

## Trade News

### World film fest. : global reach

Thirteen years later and still going strong, the Montreal World Film Festival offers an eclectic selection of films from around the world starting Aug. 24 and ending Sept. 4. The trade market promises to attract buyers with a new format, and Montreal-based distributors say there is a definite advantage to having such a festival in their backyard ..... 37

### Maison de Cinéma project goes down.

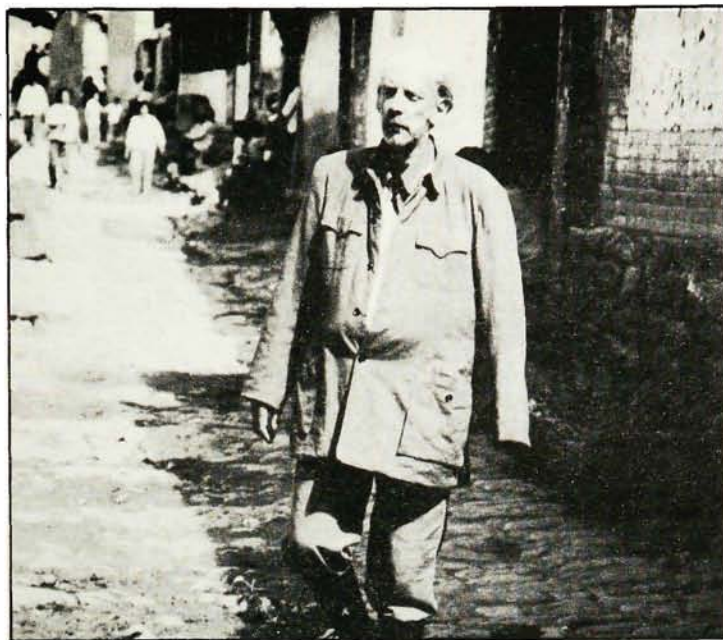
After years of planning and one cancelled contract, RadioCanada/CBC has, once again, pulled the plug on an ambitious \$50 million dollar film and television production/ office complex in downtown Montreal. Prodevco Lavalin, the would-be developer, is left without an explanation. Meanwhile the directors of Cité de l'Image suggest they might interest Radio-Canada in renting space in their newly renovated cultural centre ..... 39

### Product Placement: a debate

Product Placement, a subtle form of advertising in film, video and television is not a new idea, but in Canada it begs the question of whether advertisers should pay producers to show their product and in so doing beef-up the production budget. .... 40

### Newsword: not available in Quebec you say...?

While the two largest television cable operators in Montreal say they are not anxious to raise subscriber fees for CBC *Newsword* and CBC waves a Canadian flag arguing that no other specialty service offers such value, Quebecers are left in the dark ..... 42



COVER PHOTO  
BY ALAN MARKFIELD  
COURTESY FILMLINE INTERNATIONAL

COVER:  
Donald Sutherland is Dr. Norman Bethune in Filmline International's \$18 million co-production, *Bethune: The Making of a Hero*.

### Donald Brittain remembered

The man who gave us *Volcano*, *The Champions*, *Canada's Sweetheart*, and *The King Chronicle*, and many other wise, finely crafted films, passed away in Montreal on July 21 at the age of 61. Writer William Weintraub's eulogy for his friend, reprinted with permission, eloquently expresses the loss.

### The Bethune myth: Man and movie

The struggle to bring the life of Dr. Norman Bethune to the screen has been going on almost since the doctor's death in China in 1939. Now, in 1989, after many tortuous twists and turns, *Bethune: The Making of a Hero* is on the verge of being completed.

### Montreal doing the Cannes thing

A great many of the films shown at the 1989 Cannes film festival turn up at Montreal's World Film Festival (and later in Toronto and Vancouver). For the cinephile confronted with a seemingly overwhelming selection of films, Marc Gervais' guide to the best of the Cannes fest should be a help.

### Images '89

Donna Lypchuk and Jane Perdue review the independent short film and video event, held in Toronto.

### It's my party

Twisting and shouting at Toronto's International Experimental Film Congress. By Kass Banning

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