

SOUND PICTURE

SOUND PICTURE EQUIPMENT SALES 1930

Sales sound equipment (U. S.)	\$29,200,000
Accessories, installation material, etc.	3,435,000
Total domestic sales	\$32,635,000
Total export sales	8,250,000
Total sales 1930	\$40,885,000

Sound picture theater installations 1930

THE installation of sound equipment for theaters during 1930 progressed at a much slower pace than in 1929. Installations for the year amounted to approximately 4,100, including those theaters in which earlier equipment was replaced, bringing total installations for the United States to 12,900.

From the best information available, it appears that not more than 18,400 houses have potentialities for sound equipment at present. Of the 12,900 theaters already equipped, some 2,500 have disk equipment only, which will undoubtedly require replacement or sound film projection equipment added during the next year. This is due to the recent improvement in film recording and reproduction, and a definite trend from disk to film releases in a majority of studios.

In addition to the theaters now having only disk

equipment, it is estimated from the above figures that between 3,500 and 5,000 small theaters remain to be equipped. Competition with sound-equipped theaters and lack of good silent films, together with expected improved economic conditions during the year, will be factors governing the rate of installation of the remaining theaters. Total installations of sound equipment for theaters throughout the world at the end of 1930 is shown in graphical form in Fig. 1.

Sound picture production U. S.

THE Bureau of the Census has issued some interesting data, collected by the biennial census taken in 1930, of organizations in the United States engaged in the production of motion pictures, and in the development and printing of films. These figures, which are taken only every two years, indicate the total cost of work done for the year 1929, amounting to \$180,864,319—an increase of 34.6 per cent as compared with \$134,343,350, reported for 1927, the last preceding census year. Comparative data is presented for 1930 in the accompanying table from our information and is an estimate of the industry's development for the past year.

The industry, as constituted for census purposes, embraces all studio and laboratory activities connected with the production of motion pictures and processing of film, and does not include distribution and projection in theaters.

It is interesting to note from the figures taken from the biennial census report, that the annual earnings for the 8,298 salaried officers and employees amounted to \$58,920,014 for 1929, or an average of \$7,112 per person classified in this group.

The cost of sound equipment for theaters is not included in the summary for studios but is included in the \$32,635,000 of total domestic sales.

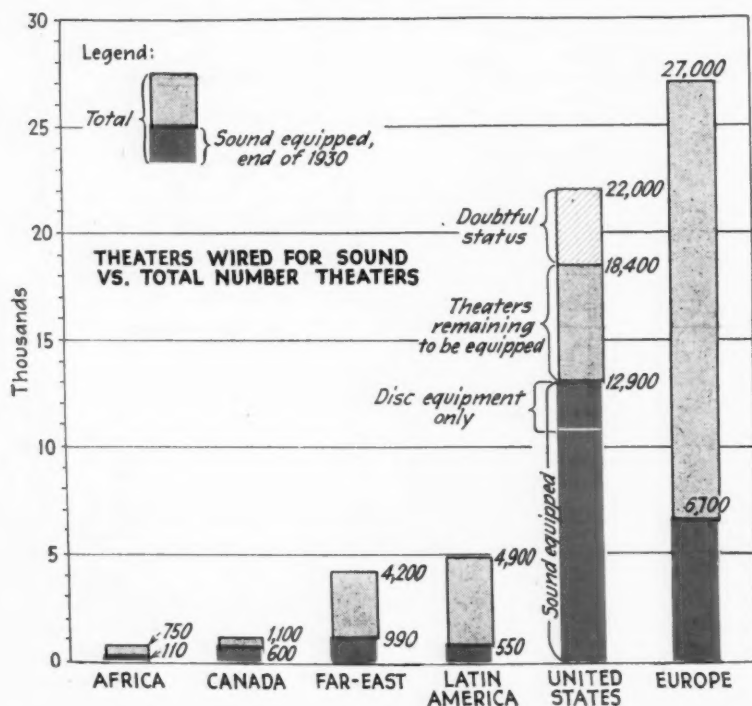


Fig. 1—Sound picture theater installations throughout the world at the end of 1930 are shown in comparison to total theaters. Installations for the world 21,850

STATISTICS FOR 1930

Summary for the motion picture industry

	1930 (Estimated)	1929	1927
Number of establishments (studios and laboratories)	152	143	142
Salaried officers and employees	8,800	8,298	7,598
Wage earners (average for the year)	11,000	10,785	8,415
Salaries	\$60,000,000	\$58,920,014	\$56,298,560
Wages	\$25,500,000	\$24,722,053	\$18,637,005
Cost of materials, fuel, and purchased electric current	\$40,000,000	\$38,166,988	\$34,867,472
Paid for contract work	\$12,000,000	\$9,437,452	\$15,476,548
Cost of work done during the year . . .	\$192,000,000	\$180,864,319	\$134,343,360

The following table gives the export figures on motion picture films by geographical location for the years 1929 and 1930.

American film exports by geographical location

Countries	1929		1930	
	Feet	Value	Feet	Value
Europe	110,081,478	3,341,435	122,670,362	4,340,171
Latin America	79,697,600	1,926,551	73,518,089	1,730,252
Far East	62,828,477	1,388,983	50,049,020	1,168,193
Canada	16,446,073	690,595	16,476,472	627,442
South Africa	5,343,073	130,394	4,414,679	120,132
Other countries	7,818,779	144,358	7,222,719	132,546
Total	282,215,480	\$7,622,316	274,351,341	\$8,118,736

Export of films — 1925 - 1930

PRELIMINARY figures issued by the Department of Commerce for the year 1930 indicate a slight falling off in the total linear feet of film exported, but an increase in value, as compared with 1929. The United States exports of film for 1930 totaled 274,351,341 linear feet, with a declared value of \$8,118,736, as compared to 282,215,480 linear feet, valued at \$7,622,316 for 1929.

Of the total film exported in 1930, sound film amounted to 186,436,913 linear feet, as compared to only 87,914,428 feet of silent film. Though negative and positive sound film have been exported since 1927, this past year was the first time that classification between silent and sound films has been made. It is encouraging to see that exports of sound film have balanced a loss in export of silent film, in view of the increasing number of foreign film laboratories and sound studios that have come into existence since 1928.

Since sound pictures were first introduced, Europe has become our largest export market. Our exports to Europe for 1930 increased by 12,500,000 feet over 1929, reaching the total of 122,670,372 feet. Our exports to Latin America fell some 6,000,000 feet, and the Far East showed a decline of 12,500,000 feet in 1930 from the 1929 total. This may be attributed to the smaller number of theaters that have been sound-equipped in these two territories and the resulting loss in demand for sound films.

The motion picture industry faces a new crisis in the export field outside of the English speaking countries. Unless Hollywood can supply sound films to meet the future demands of such countries, the motion picture industry will become national in the narrowest sense. This indeed will be unfortunate as 85 per cent of the films shown throughout the world in the past have been made in this country. These films have been an excellent means of exploiting American goods in all parts of the world.

Sound equipment exports 1930

FOR the first nine months of 1930 sound equipment exports totaled \$6,247,299 and for the year, is estimated at \$8,250,000. These figures show custom statistics value only, for such equipment. This is the first year that information has been available on sound equipment exports.

From the advent of sound pictures in 1927 our exports of equipment for this field have risen from zero to the present figures. While thousands of theaters remain to be equipped throughout the world it is difficult to foresee just how far this export market for American equipment will extend. As a result of patent agreements concluded in Paris in July, 1930 (*See Sept., 1930, Electronics*), certain European states were reserved for German manufactured apparatus. The total possible exports of American equipment will probably not be greatly affected by this agreement. Great Britain, France, Italy and Spain are open to apparatus from any source and represent the largest individual markets in Europe. Other foreign countries which were reserved for American manufactured apparatus include Canada, Australia, New Zealand, India and Russia accounted for considerable exports to these outlets. Export sales for 1930 represent 25 per cent of total sales of sound equipment.

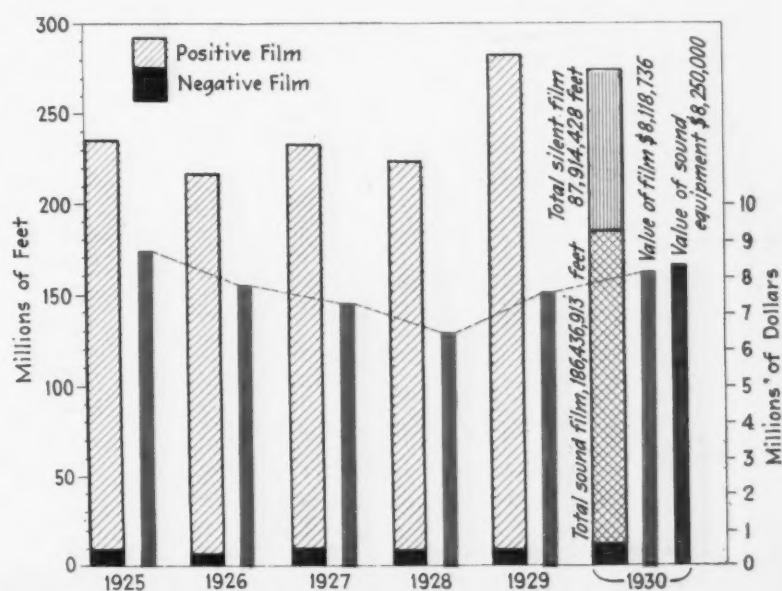


Fig. 2—Film exports for 1930 show first classification between silent and sound films. Value of sound equipment exports equaled films exports for the year