

REVERB

"My response to your editorial in the October/November issue of Cinema Canada is even stronger than yours. Being in Ottawa, and spending more than half of my working hours involving politicians on Parliament Hill, I have seen more mismanaged funds and grants than would be thought possible. It is enough to make your eyes water.

Your magazine is the only cohesive agent in the film industry in Canada; without it, there would be no communication at all between regional centres on just what is going on in our industry, what is new in techniques and equipment. It would be a damn shame to see this magazine fail for any reason whatsoever, and you have my wholehearted support in any way I can help."

Paul Pequegnat

"I have just read issue No. 4. . . . I had no idea anyone was producing such a magazine, and I am very happy that you have begun. As head of an academic department committed to cinema and to Canada, I can't begin to tell you how difficult it is to know what is happening here as compared with the U.S.A. Cinema Canada would play a vital role in filling the gap."

Stuart Selby

"Cinema Canada is off to a fine start and I hope it will be able to continue and to grow. It's the only magazine doing a very important job: reporting on and participating in the Canadian Film scene exclusively. We need as much news, criticism, discussion as possible and Cinema Canada should be the place for that to happen."

Michael Snow

"Il nous semble d'une importance primordiale qu'une revue cette envergure puisse continuer d'exister, tant sur le plan de l'information qu'elle diffuse sur la production cinématographique à travers le Canada, que sur le plan de l'esprit vivant et ouvert que lui donnent ses collaborateurs."

Michel Brault

"As a Vancouver-based Film Editor, I find Cinema Canada an invaluable aid for keeping in touch with the mainstream of Canadian film, most of which is Eastern based. Without Cinema Canada western film-makers would have little or no affinity with the main Canadian film industry."

Michael Brown

"As a 'freelance' feature film director I find Cinema Canada to be far superior to other publications in my field of endeavor. It is crammed with news and information which covers the total scope of film production in Canada and in particular, keeps me informed about the Quebec filmmakers who in the past have been somewhat isolated from the English speaking Canadian filmmakers. I feel that Cinema Canada is and will play a most important part in the growth and maturing of our new Canadian film industry."

Peter Carter

"I was surprised and shocked to discover there are some people working on Cinema Canada who have not been paid a salary. I have bought, and buy regularly, all of the Canadian

showbiz magazines, and Cinema Canada is extraordinary. . . . The variety of subjects and the research done on each is *always* good – the magazine is full of current information as well – something no other show business paper or magazine has managed. . . . It is such a disappointment to think that finally, when at last we have a good, interesting, comprehensive magazine, it is running into financial problems. . . . Any help that can be given to this magazine financially will be valuable, and I know, well used. I look forward to many, many more issues of Cinema Canada."

Linda Goranson

"This letter is to document the full support of the Film Editors' Guild of Canada, in your attempt to secure a grant for the continued publication of Cinema Canada."

Don Haig

"Cinema Canada provides an essential link between the public and les cinéastes. It's really pitiful that you have to face the survival problem. Vous n'êtes pourtant pas québécois! I am sure that the government will not let you down. Lâchez pas! Amitiés."

Clément Perron

"I believe that any request for a grant made by the publisher of Cinema Canada should receive sympathetic consideration. It is the only magazine of its kind published in Canada in English and it is more aware of what is happening in motion picture production in Canada and more willing to speak out about conditions than any other. It is a concerned and critical voice, but always a helpful and constructive one, and its presence would be sorely missed."

Gerald Pratley

"The communications of a nation are as vital to its life as its defenses, and should receive at least as great a measure of national protection. This observation, contained in the Report of the Royal Commission of Publications, in 1961, is as valid now as it was then. Cinema Canada is an example of this truism. . . . and as a publication of, by, and for Canadians deserves support so that it may continue its endeavours."

Don Rogers

"I've been a somewhat vocal critic of a number of OFY and, to a lesser extent, LIP grants – mainly because a lot of projects were funded which, in my view, had demonstrated no need, and just simply weren't going to make it in any useful way. It seems to me that an appropriate way to preserve the laudable idea behind grants like these, is to award them mainly to projects which are already in operation, and where some competence and some need has already been demonstrated. . . . I think Cinema Canada falls into this category. You've been putting out a damn good magazine, and specializing in an area that no one else is attempting to cover – the Canadian film industry. I've found your approach interesting, the layouts and writing thoroughly professional, and in fact I rather marvel how you've been able to do so much with so little. . . . I like Cinema Canada, I'd like to see it continue. . . ."

Alexander Ross

"May I take this opportunity to commend you and your staff on the excellent recent issues of Cinema Canada. It is my opinion that this publication is the most informative source on film making in Canada on all levels – professional feature entertainment films, as well as activity with film and videotape co-operatives. . . . I wish you and your associates continued success."

Ted Rouse

"Yours is the best publication related to our Industry, or Art Form, that exists in Canada today. . . . The fact that now Cinema Canada operates under no particular sponsor, is controlled by no particular interest group such as a Distribution chain, or a group of Exhibition-oriented companies, or a particular guild within the production side of the industry makes it manifestly eligible. Your magazine seems to lean heavily on the creative aspects of our industry. . . . and you treat your subjects in depth – a most important point in this short-article age of journalism. You carry information which I personally find helpful from all aspects of production and distribution. You are the most widely read and discussed periodical among the film-makers I know, and in most of our opinions deserve support. . . ."

Paul Almond

"As subscribers to Cinema Canada and other trade publications, we feel that Cinema Canada is of exceptionally good value for the money. . . . We are a very small, but hopefully growing company, and would if we could afford to, advertise and give Cinema Canada some support, but unfortunately our revenues do not aspire to magazine advertising as of yet. . . . We realize that certain Canadian film companies do advertise in foreign publications. This we think is good for our industry, but we think that you should be able to persuade these companies to advertise first in Cinema Canada and if their budgets allow, then advertise in foreign magazines. . . . We would expect the government agencies to look deeper into where they spend the taxpayers' money, and would certainly urge them to support Cinema Canada. . . ."

Derek Baker

"We feel that Cinema Canada is doing an excellent job in developing a film consciousness in Canada both for the producers and the public. If Cinema Canada is forced to cease publication it will be a great loss to all those concerned with the creation of Canadian films. . . ."

Dennis Miller

"As we are in such a large country and the various centres of Film Productions are quite some distance apart it is only by way of such publications that all those in the industry can keep in touch and find out the latest news, techniques and many other facets that are of concern to us. As a member of the CSC it is a pleasure to read what fellow cameramen are doing. . . . Most of the articles are informative and provocative. . . . I enjoy reading for a while at the end of the day and have found much food for thought in the pages of Cinema Canada."

Ron Wegoda

"In the short time your publication has been in existence, it has been professional and informative, the one really true *Canadian* magazine, devoted to the affairs of *Canadian Film Making*. In a country such as ours, where the industry is still in its infancy, it is vital that such a means of communication exist. I sincerely hope the government will offersomewell deserved support and response to your need."

William Fruet

"Cinema Canada can justly be considered an indigenous outgrowth of Canadian interests and as an original Canadian conception strongly deserves all the assistance that can attract both from federal and provincial authorities. There truly is no other magazine of comparable persuasion that devotes itself so strongly to the cause of Canadian film-making. Such promotion is much to the industry advantage and is part and parcel of Canadian film development. I firmly believe that Cinema Canada has established a claim for financial benefit that is just and of high value to the industry in general."

Wally Gentleman

"... The magazine is unique in that it is a meeting place for all Canadian film interests, and at all levels - for professionals, technicians, critics, teachers. I like the open spirit and the enthusiasm that guide your editorial policy, the all-inclusiveness. If we believe in film, in *Canadian* film (as a sort of emanation of the Canadian cultural phenomenon), then I think we should all back Cinema Canada, whose entire raison-d'être is the promotion of Canadian film life, its evaluation, the exchange of insight, knowledge, etc. in this area... And I repeat, there is no magazine, no publication, nothing that has this all-inclusive purpose in Canada. Except, of course, your magazine."

Marc Gervais

"At the best of times here in Vancouver eastern film activities seem very remote... Therefore, I think it is essential for my film workshop student-filmmakers to read such an informative magazine as Cinema Canada - to keep in touch with the rest of the Canadian filmmaking scene. But I think equally important is that Cinema Canada continue publishing and developing to the point where the overall objective well balanced national film production scene can be made available to the reader at large."

Vincent Vaitiekunas

"At a time when the Canadian film industry is struggling so valiantly to establish its own momentum, I agree that the Canadian film community needs you. There is no other publication in Canada that does at all what you are trying to do. *Take One* has become international in outlook and largely underground in bias and the *New Canadian Film* publication from La Cinéma theque appeals only to producers. I hope, indeed, that you succeed in securing a grant of money to keep you afloat. Indeed, I hope you become increasingly buoyant."

Peter Harcourt

"Besides serving the local community of film-makers, Cinema Canada will serve the larger purpose of documenting Canadian culture. Is it possible that we did not learn from earlier mistakes when we failed to document our culture? There is a definite need to document interviews with film-makers, and Cinema Canada has begun... As an art historian (The Great Canadian Comic Books, PMA) and film-

maker I firmly believe that Cinema Canada is... serving the arts community and deserving of government support."

Michael Hirsh

"Of all the projects that deserve a little government aid Cinema Canada has to be near the top of the list... It contains a beautiful blend of news and technical information. There's nothing else that is as timely and as complete and it provides a needed communication between people who are working in the field that our government is trying to stimulate through the efforts of the Canada Council and the CFDC. Your efforts certainly augment theirs and I hope they'll see the wisdom of giving you a little needed support for a very worthwhile effort."

Bob Crone

"I want to assure you that we all wish very strongly that Cinema Canada continue publication. Your magazine is doing a unique job, and a very helpful one. Cinema Canada is a most agreeable way for us to keep in touch with the activities of English Canadian filmmakers. Hoping to read many more issues of Cinema Canada."

Robert Daudelin

"Editors and Publishers of Cinema Canada have shown their initiative and responsibility in producing a high quality magazine... I have for several years now promoted the idea that *Canadian Film* may one day rank with *Canadian Wheat* as an export commodity. While the analogy has limitations it suggests that global survival may depend as much on nourishment for the mind as it does upon nourishment for the body."

Dan Driscoll

"I am a regular subscriber to Cinema Canada Magazine. As a Director of Photography and active filmmaker, this magazine is of particular interest to me. Its contents cover many facets of the Canadian film industry. It fosters both the creative and commercial aspects of filmmaking. It is the only Canadian film magazine that has been successful in linking Canadian filmmakers coast to coast. It is an enjoyable and informative magazine and it would be a loss to both fledgling and professional filmmakers should the magazine have to cease publication through lack of funds at this crucial time in Canada's 'just about to blossom' film industry."

Kelly Duncan

"The members of NABET-AFC Local 700 wish to pledge their support of your excellent publication. Please continue the good work - we need you!"

Tessa Edward

"As a regular reader of Cinema Canada I would be sorry indeed to see your journal cease publication. At a time when we are all so concerned to see a Canadian film industry continue its encouraging recent development, it would be tragic to see an important contributor to that development withdrawn. Communication among participants in any field of endeavor is vital to the success of that endeavor, and an energetic and conscientious journal such as Cinema Canada can be an irreplaceable catalyst to that end."

Bob Blackburn

"As Canadian filmmakers we certainly hope that Cinema Canada will be able to continue publication. Now that the Canadian feature film industry is finally showing signs of becoming a viable entity, there is more need

than ever for both reliable reportage and informed criticism. In our opinion, Cinema Canada is the most professional, relevant and interesting film publication in this country, and is in a position to fulfill a unique and vital function during the forthcoming years, which will be critical ones in the development of Canadian feature films."

Douglas Bowie

"I am writing out of concern for the future of *Cinema Canada*. The Studio staff and I all feel that this publication is performing a unique and remarkable service... [It] has been good for the health of the Canadian film industry, in providing a sounding board for industry people.

There is need to foster Canadianism in the thinking of these professionals and technical people, but many are bound in union operations that are subsidiaries of American organizations. *Cinema Canada* has been making for an increased awareness of Canadianism in this country.

Among the guilds (film editors, directors, cameramen) there has been a tendency to isolation and separateness. Again, through the efforts of this publication in editions devoted to the various guilds some of the isolation has been bridged. This is very important... In fact, the obvious objective of the publication is to relate and strengthen educational, documentary, TV, and feature film production as a significant Canadian industry. This publication has sought to foster cinema quality and standards, and has sponsored a process of opinion-forming on the importance and significance of a Canadian film industry... and has proven readable even by those who are not in the industry.

Because of the concern of this publication for the development and strength of a solid Canadian film industry, we would certainly urge you to consider every support possible in order to keep this publication alive and in operation."

Rev. A. C. Moorhouse

"We are experiencing a struggle for the identity of this nation. It is a struggle to identify who we are as a nation, and what we believe in as free people.

Canadian civilization is being created.

Civilization is vision and art is the telling of that vision. It helps a man to understand where he is, why he is, and what he is.

The motion picture art with its ability to exercise ideas in the most visual way, and with its penetrative power could be the art form which conveys to us the vision of our Canadian civilization.

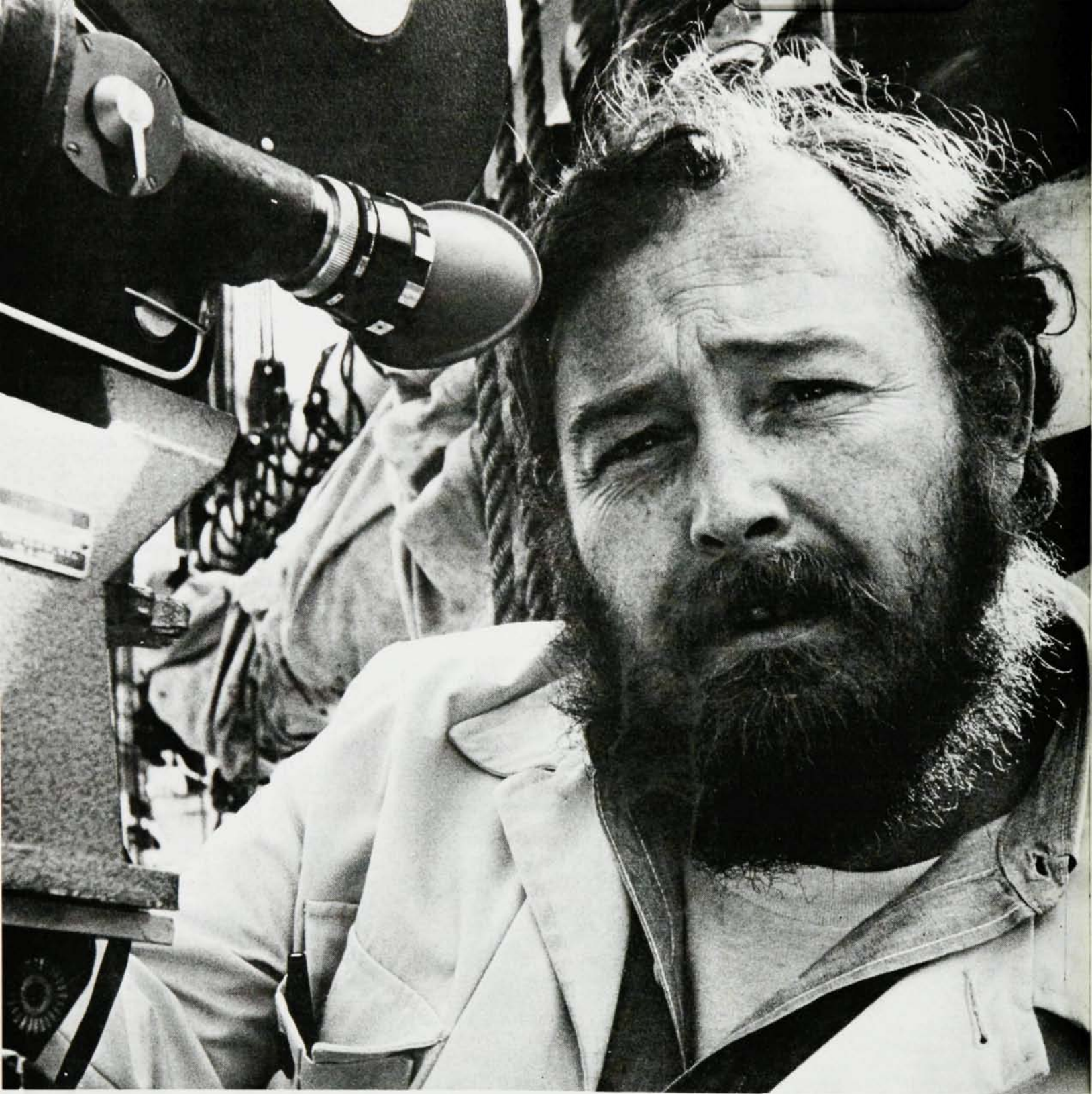
Bearing such kind of motion picture in mind, the government of Canada should support every effort being made by Canadian filmmakers using all possible means to get Canadian film production off the ground.

One of these means is a generous financial contribution to the publication of *Cinema Canada*. This magazine was created to give our contemporary filmmakers an opportunity to express what they feel and see, to communicate and exchange ideas.

The magazine has grown out of the concern which most of us have for the craft and technique of film making. I do not know of an existing film magazine in Canada that focuses on all needs of a film artist as well as technique to the extent of *Cinema Canada*.

I feel therefore, as does everyone else from the Canadian film community, a deep need for such a film magazine in Canada today."

Frank Valert



"We weren't looking for awards

... but as soon as we saw the rushes, we all felt we had a winner... and as it turned out, we were right... I worked harder on that film than any I've ever shot... maybe it's because I had more freedom... the director trusted my judgment and used me as his eyes and sounding board... we pored over movies and stills for months, looking for that flat, shallow effect in the images... I used special lenses to capture the same kind of visual texture on film... and we took no

chances with film quality, either... we used the total Eastman Color System throughout— from first negs to final release prints... and this included Eastman's technical help whenever we needed it... and it really paid off—not only at the festivals, but at the box office... and that's what it's all about..."

Motion Picture &
Education Markets.
Kodak Canada Ltd.,
3500 Eglinton Ave. W.,
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(An historical message brought to you in the public interest by Quinn Laboratories Ltd.)

THE BETTMANN ARCHIVE



*Hi, there!
I'm Tom Edison,
the friendly but
eccentric inventor.
I'd like to talk to
you for a few
minutes about
the magical
qualities of
SOUND.*

You know, ever since I got to fooling around with these funny glass bubbles with curly little wires inside them, it's come over me that there's little voices down in there just waiting to be heard. Just crying out!

I got this scheme, see, where I put them on this wheel, flat like, that's going around maybe 78 revolutions

per minute, and this little bamboo needle rubs against them and WHOOPEE, we got noises!

If the goldarn things would just stop burning out on me!

But just stick with me. After all, who brought you electric light on those little wax cylinders?

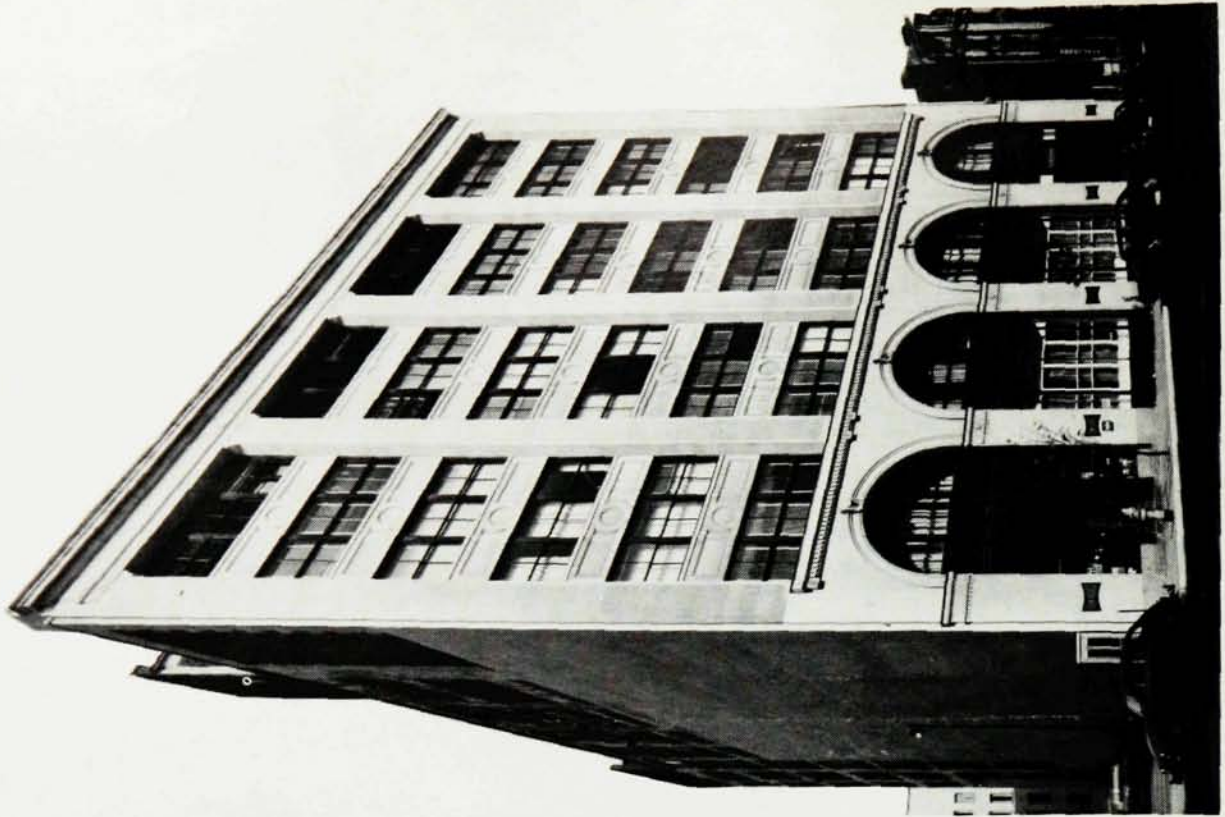
(MESSAGE)

If old Tom dropped in on Quinn Labs, he'd find we have one floor for sound and three floors for light and motion. That way, there's no confusion.

Absolutely no confusion.

QUINN LABS

380 Adelaide Street West/Toronto 2/368-3011



STILL NOT TOO BIG TO BEND OVER BACKWARDS

Here are some of the successful people who make their home at Film House:

Allied Technicians & Artists
Steve Best
Canadian Film Awards
Canadian Society of Cinematographers
CBC - Jalna
Cine-Sync Limitee
Columbia Pictures
Directors Guild of Canada
Editorial Sound Associates
Four Star Television of Canada Limited
Gilbert Film Productions Ltd
Host Productions Quebec Ltd
Henning Jacobsen Productions Ltd

J. R. Productions Ltd
John Kelly
Kennedy Horizons Limited
Oscar Films Ltd
The Principals Office
Professional Negative Services
Hal Roach Studios International Ltd
Ruffcut Productions
Ryberon Productions Ltd
Arla Saare
20th Century Fox Film Corporation
Winters/Rosen Productions of Canada Ltd

WE'RE KNOWN BY THE COMPANIES WE KEEP

FILM HOUSE

Quality and Service