a population ratio of 72.9% to 27.1%, and the fact that eastern Canada accounts for the largest tourist and convention centres. Particularly interesting is the relatively high share of the Canadian accommodation revenue attained by Manitoba and Saskatchewan — 6.7% and 5.2% respectively — compared with population ratios of 4.5% and 4.1% of Canada, and retail sales of 4.3% and 3.8%. A partial explanation for this may be that in these two provinces alcoholic beverage sales in hotels and other types of tourist services account for a relatively high proportion of the total expenditure on accommodation services. The sale of alcoholic beverages in hotels in these two provinces makes up over 58% of their total revenue from accommodation. In all other provinces, alcoholic beverage sales are relatively less important: e.g. in Quebec the sale of alcoholic beverages in tourist accommodation facilities accounts for about 38% of total revenue, and in Ontario 32.5% of receipts by traveller accommodation facilities.

Restaurants. Data for restaurants are collected from a sample of independent restaurant operators and from a full coverage survey of chain restaurants. Independent restaurants which hold a franchise are classed as independents. Restaurants in hotels are, generally, excluded from restaurant statistics and included with hotels.

Receipts in the 1966-69 period rose 11.1% while the comparable increase from 1970 to 1973 was 28.1%. These rates of increase are somewhat below the increases in retail sales which, for comparable time spans, were 20.8% and 36.4%, respectively. The value of restaurant receipts was $1,561.4 million in 1973 and $1,386.6 million in 1972 (see Table 18.15 for the provincial breakdown). Chains accounted for 10.6% of the hotel revenue of restaurants in Canada.

Franchising in the food-serving industry. Franchising is a system of distribution in which one enterprise grants to another the right to merchandise a product or service. A pilot survey revealed 22 franchisers operating in Canada's food-serving industry, covering 1,448 outlets operated by franchisees with sales of $203.5 million in 1971. This suggests that 15.8% of revenue from all restaurants in 1971 was accounted for by franchisers, (or 17.6% of revenue from independent restaurant operators).

Power laundries, dry-cleaning and dyeing plants. In 1972 a total of 2,450 power laundries, dry-cleaning and dyeing plants operated in Canada with a revenue of $258 million. This revenue is lower than in any year since 1967. Of these plants, 336 were power laundries, with a revenue of $114 million, and 2,114 were dry-cleaning and dyeing plants with receipts totalling $144 million. Power laundries maintained their revenues in the past few years and in 1972 showed a slight increase over the previous year, but the revenue of dry-cleaning and dyeing plants has been decreasing.

Motion picture distribution and production. This industry consists of exhibitors who operate regular movie theatres and drive-in theatres, film distributors, and private firms and government agencies engaged in the production of motion picture films.

Total receipts from admissions in 1972 were $140.4 million, of which $122.5 million were obtained by regular theatres and $17.9 million by drive-in theatres. There were 1,128 regular theatres and 284 drive-in theatres in operation in Canada.

The average admission price was $1.62 in regular theatres (ranging from a low of $1.04 in Nova Scotia to $1.75 in Ontario) and in drive-in theatres it was $1.69. The per capita expenditure reached a high of $8.30 in 1953, then gradually declined to a low of $3.91 in 1962, increasing gradually to reach its present level of $6.89.

The number of paid admissions in regular motion picture theatres reached a high in 1952, then declined gradually until 1963; after an increase in 1964, admissions continued to decline again until 1970, but in 1972 another slight increase was recorded (see Table 18.16). The trend of paid admissions in drive-in theatres was somewhat different. These reached a high in 1954, after which they declined quite rapidly for a couple of years. From 1957 to 1965 the number of admissions fluctuated around the 10 million mark. Ticket sales increased after that, reaching 12.3 million in 1968. After 1968, the number of admissions declined again. The number of admissions to both kinds of theatre has not kept pace with the rising population, and, at the present time, seems to have stabilized at around 90 million a year. In 1972 the average utilized seating capacity was computed to have been only 15% in Canada as a whole. Smaller centres have higher capacity utilization than larger centres.

In 1972, 63 firms distributed films through 121 offices in Canada. Total receipts increased