

# how gross the box office?

*Cinema Canada* believes that getting at the facts is one of the means by which the magazine can render service to the industry. Statistics tend to speak for themselves, and knowing what the score is helps us all as we continue to ponder the future of filming in Canada. The following article is the first installment of what shall appear as a monthly feature in following issues: the publication of box-office grosses.

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Publishing box-office grosses – the total revenues a film earns through ticket sales at the box office – is a risky business indeed. The figures published by *Cinema Canada* are, to the best of our knowledge, exact. They have come to us from distributors, exhibitors and the Canadian Film Development Corporation.

The information we requested from the distributors was the following: the box-office grosses on a few of the films which had done the best business in the period covered (from 15 Jan. to 15 Feb.) and all information on any Canadian films in distribution.

It should be said, however, that there is no law in Canada which obliges exhibitors or distributors to reveal the box-office figures, and therefore, we are working on an honor system. And many will say that this is unfair, that the results are unreliable.

The attitudes of distributors differed greatly one from another, as we called to gather the figures. Many were happy to provide the figures and felt that discussions about film distribution in Canada will become more lucid when the public has access to the box-office figures. We thank those distributors who gave us their ready cooperation.

Others were more hesitant and, although they felt that the idea was a good one, were not ready to give us the figures until some sort of objective monitoring system was set up. It was the familiar, "I'll-give-you-the-correct-figures-but-my-competitor-will-lie" line. Since there is little hope of an objective monitoring system in the near future, we can only hope that these distributors will soon change their minds.

Then there were the modest men. It is no secret that certain films – *Spermula*, for example – make a pile of money for the distributor. And this distributor is, most often, a Canadian-owned distributor and not an American 'major'

company. Several distributors, however, were reluctant to have the name of their companies associated with the exploitation films which they distribute. They preferred not to give us those box-office results, despite the fact that, commercially, these results compare favorably to those of the 'major' distributors.

And then there were the intellectual objections. "Box-office grosses mean nothing by themselves. One needs to know the total production budget. And the advertising budget. And there should be some mention of the distribution agreement the company has with the foreign sales agent from whom he got the film..." And on and on.

To the latter objections, *Cinema Canada* can simply state that we'll be glad to publish additional information as it is made available. But let's start with first things first, and get at the box-office grosses.

Connie Tadros

"**Gross** (gros), *adj.*, 1. without deductions (opposed to *net*): *gross profits*; *gross sales*. 2. unqualified; complete; rank: *a gross scoundrel*. 3. flagrant and extreme: *gross injustice*. 4. indelicate, indecent, obscene or vulgar: *gross remarks*. 5. lacking in refinement, good manners, education, etc.; unrefined. 6. large, big or bulky. 7. extremely or excessively fat. 8. thick; dense; heavy: *gross vegetation*. 9. of or concerning only the broadest or most general considerations, aspects, etc. ..."

– The Random House Dictionary  
of the English Language, 1967

## Code

The following information is given concerning the box-office grosses of films: title, country in which the film was produced (origin), name of the distributor in Canada, period during which the film was exhibited in Canada, places where the film was seen, total weeks of continuous exhibition and total box-office gross to date.

**Special notes:** The *period covered* is calculated from the first

play date to the date which corresponds to the closing date for the box office figures. This does not mean that the film has played continuously between those two dates, nor that the film ceased playing on the later date. For this first compilation, the target period was from 15 Jan. to 15 Feb. and included films playing at that time. Some exceptions were made, and grosses were given when available for Canadian films which had played earlier. If the space marked *total weeks* is fill-

ed in, the film has played continuously for that number of weeks. If the space is left empty, we were not able to establish that the film played continuously between the dates of the 'period covered' and suggest that the film probably did not play continuously during that time, i.e. Goldenrod, which was exhibited between 24 Sept. and 23 Jan., did not play continuously during that period. If only cities are mentioned under *places played*, it is believed that exhibition was confined to those cities.

If names of provinces are mentioned, we believed that the film played in both the large and small cities of that province. The *total gross* is expressed in round figures, and includes all revenue at the box-office except provincial taxes.

All figures and dates were provided by either the distributor, the exhibitor or the Canadian Film Development Corporation.

**Abbreviations:** Can (Canada), Fre (France), GB (Great Britain), Nor (Norway), US (United States).



Characters from *Partners*, *Ti-Cul Tougas*, *The Supreme Kid*, and *Parlez-nous d'amour*

Title	Origin	Distributor	Period Covered	Places Played	Total Weeks	Total Gross to Date
<b>The Booby Hatch</b>	US	Frontier	28 Jan.-15 Feb.	Edmonton	3	\$ 9,400
<b>Blood in the Street</b>	GB	Frontier	28 Jan.-11 Feb.	Toronto	2	10,300
<b>Breaking Point</b>	Can	Astral	20 Aug.-13 Jan.	BC-Alb-Sask-Man-Ont-Que-NS		309,000
<b>Un citoyen se rebelle</b>	Fre	Prospec	21 Jan.-15 Feb.	Que	3	27,000
<b>Cousin cousine</b>	Fre	New Cinema	21 Jan.-18 Feb.	Vancouver-Ottawa	4	65,000
<b>Death Weekend</b>	Can	Cinepix	17 Sept.-17 Feb.	Canada	22	883,600
<b>Edvard Munch</b>	Nor	New Cinema	21 Jan.-18 Feb.	Toronto	4	20,050
<b>The Enforcer</b>	US	Warner Bros.	22 Dec.-16 Feb.	BC-Ont-Que	8	2,511,000
<b>Find the Lady</b>	Can	Danton	11 Nov.-18 Jan.	Alb-Ont		18,000
<b>Goldenrod</b>	Can	Ambassador	24 Sept.-23 Jan.	BC-Alb-Sask-Man-Ont-Que-NB		40,000
<b>J.A. Martin photographe</b>	Can	National Film Board	11 Feb.-17 Feb.	Montreal	1	8,100
<b>Je suis loin de toi Mignonne</b>	Can	Films Mutuels	5 Nov.-27 Jan.	Que	12	464,000
<b>The Man Who Skied Down Everest</b>	Can	New Cinema	27 Jan.-17 Feb.	Calgary-Edmonton	3	39,000
<b>Parlez-nous d'amour</b>	Can	Films Mutuels	24 Sept.-16 Dec.	Que	12	381,000
<b>Partners</b>	Can	Astral	24 Sept.-15 Jan.	BC-Alb-Man-Ont-Que		49,300
<b>Second Wind</b>	Can	Astral	9 April-13 Jan.	BC-Alb-Sask-Man-Ont-Que-NB-Nfld		175,000
<b>The Seven Percent Solution</b>	GB	Universal	25 Dec.-11 Feb.	BC-Ont-Que	7	725,000
<b>Shadow of the Hawk</b> <b>Cauchemar de l'inconnu</b>	Can	Columbia	27 Aug.-15 Jan.	BC-Alb-Sask-Man-Ont-Que-NS-NB		754,000 255,000
<b>The Shaggy D.A.</b>	US	Bellevue	18 Dec.-10 Feb.	BC-Alb-Ont-Que	8	957,824
<b>Shoot</b>	Can	Ambassador	26 Nov.-21 Jan.	Toronto-Montreal	7	30,000
<b>Shouldn't Happen to a Vet</b>	GB	Ambassador	14 Jan.-3 Feb.	Montreal	3	10,800
<b>Shout at the Devil</b>	US	Ambassador	14 Jan.-3 Feb.	Montreal	3	13,500
<b>Small Change</b>	Fre	International		Toronto	11	38,811
<b>The Supreme Kid</b>	Can	Cinepix	4 Feb.-18 Feb.	Vancouver	2	6,800
<b>A Star Is Born</b>	US	Warner Bros	25 Dec.-11 Feb.	BC-Ont-Que	7	2,100,000