

REVERB

Peter Morris
Curator
Canadian Film Institute

Dear Mr. Morris:

It is with mixed feelings that we read your press release on CFI's proposal to the Secretary of State's Advisory Committee concerning the creation of the new film cultural agency.

Although the proposal itself in outline form seems sound and generally helpful to Canadian filmmaking, we are a bit puzzled at your choice of the name: Cinema Canada. And even though your proposed agency will not be a publishing house per se, you do mention that it include plans for "publications on Canadian cinema."

We feel that this might be confusing to the Canadian public at large, to have several publications on film with the same name. We are aware that the Secretary of State's office has already published a booklet entitled "Cinéma Canada" (edited by the Cinémathèque Québécoise) for last year's Cannes Film Festival. Any further publications on Canadian cinema bearing the same title might really be confusing.

We would appreciate hearing your thoughts concerning this matter. Our letter is merely an expression of our concern and an attempt to advise you of our position before your programme reaches more concrete stages.

Hope to hear from you soon.

George Csaba Koller
Editor/Publisher

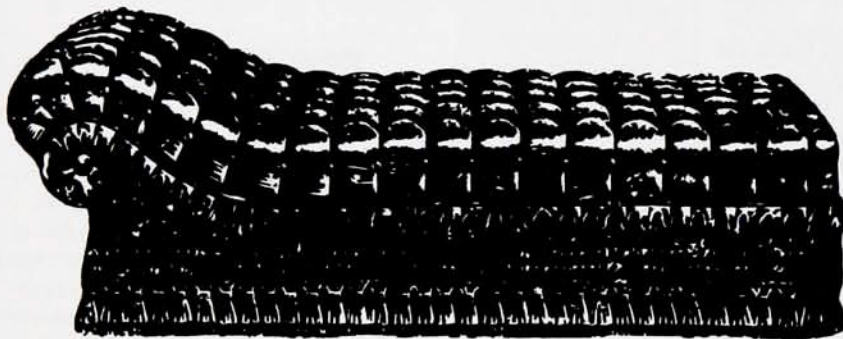
Dear Mr. Koller:

Thank you very much for your letter of January 2, concerning our brief "Cinema Canada". I can understand your concern but feel that it is somewhat premature.

At this stage we are searching for an appropriate organizational name for a cinema institute and we came up with Cinema Canada (by coincidence) as a descriptive, attractive, bilingual name following along the lines of other agencies such as Information Canada, Statistics Canada, etc. etc.

The name was in our mind however, quite secondary to the concept of what kind of an organization was required to advance the art of the film, and aid Canadian film makers in finding an increasing audience.

When we reach the stage (hopefully) of having the concepts generally accepted, and the project funded, we will be only too happy to sit down with you to talk about the name for the organization. We would happily leave it as the Canadian Film Institute!



USE OUR SERVICES AND RELAX...

**A COMPLETE
CREATIVE SERVICE
IN ALL PHASES
OF SPECIAL
PHOTOGRAPHIC
EFFECTS**

F FILM OPTICALS
OF CANADA LTD.
410 ADELAIDE ST. WEST
TORONTO, — 363-4987
5271 DE MAISONNEUVE BLVD.
MONTREAL, 487-7221
914 DAVIE ST. VANCOUVER
TELEPHONE: 687-4491



M.S. ART SERVICES LTD.
410 ADELAIDE ST. WEST
TORONTO 2B, ONTARIO
TELEPHONE: 363-2621

**STORY BOARDS
ANIMATION
SLIDES
FILM STRIPS
COMPLETE A/V
SERVICE
COLOUR
CORRECTIONS**

We would also be very interested in receiving your views on the substance of the brief – and of course your support.

With very best wishes for continued success in 1973 – keep up the good work in Cinema Canada.

Yours sincerely,

Gordon F. Noble
Executive Director

Calgary, Alberta

Gentlemen:

I have subscribed to your magazine and have found it not only interesting but informative and inspiring. Congratulations to you as you enter your second year of publication. I hastily recommend your magazine to everyone I know who is interested or involved in motion pictures.

I sincerely hope that this second edition came off very smoothly and that I was the only person to receive Cinema Canada with a repeat of pages three to fourteen and lacking pages fifteen to twenty-seven and their alternate pages on the other half of the magazine. If so, could you please replace my copy with one that has been sorted in the proper numerical order and containing all the pages.

Yours sincerely,
Bill Campbell
Photo Assistant

(We sincerely hope Mr. Campbell was the only one to receive such a mutilated copy of Cinema Canada. We have not only replaced his copy, we have switched printers as well! Nevermore! . . . ed.)

Combermere
Ontario

Gentlemen:

I'm a writer and normally get ACTRA's newsletter, That's Showbiz, Variety and Arts Canada; there is more information in the current issue of Cinema Canada than in all the above, and I've just handed them to the dog to eat.

Since I've found Cinema Canada, my whole life has improved. The thaw has come to my lake, the porcupine has stopped eating my porch and I have a remarkable premonition that perhaps my income tax will not be audited this year.

To end this remarkable testimonial, here's my subscription cheque and I hope you spend it on a cheese and onion sandwich. They're terrific.

Best,
Gary Dunford



They used to weigh 99 lbs. each!
But the light lost 70 lbs!

That's Gail* carrying the new Colortran 4KW Soft-Lite. Thanks to new aluminum construction it's down from a backbreaking 99 lbs. to only 29 lbs. Light enough to be easily carried. New improved reflector design provides ultra-smooth soft light over a wide field; simulates cloudy bright daylight effect. No shadows. Available in 750 watt, 1, 2, 4, and 8 KW models with the new 2000 watt, Tungsten Halogen, 750 hour, mogul screw base lamps. Individually switched for maximum versatility. Gail* says "for more information, see a Colortran Dealer, or write me direct."

*99 lbs. soaking wet – (Not For Sale)

Colortran

A DIVISION OF
Berkey Photo Inc.  Berkey Colortran
1015 Chestnut St.
Burbank, Calif. 91502
213 843-1200