

Film Distributors.—During 1966, films were distributed by 62 companies through 126 offices located across Canada. These exchanges had total receipts of \$53,389,163 in 1966 compared with \$47,137,047 in the previous year, and paid \$4,425,247 in salaries and wages to 813 employees.

Receipts from the rental of films increased by \$6,832,382 during 1966 to reach a new high of \$53,039,160. Revenue derived from rentals for theatrical use amounted to \$33,966,529, for television use \$18,136,463 and for other use \$936,168. In addition, \$40,258 was derived from the sale of advertising and \$309,745 from other sources. New films released for theatrical bookings numbered 984, of which 637 were feature films, 164 cartoons, 110 newsreels and 73 other short subjects. Of the feature films, 228 originated in the United States, 157 in France, 108 in Italy, 62 in Britain, 11 in Canada and 71 in other countries.

11.—Summary Statistics of Film Exchanges, 1965 and 1966

Item	1965	1966
Companies.....No.	63	62
Exchange offices.....“	128	126
Average employees—		
Male.....No.	394	414
Female.....“	373	399
Salaries and Wages—		
Male.....\$	2,743,629	3,049,039
Female.....\$	1,268,080	1,376,208
Receipts—		
Film rentals.....\$	46,206,778	53,039,160
Sale of advertising.....\$	85,503	40,258
Other sources.....\$	844,766	309,745

Motion Picture Production.—In 1966, there were 82 private firms and eight government agencies engaged principally in the production and printing of motion picture films and filmstrips for industry, government, education and entertainment. The 82 private firms, which exclude television stations, employed 944 persons, paid \$4,852,789 in salaries and wages and had a gross revenue of \$17,943,784, the latter about 26 p.c. higher than in 1965. In addition, 10 firms in other business categories produced 355 films including 41 information or documentary films for television use, 18 non-theatrical films, 25 silent motion picture films, 176 commercial advertising films for television, 88 other films for unspecified use, six silent filmstrips and one sound filmstrip. These firms derived \$215,995 in revenue from motion picture production.

Table 12 provides summary data of motion picture production in 1965 and 1966, by private industry and government agencies and by type of film produced. In total, in 1966, private and government agencies printed 62,005,774 feet of 16 mm. film in black and white, 26,312,596 feet of 16 mm. film in colour, 11,591,627 feet of 35 mm. film in black and white and 5,088,060 feet of 35 mm. film in colour. There were 42 sound motion pictures of five minutes or longer made for other than Canadian sponsors.