.
Articles entitled to entry under Tariff Item 696 are exempt from the consumption or sales tax; otherwise this impact of ten per cent levied on the duty-paid value is applicable.

INCOME TAX INFORMATION

No changes were made in the Canada-United States Reciprocal Tax Convention during the past year, according to the Department of National Revenue. The effect of the Convention, as stated by the Legal Branch at the Taxation Division, is:

"Under the Treaty Agreement between the United States and Canada, a credit for income tax deducted at source by one country will be allowed on the return filed by a taxpayer of the other country. Canadians earning income in the United States may claim credits in their Canadian returns for income tax withheld at a United States source, and Americans earning income in Canada may claim credit in their American returns for income tax withheld at a Canadian source.

"Two methods may be used: (a) net income after withholding may be reported as total income from that source, or (b) the amount of tax withheld may be deducted from the tax otherwise payable in the taxpayer's country."

PROVINCIAL LEGISLATION

The most comprehensive survey of the motion picture in action ever made and recorded is that which was issued by UNESCO in 1950, "Press/Film/Radio," which is one of the "Reports On the Facilities of Mass Communications" embracing the world. Pages 292 to 305 are devoted to Canada, a flattering amount of space indicative of its high standing in the film world.

One of the most interesting sections of Unesco's Canadian survey was called "Legislation," which contained information surprising in its nature and quantity. It is reprinted here with revisions to bring it up to date.

Apart from the National Film Act governing the operation of the National Film Board of Canada, which will be dealt with later on, no special film legislation has been issued by the Canadian Government, this being the domain of the provincial governments. Each of these has enacted such legislation, mainly dealing with licensing and censorship as follows:

Alberta: Amusements Act and the Regulations under the Amusements Act of 1941, lastly amended by Order in Council No. 488 of 2 May 1949. A recent amendment lowered the age at which children may attend motion pictures in theatres after 8 p.m. without adult companionship from 16 to 14.

British Columbia: Moving Pictures Act 1924 as amended by the Moving Pictures Act Amendment Act 1948 and the Regulations under it (Regulations respecting Moving Picture Films and Film Exchanges, lastly amended by Order in Council No. 272 of 16 February 1950).


Prince Edward Island: There is no Board of Censors. Pictures shown must be approved by the New Brunswick Board of Censors.

Quebec: Act respecting Exhibitions of Moving Pictures 1925 and the regulations under it (Regulations respecting the censorship of films, lastly revised by Order in Council No. 48 of 1948).

In Newfoundland, there is an "Act regarding the Censoring of Moving Pictures," but no regulations have been laid down thereunder. At one time a Board of Censorship existed but it was dissolved some years ago.

All provincial acts contain regulations concerning the licensing of cinemas with a view to public safety and compliance with censorship rules. Generally the licensing includes permanent cinemas as well as mobile cinemas and drive-in theatres both for 35mm and 16mm. In the Province of Quebec, film performances in the open air, and consequently drive-in theatres, are prohibited. Most of the provinces require by law that projectionists must pass an examination and obtain a certificate.

Film exchanges (distributing companies and their local agents) must also be licensed, generally to ensure the safe storage of films. In different provinces, such as the provinces of Alberta and Manitoba, the law contains a clause according to which the authority in charge may prescribe the terms and conditions under which films may be sold, leased or exchanged.

In addition the Lieutenant-Governor in Council of the province of Ontario may require that a proportion of the films available for distribution to exhibitors and the films exhibited in each
theatre be of British manufacture and origin, and he may fix such proportions on a monthly or yearly basis.

The Nova Scotia Theatres, Cinematographs and Amusement Act lays down that no cinema may be deprived of the number of films necessary for its operation and also that no cinema may contract for more films than are reasonably required.

A special rule of the British Columbia Moving Pictures Act provides for the establishment of a British Columbia Patriotic and Educational Picture Service under the Department of the Attorney-General. The task of this service is to produce and acquire films and slides of a patriotic, educational or entertaining nature (especially concerning the Province or the Dominion) and to furnish them without charge for public exhibition in the cinemas. The Director of the Service may issue directions to the cinemas as to the times and manner of the exhibition of the films and slides.

Finally different provincial acts deal with entertainment taxes and all of them contain censorship rules. The general pattern is that censorship is exercised in each province by a Censorship Board and appeals against the decisions of these Boards can be made to the provincial Appeals Boards. Furthermore, films are usually censored under two categories: Adult and Suitable for Family Entertainment (or General). The age under which children may not visit cinemas unless films especially approved for them are shown, varies from 14 to 16 years. However, in the Province of Quebec children under 16 are not admitted at all.

(For censorship fees and exchange licences see Censorship section.)
AWARDS

ACADEMY OF MOTION PICTURE ARTS & SCIENCES
9038 Melrose Ave., Hollywood 46, Calif.
(CRestview S-1145)

OFFICERS
President ........................................... George Seaton
Vice-Presidents ................................. Fred L. Metzler
.................................................. Samuel G. Engel
Secretary .......................................... Hal Elias
Assistant Secretary ............................. Perry Lieber
Treasurer .......................................... John O. Aalberg
Assistant Treasurer ............................ Jacob Karp
Executive Director .............................. Margaret Herrick
Counsel ............................................ Lloyd Wright

BOARD OF GOVERNORS

The purposes of the Academy are:
To advance the arts and sciences of motion pictures and to foster cooperation among the creative leadership of the motion picture industry for cultural, educational and technological progress.
To recognize outstanding achievements by conferring annual Awards of Merit, serving as a constant incentive within the industry and focusing wide public attention upon the best in motion pictures.
To conduct cooperative technical research and stimulate the improvement of methods and equipment.
To provide a forum and common meeting ground for the various branches and crafts; to sponsor publications; and to serve as an impartial clearing house for achievement records and statistics.
To constitute an organization of established prestige which is expressly prohibited from concerning itself with economic, political or labor issues.
To represent to the public the viewpoint of the actual creators of motion pictures and symbolize a leadership comparable to that of other academic institutes and foundations.
To foster educational activities between the public and the industry, with particular reference to encouraging motion picture courses, in universities and sponsoring vocational scholarships.

ADVERTISING RULES

Regulations for the use of Academy Award symbols and references to the Oscar-winning plays and players for advertising and exploitation purposes are:
No film or achievement which has not won an Academy Award may be advertised or exploited in a manner which will mislead the public and imply by design, layout or wording of copy, that the film or achievement has won the Academy Award.
Pictures nominated for specific Awards may be so advertised providing: that no reproduction of an Awards symbol is used; that the word "nominations" or the words "nominated for" appear in the same size, style and color of type as the words "Academy Award"; that the achievement for which the nomination has been voted is included in the advertising.
Honorary Awards which are conferred only by vote of the Academy Board of Governors must be clearly defined in all advertising as Honorary Awards and must specify the accomplishments for which the recognition was accorded. Honorary Awards shall not be so advertised or exploited that the public will confuse an Honorary Award with an Award voted by the Academy membership.
When an Honorary Award has been conferred for a technique or for a series of motion pictures, the Award symbol granted for that Honorary Award may be used in advertising such technique or series providing: that the year and accomplishment for which the Honorary Award was given is included in the advertising; that only the symbol presented for the technique or series is used, and not the statuette unless the statuette was the symbol so presented.

1955 ACADEMY AWARDS

(Awards made by the Academy of Motion Picture Arts and Sciences in March, 1956 in Hollywood, California.)

PRODUCTION
Marty, United Artists.

PERFORMANCES
Actor: Ernest Borgnine in Marty, United Artists.
Actress: Anna Magnani in The Rose Tattoo, Paramount.
Supporting Actress: Jo Van Fleet in East of Eden, Warner Bros.

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**DIRECTION**
Delbert Mann for Marty, United Artists.

**WRITING**
Motion Picture Story: Daniel Fuchs for Love Me or Leave Me, MGM.
Screenplay: Paddy Chayefsky for Marty, United Artists.
Story and Screenplay: William Ludwig and Sonia Levien for Interrupted Melody, MGM.

**CINEMATOGRAPHY**
Black and White: James Wong Howe for The Rose Tattoo, Paramount.
Color: Robert Burks for To Catch a Thief, Paramount.

**FILM EDITING**
Charles Nelson and William A. Lyon for Picnic, Columbia.

**SOUND RECORDING**
Fred Hynes for Oklahoma!, Todd-AO.

**ART DIRECTION**
Black and White: Hal Pereira and Tambi Larsen for The Rose Tattoo, Paramount.
Set Decoration: Sam Comer and Arthur Kram.
Color: William Flannery and Jo Mielziner for Picnic, Columbia.
Set Decoration: Robert Priestley.

**COSTUME DESIGN**
Black and White: Helen Rose for I'll Cry Tomorrow, MGM.
Color: Charles Le Maire for Love Is a Many-Splendored Thing, 20th-Fox.

**MUSIC**
Scoring of a Musical Picture: Robert Russell Bennett, Jay Blackton and Adolph Deutsch for Oklahoma!, Magna Theatre Corp.
Music Score of a Dramatic or Comedy Picture: Alfred Newman for Love Is a Many-Splendored Thing, 20th-Fox.
Song First Used in an Eligible Picture: Love Is a Many-Splendored Thing from the film of the same name, 20th-Fox. Music, Sammy Fain; Lyrics, Paul Francis Webster.

**DOCUMENTARY PRODUCTION**
Feature: Helen Keller in Her Story, Nancy Hamilton presentation.
Short Subject: Men Against the Arctic, Walt Disney.

**SHORT SUBJECTS**
One-Reel: Survival City, 20th-Fox. Edmund Reek, producer.
Two-Reel: The Face of Lincoln, University of Southern California presentation, Wilbur T. Blume, producer.

**SPECIAL EFFECTS**
The Bridges of Toko-Ri, Paramount.

**SPECIAL AWARD**
Samurai, Toho Studios (Japan), as Best Foreign Film shown in America in 1955.
<table>
<thead>
<tr>
<th>Year</th>
<th>Award Category</th>
<th>Honoree(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Charles Chaplin for The Circus.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Actress: Mary Pickford, Coquette.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: All Quiet on the Western Front, Universal.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: Broadway Melody, MGM</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Actress: Marie Dressler, Min and Bill.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td></td>
<td>Picture: All Quiet on the Western Front, Universal.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td></td>
<td>Picture: Grand Hotel, MGM.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Special Award: Walt Disney for creation of Mickey Mouse.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<td></td>
<td>Actress: Katharine Hepburn, Morning Glory.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: Cavalcade, Fox Film Corp.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<td></td>
<td>Special Award: Shirley Temple for outstanding contribution to screen entertainment.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<td></td>
<td>Picture: Mutiny on the Bounty, MGM.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Special Award: David Wark Griffith for distinguished creative achievements as director and producer and lasting contributions to progress of motion picture arts.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: The Great Ziegfeld, MGM.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td>1937</td>
<td>Actor: Spencer Tracy, Captains Courageous.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td>Irving G. Thalberg Memorial Award: Darryl F. Zanuck.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td>1938</td>
<td>Actor: Spencer Tracy, Boys Town.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td>1939</td>
<td>Actor: Robert Donat, Goodbye, Mr. Chips.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Actress: Vivien Leigh, Gone With the Wind.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: Gone With the Wind, Selznick International-MGM.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td>Irving G. Thalberg Memorial Award: David O. Selznick.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Actress: Ginger Rogers, Kitty Foyle.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: Rebecca, Selznick International-UA.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Actress: Joan Fontaine, Suspicion.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td>Irving G. Thalberg Memorial Award: Walt Disney.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td>1942</td>
<td>Actor: James Cagney, Yankee Doodle Dandy.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<td></td>
<td>Picture: Mrs. Miniver, MGM.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td>Irving G. Thalberg Memorial Award: Sidney Franklin.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<td></td>
<td>Special Award: George Pal for his novel technique in producing puppetoon shorts.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<td></td>
<td>Special Award: Margaret O'Brien as the outstanding child actress of the year.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td>Irving G. Thalberg Memorial Award: Darryl F. Zanuck.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Actress: Joan Crawford, Mildred Pierce.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
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<tr>
<td></td>
<td>Picture: The Lost Weekend, Paramount.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
<tr>
<td></td>
<td>Special Awards: Walter Wanger for distinguished achievement in serving six consecutive years as president of the Academy of Motion Picture Arts and Sciences. Frank Ross, producer, Mervyn Leroy, director, and Frank Sinatra, star of the House I Live In. Peggy Ann Garner as the most promising juvenile of 1945.</td>
<td>Director: Gordon Jennings, Farcoul and Loren Ryder.</td>
</tr>
</tbody>
</table>
1946
Actress: Olivia de Havilland, To Each His Own.  
Special Awards: Laurence Olivier, Harold Russell, Ernst Lubitsch, Claude Jarman, Jr. (Junior Award).  
Irving G. Thalberg Memorial Award: Samuel Goldwyn.  

1947
Actor: Ronald Colman, A Double Life.  
Actress: Loretta Young, The Farmer’s Daughter.  
Picture: Gentleman’s Agreement, 20th-Century-Fox.  
Irving G. Thalberg Memorial Award: Jerry Wald.  

1948
Actor: Sir Laurence Olivier, Hamlet.  
Actress: Jane Wyman, Johnny Belinda.  
Irving G. Thalberg Memorial Award: Jerry Wald.  

1949
Actor: Broderick Crawford, All the King’s Men.  
Actress: Olivia de Havilland, The Heiress.  
Picture: All the King’s Men, Robert Rossen-Columbia.  
Special Awards: Jean Hersholt for distinguished service to the industry. Bobby Driscoll for outstanding juvenile performance in The Window and So Dear to My Heart. Fred Astaire for raising the standard of musical films. Cecil B. DeMille for 37 years of pioneer work in the industry.  

1950
Actor: Jose Ferrer, Cyrano de Bergerac.  
Actress: Judy Holiday, Born Yesterday.  
Picture: All About Eve, 20th Century-Fox.  
Irving G. Thalberg Memorial Award: Darryl F. Zanuck.  

1951
Actress: Vivien Leigh, A Streetcar Named Desire.  
Picture: An American in Paris, MGM.  
Special Awards: Rashomon. Gene Kelly for Achievement in the Art of Choreography on Film.  
Irving G. Thalberg Memorial Award: Arthur Freed.  

1952
Actor: Gary Cooper, High Noon.  
Actress: Shirley Booth, Come Back, Little Sheba.  
Picture: The Greatest Show on Earth, Paramount.  
Irving G. Thalberg Memorial Award: Cecil B. DeMille.  

1953
Actress: Audrey Hepburn, Roman Holiday.  
Picture: From Here to Eternity, Columbia.  
Special Awards: Joseph L. Breen, Pete Smith, Fred Waller, 20th-Fox for CinemaScope, Bell & Howell.  
Irving G. Thalberg Memorial Award: George Stevens.  

1954
Actor: Marlon Brando, On the Waterfront.  
Picture: On the Waterfront, Columbia.  

BRITISH FILM ACADEMY

60 Queen Anne St., London W.1  
(WElbeck 0531)

OFFICERS
Chairman ........................................... Edgar Anstey  
Vice-Chairmen ........ John Bryan, Ian Dalrymple  
COUNCIL
Management: Sir Michael Balcon, Ken Cameron, Henry Cornelius, Charles Crichton, Mary Field, George Gunn, Guy Hamilton, Frank Launder, James Lawrie, Muir Mathieson, Peter Tanner, Michael Truman.  
Director ............................................ Roger Manvell, Ph.D  
Executive Secretary ............................. Mrs. P. J. Steele  

The British Film Academy was founded in 1947 and in general terms its aims are:  
To advance the art and technique of motion pictures in every way, particularly by encouraging exceptional creative work, experiment and research.  
To co-operate with all organizations and groups concerned with the artistic and technical advancement of the motion picture everywhere.  
To compile statistics and records of the world motion picture industry; to form a library of film literature, scripts, designs, films, musical scores, photographs and other material; to encourage and sponsor publications, promote exhibitions and lectures; and to organize and assist in the organization of, film festivals.  
To co-operate with educational organizations to increase cinema appreciation and understanding, and to encourage the educational aspect of motion pictures in every way.  
To make awards of merit for outstanding artistic, technical and scientific achievements in connection with motion pictures.  

1955 WINNERS
Best Film From any Source: Richard III (Gt. Britain).  
Best British Film: Richard III (IFD).  
Best Documentary Film: The Vanishing Prairie (Empire-Universal).  
Special Award for Work Lying Outside the Feature and Documentary Fields: The Bespoke Overcoat (IFD)  
United Nations Award for the Best Film Illustrating One or More Principles of the United Nations Charter: Children of Hiroshima (Japan).
Canadian Film Awards

Chairman ........................................ Dr. J. R. B. Kidd (143 Bloor St. W., Toronto, Ont. 3-3519).
Manager ........................................ Mrs. Goldie Myers (102 Peter St., Toronto, Ont. Empire 3-4096).

Sponsored by the Canadian Association for Adult Education, The Canada Foundation and the Canadian Film Institute.

MANAGEMENT COMMITTEE
Dr. J. R. B. Kidd, chairman, Canadian Association For Adult Education, Toronto; H. G. Kettle, Canadian Association For Adult Education, Toronto; Lester Sugarman, Canadian Association For Adult Education, Toronto; Mrs. Dorothy Burritt, Canadian Film Institute, Toronto; Carl French, Canadian Film Institute, Toronto; Charles Topshee, Canadian Film Institute, Ottawa; Robert Fairfield, The Canada Foundation, Toronto; Ralph Foster, The Canada Foundation, Toronto; Dr. Walter B. Herbert, The Canada Foundation, Ottawa.

JUDGES — Theatrical, 1956
Dr. Ned Corbett, Jock Ralph, Gunston Roseneil, Desmond Smith, Mrs. Jacqueline Rosenfield, all of Toronto.

JUDGES — Non-Theatrical, 1956
Mrs. I. Lightman, Mrs. J. Ralph, Dr. I. Lightman, H. Rosky, J. Moses, A. St. Jean, Doris Mosdell, all of Toronto.

JUDGES — Amateur, 1956
O. Burritt, D. Gibson, R. Brookes, Miss M. Armour, Mrs. J. Axten, all of Toronto.

JUDGES — Television, 1956
S. Newman, R. Foster, A. McClenan, W. Byles, all of Toronto.

GENERAL REGULATIONS
1. Each film entered must be accompanied by a completed official entry form with entry fee attached.
2. All films must be produced in Canada by Canadian producers.
3. Films must have been produced, or released generally, during the year 1954.
4. A film may be entered in only one class.
5. The committee reserves the right to place a film in any class after consultation with the producer.
6. Entries in the non-theatrical class must be on 16 mm. stock.
7. No award will be made in any class if the judges feel that the entries do not reach a suitable standard.
8. The adjudication of the entries by the judges is final.

JUDGES

The panels of judges are composed of men and women who are qualified to make evaluations, while not being connected in any way with any film submitted. In the formation of each panel, recognition has been given to the fact that both French and English films will be entered. The judges, in making the awards, will assess the overall effectiveness of the film. They will take into account such factors as: The aim of the film and how well it is achieved; its unity and clarity; the direction, editing, quality of script, photography, sound track, titles, animation, music, etc. The Management Committee may from time to time grant special awards for other outstanding achievement in the motion picture field.

AWARDS

The judges may recommend a Canadian Film of the Year Award to the film which represents the highest achievement of the year; a First Award to the film judged best in each class; and an Honorable Mention to a film which is worthy or recognition but does not qualify for a First Award. The trophy of the Association of Motion Picture Producers and Laboratories of Canada goes to the best amateur film of the year.
Canadian Film Awards, 1956

(Presented for films made in 1955.)

Theatrical: Feature-Length and 'Film of the Year'

The judges did not recommend an award for any entry in these classes.

FIRST—Theatrical: Short

GOLD. For "its exciting treatment of a difficult subject." Produced by the National Film Board.

Credits: Production, Thomas Daly; Direction, Colin Low; Camera, Editing and Commentary, Wolf Koenig; Recording, Clarke Daprato; Music, Eldon Rathburn.

FIRST—Non-Theatrical

SPONSORED BY A GOVERNMENT AGENCY

FIRST AID FOR AIRCREW. For "its realistic treatment combining high instruction content with genuine interest." Produced by the National Film Board.

Credits: Production, David Bairstow; Direction, Walford Hewitson; Camera, Don Wilder; Sound, George Croll and Dennis Sawyer; Editing, Dennis Sawyer; Script, David Bennett, Ronald Weyman and Walford Hewitson.

FIRST—Non-Theatrical

SPONSORED BY A NON-GOVERNMENT AGENCY

The judges did not recommend a first award for any entry in this class.

FIRST—Non-Theatrical: Open

COLOR OF LIFE. For "its sensitive treatment in giving additional dimension to scientific fact." Produced by the National Film Board.

Credits: Production, Direction, Script, Cinemicrography and Special Effects, J. V. Durden; Camera, R. D. Muir; Editing, Douglas Robertson; Music, Robert Fleming; Animation, Evelyn Lambart and Robert Varrall.

FIRST—Amateur

CALGARY STAMPEDE. For "capturing the color and excitement of the Canadian Calgary Stampede." Produced by J. W. Ruddell.

Credits: Production, Direction, Camera, Sound, Editing and Animation, J. W. Ruddell; Narration, H. W. Curtis.

FIRST—Television Filmed Programs

(Category established for 1955 films produced principally for TV)

SASKATCHEWAN TRAVELLER. For "its realistic treatment and penetrating delineation of character." Produced by the National Film Board.

Credits: Productions, Grant McLean; Direction, Julian Biggs; Camera, John C. Foster; Sound, Claude Pelletier; Editing, Dennis Sawyer; Script, Gordon Burwash.

Honorable Mentions

Theatrical: Short, The Shepherd, National Film Board, produced by Julian Biggs, for "its simplicity and effective use of photography and music."

Non-Theatrical: Sponsored by a Government Agency, Huff and Puff, National Film Board, produced by Frank Spiller, for "its handling of a highly specialized subject in a refreshing and amusing style."

Non-Theatrical: Sponsored by a Non-Government Agency, Miracle of the Bees, Carey Studio for Carlings Breweries, produced by John J. Carey, for "graphically portraying in colour a most difficult subject — the life cycle of the bee" and Sibling Relations & Personality, Crawley Films Limited, produced by Stanley Jackson, for "its intelligent treatment of Sibling relationships."

Non-Theatrical: Open, Les Aboiteaux, National Film Board, produced by Roger Blais, for "its liveliness of conception and execution."

Amateur, Fox Hunting in Canada, produced by W. Lynch, for "its excellent treatment and colour photography of a fox hunt" and Mexico — Land of Contrast, produced by Norman Cowan and George Herman, for "its compelling and sensitive treatment of the people of Mexico."

Television Filmed Programs, Monkey on the Back, National Film Board, produced by Grant McLean, for "a well presented dramatic exposition of a social problem" and L'Alpinisme, National Film Board, produced by Guy Glaver, for "its skilfull editing and outstanding photography in presenting an amusing exposition of mountain climbing."

Special Mentions

The Jolifou Inn, National Film Board, for "its imaginative direction," Harvest in the Valley, National Film Board, for "a sensitive treatment of a subject which is rather static by nature;" Identity, Nova Scotia Film Bureau, for "the first colour 16 mm. Cinemascope entry — a most ambitious attempt in a new field;" The Revolution Is Now, Crawley Films for Weekend Magazine, for "its imaginative animation, music and sharp, clear colour photography;" Jamboree, Chetwynd Films, for Eaton's of Canada, for "capturing the enthusiasm of the Boy Scout Jamboree;" Face at Saskatchewan, Crawley Films, for the Saskatchewan Golden Jubilee Committee, for "its exciting photography and excellent script;" Experiment In Animation, Donna Martinez, for "its unique and imaginative animation."
Previous Winners

1948 WINNERS

Film of the Year: The Loon's Necklace, Crawley Films.

Special Awards: Un Homme et Son Peche, Quebec Productions. Dots and Loops, Norman MacLaren-National Film Board.

Theatrical: Who Will Teach Your Child, National Film Board, Honorable Mention to the Canadian Cameo Series, Associated Screen News.

Non-Theatrical, Live Action: Beans of Bounty, Shelly Films, and Feeling of Hostility and Drug Addict, National Film Board, were declared tie winners.

Non-Theatrical, Animated: Chantsons Noel, National Film Board.

Amateur: Suite Two by Dorothy Burritt and Making a Life Mask by Louis Shore were awarded Honorable Mentions.

1949 WINNERS

Special Awards: Quebec Productions Corporation for sustained and creative effort in establishing a feature-length film industry in Canada. Primitve Artists of Haiti, Benoit-De Tonnancour Films. Segone Dull Care, National Film Board.

Theatrical: Terre de Caen, National Film Board. Honorable Mention to Summer Is for Kids, National Film Board.

Non-Theatrical, Sponsored: Science at Your Service, National Film Board. Honorable Mention to Zero De Conduite, Crawley Films.

Non-Theatrical, Other: Family Circles, National Film Board. Honorable Mention to Children's Concert, National Film Board.

Amateur: Mouvement Perpetual, Claude Juiras. Honorable Mention to In the Daytime, Stanley Fox-Peter Varley.

1950 WINNERS

Special Awards: L. Ernest Ouimet of Montreal, in recognition of his outstanding contribution to the motion picture in Canada as a pioneer exhibitor, distributor, producer and cameraman. He produced the first Canadian newsreel, opened the first Canadian film exchange; and created what is claimed to have been the first de luxe motion picture theatre; Sitzmarks the Spot, produced by Associated Screen News and distributed by Warner Bros. named for success in handling a comedy theme; Family Tree, National Film Board, for outstanding animation and musical score; The Fight—Science Against Cancer, National Film Board, for a splendid representation of a significant social problem.

Theatrical: Apres le Bagne (After Prison, What?), National Film Board.

Non-Theatrical: Feelings of Depression, National Film Board, Honorable Mention to The Oyster Man, National Film Board.

Amateur: Honorable mention to Frontiersman, Emanual J. Heuer; Parking On This Side, University of Toronto Film Society.

Recognition: Winston Barron and Canadian Paramount News for an unique contribution to public information in Canada by providing a Canadian editor and giving special treatment to all its Canadian subjects.

Crawley Films for its series of films on child development, produced for the McGraw Hill Company.

Graph Associates for their experimental puppet film, Buffoons.

National Film Board for two excellent films on forest conservation and use, Look to the Forest and Trees Are a Crop.

Crawley Films for the film, Power of Pennies, an excellent example of a sponsored film.

Associated Screen News for the general high level of the Theatrical Canadian Cameo Series.

National Film Board for A Friend at the Door, a skillful interpretation of social services in British Columbia.

National Film Board for an unique interpretation of Canadian history by using old prints and engravings in the film, Les Anciens Canadiens.

1951 WINNERS

Film of the Year: Newfoundland Scene, Crawley Films Ltd.

Special Awards: Around Is Around—Now Is the Time, produced by the National Film Board.

Theatrical—Feature: Royal Journey, produced by National Film Board. Honorable Mention to La Petite Aurora, produced by Alliance Cinematoagraphique Canadienne Inc.

Theatrical—Short: Opera School, produced by the National Film Board, Honorable Mention to Struggle for Oil, (NFB); The Fruitful Earth, produced by Associated Screen News; Man in the Machine Towel Shop (NFS).

Non-Theatrical—Open: Newfoundland Scene, Crawley Films Ltd. Honorable Mention to The Longhouse People and Les Moines de St.-Benoit du Lac, both produced by the National Film Board.

Non-Theatrical—Non-Government Sponsor: Packageged Power, Crawley Films Ltd.

Non-Theatrical—Government Sponsor: Milk Made, National Film Board. Honorable Mention to Ski à Quebec, Abbe Maurice Proulx of Laval University for Province of Quebec.


1952 WINNERS

Film of the Year: Tit-Coq, Les Productions Gratien Gelinas.


Theatrical Short: L'Homme Aux Oiseaux, National Film Board, Honorable Mentions to Les Iles de la Madeleine, National Film Board; Canine Crimebusters, Associated Screen News; and Citizen Varek, National Film Board.

Non-Theatrical—Open: Angotee, National Film Board, Honorable Mentions to The Son, National Film Board; Romance of Transportation, National Film Board; The Power Within, Crawley Films Ltd.; Hot Hickory, Ashley & Crippen Ltd.; and Magic of the Tropics, Dr. S. Copeland.

Non-Theatrical—Non-Government Sponsor: Immediate Action, Crawley Films Ltd. Honorable Mentions to Calgary Stampede, Davrat Productions, and Rogerstone, Crawley Films Ltd.

Non-Theatrical—Government Sponsor: Shyness, National Film Board. Honorable Mentions to Western Wheat, National Film Board, and Operation Budworm, Omega Productions.

1953 WINNERS

Film of the Year: The Seasons, Christopher Chapman.

Special Award: Gordon Sparking of Montreal, in recognition of his distinguished service to the art of the film in Canada and to the Canadian Film Industry.

Theatrical Feature: No award was made in this category by the judges.

Non-Theatrical—Open: The Seasons, Christopher Chapman. Honorable Mention to Embryonic Development of the Chick, National Film Board.

Non-Theatrical — Non Government Sponsor: Episode in Valleydale, Crawley Films. Honorable Mentions to The Ring-Necked Pheasant, Wild-
life Productions for the Carling Conservation Club, and Polysar, Crawley Films for Polymer Corp. Ltd.

Non-Theatrical — Government Sponsor: World At Your Feet, National Film Board. Honorable Mention to Everybody's Handicapped, Atlantic Films & Electronics Ltd.

Amateur: Eight-Fifteen, Toronto Film Society. Special Mentions to A-Hunting We Will Go, Edmonton Movie and Photo Club, and to E. F. Attridge of Toronto.

Theatrical Short: Farewell Oak Street, National Film Board. Honorable Mention to L'Abatis, National Film Board, and Danish Seining, Atlantic Films & Electronics Ltd.

1954 WINNERS

Film of the Year: The Stratford Adventure, National Film Board.

Special Award: Hye Bossin, in recognition of his valuable contributions over the years in the field of motion pictures in Canada, and particularly his promotion of Canadian Film Archives.

Theatrical—Feature: The Stratford Adventure, National Film Board.

Theatrical—Short: No award was made in this category by the judges. Honorable Mention to The Homeless Ones, National Film Board.

Non-Theatrical—Open: Riches of the Earth, National Film Board. Honorable Mention to One Little Indian, National Film Board.

Non-Theatrical—Non-Government Sponsor: Where None Shall Thirst, Committee on Missionary Education of the United Church of Canada. Honorable Mention to It's in the Cards, Crawley Films.


Amateur: No award was made in this category by the judges.

Canadian Film Weekly

CRITICS’ POLL

(The following selections were made by newspaper, radio and magazine critics across Canada voting for the pictures and stars they considered best during the year.)

1955 WINNERS

PICTURES: 1. Mister Roberts (Warners); 2. Marty (UA); 3. The Country Girl (Paramount); 4. East of Eden (Warners); 5. A Star Is Born (Warners); 6. The Blackboard Jungle (MGM); 7. Carmen Jones (20th-Fox); 8. A Man Called Peter (20th-Fox); 9. Trial (MGM); 10. Bad Day at Black Rock (MGM).


WINNER IN PREVIOUS YEARS

PICTURES: 1942—Mrs. Miniver (MGM); 1943—In Which We Serve (United Artists); 1944—Going My Way (Paramount); 1945—No poll; 1946—Lost Weekend (Paramount); 1947—The Best Years of Our Lives (KO); 1948—Hamlet (J. Arthur Rank); 1949—The Red Shoes (J. Arthur Rank); 1950—All About Eve (Fox); 1951—A Place in the Sun (Paramount); 1952—The African Queen United Artists; 1953—From Here to Eternity (Columbia); 1954—On the Waterfront (Columbia).


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Entries, giving description of film, running time, production details, etc., must be in the hands of the secretary no later than Sept. 1 and if accepted films must reach the Yorkton Film Council preferably before October 1.
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CANADA, the second country in the world in the number of TV stations and territory covered, has 34 outlets giving service in either English or French and eight are being constructed. Despite our small population we are third in the world in the number of TV receiving sets being used, 40 per cent of our 16,000,000 people being equipped, with service being available to 75 per cent of populated areas.

Canada is the only country in the world which is developing TV in two languages at once. Because Canada is larger than the USA, which has ten times our population, one New York TV station can cover more people than our 34.

Eight of the 34 stations are operated by the CBC, the rest being licensed through it by private interests.

There are only three places in the world where more programs are produced than in either Toronto or Montreal—Hollywood, London and New York. CBTL, Toronto, transmits about 50 original hours a week and about 160 of the 500 registered actors and actresses in the city will be employed in a good week. USA programs are produced at up to 15 times the cost of Canadian ones.

The only TV resembling the pay-as-you-see idea on this continent is Rediffusion, Inc. of Montreal, a monthly-payment company which provides sets, but there were 14 other community-antennae companies in the Fall of 1956, compared with six a year earlier. Rediffusion is a closed-circuit operation employing telephone lines, as do the others. Famous Players Canadian Corporation has a 25-year franchise from International Telemeter Corporation of the USA, its subsidiary being Trans Canada Telemeter Limited.

It plans to erect community antenna towers for subscription television in Kitimat, BC and Kenora, Ontario.

It is predicted that some form of pay-see TV will be employed in this country, where the comparatively small population living in an area larger than the USA makes needed revenue a great problem. What happens in Canada will no doubt be dictated largely by what happens in the USA, where the FCC has held up pay-see TV pending certain decisions regarding its jurisdiction. In Canada there is also the question of whether pay-see TV is "broadcasting" under the Radio Act. If pay-see TV wins approval in the USA Canada, from a standpoint of economics, will have to fall in line—according to authoritative opinion.

Famous Players, a movie chain with television interests, favored pay-see TV. Its spokesman and president, J. J. Fitzgibbons, said theatres could share it. He told the commission that there is little future for small theatres. The Theatre Owners Association of Quebec opposed toll TV squarely. No other exhibition group or firms made declarations to the commission.

Representatives of Canadian and American interests for and against toll TV stated their positions before an Ottawa session of the Royal Commission on Broadcasting in September, 1956.

Famous Players also has the only permanent theatre-TV equipment in Canada, which is to be found in the Imperial, Toronto, this country's largest theatre.

Using portable equipment, Loew's Uptown Theatre, Toronto, offered Canada's first and only theatre-TV program, the Marciano-Moore fight in September, 1955, to a packed house.

The Canadian Broadcasting Corporation spent $25,274,260 for television in its 1955-56 fiscal year on programs and got back commercial revenue totalling $7,403,438, it was revealed in its annual report. The $25,274,260 figure compared with one of $15,915,901 in the previous year. A considerable reduction in TV service is ahead "unless some additional special provision for funds was made" and the Government, anticipating this, had proposed a $12,000,000 grant in its 1956-57 supplementary estimates.

Total income of the CBC was $38,942,402, such income being made up of all monies from any source, including government grants and the 15 per cent excise tax on radios and TV sets. Expenditures came to $38,572,512, this figure indicating a surplus until the addition of a $1,728,511 depreciation allowance, after which a deficit becomes evident. The net deficit of the TV
service was $1,071,791. The 1954-55 operation expenditure was $29,103,538.

CBC television operations include six English-language and two French-language stations and the supplying of a national service of programs for 22 private stations. The English-language service was available to 9,000,000 English-speaking people, the French service, on five stations, to about 4,000,000 French-speaking people.

The national service averaged 35 hours a week in English and 27 hours in French. It included sustaining programs supplied and broadcast free of charge on private stations. Private outlets also shared in the commercial revenue from sponsored CBC-produced programs they carried.

Gross billings to sponsors and agencies totalled $19,471,530, from which there were deductions of $2,706,455 to private stations, $3,261,870 for agency and network commissions and $4,368,260 for direct production costs.

The excise tax revenue of $22,799,955 was up by about $1,330,000 from 1954-55. It provided $17,737,991 for television services and $5,061,984 for radio. This revenue is expected to drop this year as television sales are near the saturation point.

Miscellaneous sources such as broadcasting license fees charged to private stations, interest on investments and profits on the sale of bonds totalled $757,502.

During the last fiscal year, the CBC received its sixth television service loan, amounting to $8,250,000. The corporation now owes the Government $24,250,000 for television, and $3,173,802 for radio, or a total of $27,423,802. The loans are repaid in semi-annual payments over periods ranging up to 30 years.

Among other costs for both radio and television, engineering expenditures were $7,699,907; wire lines for station networks cost $2,498,306; and administrative expenses amounted to $1,561,857. These figures showed small increases over 1954-55.

The CBC report indicated that it was "planning to maintain services and carry out essential development within the limits of the resources available" pending Parliament’s decisions on future financing. It said the parliamentary decisions would be based on recommendations contained in the report of the aforementioned Royal Commission on Broadcasting. The CBC report was tabled in the House of Commons during the Spring session by National Revenue Minister J. J. McCann, who reports to Parliament for the Crown-owned corporation.

All aspects of Canadian television and sound broadcasting, including financing and the power of the Canadian Broadcasting Corporation to regulate private broadcasting, were reviewed by the three-man Commission appointed by the Cabinet. The Commission is not a law-making body but one which makes recommendations based on its findings.

R. M. Fowler of Montreal, president of the Canadian Pulp and Paper Association, is chairman. The other members are James Stewart of Toronto, president of the Canadian Bank of Commerce, and Edmond Turcotte, Canadian ambassador to Colombia.

Many organizations submitted briefs to the Commission. Some endorsed the CBC, some opposed it broadly and others made suggestions for minor revisions in its scope or/policies. The brief of the Canadian Association of Radio and Television Broadcasters suggested reduction of the CBC to a production agency only and merging it with the National Film Board, a Government production-distribution organization which will direct about 50 per cent of its output in 1956 to CBC TV outlets.

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Director of Publicity ........................ R. C. Poulter

The objectives of the CRTPB, which has 17 sponsors, are to formulate sound engineering principles and to organize technical facts which will assist in the development of the Canadian radio industry and radio services of the nation in accordance with the public interest. The activities of the Board are restricted to engineering considerations and all sponsors must be non-profit associations, bodies or societies which have an important interest in radio and allied fields.

One of the objectives of the Board is to advise government in the development of the country's population. The Board has acted in an advisory capacity to the Canadian Government in the matter of frequency allocations.

The organization of the Planning Board includes the Main Board, made up of the contributing sponsor delegates and the chairmen of the Planning Board's six Main Committees (Standards and Allocations Committee; Television Committee; Broadcast Committee; Committee on Radio Communications including point to point, portable, mobile and emergency services; Committee on Aeronautical Radio and Radio Aids to Navigation; and Committee on Industrial, Scientific and Medical).

THE CANADIAN RADIO AND TELEVISION LEAGUE
38 Bloor St. W., Toronto, Ont.

OFFICERS
President ............................... Dr. E. A. Corbett
Vice-Presidents .......................... Geoffrey Andrew, Vancouver
Senator David A. Croll, Toronto
Professor A. R. M. Lower, Kingston
Roy Grant, Moncton
Secretary .................................... Mrs. Edith Fowke
Treasurer .................................... Albert A. Shea

Telecasting

CANADIAN BROADCASTING CORPORATION
Victoria Bldg., 140 Wellington St., Ottawa, Ont.
(Central 6-7331)

The CBC is a publicly-owned broadcasting system set up by the Canadian Broadcasting Act, 1936, with its prime responsibility the provision of a national broadcasting service. It operates one television and three radio networks made up of privately-owned as well as CBC-owned stations. It is the main producer of both radio and television network programs in the country and acts as agent for both private and CBC stations in booking, servicing and billing in connection with network commercial programs produced in Canada and imported from other countries.

CBC has certain advisory responsibilities in the licensing of private stations. Its Board of Governors holds public hearings and makes recommendations on license applications to the Department of Transport, the licensing authority in Canada. The Minister of Transport is the Hon. George Morier, and the Controller of Radio in the Department of Transport is F. G. Nixon.

The Corporation consists of eleven Governors appointed by the Governor in Council. With the exception of the Chairman, who is appointed for ten years, the Governors hold office for three years. By custom, they are selected to give representation to the various economic, regional, social, religious and cultural interests that make up the country's population. The chief executive is the General Manager who administers the operations of the national system.

BOARD OF GOVERNORS
A. D. Dunton, Ottawa, chairman; Dean Adrien Pouliot, Laval University, Quebec City, vice-chairman; Dr. G. Douglas Steel, Charlottetown, PEI; Professor J. A. Corry, Queen's University, Kingston; Frederick J. Crawford, Toronto; K. G. Montgomery, Edmonton; Gordon A. Wilson, St. John's, Nfld.; Kenneth Gervin, Vancouver; Gerald Gingras, c/o Rene T. Leclerc Inc., Montreal; Mrs. R. S. Houck, Brampton, Ontario.

OFFICERS
General Manager ....................... J. Alphonse Ouimet
Assistant General Manager ........ E. L. Bushnell
Director of Engineering .............. W. G. Richardson
Director of Programs .................. Charles Jennings
Treasurer ............................... H. Bramah
Director of Personnel & Administrative Services ........ C. E. Stiles
Commercial Manager .................. W. E. Powell
Director Press & Information Services R. C. Fraser
Director Station Relations & Manager Broadcast Regulations ........................ George Young

ADMINISTRATION FOR MONTREAL TV OPERATIONS

Director of Television .................. André Ouimet
Assistant Director ..................... Yves Vien
Program Director ....................... Fernand Gagnon
Program Director (CBMT) .............. Harold Capozzi
Supervisor of Production ............. J. P. Ladouceur
Supervising Producer (Drama) ......... Florent Forget
Supervising Producer (Films) .......... J. Y. Bigras
Supervising Producer (Sports) .......... Roland Giudite
Supervising Producer (Children) .......... Fernand Doré
Supervising Producer (Music) .......... Pierre Mercure
Casting Officer ........................ Claude Garneau
Assistant Technical Director ........ Roger Germain
Technical Director ..................... Charles Frenette
Assistant Technical Director .......... G. Fontaine
Commercial Manager (Quebec) Maurice Valiquette
News Editor-in-Charge ................ Saluste D. LeMaire
Television Film Service Director ........ J. P. LePailleur
Assistant Director ..................... Maurice Bastien
Film Procurement Officer .............. Marcel Séguin
Design Director .......................... Gaston Sarault
Staging Director ........................ Jean Lefebvre
Supervisor of Costuming ................. Mme. L. Cabana-Pelletier
Supervisor of Graphics ................. Pierre Garneau
Supervisor of Scenic Carpentry ......... Lucien Gagnon
Supervisor of Scenic Painting .......... Lorenzo Latremouille
Supervisor of Properties ................. Bernard Poole

ADMINISTRATION FOR TORONTO TV OPERATIONS

Director of Television .................. Fergus Mutrie
Assistant Director ..................... J. W. R. Graham
Program Director ...................... R. W. McGill
Supervisor of Presentation .......... John W. Barnes

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Supervising Producer (Drama) .... S. C. Newman
Supervising Producer (Features) .. Franz Kraemer
Supervising Producer (Films) ..... Peter Francis
Supervising Producer (Sports) .... George Retzlaff
Supervising Producer (Children) F. B. Rainsberry
Supervising Producer (Special Programs) R. G. Allen
Casting Officer ..................... Miss Eva Langbord
Supervisor of Traffic .............. H. M. Smith
Technical Director ................ Reginald Horton
Assistant Technical Director .... D. N. Gardner
Technical Supervisor of Film Operations Rodger Ross
Supervisor of Television Sales .... John Malloy
Manager, National Television News D. J. Macdonald
Manager, National Television Film Service O. C. Wilson
Assistant Manager .................. Kenneth P. Brown
Assistant Manager .................. D. E. Lytle
Film Procurement Officer .......... W. K. Moyer
Film Production Supervisor .. E. E. Rollins
Design Director .................... Leonard Crainford
Staging Services Organizer ...... Peter Garstang
Supervisor of Costuming ......... Miss Edna Cherry
Supervisor of Graphics ............. D. G. McKay
Supervisor of Scenic Carpentry .... Edward Sild
Supervisor of Scenic Painting ..... G. M. Clarke
Supervisor of Properties .......... P. Russell

REGIONAL OFFICES

NEWFOUNDLAND
W. F. Galgay, Director, St. John's.

MARITIME
W.E.S. Briggs, Director, United Service Bldg., 100 Sackville St., Halifax, N.S.

QUEBEC
G. Lamarche, Director for Quebec, Radio Canada Building, 1425 Dorchester Street W., Montreal, P.Q.

ONTARIO
Ira Dilworth, Director for Ontario, 354 Jarvis Street, Toronto, Ontario.

PRAIRIE
J. R. Finlay, Director, 541 Portage Ave., Winnipeg, Man.

BRITISH COLUMBIA
K. P. Caple, Director, 701 Hornby St., Vancouver.

Montréal Offices and Studios
Radio-Canada Building, 1425 Dorchester Street West. (UNiversity 6-2571)

CBC International Service
Same as Montreal Offices and Studios.

Montreal Television Offices
Same as Montreal Offices and Studios.

Engineering Headquarters (Montreal)
5253 Decarie Boulevard, (HUnter 8-2551)

National Program Office
140 Wellington Street, Ottawa, Ontario. (Central 6-7331)

Toronto Television Offices
354 Jarvis Street, Toronto, Ontario. (WAlnut 3-5461)

Television Sales
A. & F. FILM CORPORATION
1434 St. Catherine St. W., Montreal 25, Que.

ALL-CANADA RADIO FACILITIES LIMITED
Taylor, Pearson & Carson Bldg., Calgary, Alta. (2-7591)

OFFICERS
President .......... H. R. Carson
1st Vice-President .............. Eric L. Harvie, QC
2nd Vice-President ............. G. F. Herbert
Secretary-Treasurer ............. Eric M. Williams
General Manager .............. S. Mackay

DIRECTIONS
Michael Sifton, Toronto; St. Clair Balfour, Hamilton; Clifford Sitton, Toronto; Eric L. Harvie, QC, Calgary; H. E. Pearson, Edmonton; H. R. Carson, Calgary.

Company produces and supplies filmed programs through branches in Montreal, Toronto, Winnipeg, Calgary and Vancouver.

ALL CANADA TELEVISION

FILM DIVISION
80 Richmond St. W., Toronto, Ont. (EMpire 6-9236)

OFFICERS
Manager .................... Reo Thompson
TV Film Sales .......... Bruce Masters, Bill Penkethman

BRANCH OFFICES

MONTREAL
Burt Hall, Manager, John Cameron, Tom Reynolds, TV Film Sales, 922 Dominion Sq. Bldg. (UN. 6-9868)

WINNIPEG
M. V. Chestnut, Manager, R. F. Tait, Western Sales Supervisor, 706 Electric Railway Chambers Bldg. (2R6-861)

CALGARY
J. E. Cavanagh, TV Film Sales, Taylor, Pearson & Carson Bldg. (2-7691)

VANCOUVER
J. E. Baldwin, Manager, Brian Scharf, TV Film Sales, 1161 Melville St. (TAtlow 7461)

S. W. CALDWELL LTD.
447 Jarvis St., Toronto 5, Ont. (WAlnut 2-2103)

(S. W. Caldwell Ltd. under Studios and Producers.)

CANADIAN TELEVISION FILMS
15 Oakland Ave., Toronto, Ont. (EMpire 3-5558)

Producers and distributors of industrial and documentary films—newsreels—commercials and package television programs.

General Manager ......... William G. Paulis

FREMANTLE OF CANADA LTD.
108 Peter Street, Toronto 28, Ont. (EMpire 4-6990)

OFFICERS
President ...................... Saul Turell
Sec.-Treasurer ................. Paul Talbot
General Manager .............. Ralph C. Ellis
HOLLYWOOD TELEVISION SERVICE OF CANADA LIMITED
277 Victoria, Toronto, Ont. (Empire 2-1966)
(Wholly-owned subsidiary of Republic Pictures Corp.)
Vice-Pres. & General Manager Walter H. Manley

G. N. MACKENZIE LTD.
519 Jorvis St., Toronto, Ont. (Walnut 1-7272)
OFFICERS
President G. Norris Mackenzie
Secretary Allan D. Rogers
Treasurer William F. Milnes
DIRECTORS

MCA CANADA LTD.
180 University Ave., Toronto, Ont. (Empire 3-4031)
OFFICERS
President G. Norris Mackenzie
Secretary Allan D. Rogers
Treasurer William F. Milnes
DIRECTORS

MOTION PICTURES FOR TELEVISION (CANADA) LTD.
277 Victoria St., Toronto, Ont. (Empire 2-8621)
General Manager Alex Metcalfe
Asst. General Mgr. E. S. (Torchy) Coatsworth

RCA VICTOR COMPANY, LTD.
PROGRAM & CUSTOM DIVISION
225 Mutual St., Toronto, Ont. (Empire 3-3443)
1543 Crescent St., Montreal, Que. (Avenue 8-3234)
OFFICERS
Division Manager L. D. Headley
Toronto Manager R. A. Gray
Montreal Manager E. Traynor

SCREEN GEMS (CANADA) LTD.
102-108 Peter St., Toronto, Ont. (Empire 3-4096-7-8)
OFFICERS
President Harry Cohn
Executive Vice-President Jack Cohn
Vice-Presidents Abe Montague, Leo Jaffe, Ralph Cohn, Gerald Bronfman, Joe Dunkelman, John Mitchell
Vice-Pre., & Treas. Abe Schneider
Vice-Pre. & Gen. Mgr. Lloyd Burns
Secretary Wm. O. Steer
National Sales Supervisor Wm. O. Steer
Assistant Treasurer Mart Wormser
Controller Milt Klein
DIRECTORS
J. Dunkelman, G. Bronfman, L. Burns, Leo Jaffe, R. Cohn, J. Mitchell, Bert Hanft.

STERLING FILMS LIMITED
INTERSTATE TELEVISION CORP.
Second Floor, King Edward Hotel, Toronto, Ont. (Empire 6-6221)
OFFICERS
President O. R. Hanson
Secretary E. L. Harris
Treasurer W. M. Millard

THE TELECANADA CORPORATION
175 Bloor St. E., Toronto, Ont. (Walnut 4-3701)
General Manager D. Griesdorf

TELEFILM OF CANADA
130 Carlton St., Toronto, Ont. (Walnut 2-3163)
President & General Manager J. H. Solway
Secretary I. H. Allen

TELEPIX MOVIES LIMITED
102-108 Peter St., Toronto, Ont. (Empire 3-4096-7-8)
OFFICERS
President J. Dunkelman
Gen. Mgr. & Sec.-Treas. Lloyd Burns

Associations
RADIO-ELECTRONICS-TELEVISION MFRS. ASS’N OF CANADA
200 St. Clair Ave. W., Toronto 7, Ont. (Walnut 1-2898)
OFFICERS
President J. D. Campbell
Vice-Presidents J. R. Longstaffe, L. Harris, J. C. R. Punchard
Director of Engineering Ralph A. Hackbusch
Gen. Mgr. & Sec. Fred W. Radcliffe

Community Antennae TV
CABLEVISION OF LONDON
13 King St., London, Ont. (Phone 4-1144)
Managing Director E. R. Jarmain

NEIGHBOURHOOD TELEVISION LIMITED
31 Quebec St., Guelph, Ont. (Phone 3708)
President & General Mgr. F. T. Metcalf
Vice-President R. Sutherland
Treasurer W. Cowan
Secretary A. N. Kearns
Chief Engineer J. Milligan
Sales Manager Tony Small

DIRECTORS
W. O. Slatter and T. J. Bell.

NORTHWEST TELEVISION SYSTEMS LTD.
P.O. Box 72, Horseshoe Bay, BC.
OFFICERS
President & Gen. Mgr. W. S. Thomas
Secretary-Treasurer B. V. Thomas
DIRECTORS

REDDIFUSION, INC.
6301 Park Ave., Montreal, Que. (Victoria 2501)
President and Managing Director A. Cross
Secretary-Treasurer G. A. Allard
Sales Manager W. L. Robinson
Company markets TV domestic and business entertainment service through co-axial cable.

TELEFUSION (CANADA) LTD.
135 Whitney Place, Kitchener, Ont.
OFFICERS
President J. S. Clark
New Community Antennae Companies

CRANBROOK TV LIMITED
Cranbrook, BC.

CRESTON CABLE VIDEO LTD.
Creston, BC.

KOOTENAY VIDEO PROGRAMS LTD.
Troll, BC.

JULES MATTEAU TV CO.
Gron'Mere, Que.

POWELL RIVER TV CO. LTD.
Powell River, BC.

SHAWINIGAN FALLS RADIO TV LTD.
Shawinigan Falls, Que.

TOWER TV LIMITED
Midland, Ont.

TRANSVISION (SHERBROOKE) INC.
Sherbrooke, Que.

Television Stations

BRITISH COLUMBIA

CBUT, Vancouver—
ERP 102 kw. Channel 2. Owned by CBC.

CHEK-TV, Victoria—
ERP 1.8 kw. Channel 6. Owned by David Armstrong.

ALBERTA

CHCT-TV, Calgary—
ERP 100 kw. Channel 2. Owned by Calgary Television Ltd.

CFRN-TV, Edmonton—
ERP 27.4 kw. Channel 3. Owned by Sunwopa Broadcasting Co. Ltd.

CJLH-TV, Lethbridge—
ERP 96.1 kw. Channel 7. Owned by Lethbridge Television Ltd.

SASKATCHEWAN

CKCK-TV, Regina—
ERP 18.9 kw. Channel 2. Owned by Trans-Canada Communications Ltd.

CFQC-TV, Saskatoon—
ERP 100 kw. Channel 8. Owned by A. A. Murphy & Sons Ltd.

MANIToba

CKX-TV, Brandon—
ERP 19.3 kw. Channel 5. Owned by Western Manitoba Broadcasters Ltd.

CBWT, Winnipeg—
ERP 56.2 kw. Channel 4. Owned by CBC.

ONTARIO

CKVR-TV, Barrie—
ERP 14 kw. Channel 3. Owned by Ralph Snelgrove Television Ltd.

CHCH-TV, Hamilton—
ERP 100 kw. Channel 11. Owned by Niagara Television Ltd.

CKWS-TV, Kingston—
ERP 101 kw. Channel 11. Owned by Frontier Broadcasting Co. Ltd.

CKCO-TV, Kitchener—
ERP 31.4 kw. Channel 13.Owned by Central Ontario Television Ltd.

CFPL-TV, London—

CKGN-TV, North Bay—

CBOFT, Ottawa—
ERP 31 kw. Channel 9. Owned by CBC.

CBOT, Ottawa—
ERP 50.1 kw. Channel 4. Owned by CBC.

CHEX-TV, Peterborough—

CFPA-TV, Port Arthur—
ERP 5.1 kw. Channel 2. Owned by Ralph H. Parker Ltd.

CJIC-TV, Sault Ste. Marie—
ERP 5.1 kw. Channel 2. Owned by Hyland Radio TV Ltd.

CKSO-TV, Sudbury—
ERP 5.1 kw. Channel 5. Owned by CKSO Radio Ltd.

CFCL-TV, Timmins—

CBLT, Toronto—
ERP 83.2 kw. Channel 6. Owned by CBC.

CKLW-TV, Windsor—

CKNX-TV, Winnepeg—
ERP 20 kw. Channel 8. Owned by Radio Station CKNX Ltd.

QUEBEC

CKRS-TV, Jarqueiere—

CBFT, Montreal—
ERP 15.7 kw. Channel 2. Owned by CBC.

CBMT, Montreal—
ERP 43.8 kw. Channel 6. Owned by CBC.

CFCM-TV, Quebec—
ERP 1.27 kw. Channel 4. Owned by Tele- vision de Quebec (Canada) Ltee.

CJBR-TV, Rimouski—
ERP 34 kw. Channel 3. Owned by La Radio du Bas St. Laurent Inc.

CHLT-TV, Sherbrooke—
ERP 17.3 kw. Channel 7. Owned by A. A. Gauthier.

CFTL-TV, St. John’s, Nfld.—

CJON-TV, Sydney, NS—
ERP 8 kw. Channel 4. Owned by Cape Breton Broadcasting Ltd.

CFCY-TV, Charlottetown, PEI—

CJON-TV, St. John’s, Nfld.—
ALTHOUGH motion picture censorship in the USA is shrinking through one legal blow after another based on the Supreme Court decision of some years ago, Canada remains about the most over-censored country in the world. Quite a few anti-censorship articles have appeared in Canadian periodicals in the past few years, while during that time there have also been heard demands for greater restrictions.

Film censorship in Canada is a Provincial matter, although it is considered that Customs officials can exercise Federal authority to stop entry should they so desire. The great inconsistency of the day is that the Canadian Broadcasting Corporation, outside the power of Provincial officials, can and does show films without any censorship it does not impose upon itself. The censorship idea not only encompasses film content considered unsuitable by appointed officials but bans juveniles from theatres under certain conditions. But neither juveniles nor objectionable content can be banned from the home—and that is where uncensored films arrive via television.

This discrimination is kept alive, some insist, to maintain the flow of revenue from per-reel censorship charges. The Canadian Motion Picture Distributors Association, while not objecting to censorship as a body, has asked and in some cases received reduction of censorship fees. It contends that censorship, which has a doubtful legality because it constitutes pre-judgment, should not be operated at a profit. The question of whether censorship is legal under the British North America Act has never been determined, a test having been dropped before it reached the Privy Council.

Canada has eight censorship boards in ten provinces and fees are paid in nine. That is a greater number than exist in the 48 states of the USA right now.

### CENSORSHIP BOARDS AND RATES

**BRITISH COLUMBIA CENSOR OF MOVING PICTURES**  
636 Burrard St., Vancouver, BC.  
(TAtlow 4181, Local 56)

Operates under the Department of the Attorney-General and Senior Officer is Hon. R. W. Banner, QC, Attorney-General.  
Chief Censor is R. W. McDonald.  
Chief Inspector of Theatres is W. A. Walker, Provincial Fire Marshall, 411 Dunsmuir St., Vancouver.

**CENSORSHIP FEES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
<th>Fee Structure</th>
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<tbody>
<tr>
<td><strong>35 MM.</strong></td>
<td>Silent films</td>
<td>$1.50 for the first 1,000 feet and 75 cents for each additional 500 feet or fraction thereof. Sound films: $4 for the first 1,000 feet and $2 for each additional 500 feet or fraction thereof. Additional prints: $3 for the first 1,000 feet and $1.50 for each additional 500 feet or fraction thereof. Trailers: $2 for each 500 feet or fraction thereof. Other (without film exchange license and/or not mentioned previously): $6 for the first 1,000 feet and $3 for each additional 500 feet or fraction thereof.</td>
</tr>
<tr>
<td><strong>16 MM.</strong></td>
<td>Silent films</td>
<td>$1 for the first 400 feet and 50 cents for each additional 200 feet or fraction thereof. Sound films: $2 for the first 400 feet and $1 for each additional 200 feet or fraction thereof. Additional prints: $1.50 for the first 400 feet and 75 cents for each additional 200 feet or fraction thereof. Trailers: $1 for each 100 feet or fraction thereof. Other (without film exchange license and/or not mentioned previously): $3 for the first 400 feet and $1.50 for each additional 200 feet or fraction thereof.</td>
</tr>
</tbody>
</table>

**APPEALS**—$25 for each appeal.  
**TELEVISION**—Fees for films to be used for TV broadcasting are at the same rates as above.  
**NEWSCLIPS**—$1.50 for each 500 feet or fraction thereof for newsclips added to a newsreel. Additional prints—$1 for each 500 feet or fraction thereof.  
**AD FILMS**—50 cents for each 100 feet of film or fraction thereof for screen advertising film.

**EXCHANGE LICENCES**

Exchange licences are issued by the Censor of Moving Pictures in Vancouver and the annual fees are $300 for 35 mm. and $25 for 16 mm.
ALBERTA MOTION PICTURE CENSOR BRANCH

Natural Resources Bldg., Edmonton, Alta.
(Phone 916310)

Operates under the Provincial Secretary’s Department and Senior Officer is Hon. A. J. Hooke, Provincial Secretary and Provincial Treasurer.

Chairman of the Board is P. J. A. Fleming.

Chief Inspector of Theatres is H. W. Burkell.

Censorship Fees

35 MM.—$4 per 1,000 feet or fraction thereof. Additional prints: $3 per 1,000 feet or fraction thereof. Trailers: $1 each.

16 MM.—$2 for each 400 feet or fraction thereof. Additional prints: $1 for each 400 feet or fraction thereof.

(Without a film exchange licence all charges are doubled.)

EXCHANGE LICENCES

Exchange licences are issued by the Amusements Tax Branch of the Provincial Secretary’s Dept. in Edmonton and the annual fees are $250 for 35 mm. and $100 for 16 mm.

SASKATCHEWAN THEATRES & CINEMATOGRAPHS BRANCH

Administration Bldg., Regina, Sask.

Operates under the Department of Labour and Senior Officer is Hon. C. C. Williams, Minister of Labour.

Chief Censor is Rev. D. J. Vaughan.

7 Legislative Bldg., Winnipeg, Man., Can. (Phone 907-295.)

Administrator of the Theatres Branch is Fire Commissioner R. A. W. Switzer, Administration Bldg., Albert Street, Regina, Sask.

Chief Inspector of Theatres is D. E. Williams, Administration Bldg., Albert Street, Regina, Sask.

Censorship Fees

CHARGES—Standard Films: $4.50 per reel. Miniature films: $2 per reel of 400 feet or less. Advertising films and trailers: $1 for each film of less than 100 feet; $2 for each film of more than 100 feet and less than 500 feet; $4.50 for each film not less than 500 feet and not more than 1,000 feet.

MANITOBA BOARD OF CENSORS FOR MOTION PICTURES

7 Legislative Bldg., Winnipeg, Man.
(Phone 907-295)

Operates under the Department of Public Utilities and Senior Officer is Hon. C. L. Shuttleworth, Minister of Public Works and Public Utilities.

Chairman of the Board is M. B. Newton.

Chief Inspector of Theatres is W. J. A. Moffat.

Censorship Fees

35 MM.—$4 per reel.
16 MM.—$2 per reel.

Exchange Licences

Exchange licences are issued by the Manitoba Censor Board in Winnipeg and the annual fees are $250 for 35 mm. and $75 for 16 mm.

THEATRES BRANCH AND BOARD OF CENSORS (ONTARIO)

107 S Millwood Rd., Toronto 17, Ont.
(Hudson 9-2191)

Operates under the Provincial Treasury Department and Senior Officer is Hon. Dana Porter, QC, Provincial Treasurer.

Chairman of the Board and Director of Theatres is O. J. Silverthorne.

Vice-Chairman of the Board and Assistant Director of Theatres is W. D. McPhee.

Censorship Fees

35 MM.—$3 for each reel of sound film of British origin and for each reel of silent film; $6 for each reel of sound of foreign origin; 50 cents for each silent film trailer 500’ or less in length; 50 cents for each sound film trailer of British origin over 100 ft but not over 500 ft and $3 for over 500’ but less than 1,000’; $1 for each sound film trailer of foreign or British origin 100’ or less, $3 for each sound film trailer of foreign origin over 100 ft but not over 500 ft and $6 for over 500’ but less than 1,000’; $1 for each newsreel; $1 for each duplicate certificate.

16 MM.—$3 for each reel of sound or silent film with dialogue or sub-titles in a language other than English; $1.50 for each reel of sound or silent film with English dialogue or sub-titles; $1 for each newsreel; 50 cents for each trailer of 200’ or less; $1 for each duplicate certificate.

EXCHANGE LICENCES

Exchange licences are issued by the Theatres Branch and Board of Censors (Ontario) in Toronto and the annual fees are $100 for 35 mm. and $50 for 16 mm. The charge for the transfer of a film exchange licence is $5.

BOARD OF CINEMA CENSORS OF THE PROVINCE OF QUEBEC

701 St. Gabriel St., Montreal, Que.

Operates under the jurisdiction of the Attorney General, the Hon. Maurice Duplessis, QC, and his Department.

Chairman of the Board is Alexis Gagnon.

Censorship Fees

35 MM.—$5 per film of 500 feet or less and $5 per additional 500 feet or less.
16 MM.—$2.50 per film of 400 feet or less and $5 per additional 400 feet or less.

Appeals—For 35 mm., $10 for each 1,000 feet or fraction thereof. For 16 mm., $4 for each 400 feet or fraction thereof.

(Without a film exchange licence all charges, including appeals, are doubled.)

EXCHANGE LICENCES

Exchange licences are issued by the Bureau de Revenu in Montreal and the annual fees are $205 for 35 mm. and $12 for 16 mm.

NEW BRUNSWICK BOARD OF CENSORS

SS Canterbury St., Saint John, NB.
(Phone 2-3371)

Operates under the Department of the Provincial Secretary-Treasurer and Senior Officer is Hon. D. D. Patterson, Provincial Secretary-Treasurer.

Chairman of the Board and Chief Inspector of Theatres is George S. Enos.

Censorship Fees


EXCHANGE LICENCES

Exchange licences are issued by the Dept. of
the Provincial Secretary-Treasurer in Fredericton and the annual fees are $250 for 35 mm. and $50 for 16 mm.

NOVA SCOTIA BOARD OF CENSORS

Dennis Bldg., Halifax, NS.
(Phone 2-7341, Local 247-248)

Operates under the Department of the Provincial Secretary and Senior Officer is Hon. H. D. Hicks, Provincial Secretary.
Chairman of the Board and head of the Theatre Inspection Branch is S. A. Doane.

CENSORSHIP FEES

35 MM.—$4 per reel of 1,100 feet or fraction thereof. Additional prints $2 per reel of 1,100 feet or fraction thereof. Trailers 75 cents.

16 MM.—$1.50 per reel of 400 feet or fraction thereof. Additional prints 75 cents per reel of 400 feet or fraction thereof.

PRINCE EDWARD ISLAND

Charlottetown, PEI

Films shown in the province must be approved by the New Brunswick Board of Censors. The responsibility for the safety of theatres rests with the Board of Fire Underwriters and they are inspected regularly by the Provincial Fire Marshal.

NEWFOUNDLAND

St. John’s, Newfoundland

There is an “Act regarding the Censoring of Moving Pictures,” but no regulations have been laid down thereunder. At one time a Board of Censorship existed but it was dissolved some years ago. There is no Inspector of Theatres. These are checked for safety by police, firemen and building and electrical inspectors.

TELEFILM OF CANADA

Distributors of Motion Pictures
For Television

Jerry Solway
Dick Rosenberg

TELEFILM OF CANADA
130 CARLTON ST.
TORONTO
WALNUT 2-2563
CAPAC is an association of composers, authors and music publishers which was organized to collect fees for public performances of copyright music. Like all similar organizations in other countries, CAPAC can make no profits for itself, pays no dividends and charges its members no agency commission, no entrance fees or subscriptions. All fees collected are distributed among the composers, authors and publishers concerned, in proportion to the relative use of their music. No expenses are deducted from the fees beyond the bare cost of administration, which is less than fifteen percent of the gross amount collected.

CAPAC is necessary not only to composers, authors and publishers, but also to those concerned with the public performance of music. In the report of the 1935 Copyright Commission this was officially recognized:

"It (CAPAC) is a central bureau . . . for the convenience of the copyright owners . . . and the music users . . . such bureau is necessary to protect the performing rights of authors, composers and publishers, and is also a convenience to the users of music . . . ."

Most countries have legislation similar to the Canadian Copyright Act and so, through its affiliation with national societies in 30 countries, CAPAC is able to grant a licence covering the music of 100,000 composers, authors and publishers of many nationalities. Membership in CAPAC enables Canadians to receive fees for performances of their music in other countries.

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(Communications to papers and magazines without motion picture critics or editors should be addressed to the Amusements Editor.)

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### Magazines:

- Canadian Forum—Doris Mosdell
- Canadian Home Journal
- Chatelaine—John Clare
- Echoes (IODE)—Mrs. D. W. McBegge
- Mayfair—June Callwood (Motion Picture Editor: Peter Francis)
WATERLOO
See Kitchener-Waterloo Record

WELLAND
The Welland-Port Colborne Tribune

WINDSOR
The Windsor Daily Star

WOODSTOCK
The Daily Sentinel-Review—Loran Stewart

QUEBEC
La Voix de L'est

MONTRÉAL
Le Devoir—Gilles Marcotte
La Gazette—Harold Whitehead
The Herald—Mrs. Pat Pearce
Montreal-Matin
La Patrie—Maurice Huot
La Presse—Jean Beriau
The Montreal Star—Walter O'Hearn

Magazines:
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Le Film
The Montréalais—W. H. Ward
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La Revue Moderne—Leon Franque
La Revue Populaire
Le Samedi

NEW BRUNSWICK
The Daily Gleaner

MONCTON
L'Evangeline—Jean Hubert
The Moncton Times and
The Moncton Transcript—Fraser Robb
(Motion Picture Editor: J. Clair Ganong)

SAINT JOHN
The Telegraph-Journal
The Evening Times-Globe

NOVA SCOTIA
Amherst Daily News
HALIFAX
The Halifax Chronicle-Herald
The Halifax Mail-Star
NEW GLASGOW
The New Glasgow News
SYDNEY
The Sydney Post-Record
TRURO
The Truro News

PRINCE EDWARD ISLAND
The Guardian—James E. Burnett
The Patriot

NEWFOUNDLAND
ST. JOHN'S
St. John's News
Evening Telegram
Magazines:
The Newfoundland Journal
Maclean's—Clyde Gilmour
New Liberty
Saturday Night—Mary Lawry Ross

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BRITISH COLUMBIA
CHILLIWACK—CHWK
DAWSON CREEK—CJDC
KAMLOOPS—CFJC
KELOWNA—CKOV
NANAIMO—CHUB
NELSON—CKLN
NEW WESTMINSTER—CKNW
PENTICTON—CKOK
PORT ALBERNI—CJAV
PRINCE GEORGE—CKPG
PRINCE RUPERT—CFPR
TRAIL—CJAT
VANCOUVER—

CBU—CBC, 701 Hornby St.
CFUN—812 Robson St.
CJJO—Hotel Grosvenor, 846 Howe St.
CKLG—143 E. 11th.
CKWX—543 Seymour St.

VERNON—CJIB
VICTORIA
CJVI—817 Fort St.
CKDA—Douglas Hotel, Douglas St.

ALBERTA
CALGARY
CFAC—Greyhound Bldg.
CFCN—712 12th Ave.
CKXK—210 9th Avenue W.
CAMROSE—CFCC
EDMONTON
CBX—CBC, MacDonald Hotel
CBXA—CBC, MacDonald Hotel
CFRN—109 CPR Bldg.
CHED—1006 107th St.
CHFA—10012 109th St.
CJCA—Birks Bldg.
CKUA—Provincial Bldg.

SASKATECHewan
GRAVELBOURG—CFGX
MOOSE JAW—CHAB
NORTH BATTLEFORD—CJNB
PRINCE ALBERT—CKBI
REGINA
CKCK—1853 Hamilton St.
CKRM—2060 Halifax St.

ONTOARIO
BARRIE—CKBB
BELLEVILLE—CJBO
BRAMPTON—CFJB
BRAUNFORD—CKPC
BROCKVILLE—CFJR
CHATHAM—CFCO
CORNWALL—CKSF

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AN increase in the number of theatres but a drop in receipts and admissions, the identical trend shown in 35 mm. exhibition, was the case in Canada’s 16 mm. field in 1954, according to the Dominion Bureau of Statistics. Of the 1,938 “Regular Theatres” 210 16 mm. houses, an increase of 17 over 1953, had receipts of $664,062 for 1,686,705 admissions, as against $685,208 from 1,790,392 admissions the year previous. All figures used exclude amusement taxes.

The increase in the number of 16 mm. situations is mostly accounted for by the increase of the Canadian population by immigration and the expansion of new areas for motion picture entertainment. So great was this growth that it made up in the overall total for those theatres which converted to 35 mm. and those which were forced to shutter due to the coming of TV. However, indications are that 1955 had a drop in 16 mm. places of exhibition due to TV’s expansion into new areas.

The DBS differentiates between “Regular Theatres,” Itinerant Operators, Community Enterprises and Drive-in Theatres. Itinerant Operators, of course, are those exhibitors who travel from town to town carrying portable equipment, usually on a regular schedule. Community Enterprises are defined as “Community or parish halls in which motion pictures are exhibited by non-profit organizations such as churches, lodges, Boards of Trade, Canadian Legion branches, etc. Although a regular admission is charged, these halls differ from regular theatres in that members of the organizations operating them frequently provide their services free of charge.”

Both Community Enterprises and Itinerant Operators showed decreases in everything except average admission prices. Of the 645 Community Enterprises 493 used 16 mm. equipment and these took in $774,431 from 2,360,943 admissions for an average admission price of 34c, as against 519 establishments, $903,605 in receipts and 2,693,832 admissions at an average price of 33c the year previous.

While the DBS report does not separate 35 mm. Itinerant Operators from those using 16 mm. it notes that there were two out of 141 who used the large-gauge equipment in 658 halls in 1954 and four of 158 who used the standard-width equipment in 805 halls in 1953. The Itinerant Operators in 1954 took in $385,682 from 1,106,070 admissions which averaged 35c, compared with $468,562 from 1,381,655 admissions, at an average price of 34c in 1953.

During 1954 there were 1,513 films distributed theatrically and these took in $1,617,870 in rentals, a big drop of $404,242 from the $2,022,112 of 1953. This decrease is likely accounted for by the decline in business due to TV and other factors, which caused the closing of a number of situations. On the other hand, 16 mm. films for non-theatrical use returned $1,324,172 in 1954, a gain of $953,040 over the year previous, and is due to the increased use of such films by industrial concerns and the expansion of television.

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Waterways Theatre, Waterways.
Grand Theatre, Main St., Winfield.

SASKATCHEWAN
Community Theatre, Admiral.
Hillside Theatre, Barthel.
Star Theatre, Beechy.
Big Beaver Theatre, Big Beaver.
Kneller Theatre, Birkdale.
Charlotte Forest, Buffalo Narrows.
F. Nyberg & Sons, Deer Ridge.
Groat's Theatre, Main St., Dysart.
Mike's Theatre, Fife Lake.
Rex Theatre, Golden Prairie.
West End Theatre, Grayson.
Kovylina Theatre, Kovylina.
La Cite Rose Theatre, Lac La Ronge.
Lac du Bois Theatre, Lac du Bois.
Lac du Bois Theatre, Lac du Bois.
K. L. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.
M. Campbell, Paradise Hill.

ONTARIO
Parkside Theatre, Alcona Beach.
Lotoski's Hall, Armstrong.
Pianto Theatre, Blind River.
Iroquois Theatre, Bobcaygeon.
The Embassy, (M. S. Millard) Coldwater.
Mrs. Sadie Jobien, Elk Lake.
Algoma Uranium Mines, Elliot Lake.
J. Debassige, Excelsior P.O., Manitoulin Is.
Princess Theatre, Field.
Royal Theatre, Mrs. L. Desrocher, Foleyet.
J. E. Robertson, 142 Elliot St., Galt.
Aurum Theatre, Gogama.
Red Barn Theatre, Jackson's Point.
Village Theatre, Killaloe.
Lac Racin Theatre, Lac Racin.
Geco Theatre, Manitouwadge.
Matheson Theatre, Matheson.
Cartier Theatre, Highway No. 11, Mattice.
E. J. Fulcher, Michipicoten Harbour.
Chas. Martel, Missionabie.
Paramount Theatre, 12 Railway Ave., Nakina.
Hut Theatre, Noelville.
Fay's Shows, Faith Campbell, Oba.
Mrs. A. Dubreuil, Peterbell.
Sanchez Theatre, Sapawe.
G. L. Shefffield, Sultan.
E. F. Goddard, Temagami.
Paris Theatre, Verner.

QUEBEC
Little Theatre, Angliers.
Theatre Bellevue, Anse St. Jean.
Renaud & Chevrier, Bassin, B. P. Solomon, Isle de la Madeleine.
Barachois Theatre, Barachois.
G. Tremblay, 77 est Racine, Chicoutimi.
Rex Theatre, Etang du Nord, Magdalen Islands.
Theatre National, 4ieme rue, Grand'Mere.
Theatre Palace, 6ieme rue, Grand'Mere.
Stanley Theatre, Lac Castagnier, Cre. Berthier.
N. Meunier, Lac Minerve, Cre. Lavelle.
Royal Theatre, Lavaltrie, Co. Berthier.
Le Petit Theatre, 161 St. Charles St., Longueuil.
Theatre Blanchette, Manche d'Epee, Cte. Gaspe Nord.
St. John Theatre, New Port Ilots, Co. Gaspe.
Scabie House Hall, Norway Bay.
Theatre Bouchard, Oskelone River.
Alphonse Vadeou, Otter Lake.
Theatre Perce, Perce, Co. Gaspe.
Theatre St. Georges, Port Daniel.
Salle Fournier, Rivièr Moisie.
Theatre de la Galette, St. Adelme.
Theatre Princess, St. Antonin, Cte. Temiscouata.
Aux Petit Paris, Portneuf sur Mer, Co. Saguenay.
Theatre Te-Jean, St. Apollinaire, Co. Lotbinière.
L. Laforest, Laforest Hall, St. Come, Joliette Co.
Salle Roi du Lunch, St. Denis sur Richelieu, Co.
St. Hyacinthe.
Cinema Gagnon, St. Emile d’Auclair, Co. Temiscouata.
Salle Aux-Quatre-Vents, St. Ferreol, Co. Montmorency.
Salle Lechasseur, St. Gabriel, Co. Rimouski.
Salle Principale, St. Malachie, Co. Dorchester.
Pizza Theatre, St. Urbain, Cte. Charlevoix.
Shelter Bay Theatre, Shelter Bay.
Theatre Tadoussac, Tadoussac, Co. Saguenay.
Theatre Durocher, Taschereau, Cte. Abitibi.

NEW BRUNSWICK
Albert Theatre, Albert.
Theraiult Theatre, Baie Ste. Anne.

NOVA SCOTIA
Clyde Amero, Belliveau Cove.
The Hi-Da-Way Theatre, Frizzleton.
Masonic Hall, Louisburg.
Mrs. Mable Gillis, Whycocomagh.

NEWFOUNDLAND
Station Theatre, Station Rd., Avondale.
Cyril H. Jones, Baie Verte, White Bay Dist.
Timber Trail Movies, Badger.
J. M. Fudge, Belleoram.
A. Moulton, Burgeo.
Wm. Mugford, Salmon Cove, Clarke's Beach.
Cyril Burt, Conche.
Cornelius House, Cowhead, McBarbe.
Mrs. S. Wentz, Daniels Harbour.
Robert Gillard, Movie Entertainment, Englee.
Star Theatre, Flat Bay.
J. Ingley, Fleur de Lys, White Bay.
Charles Forsey, Gambo.
J. Collier, Gallant St. George, Port au Port.
Garland's Hall, Thomas Garland, Gulf Islands.
Glen Theatre, Glenwood.
Star Theatre, Glace Bay.
County Theatre, Heartheath, Bay St. George.
Rannie Shears, (St. Barbe Dist.) Hawkes Bay.
E. G. White, Howley.
J. T. Harvey, Isle aux Morte.
Wm. Thomas Show Room, La Scie.
Arch Edwards, L'Anse aux Meadows.
J. R. Anderson, Makkovick, Labrador.
Royal Theatre, Lewisporte.
R. Boyd, Main Brook, White Bay.
Wilbert Weir, Little Bay Islands.
M. Marshall, Milltown.
Noah Way, Musgrave Harbour, Fogo.
Charles Reid, Norris Point.
Seaside Theatre, Martin Lowe, Port Saunders.
Floyd Newwood, Roddickton.
Edmund Hoskins, St. Alban's.

Star Theatre, St. Anthony East.
L. J. Young, St. Georges.
Mrs. P. Bennett, St. Theresa.
J. Mercer, Shearstown, Conception Bay.
K. Smith, South Port.
Eric Wareham, Spencer's Cove, Placentia Bay.
C. Mercer, Sunnyside.
Jack Beck, Swift Current, P.B.
E. H. Beck, Swift Current, Placentia W.
Ernest G. Clarke, Twillingate.
H. Osbourne, Upper Island Cove.

DRIVE-INS
BRITISH COLUMBIA
Eldorado Drive-in, 100 Mile House.
Rodies Drive-in, Penticton.
Port Crawford Drive-in, Port Crawford.

ALBERTA
Treeline Drive-in, Minburn.
St. Lino Drive-in, St. Lino.
Vilna Drive-in, Vilna.

SASKATCHEWAN
Starland Drive-in, Creelman.
Holdfast Drive-in, Holdfast.

NEW BRUNSWICK
Family Drive-in, Bathurst.

NOVA SCOTIA
Skyway Drive-in, Shelburne.

COMMUNITY ENTERPRISES
BRITISH COLUMBIA
Community Hall, Alice Arm.
Noohalk Community Theatre, Indian Reserve, Bella Coola.
Community Hall Committee, Blubber Bay.
Community Club, Bridge River.
Community Hall, Burton.
Chase Community Hall, Chase.
Community Hall, Clearwater.
Community Hall, Fort Fraser's Women's Institute, Fort Fraser.
Community Hall, Forest Grove.
Franklin River Theatre, Camp B, Franklin River.
Community Hall, Fraser Lake.
South Gabriola Public Hall, Gabriola Island.
Community Hall, Giscome.
Greenwood Community Association, Greenwood.
Hazelton Community Hall, Hazelton.
Canyon Creek Community Hall, Hixon.
Kemano Recreation Ass'n, Kemano.
Upper Skeena Farmers Institute, Kitwanga.
Community Hall, Lac la Hahe.
Canadian Legion, Lytton.
Manson's Landing Community Hall, Manson's Landing.
Masseott Hall, Massett.
Midway Community Hall, Midway.
Namu Recreation Committee, Namu.
Community Hall, New Hazelton.
North Bend Memorial Pool Ass'n., North Bend.
P.A.C. Community Hall, Port McNeill.
Queen Charlotte City Cinema, Queen Charlotte City.
Legion Hall, Sicamous.
Sinclair Mills Woodworkers Educational Club, Sinclair Mills.
Community Hall, Spences Bridge.
Mascot Miners Community Club, Spillimacheen.
Legion Hall, Stewart.
Ant. A. Bakker, Vananda.
Nelson Bros. Fisheries, 325 Howe St., Vancouver.

NORTHWEST TERRITORIES
Hay River Community Hall, Hay River.
ALBERTA
Memorial Hall, Acadia Valley.
Community Hall, Altario.
Amisk Community League, Amisk.
Canadian Legion, Armada.
Community Hall, Arrowwood.
Bawlf Community Hall, Bawlf.
Bezanson Community Memorial Hall, Bezanson.
Community Hall, Bindloss.
Community Hall, Blueberry Mountain.
Community Centre Hall, Bon Accord.
Community Hall, Breton.
Memorial Hall, Buffalo.
Canyon Creek Community Hall, Canyon Creek.
Cereal Athletic Association, Cereal.
Community Hall, Chinook.
Orange Hall, Clandonald.
Community Hall, Cochrane.
Community Hall, Compeer.
Czar Community Hall, Czar.
Debolt Country Club, De Bolt.
Community Hall, Dewberry.
Bill of Trade Hall, Eaglesham.
Community Theatre, Elora.
New Community Hall, Empress.
Community Hall, Enchant.
Exshaw Athletic Club, Exshaw.
Community Theatre, Faust.
Fort Assiniboine Community Theatre, Fort Assiniboine.
Fort Kent Parish Hall, Fort Kent.
Parish Hall, Girouxville.
Community Hall, Grassland.
Community Hall, Hairly Hill.
Elk's Hall, Heisler.
Hilda Community Hall, Hilda.
Association Theatre, Hillspring.
Jubilee Hall, Hythe.
Community Hall, Joussard.
Lomond Community Hall, First St. South, Lomond.
Mallaig Church Shows, Mallaig.
Community Hall, Manyberries.
Matisko Hall, Matisko.
Community Hall, Morrin.
Community Theatre, New Brigden.
Newbrook Community Ass'n, Newbrook.
Community Hall, Oriam.
Rev. A. Ricard, Plamondon.
Community Hall, Ranfurlie.
Canadian Legion Hall, Rochfort Bridge.
Community Hall, Rolling Hills.
Radway Hall, Radway.
Rosalind Community Hall, Rosalind.
Memorial Hall, Rosebud.
Community Welfare Ass'n, St. Michael.
Schuler Community Hall, Schuler.
Legion Theatre, Sexsmith.
Smith Legion Hall, Smith.
Wanham Community Hall & Sports Association, Wanham.
Community Hall, Watino.
Wembly Hall, Wembly.
Canadian Legion Hall, Whitecourt.
Community Hall, Youngstown.

SASKATCHEWAN
Lost River Happy Gang Club, Allan.
R. C. Hall, Box 27, Allan.
Recreation Hall, Arabello.
Board of Trade, Alsask.
Town Hall Theatre, Alvena.
Annahem Theatre, Annahem.
Community Hall, Baldwinton.
Mission Theatre, Beauval.
Community Hall, Belbeck.
100F Hall, Bethune.

Community Theatre, Birsay.
Bredenbury Community Hall, Bredenbury.
Briercrest Community Club Theatre, Briercrest.
Community Legion, B.E.S.L., Bromhead.
Community Theatre, Burall.
Calder Town Hall, Calder.
Community Hall, Ceylon.
Community Hall, Churchbridge.
Agricultural Theatre, Claydon.
Legion Theatre, Coderre.
Colonsay Community Movies, Colonsay.
Consul Community Theatre, Consul.
Community Theatre, Cornung.
Community Theatre, Crane Valley.
Eastern Star Theatre, Crooked River.
Memorial Hall, Cumberland House.
Glen Elder Greek Orthodox Parish, Danbury.
Kuwaiti Nat'l Home Ass'n, Danbury.
Dilke Community Memorial Hall, Dilke.
Northern Light Community Ass'n, Doremy.
Town Hall, Duval.
Earl Grey Board of Trade, Earl Grey.
Edam Community Hall, First Ave., Edam.
Canadian Legion Hall, Endavour.
Community Theatre, Fairholme.
Legion Hall, Froibisher.
Community Theatre, Gibbs.
Glaslyn Theatre, Glaslyn.
Municipal Theatre, Glenavon.
Glen Ewen Co-op. Assoc. Theatre, Glen Ewen.
St. Michael's Parish Hall, Goodeve.
Community Theatre, Goodsilo.
Memorial Hall, Gray.
Green Lake Hall, Green Lake.
Memorial Hall, Halbrite.
Orange Lodge, Harris.
Community Theatre, Hazlet.
Auditorium, Board of Trade, Herschel.
B. P. O. E. Theatre, Hodgeville.
Columbia Hall, Holdfast.
Houghton Hall, Houghton.
Community Theatre, Huntoo.
Municipal Theatre, Hyas.
Roman Catholic Mission, Tache Hall, Ile a la Crosse.
The Invermay Community Remembrance Hall, Invermay.
Legion Hall, Jansen.
Russian Community Hall, Kamsock.
Kendal Theatre, Kendal.
Sask. Farmers Union, Kingsland.
Community Theatre, Lacadena.
Community Theatre, Lang.
Community Theatre, Lewvan.
Community Theatre, Liberty.
Livelong Co-op. Community Hall, Livelong.
Home & School Ass'n, Loevra.
Major Community Talkies, Major.
Municipal Hall, Margo.
Community Hall, Marshall.
Maymont Community Memorial Hall, Maymont.
Community Hall, Mazenod.
Community Hall, McLean.
B.P.O.E. Lodge, Medstead.
Community Hall, Mendham.
Municipal Hall, Mervin.
Legion Hall, Mistatimne.
Memorial Hall, Mortlach.
Neville Community Hall, Neville.
Holy Family Parish Hall, Odessa.
Okla Community Hall, Okla.
Young Peoples Club, Onion Lake.
Orkney Community Hall, Orkney.
Osage Theatre, Osage.
Parkside Theatre, Parkside.

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Memorial Hall, Pelly.
Village of Pense Hall, Pense.
Penzance Hall, Penzance.
Pennant Memorial Hall & Village, Pennant.
Pierceland Community Hall Co-op. Assoc., Pierceland.
Community Hall, Pleasantdale.
Community Theatre, Querneay.
Quinton Hall, Quinton.
St. Anthony's Parish Hall, Rama.
Parkside Theatre, Parkside.
Memorial Hall, Riceton.
Community Hall, Richmound.
Community Theatre, Robsart.
Rockhaven Village Hall, Rockhaven.
Veterans Hall, Ruthilda.
Co-operative Theatre, Senlac.
Shackleton Hall, Shackleton.
Community Theatre, Shamrock.
Shell Lake Hall, Shell Lake.
Simpson Co-operative Community Hall, Simpson.
Memorial Theatre, Jamestown.
St. Thomas Parish Hall, South Makwa.
Southey Community Hall, Southey.
Legion Memorial Hall, Speers.
Hommaker's Hall, Spring Valley.
Canadian Legion, Spy Hill.
Stalwart Community Theatre, Stalwart.
Stenen Film Club, Steinen.
Co-op. Hall, Stewart Valley.
Community Hall, St. Elizabeth's Church, Stockholm.
Stranraer Community Hall, Stranraer.
Memorial Theatre, Torquay.
St. Michaels Parish Theatre, Tramper Lake.
Trux Board of Trade, Trux.
Tyner Memorial Hall, Tyner.
Community Hall, Tyvan.
Olympia Theatre, Viceroy.
Waseca Memorial Hall, Waseca.
Citizen's Hall, Webb.
Community Theatre, White Bear.
Memorial Hall, Wilcox.
New Memorial Hall, Wiseton.
Zelma Community Movies, Zelma Village Hall, Zelma.
Young Community Service Club, Young.

MANITOBA
Amaranth Hall, Amaranth.
R. C. Parish Hall, Camperville.
Duck Bay Parish Hall, Duck Bay.
Community Hall, Laurier.
The Parish Hall of Notre Dame de Lourdes, Notre Dame de Lourdes.
Snow Lake Community Club, Snow Lake.

ONTARIO
Canadian Legion Branch, Bala.
Towship of McLean Memorial Community Centre, Baysville.
Holy Family Parish, Britt.
Cochenour Willans Athletic Assoc., Cochenour.
Societa Italiana di Copper Cliff, 7 Craig St., P.O. Box 356, Copper Cliff.
Hungarian House, Courtland.
Association of United Ukrainian Canadians, Nicholas Zenchuk, 342 Ontario Road, Crowland.
Delhi District German Home, Delhi.
Elmvale Board of Trade, Elmvale.
Formosa & Culross Community Memorial Hall, Formosa.
Association of Ukrainian Canadians, 143 Ogden St., Fort William.
Federation of Russian Canadians, 211 Robertson St., Fort William.
Salle Paroissiale Ste, Anne, Hallebourg.
Federation of Russian Canadians, 46 Cannon St., E., Hamilton.
Ukrainian Labour Temple, 746 Barton St. E., Hamilton.
Ramoere Holtyre Kinsmen Club, Holtyre.
Loyal Orange Lodge, Hornepayne.
Canadian Legion B.E.S.L. No 139, Hudson.
Ignace Community Hall, Ignace.
Holy Canadian Martyrs Church, Jogues.
Kearney Community Centre, Kearney.
Ass'n of United Ukrainian Canadians, Kenora.
Church of St. Bonaventure, Rev. V. P. McHugh, Killarney.
Bulgarian Club Rooms, 163 King St. W., Kitchener.
Old Marsh Hall, Ass'n of United Ukrainian Canadians, R.R. No. 4, Leamington.
Fed. of Russian Canadians, 80 Rectory St., London
Separate School Auditorium, Madawaska.
Monteveli Community Programme, Monteveli.
Ass'n of United Ukrainian Canadians, 236 Bloor St. E., Oshawa.
Community Hall Club, Quibell.
St. Laurent Parish Hall, Rev. F. Leduc, Ramore.
Hydroph Recreation Club, Box 82, Rolphpton.
Federation of Russian Canadians Inc., Alex Chlystyk, 6 Denison Ave., Toronto.
Canadian Legion No. 69 White River.
Federation of Russian Canadians, 1220 Drouillard Rd., Windsor.
Independent Mutual Benefit Ass'n, 1260 May Ave., Windsor.

QUEBEC
Salle Paroissiale, Anse St. Jean, Cte. Chicoutimi.
Salle Paroissiale, Ancienne Lorette.
Baie Trinite Salle Paroissiale, Baie Trinite, Co. Saguenay.
Salle Municipale, Beauport Ouest, Co. Quebec.
Salle Municipale, Becancour, Co. Nicolet.
Salle Paroissiale, Bersmis, Co. Saguenay.
Salle Paroissiale, Baie Comeau, Co. Saguenay.
Centre Recreatif de l'Île aux Coudres, Cap a la Branch, Co. Charlevoix.
Les Receptions Populaires Ltee., Cap-aux-Meules, îles de la Madeleine.
Salle Paroissiale, Cap St. Ignace, Co. Montmagny.
Salle St. Alphonse de Liguori, Chapeau, Co. Pontiac.
Ass'n des Zouaves, Charlesbourgville, Co. Quebec.
Salle Paroissiale, Chartierville, Co. Compton.
Centre Paroissiale, Chateau Richer, Co. Montmoyery.
Chevaliers de Colomb, 3112, Cheneville, Co. Papineau.
Salle Paroissiale, Coleraine.
Salle Paroissiale, Cloutier.
Chevaliers de Colomb, Coteau Station, Co. Sau-lange.
Salle Paroissiale Fabrique Forestville, Forestville.
Co. Saguenay.
Club Social, Franklin, Co. Saguenay.
Salle Municipale, Fugerville, Co. Temiscamingue.
Salle Paroissiale, Godbout, Co. Saguenay.
Salle Paroissiale, Grandes Bergeronnes, Co. Sauge.
Salle Paroissiale, Grandes, Co. Portneuf.
Salle Vues Animees, Hauertville, Cte. Saguenay.
Le Foyer Fabrique Havre Aubert, Havre Aubert, îles de la Madeleine.
Centre Paroissiale, Henryville, Co. Iberville.
Salle Paroissiale, Herbertville Station.
Centre Recreatif, îles aux Coudres, Co. Charlevoix.
Orange Young Briton's Hall, Kazabazua.
16 mm. Community Enterprises

Fariblue Ste. Cecile, Salle Paroissiale, Kenogami, Chicoutimi.

Cercle de la Gaite, L’Annocation, Cte. Labelle.

Salle Municipale, L’Ascension.

Salle Paroissiale, L'Association.

Salle Paroissiale, La Patrie.

Salle Paroissiale, La Reine, Co. Abitibi.

Salle Paroissiale, Lac au Saujon, Co. Matapedia.

Fabrique St. Roch, Lac Cayamont, Co. Pontiac.

Salle Paroissiale, Lac des Aigles, Co. Rimouski.

Salle Paroissiale, Lac St. Charles.

Salle Publique, Les Etrots, Co. Temiscouata.

Centre Recreatif, Les Mechins, Co. Matane.

Monastere des Peres Capucins, 450-8ieme Ave., Quebec.

Salle Paroissiale, Lots Renversers, Co. Temiscouata.

Salle Paroissiale, Maniwaki.

Maniwaki Township of Ponton, Maniwaki, Brome Co.

Salle Paroissiale de Mont Brun, Mont Brun.

Ascension Lutheran Church Hall, 856 Blair Ave., Montreal.

Unity Boy’s Club, 1090 Green Ave., Westmount.

First Presbyterian Church, 501-5th Ave., Verdun.

Negro Community Centre, 3007 Delisle, Montreal.

Salle Paroissiale St. Joseph, 520 Richmond, Montreal.

Verdun United Church, 650 Ave. Woodland, Verdun.

Salle Municipale, Mont-Carmel, Co. Kamouraska.

Community Hall, 90 Roosevelt Ave., Mount Royal.

Philippe Moreau, Salle Publique, Neuville.

Salle du Couvent N. D. D’Hebertville, N. D. D’Hebertville Village, Lac St. Jean.

Salle Paroissiale Fabrique, N.D. de Laus, Notre Dame de Laus, Co. Papineau.

Paroisse Notre Dame de Pitre, 990 Rue St. Vallier W., Quebec.

Salle Simard, Petite Riviere St. Francois, Co. Charlevoix.

Centre Antonin, 260 des Franciscains, Quebec.

Fabrique du Quebec Ouest, Salle Paroissiale, Ave Belanger, Quebec.

YMCA Holt Memory Hall, 551 St. Cyrville, Quebec.

Centre Recreatif Notre Dame de la Gard, 540 Rue Champlain, Quebec.

Salle d’Ecole, Notre Dame de la Paix, Quebec.

Salle Paroissiale Notre Dame de Pite, Quebec.

Cine Paroissial St. Sacrement, 850 Chemin Ste. Foy, Quebec.

Salle Paroissiale, Paroisse de Malo, Quebec.

Salle Paroissiale, Paroisse St. Pascal, Quebec.

Salle Paroissiale, St. Albert Le Grande, Quebec.


Salle Paroissiale, St. Jean Baptiste, Quebec.

Salle Paroissiale, Roberval, Co. Lac St. Jean.

Cercle Sportif La Lievre, B.P. 140, Roberval.

Salle Paroissiale, Sacre Coeur, Co. Sagueneay.

St. Aime Parish Hall, St. Aime, Richelieu Co.

Salle Paroissiale, St. Alban du Cap des Rosiers, Co. Gaspe.

Salle Paroissiale, St. Alexandre, Co. Kamouraska.

Centrales Paroissial, Ste. Angele de Laval, Nicolet Co.

Salle du sous Basement de la Ste, Anne de Beaufre, Basilique.

Salle Municipale, Ste. Anne du Lac, Co. Labelle.

Salle Paroissiale, St. Antonin, Quebec.

Salle Paroissiale, St. Augustin, Cte. Portneuf.

Salle Paroissiale, St. Athanase, Co. Kamouraska.


Centre Paroissial, St. Bruno, Co. Lac St. Jean, La Poule aux Oeufs d’Or, St. Colixte de Kilkenny, Co. Montcalm.

Salle de Cinema Lapointe, St. Camille, Co. Bellechasse.

St. Catherine Parish Hall, St. Catherine, Portneuf Co.

Salle Paroissiale, St. Cyrville, Cte. L’Islet.

Salle Paroissiale, St. Damase, Cte. L’Islet.

Salle Laurier, St. Cyprien, Co. Riviere du Loup.

St. Damien Parish Hall, St. Damien, Bellechasse Co.

Salle Municipale, St. Edouard, Co. Lotbiniere.

Paroisse St. Maria, Co. Bonaventure.

Salle Paroissiale, St. Emile, Co. Quebec.

Salle Paroissiale, St. Epiphanie, Co. Temiscouata.

Salle Paroissiale, St. Eusebe, Co. Temiscouata.

Salle Paroissiale de Fabrique, St. Fabien, Co. Rimouski.

St. Ferdinand D’Halifax Parish Hall, St. Ferdinand D’Halifax, Megantic Co.

Salle Paroissiale, St. Francois D’Assise, Co. Bonaventure.


Salle Paroissiale, St. Francois D’Assise, Co. Quebec.

Salle de Vues Animees, St. Francois de Sales, Lac St. Jean.

Salle Paroissiale, St. Francois Xavier des Hauteurs, Rimouski Co.


Salle du College, St. Fulgence, Co. Chicoutimi.

Salle Paroissiale, St. Gabriel, Co. Kamouraska.

Salle Paroissiale, St. Germain, Co. Kamouraska.


Salle Paroissiale, St. Honore, Co. Temiscouata.

R. R. Peres Dominicains, 2200 Girouard, St. Hyacinthe.


Salle Paroissiale, St. Luc, Co. Matane.

Salle Paroissiale, St. Lambert, Cte. Levis.

Salle Paroissiale, Ste. Leandre, Co. Matane.


Centre Paroissial St. Marc, Shawinigan.

Salle Paroissiale, St. Michel de Squatteck, Co. Temiscamingue.


Salle Paroissiale, St. Odilon, Co. Dorchester.

Salle Paroissiale, St. Omer, Cte. L’Islet.

St. Pamphele Parish Hall, St. Pamphele, L’Islet Co.

Salle Paroissiale, St. Pocome, Co. Kamouraska.

Centre de Loisirs, St. Paul de Montmagny, Co. Montmagny.

Salle Paroissiale, St. Philippe de la Reine, Co. Abitibi.

Salle Paroissiale, St. Poulin Dalibaire, Co. Matane.

Salle Paroissiale, St. Raymond, Co. Portneuf.

Salle Paroissiale, St. Redempteur, Cte. Matane.


St. Thomas Parish Hall, St. Thomas des Cherbourg, Matane Co.

Salle Paroissiale, Scatstown, Co. Compton.

Salle Paroissiale St. Jeanne D’Arc, 1016 Rue Galt Ouest, Sherbrooke.
16 mm. Community Enterprises

Salle Paraissiale, Sydenham Sud, Co. Gaspe Est.
Salle Paraissiale de Tourville, J. R. Lavoie, Tourville, Co. L'Islet.
Val D'Espoir Parish Hall, Val D'Espoir, Gaspe Co.
Municipal Hall, Waltham, Co. Pontiac.
Salle Paraissiale, Villemontel, Cte. Abitibi.

LABRADOR
Church of England School Bd., Happy Valley.
North West River Film Council, North West River.
Moravian Mission, Main.

NEW BRUNSWICK
Canadian Legion Theatre, Dorchester.
Hardwicke School Dist. No. 3, Eel River Bridge.
Escuminac Credit Union, Escuminac.
Sunbury West Regional School Dist. Theatre.
Canadian Legion, Rogersville.
Stanley Regional High School, Stanley.

NOVA SCOTIA
Rainbow Lodge No. 113, Tiverton.
St. Peter's Parish Hall, Tracadie.
PRINCE EDWARD ISLAND
Stella Maris Parish Hall, North Rustico.

NEWFOUNDLAND
Parish Hall, Sts. Peter & Paul, Bay Bulls.
United Church School Board, Brigus.
Star Hall, Burin.
U.C. Motion Picture Committee, Fund Committee, Burin.
Cape Breyle Parish Hall, Cape Breyle.
Catalina Hockey Association, Catalina.
Regional High School, Foxtrap, Conception Bay.
Church Lads Brigade, Eastport.
Sacred Heart Parish Hall, Fox Harbour.
Gambo Parish Hall, Gambo.
RC Parish, Goulds.
St. Joseph's Parish Hall, Harbour Breton.
St. Barthelemy Parish Hall, Harbour Breton.
Hermitage Film Council, Hermitage.
R.C. Parish of Lourdes, Lourdes Port au Port.
Parish Hall, Mersheen.
Miltown Town Hall, Miltown.
Mount Carmel Parish Hall, Mt. Carmel, St. Mary's Bay.
CEAA, New Perlican, Trinity S.
Holy Name Society, Petty Harbour.
Playground Association, Port Union, Trinity.
Holy Rosary Parish Hall, Freshwater, Placentia Bay.
St. Bride's Parish Hall, Placentia Bay.
Star of the Sea Memorial Hall, Placentia.
RC Parish of Portugal Cove.
Bannerman L.O.L. 114, Pouch Cove.
Church School Film Committee, Ramea.
Robinsons Film Council, Robinsons.
St. David's Film Council, St. David.
St. George's Parish Hall, St. George's.
Catholic Youth Club, St. Johns.
Laurentian Theatre, St. Lawrence.
St. Mary's Parish, St. Mary's Bay.
Badminton Club, Terra Nova.
Northside School Committee, Torbay.
Trepassey Parish Hall, Trepassey.
UC School Film Comm., Western Bay N., Carbonear, Bay du Verde.
Church of England Bd. of Education, Whitbourne.
St. Alphonsus Parish, Whitbourne.

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—— o ——
Insertion of Commercials and
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16 MM. OPERATIONS SINCE 1946

All receipts in the tables below do not include amusement tax and the Dominion Bureau of Statistics has divided 16 mm. exhibition into two fields—theatre and Itinerant. The theatre field has two sections, private and Community Enterprises, the latter being non-profit situations operated by local social and business groups. The theatre figures follow:

<table>
<thead>
<tr>
<th>Year</th>
<th>Theatres</th>
<th>Admissions</th>
<th>Receipts</th>
<th>Rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>98</td>
<td>1,017,462</td>
<td>$ 276,802</td>
<td></td>
</tr>
<tr>
<td>1947</td>
<td>163</td>
<td>1,307,489</td>
<td>381,834</td>
<td></td>
</tr>
<tr>
<td>1948</td>
<td>331</td>
<td>2,158,153</td>
<td>629,778</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>479</td>
<td>2,726,646</td>
<td>829,543</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>625</td>
<td>3,368,192</td>
<td>1,017,297</td>
<td></td>
</tr>
<tr>
<td>1951</td>
<td>646</td>
<td>3,782,045</td>
<td>1,186,543</td>
<td></td>
</tr>
<tr>
<td>1952</td>
<td>677</td>
<td>3,915,061</td>
<td>1,249,329</td>
<td></td>
</tr>
<tr>
<td>1953</td>
<td>712</td>
<td>4,484,329</td>
<td>1,514,762</td>
<td></td>
</tr>
<tr>
<td>1954</td>
<td>703</td>
<td>4,047,681</td>
<td>1,438,403</td>
<td></td>
</tr>
</tbody>
</table>

Here are the figures for the Itinerant field. Included in the admissions and receipts are those of the two Itinerants who used 35 mm. equipment, these not having been given separately by the DBS:

<table>
<thead>
<tr>
<th>Year</th>
<th>Operators</th>
<th>Admissions</th>
<th>Receipts</th>
<th>Rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>275</td>
<td>2,221,442</td>
<td>$564,380</td>
<td></td>
</tr>
<tr>
<td>1947</td>
<td>233</td>
<td>1,508,867</td>
<td>412,828</td>
<td></td>
</tr>
<tr>
<td>1948</td>
<td>157</td>
<td>1,370,935</td>
<td>382,525</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>167</td>
<td>1,483,170</td>
<td>430,661</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>171</td>
<td>1,546,572</td>
<td>456,272</td>
<td></td>
</tr>
<tr>
<td>1951</td>
<td>166</td>
<td>1,611,626</td>
<td>486,243</td>
<td></td>
</tr>
<tr>
<td>1952</td>
<td>156</td>
<td>1,487,420</td>
<td>495,584</td>
<td></td>
</tr>
<tr>
<td>1953</td>
<td>150</td>
<td>1,381,655</td>
<td>468,562</td>
<td></td>
</tr>
<tr>
<td>1954</td>
<td>141</td>
<td>1,106,070</td>
<td>385,682</td>
<td></td>
</tr>
</tbody>
</table>

In the following figures both the above tables are consolidated. Theatres and operators are added together to show the total, and the figures for receipts and admissions are final:

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Admissions</th>
<th>Receipts</th>
<th>Rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>373</td>
<td>3,238,904</td>
<td>$ 841,182</td>
<td>$1,173,170</td>
</tr>
<tr>
<td>1947</td>
<td>396</td>
<td>2,816,356</td>
<td>794,662</td>
<td>1,180,170</td>
</tr>
<tr>
<td>1948</td>
<td>488</td>
<td>3,529,088</td>
<td>1,012,303</td>
<td>1,444,872</td>
</tr>
<tr>
<td>1949</td>
<td>646</td>
<td>4,209,816</td>
<td>1,280,204</td>
<td>1,684,953</td>
</tr>
<tr>
<td>1950</td>
<td>796</td>
<td>4,914,764</td>
<td>1,473,569</td>
<td>1,713,813</td>
</tr>
<tr>
<td>1951</td>
<td>812</td>
<td>5,393,671</td>
<td>1,672,786</td>
<td>1,889,461</td>
</tr>
<tr>
<td>1952</td>
<td>833</td>
<td>5,402,481</td>
<td>1,744,913</td>
<td>2,281,540</td>
</tr>
<tr>
<td>1953</td>
<td>862</td>
<td>5,865,984</td>
<td>1,983,324</td>
<td>2,411,244</td>
</tr>
<tr>
<td>1954</td>
<td>844</td>
<td>5,153,701</td>
<td>1,824,085</td>
<td>2,942,042</td>
</tr>
</tbody>
</table>

(Since 1950 the Dominion Bureau of Statistics has used percentages instead of actual figures in some instances and these have been calculated by the Canadian Film Weekly in order to give totals which can be easily compared with those of previous years. An example of this occurs in the 1952-3-4 figures in the theatre section of the above table. In 1954 there is listed 703 situations, of which 645 are Community Enterprises whose returns are given by the DBS as percentages of the combined 16 and 35 mm. yield, and 210 private theatres whose returns, given in actual figures, is $564,062. The percentages for the Community Enterprises were broken down into amounts and then added to the theatre figures to give the totals used in the table.)

It will be noted that the rentals figure is always greater than that of receipts—a seeming discrepancy. The explanation is that rentals from all sources, including non-theatrical, go into the total, while the receipt figure is from public exhibitions only. This year the DBS report gave $1,517,870 as theatrical rentals and $1,324,172 as the non-theatrical yield. Theatrical figures since 1952, the year the first TV transmitter in Canada started operations, also include rentals of films for telecasting.
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★ "KING" MODEL ALSO AVAILABLE WITH 10 GALLON CAPACITY

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