

STATISTICS

Motion Picture Industry

Exhibition

THEATRE GROSSES, 1942-59:

Gross theatre receipts in the United States for 1942-59, including admission taxes, according to the Department of Commerce and the Census Bureau were:

1942	\$961,000,000	1951	1,193,000,000
1943	1,038,000,000	1952	1,134,000,000
1944	1,253,000,000	1953	1,197,811,000
1945	1,359,000,000	1954	1,415,000,000
1946	1,512,000,000	1955	1,286,000,000
1947	1,407,000,000	1956	1,228,000,000
1948	1,352,000,000	1957	1,120,000,000
1949	1,342,000,000	1958	1,168,000,000
1950	1,247,000,000	1959	1,278,000,000

The estimated box office gross for 1960 is \$1,350,000,000. It is based on two factors, a gradual climb in attendance at all types of attractions from July onward, and an increase in the number of advanced price, hard ticket attractions. Average weekly attendance for 1960 is estimated at 46,000,000.

Department of Commerce statistics in the "Survey of Current Business" shows a gradual recovery in the industry from 1957 through 1959:

	1956	1957	1958	1959
Gross Revenue	\$1,228,000,000	\$1,120,000,000	\$1,168,000,000	\$1,278,000,000
Pay of Employees	\$800,000,000	\$795,000,000	\$756,000,000	\$789,000,000
Full Time Employees	197,000	187,000	172,000	168,000
Average number of full and part-time Employees	224,000	213,000	196,000	191,000
Average earnings, full-time Employees	\$3,909	\$4,075	\$4,209	\$4,488
People engaged in production	206,000	196,000	181,000	171,000
Corporation profits before taxes	\$43,000,000	\$4,000,000	not avail.	not avail.
Federal & State Taxes	\$59,000,000	\$42,000,000	not avail.	not avail.
Corporation profits after taxes	-\$16,000,000	-\$38,000,000	not avail.	not avail.
Net Dividends Paid	\$34,000,000	\$28,000,000	not avail.	not avail.
Corporation depreciation charges	\$129,000,000	\$135,000,000	not avail.	not avail.

NUMBER OF THEATRES:

There were 13,200 permanent four-wall theatres regularly exhibiting motion pictures as of July, 1960, and 4,600 drive-in theatres, more than a third of which are open all year round.

The 4,600 drive-in theatres operating at mid-year, represent a growth in that field from 100 theatres in 1946. Average capacity is estimated at 550 cars. Drive-in theatres account for approximately 23 percent of the total box office gross. (For a list of drive-in theatres operating in the U. S. see Drive-In Theatres section, starting on page 537).

There are about 600 circuits, each with four or more theatres, operating some 51% of the total houses. For a list of circuits in the U. S. and Canada see Theatre Circuits section, starting on page 487.

There are about 6,800 individual or companies operating the remaining 49% of the theatres.

It is estimated that gross refreshment sales in indoor and drive-in theatres total over \$260,000,000 annually, that each indoor theatre patron spends an average of six cents on refreshments, and each drive-in patron 20 cents.

Approximately 70 per cent of the film rental gross on an average A picture comes from 1,000 key run bookings, 80 per cent of it from 5,000 bookings, and 90 per cent of it from 7,500 bookings.

The theatres seating more than 400 (9,000) sell 91 $\frac{1}{3}$ % of the admissions per week, and the theatres with less than 401 seats sell 8 $\frac{2}{3}$ % of the tickets.

Eighty-five per cent of all circuit theatres have a capacity of more than 400, and 44% of the non-circuit theatres have a capacity of more than 400.

ATTENDANCE

A study prepared by Alfred Politz Research, Inc. for the Saturday Evening Post during 1957 analyzed the motion picture audience according to frequency of attendance, income, age, sex and education, and listed by age groups the "lost audience", the percentage of the population that does not attend movies. It showed:

Twenty-six per cent of those who do not attend are in the 10 to 19 age group and 33 per cent are over 55.

On the other hand 52.6 per cent of those who attend movies once a week or more are in the same 10 to 19 age group. Of those who those over 55 who attend, 42.8 per cent go only once a year or less.

Of the entire cross section who attend more or less regularly, the largest percentage—23.2—attend once a year or less; 17.1 per cent attend once a week or more, 12.2 per cent twice or three times a month, 14.3 per cent about once a month, 15.1 per cent two or three times a year, and 5.8 per cent rarely, i.e. less than once a year.

(The entire study was published in Motion Picture Herald, August 10, 1957.)

Installation of 70mm equipment, capable of projecting both 35mm and 70mm prints in any of the new wide film processes advanced rapidly during 1960. Theatre installations, by exchange area, as of August 31, 1960, are listed below.

ALBANY

TOWN & STATE	THEATRE	COMPLETED SEATS	OWNER
Albany, N. Y.	Ritz	1174	Stanley Warner
Utica, N. Y.	Uptown		Kallet Circuit
Albany, N. Y.	Hellman	1100	Neil Hellman

CONTEMPLATED NONE

ATLANTA

TOWN & STATE	THEATRE	SEATS	OWNER
Atlanta, Ga.	Roxy	1406	Wilby Theatres
Atlanta, Ga.	Loew	2044	Loews, Inc.
Chattanooga, Tenn.	Brainerd	1000	Indep. Theatres, Inc.
Birmingham, Ala.	Ritz	1500	Wilby Theatres
Chattanooga, Tenn.	Rogers	1250	Wilby Theatres
Nashville, Tenn.	Crescent Downtown	792	Crescent Amuse. Co.

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Nashville, Tenn.	Princess	900	Crescent Amus.	Indef.
Montgomery, Ala.	Paramount	1500	Wilby Theatres	Jan. 1960

BOSTON

TOWN & STATE	THEATRE	COMPLETED SEATS	OWNER
Boston, Mass.	Saxon	1046	Ben Sack
Boston, Mass.	Cary	1277	Ben Sack
Providence, R. I.	Elmwood	724	Ralph Snider Cir.
Boston, Mass.	Astor	1384	B & Q Circuit
Boston, Mass.	Capri	1000	Ben Sack
Fall River, Mass.	Strend	1000	Norman Zalkind
New Bedford, Mass.	Arcade	932	Arcade Mercoux, Jr.
Fall River, Mass.	Center	1400	Daytz
Springfield, Mass.	Arcade	1000	B & Q Circuit

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Springfield, Mass.	Bing	1000	Daytz Circuit	None
Boston, Mass.	Beacon Hill		Ben Sack	Indef.

BUFFALO

TOWN & STATE	THEATRE	COMPLETED SEATS	OWNER
Puffalo, N. Y.	Century	2713	Buhawk
Rochester, N. Y.	Monroe	974	Schine
Syracuse, N. Y.	Eckel	913	Schine
Syracuse, N. Y.	Shoppingtown	1010	Kallet
Buffalo, N. Y.	Granada	1142	Schine
Puffalo, N. Y.	Shea's Teek	1200	Shea-Loew
Rochester, N. Y.	Riviere	1000	Schine

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Binghamton, N. Y.	Capri		Comerford	Indef.

CHARLOTTE

COMPLETED
NONE

CONTEMPLATED
NONE

CHICAGO

TOWN & STATE	THEATRE	SEATS	OWNER
• Chicago, Ill.	State Lake	2684	Balban & Katz
• Chicago, Ill.	McVickers	2264	Jones, Linick & Schaefer
• Chicago, Ill.	Todd's Cinestage	1038	John & Aaron Jones
Chicago, Ill.	Woods	1126	Cinestage, Inc.
• Chicago, Ill.	Michael Todd	1092	Michael Todd, Jr.
• Chicago, Ill.	Palace	1600	Essaness Circ.
			Michael Todd, Jr.
			A. Wirts

CONTEMPLATED
NONE

CINCINNATI

TOWN & STATE	THEATRE	SEATS	OWNER
• Cincinnati, Ohio	Valley	1400	Louis Wiethe
• Dayton, Ohio	McCook	600	Herman Hunt
• Columbus, Ohio	Cinestage	550	(T.O.C. Circ.)
• Lexington, Kentucky	Strand	1200	Herman Hunt
Cincinnati, Ohio	Twin-Drive-In	1325	(T.O.C. Circ.)
• Cincinnati, Ohio	Capitol	1378	Schine
			Rube Shor
			Stanley Warner

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Charleston, W. Va.	Kearse	2200	Albert Aaron	None
Cincinnati, Ohio	Keith	1542	Shor-Palassolo	None

CLEVELAND

TOWN & STATE	THEATRE	SEATS	OWNER
Cleveland, Ohio	Ohio	1243	Loew's
• Youngstown, Ohio	State	2100	Ed Prinsen
• Cleveland, Ohio	Colony	1352	Stanley Warner's
• Cleveland, Ohio	Palace	3193	Silk & Halperin
Cleveland, Ohio	Stillman	1888	Booking and Buying
			Nate Schultz of
			Selected Theas.
			Loew's

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Cleveland, Ohio	Hippodrome	3468	Eastern Hipp	None
			Theatre Corp.	

DALLAS

TOWN & STATE	THEATRE	SEATS	OWNER
• Dallas, Texas	Tower	1295	Interstate
• Houston, Texas	Tower	1115	Interstate
• San Antonio, Texas	Broadway	1031	Interstate
• Houston, Texas	Uptown Rivoli	663	Rowley United
• Cornus Christi, Texas	Tower	960	Rowley United
• Dallas, Texas	Wynnwood	1000	Rowley United
• Beaumont, Texas	Liberty	1000	Jefferson Amuse.
Wichita Falls, Texas	State	769	Texas-Consol.
Waco, Texas	25th Street	770	Texas-Consol.
Dallas, Texas	Preston Royal	1000	Republic Thea. Corp.
Dallas, Texas	Capri	1575	Trans-Texas
Dallas, Texas	Esquire	1000	Interstate

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Amarillo, Texas	Esquire	901	Texas-Consol.	Indef.
Ft. Worth, Texas	Palace	1468	Interstate	Indef.
Austin, Texas	State	997	Interstate	Indef.
Harlingen, Texas	Rialto	705	Texas-Consol.	Indef.
El Paso, Texas	Pershing	650	Texas-Consol.	Indef.
Tyler, Texas	Arcadia	585	Texas-Consol.	Indef.
Abilene, Texas	Queen	554	Texas-Consol.	Indef.
Waco, Texas	Imperial	900	Ed Newman	Indef.

DENVER

TOWN & STATE	THEATRE	SEATS	OWNER
Denver, Colo.	Aladdin	914	Fox Intermountain
Denver, Colo.	Paramount	2100	Wolfberg Theas.
Denver, Colo.	Denham	850	Vera Cockrill

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Denver, Colo.	Cooper	900	Cooper Foundation	Fall

DES MOINES

COMPLETED
NONE

TOWN & STATE	THEATRE	CONTEMPLATED SEATS	OWNER	DATE
Des Moines, Iowa	Ingersoll		Tri-States	Indef.
DETROIT				
TOWN & STATE				
• Detroit, Michigan	United Artists	1667	Skouras	
• Detroit, Michigan	Mercury	1350	Richard Sloan (Coop)	
• Detroit, Michigan	Madison	1499	United Detroit	
• Detroit, Michigan	Music Hall	1208	Cinerama, Inc.	
• Pontiac, Mich.	Miracle Mile D. I.	1500 cars	Elton Samuels	
INDIANAPOLIS				
TOWN & STATE				
• Indianapolis, Ind.	Lyric	1890	Greater Indpls. Amuse.	
• Louisville, Ky.	Brown	1508	Fourth Ave. Amuse.	
• Ft. Wayne, Ind.	Clyde	1800	Quimby Theatres	
• Indianapolis, Ind.	Twin Drive-In (East)	1000 cars	Theatair, Inc.	
JACKSONVILLE				
TOWN & STATE				
• Tampa, Fla.	Britton	1986	S. E. Britton	
• Jacksonville, Fla.	Five Points	625	Five Points Theat. Inc. (R. E. Beck)	
• Miami Beach, Fla.	170th St.	1200	Loew's	
• Miami Beach, Fla.	Sheridan	1178	Paramount Enterprises	
• St. Petersburg, Fla.	Center	928	Rock Salsar	
• Miami Beach, Fla.	Lincoln	1000	Brandt	
• Miami Beach, Fla.	Florida	882	Paramount	
• Coral Gables, Fla.	Loews Riviere	1250	Loew's	
• Jacksonville, Fla.	Town & Country	1200	N. B. Meiselman	
• Tampa, Fla.	Park			
KANSAS CITY				
TOWN & STATE				
• Kansas City, Mo.	Le Capri	1260	Durwood Theatres	
• Kansas City, Mo.	Brookside	825	Fox Midwest	
LOS ANGELES				
TOWN & STATE				
• Hollywood, Calif.	Egyptian	1392	United Artists Theas.	
• Los Angeles, Calif.	United Artists	1453	United Artists Theas.	
• San Diego, Calif.	Capri	663	Capri Theatres	
• Beverly Hills, Calif.	Fox Wilshire	2288	Burton Jones	
• Phoenix, Arizona	Vista	636	Fox West Coast Company	
• Los Angeles, Calif.	Carthay Circle	1126	Fox West Coast Company	
• Beverly Hills, Calif.	Warner	1612	Fox West Coast Agency	
• Pacific Beach, Calif.	Pacific Drive-In	1400 cars	Stanley Warner	
• Hollywood, Calif.	Vogue	897	Eldorado Enterprises	
• San Diego, Calif.	Fox		by Sam J. Russo	
• Los Angeles, Calif.	Four Star	1178	National Thea. Amuse.	
			National Thea. Amuse.	
			United Artists Theas.	
MEMPHIS				
TOWN & STATE				
• Little Rock, Ark.	Capitol	1060	Rowley United	
• Memphis, Tenn.	Crosstown	1296	Malco	
• Memphis, Tenn.	Palace	2065	Loew's Inc.	
MEMPHIS				
TOWN & STATE				
• Memphis, Tenn.	Park	1200	Reuben Lester	Indef.

MILWAUKEE		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• Milwaukee, Wisc. • Milwaukee, Wisc.	Strand Towne	1201 1650	Fox Wisc. Amuse. Standard Thea. Cir.
		CONTEMPLATED	
• Madison, Wisc.	Strand	1218	Capitol Thea. Serv.
Milwaukee, Wisc.	Palace	1200	Prudential Theas.
Milwaukee, Wisc.	Tower	2110	Prudential Theas.
Milwaukee, Wisc.	Oriental	1400	Cinema, Inc.
Milwaukee, Wisc.	Versity		Indef. Indef. Indef. Indef.
MINNEAPOLIS		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• Minneapolis, Minn.	Academy	900	World Theatre Co. (Ted Mann)
St. Louis Park, Minn. (Mpls.)	Park	1100	St. Louis Park Thea. Co. (H. Field)
St. Paul, Minn.	Strand	755	Ted Mann
• Minneapolis, Minn.	Century	1120	Stanley Warner
		CONTEMPLATED	
		NONE	
NEW HAVEN		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• Hartford, Conn.	Strand	1436	Stanley Warner
		CONTEMPLATED	
		NONE	
NEW ORLEANS		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• Shreveport, La.	Saenger	631	Paramount Gulf Theas.
		CONTEMPLATED	
		NONE	
NEW YORK		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• New York City, N. Y.	Rivoli	1554	Skouras
• New York City, N. Y.	State	1884	Loew's
• New York City, N. Y.	Criterion	1700	B. S. Moss
• Syosset, N. Y.	Syosset	1450	Skouras
Asbury Park, N. J.	Paramount or St. James	1995	Reade
Huntington, L. I.	Shore	1558	Reade
• Upper Montclair, N. J.	Bellevue	1630	Century
• New York City, N. Y.	Warner	980	Fabian
• New York City, N. Y.	DeMillo (Mayfair)	2720	Fabian
New York, N. Y.	Capitol	1508	Reade
New York City, N. Y.	Astor	5486	Loew Theas.
Bayshore, L. I. N. Y.	Bayshore	1275	Lopert Films, Inc.
• Bronxville, N. Y.	Bronxville	2000	Prudential
		1230	Skouras
		CONTEMPLATED	
TOWN & STATE	THEATRE	SEATS	OWNER
Pachogue	Patchogue	1308	Prudential
Ft. Lee, N. J.	Lee	1500	B. S. Moss
New York City, N. Y.	Murray Hill	600	Rudoff & Breker
Jersey City, N. J.	Stanley	4332	Stanley Warner
Newark, N. J.	Brenford	2823	Stanley Warner
Hackensack, N. J.	Oritani	1831	Stanley Warner
Paterson, N. J.	Fabian	3223	Stanley Warner
			None None None None None None None
OKLAHOMA CITY		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• Oklahoma City, Okla.	State	800	State Theas. Inc. (Dent Circuit)
• Tulsa, Okla.	Ritz	1600	Tulsa Downtown Theas.
• Oklahoma City, Okla.	Cooper (Harber)	1200	Cooper Foundation
		CONTEMPLATED	
		NONE	
OMAHA		COMPLETED	OWNER
TOWN & STATE	THEATRE	SEATS	
• Omaha, Nebr.	Cooper	706	Cooper Foundation
• Omaha, Nebr.	State	870	Cooper Foundation
		CONTEMPLATED	
		NONE	

PHILADELPHIA

TOWN & STATE
• Philadelphia, Pa.
• Philadelphia, Pa.
• Atlantic City, N. J.
• Philadelphia, Pa.
• Philadelphia, Pa.
• Philadelphia, Pa.

THEATRE
Midtown
Goldman
Center
Fox
Stanley
Boyd

COMPLETED
SEATS
1001
1188
1450
2457
3009
2338

OWNER
Goldman Theatres
Goldman Theatres
P. Smith (Liggett-Florin)
David E. Milgram
Stanley Warner
Stanley Warner

TOWN & STATE
Harrisburg, Pa.
Lancaster, Pa.

THEATRE
Senate
King

CONTEMPLATED
SEATS
1200
1300

OWNER
Jay Emanuel
Harry Chertcoff

DATE
Indef.
Indef.

PITTSBURGH

TOWN & STATE
• Pittsburgh, Pa.
• Pittsburgh, Pa.
• Pittsburgh, Pa.
• Pittsburgh, Pa.

THEATRE
Nixon
Fairgrounds D. I.
Warner
Loew Penn

COMPLETED
SEATS
1500
1100 cars
1507
3500

OWNER
Gabe Rubin
Gabe Rubin
Stanley Warner
Loew, Inc.

TOWN & STATE
Erie, Pa.

THEATRE
Strand

CONTEMPLATED
SEATS
961

OWNER
Stanley Warner

DATE
None

PORTLAND

TOWN & STATE
• Portland, Oregon
• Portland, Oregon
• Portland, Oregon

THEATRE
Broadway
Hollywood
Music Box

COMPLETED
SEATS
1956
1500
611

OWNER
J. J. Parker Theas.
Fox West Coast
Hamrick Theatres

CONTEMPLATED
NONE

SALT LAKE CITY

TOWN & STATE
• Salt Lake City, Utah
• Salt Lake City, Utah
• Salt Lake City, Utah

THEATRE
Villa
Center
Park Vu Drive-In

COMPLETED
SEATS
1300
1244
800

OWNER
Fox Intermountain
Fox Intermountain
Everill & Frickberg

CONTEMPLATED
NONE

SAN FRANCISCO

TOWN & STATE
• San Francisco, Calif.
• San Francisco, Calif.
Honolulu, Hawaii
• Honolulu, Hawaii
• Sacramento, Calif.

THEATRE
Alexandria
Coronet
Queen
Kuhio
Alhambra

COMPLETED
SEATS
1170
1242
880
1976

OWNER
San Francisco Theas.
(United Calif. Theas.)
San Francisco Theas.
(United Calif. Theas.)
Royal Treatres
Consolidated Amuse.
United Artists
(United Calif. Theas.)

CONTEMPLATED
NONE

SEATTLE

TOWN & STATE
• Seattle, Wash.
Seattle, Wash.

THEATRE
Blue Mouse
Paramount

COMPLETED
SEATS
728
3000

OWNER
J. Hamrick Theas.
National Thea. Amuse.

CONTEMPLATED
NONE

ST. LOUIS

TOWN & STATE
• St. Louis
• St. Louis
• St. Louis
St. Louis

THEATRE
Pageant
Ambassador
Esquire
Midtown

COMPLETED
SEATS
1000
1500
1200
1500

OWNER
Arthur Enterprises
Arthur Enterprises
Howard Zulauf
Loew's

CONTEMPLATED
NONE

WASHINGTON

TOWN & STATE
• Richmond, Va.
• Washington, D. C.
• Baltimore, Md.
Norfolk, Va.
Baltimore, Md.
• Washington, D. C.
Washington, D. C.
Baltimore, Md.
Norfolk, Va.
• Richmond, Va.

THEATRE
Willow Lawn
Uptown
New
Memrose
Town
Warner
Palace
Mayfair
Rosna
Westhampton

COMPLETED
SEATS
800
1300
1600
800
1550
1444
2365
783
756
848

OWNER
Neighborhood Cir.
Warner Bros.
Jack Fruchtman
Robert Levine
Rappaport & Fruchtman
Stanley Warner
Loew's Inc.
Jack Fruchtman
Levine Circuit
Neighborhood Cir.

**CONTEMPLATED
NONE**

CANADA

TOWN & STATE	THEATRE	SEATS	OWNER
• Toronto, Ont.	Tivoli	935	Famous Players Canadian Corp.
Toronto, Ont.	University	1382	Famous Players Canadian Corp.
Toronto, Ont.	Uptown	2743	Loew
• Montreal, Que.	Alouette	1156	Famous Players Canadian Corp.
Montreal, Que.	Seville	854	United Amuse.
• Vancouver, B. C.	Stanley	1105	Famous Players Canadian Corp.
• Vancouver, B. C.	Strand	1676	Famous Players Canadian Corp.
Ottawa, Ont.	Nelson	807	Twindex Circuit
Sudbury, Ont.	Century	719	Twindex Circuit
Winnipeg, Man.	Garrick	1056	Odeon Theas.
Winnipeg, Man.	Metropolitan	1820	Famous Players Canadian Corp.
Calgary, Alb.	Uptown	1076	Odeon Theas.
Calgary, Alb.	Capitol	1436	Famous Players Canadian Corp.
Edmonton, Alb.	Paramount	1429	Famous Players Canadian Corp.
Edmonton, Alb.	Rialto	1203	Odeon Theas.

CONTEMPLATED

TOWN & STATE	THEATRE	SEATS	OWNER	DATE
Hamilton, Ont.	Century	858	Twindex Theas.	Indef.

CINEMASCOPE INSTALLATIONS

Summary of installations in the U. S. and Canada, August 1, 1958

Stereophonic sound	3668	Indoor theatres	12,938
Mixer	837	Drive-in theatres	3,782
Single optical	13,029	Service theatres	656
Penthouse	110	Non-theatrical	268
Totals	17,644		17,644

Summary of installations throughout the world, June, 1958

Territory	Installed			Total
	4 track Magnetic	Optical	1 track Magnetic	
England	485	3,385	14	3,857
Australia	130	1,015	21	1,166
New Zealand	18	318	8	344
South Africa	33	342	2	377
Far East	639	2,363	2	3,004
Europe (including Israel and Egypt)	4,341	11,940	317	16,598
So. America (including Mexico and Panama)	505	3,169	78	3,752
Totals	6,124	22,532	442	29,098

HOW THE RECREATION DOLLAR IS DIVIDED:

Total spending on motion pictures in relation to other recreation spending for the period from 1952 through 1956, according to the Department of Commerce, is shown in the following chart (\$000,000 omitted) :

	1954	1956	1958
Motion pictures	1,275	1,298	1,168
Legitimate theatres, opera, other entertainments except athletics....	211	252	313
Spectator sports	223	241	255
Books	518	592	1,199
Magazines, newspapers, sheet music	1,690	1,824	2,210
Non-durable toys and sport supplies	1,226	1,410	2,195
Wheel goods, durable toys, sport equipment, boats, aircraft	1,255	1,610	1,972
Radio and TV receivers, records, musical instruments	2,204	2,442	3,098
Flowers, seeds and plants	697	794	815
Clubs and organizations	557	633	721
Participant amusements, bowling, etc.	577	683	772
Pari-mutuel net receipts	403	414	447

Theatre attendance by day of the week: Monday, Tuesday, Wednesday, Thursday, and Friday, 10% each; Saturday, 30%; Sunday, 20%.

The Motion Picture Herald Institute of Industry Opinion in August, 1957, completed a study of theatre operating budgets which indicated that on the basis of a national average, theatre expenditures break down as follows: