

# editorial:

The voluntary quota announced by the Secretary of State is little more than an attempt to take pressure off Famous Players and Odeon for the next year or two. The announcement itself is vague and full of loopholes.

First of all, only films either produced or dubbed in English are involved. Where is the spirit of bilingualism (or even pragmatism: most Québécois features play English Canada in subtitled versions)? Secondly, only the three major cities are involved on a guaranteed basis, with further release hoped for in 18 to 20 other locations, provided the films are "successful." What constitutes success in the greed-motivated exhibition racket? It goes without saying.

The Canadian-owned distributors involved in the agreement still don't rank with the majors in terms of volume or grosses. One wonders what they mean by "special publicity programmes"? One of them considered \$1,000 perfectly adequate to spend on the Toronto launching of one of the best Canadian films produced last year. On that basis, how could locally-made films even hope to compete with the lavishly-opened foreign "product"?

As for Famous Players and Odeon, who rake in the lion's share of the \$120 million grossed at Canada's box-offices per annum, this "voluntary quota" simply means that they don't have to worry about forceful government legislation, at least for a while. Since there are no safeguards built into the agreement, and since the Advisory Committee charged with "keeping on eye" on its development includes George Destounis; F.P. and O. are once again getting off scot-free.

The two welcome parts of the announcement were Mr. Faulkner stressing that "Canadian films were not yet receiving a fair and adequate exposure throughout the country," and the CFDC agreeing to increase its investments in the films to share with the distributors and producers the costs of initial promotion and publicity. But since no figures were mentioned, nor subsequently available, don't expect to see champagne and caviar or searchlights at the next 'première canadienne.'

Not that we're in favor of undue extravagance. We'd just like to see *Kamouraska*, *La Mort d'Un Bûcheron*, *Paperback Hero*, *The Pyx*, *Between Friends*, *Rejeanne Padovani*, *Alien Thunder*, *Les Corps Célestes*, *Killing Time*, *The Hard Part Begins*, *U-Turn*, *Child Under A Leaf*, *L'Infonie Inachevée*, *Tu Brûles . . . Tu Brûles*, *Blanc Noël*, etc. etc. exhibited in every motion picture theatre in Canada - not just in token movie houses in Vancouver, Toronto and Montreal.

St. Catherine Street, Montreal - on location for *Child Under A Leaf*. (Photo: Baltazar/Koller).

# cinema canada

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