

editorial:

Cry of the Wild an NFB film directed by Bill Mason is a beautifully shot feature length documentary on wolf cubs raised in captivity and the attempts to return them to their natural habitat. During the second week of January, this movie grossed over a million dollars in 80 locations in New York City alone! To our knowledge, no other Canadian film has ever equalled that achievement.

Besides, this nature film has, is, and will play all over North America and the rest of the world, and its total grosses should beat those of another Canadian-made nature film made-in-the-sixties, whose \$6 million total is probably an all-Canadian record. Either we underestimate the number of nature freaks out there or else box-office performance is totally unpredictable, but we would never consciously set out to make a nature film for money. **Cry of the Wild** is giving us something to think about.

More food for thought: Cinema Canada has completed its second year of publication. We start our third year with an albatross of a deficit, but are hopeful that between the support of private industry and the goodwill of government agencies, our survival is assured, at least through the coming year. You can lend a hand by subscribing or by advertising, if you have something to sell. We are grateful to the Ontario Arts Council for our recent grant.

Paperback Hero is still getting good weekly tallies at the New Yorker in Toronto, in addition to playing over a dozen suburban outlets in the area. **The Pyx** has recently opened in Baltimore and grossed well during its first week. Some Canadian films do continue to rack up grosses to contend with, and the holiday business in theatres was the best ever all around. Over \$3 million must have been taken in at Canada's Yuletide box-offices, based on Variety's grosses for Famous Players and Odeon in excess of \$2.9 million.

Despite such figures, Cinema Canada continues to battle for its survival. We've yet to convince a major distributor or exhibitor to take ad space. For this reason, we are asking our readers to send letters to us regarding the Canadian films that we've covered and they've gone to see on the basis of our coverage. With enough letters, we could go back to them and present a more forceful case. They think that our readership sees Canadian films regardless of what we write about them. We think the opposite.

It would be nice to get considerable feedback or reverb on this request. We could devote an entire section of a future issue to excerpts from the replies, provided the authors agree to have their letter published. And we've yet to hear from many of our readers as to what they think of us. We work hard for the cause of Canadian films, and would like to point to some concrete reactions to our efforts.

Hope you enjoy this issue!

contents:

Editorial Contents	5
News	
Canadian Film News/Koller/Latour	6
On Location: Israel/Zach/Ibrányi-Kiss	12
Leiterman in China/Koller	14
Technical News — Super 8/Kirshenbaum	18
Classified	22
Vancouver/Milanich	24
Atlantic Provinces/Lapp	26
Feature Articles	
The Art Form of the 90's/Rowe	28
Filmexpo 73/Mansbridge	30
Shakespeare Murders/Hartt	32
Stratford/Edwards	38
CCFM Film Policy Brief	48
Organizations	
Canadian Film Editors Guild/Chandler	56
Toronto Filmmakers Co-op/Gathercole	58
Directors Guild of Canada/McCartney	60
CSC Assignments	62
Regular Features	
Film Reviews/Edwards	64
Opinion — CBC License Renewal/Cox	68
Book Reviews/Beard	70
Reverb	72
Advertisers Index	67

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On the cover:

*A scene from **Volcano**, the IMAX film produced by Academy Award winner Christopher Chapman for the Ontario Place Cinesphere, which boasts the world's largest screen, 60' by 80'. Haimaey, a tiny island 10 miles off the Icelandic coast, suffered one of the worst volcanic eruptions of the century in January, 1973. Shot risking the filmmakers' lives, the seven-minute film depicts the terror and destruction of that moment in the life of a volcano and the 5,000 inhabitants of the fishing village.*