

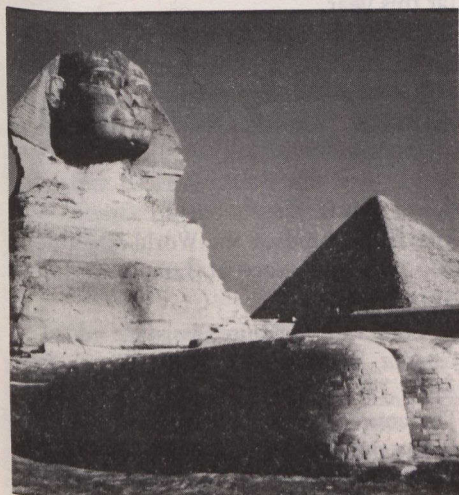
# News of the arts

## Tut fever mounts

American Express Canada Inc., whose grant will enable the Treasures of Tutankhamun collection to be shown at Toronto's Art Gallery of Ontario in November-December, is sponsoring two other events relating to the exhibition. The \$100,000-gift is the largest exhibition grant ever received by the Art Gallery of Ontario.

*Timeless Journey*, a multi-screen slide presentation, which illustrates ancient Egypt and the 3,300-year-old treasures found in the tombs of the Pharaohs in 1922, will be shown at Ontario Place, Toronto, beginning May 17 for a minimum of eight weeks. The find is considered to be the most important in the history of modern archaeology: unearthed were almost 5,000 priceless objects of gold, alabaster, lapis lazuli and onyx, which took almost ten years to remove from four burial chambers.

Photographed by Stan Goldberg Associates Inc. of New York in 1975 for the showing of the exhibition at the Metropolitan Museum of Art in New York City, *Timeless Journey* is a series of images, words and music that re-creates the lifestyle of the ancient Egyptians. The 15-minute presentation is divided into three parts: (1) The House of Mystery, showing Upper Egypt; (2) The Treasures, showing some of the splendid objects that were found in the tombs, many from the tomb of the boy King Tutankhamun, who reigned from 1334-1325 B.C., including the spectacular gold mask found on his mummified remains; and (3) The Pyramids, showing the exterior and interior of the Great Pyramid at Giza in



Sphinx and Cheops Pyramid in Giza.



Frank Grant

*James D. Robinson, III, Chairman of the Board, American Express Company shows their Lenox reproduction of the Tutankhamun mask to William J. Withrow, Director, Art Gallery of Ontario, in front of the exhibition poster.*

Lower Egypt, with the long passageway leading to the burial chambers.

### Hoving literary lunch

The author of *Tutankhamun The Untold Story*, Thomas Hoving, will be present at a literary lunch at Sheraton Place, Toronto on September 14, as a guest of the Canadian Authors Association and Simpsons. American Express Canada is also sponsoring this event.

Mr. Hoving, who was a director of the

Metropolitan Museum of Art in New York from 1967-77, arranged for the exhibition to be shown in New York. His book, which has become a best seller, recounts the story of the discovery of the treasures, including the power struggles, intrigues and mysterious deaths that were related to the find.

(Further details may be obtained from Arts & Communications, 55 Bloor Street West, Suite 1405, Toronto, Ontario, Canada M4W 1A5.)

## Legislation has helped domestic periodical industry

The impact of Bill C-58 on the Canadian periodical industry is assessed in a report released last month by Secretary of State John Roberts.

Economists I.A. Litvak and C.J. Maule from Toronto's York University and Ottawa's Carleton University, examine the benefits to the periodical industry resulting from Bill C-58, which prohibits tax deductions for Canadian ads in non-Canadian magazines.

An examination of the magazine industry before the legislation was introduced reveals a market where two American-owned magazines, *Time* and *Reader's Digest*, attracted over half the total domestic advertising revenue earned by 13 member magazines of the Magazine Association of Canada.

In the first year after passage of the bill, *Time's* gross advertising revenue

dropped from \$10.5 million to \$3.5 million.

Conversely, Canada's *Saturday Night*, which had been struggling for its existence, doubled its advertising revenue during 1976-77 (as did *Toronto Life and Quest*).

*Maclean's*, the report points out, not only managed to become a national weekly news magazine, but increased its advertising revenue from \$5.5 million in 1975 to \$12 million in 1978.

According to the Litvak/Maule report, 36 out of 42 top-selling Canadian magazines increased circulation between 1975 and 1977.

The report contends that Bill C-58 has helped bring about some basic changes that have placed the writing and editing of news and opinion in Canada in the hands of Canadians.