editorial:

This is our third issue, and we are extremely grateful to our readers, subscribers, contributors, and advertisers, who've made it possible.

As we said last time, the response has been good. We sometimes wish it were more, that our mailboxes would be filled everyday, and not just on Mondays. We hope that we are growing into a position of serving the film community in this country as a unique forum, where the business and aesthetic matters, and the technical and artistic achievements of Canadian motion picture creators are discussed at length, and consequently with the depth they deserve.

Many important events have taken place on the film scene since our last issue. We welcome Secretary of State Pelletier's announcement of a new Canadian Film Policy, but beg to be allowed to take a skeptical stance, until all these measures and more are actually implemented by Ottawa. It will take time to judge just how well the new mechanism will function. And we would like to stress the urgent need for a Canadian content quota, without which all the other improvements might just be worthless.

The media seems to have realized the problems facing Canadian filmmakers. First Alexander Ross devoted an entire column to "Why Canadians seldom see their own films?" and this was followed up by a mildly worded eidtorial in his paper, the TORONTO STAR, urging the adoption of a content quota. More of this type of coverage is needed to make the public realize its responsibility to support the visual arts of its own country.

And the Poor Alex Theatre's summer long all-Canadian film festival, not only pre-dated the announcement of an establishment of just such a theatre in Ottawa, but in our opinion outshines all the other summer film festivals in Toronto, most of which totally ignore the fact that they happen to be running in a country called Canada. Brando and Bogey notwithstanding, more power to the NAKED CAME THE MAPLE LEAF festival at the Poor Alex.



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hould add that the sum of has been allocated for carry-

Front Cover - Jean-Rene Ouellette and Francine Moran in ULTIMATUM, a film by Jean-Pierre Lefebvre