

# News of the arts

## Tremblay play tours Europe

The Compagnie des deux chaises of Montreal is touring Europe with Michel Tremblay's play, *A toi, pour toujours, ta Marie-Lou*, directed by André Brassard.

The 11-week tour, which began October 9 and ends November 23, includes Belgium, France, Britain (English readings only) and Switzerland.

In addition to 61 performances, film showings are being presented in some centres and Michel Tremblay's latest work, *La Grosse Femme d'a côté est enceinte*, will be performed by the company during its stay in Paris.

The tour is sponsored by the Department of External Affairs as part of its program to promote Canadian literature and theatre abroad. The choice of the Compagnie des deux chaises and of Michel Tremblay's work was a result of the company's successful presentation of the playwright's *Les Belles Soeurs*, in Paris in 1973.



Members of the company (left to right) Gilles Renaud, Sophie Clement, Rita Lafontaine and Monique Mercure, in a scene from *A toi pour toujours, ta Marie-Lou*.

D. Kieffer

## Television advertising studied

A study prepared for the federal Department of Communications concludes that a controversial tax amendment has achieved one of its principal objectives in redirecting Canadian advertising expenditures to Canadian broadcasters, Communications Minister David MacDonald has announced.

The study, *The Impact of the 1976 Income Tax Amendment on U.S. and Canadian TV Broadcasters*, was undertaken for the Department of Communications to judge the effectiveness of Section 19.1 of Canada's Income Tax Act.

When the tax amendment was first considered in 1974, about \$20 million a year in Canadian advertising revenues was flowing to United States border television stations for commercials directed at Canadians. At that time, this represented about 10 per cent of total Canadian advertising revenues and more than the net after-tax profits of Canada's entire private television industry.

The tax measure, the reports says, has reduced the annual flow of funds to U.S. border stations from \$21.5 million (U.S.) in 1975 to \$6.5 million by 1978. The main beneficiaries are the five most recently licensed stations in Canada — CKVU-TV, Vancouver; CITY-TV, Ed-

monton; CKND-TV, Winnipeg; CKGN (the Global Television Network) and CITY-TV in Toronto.

The study is available on request from the department's Information Services, 300 Slater Street, Ottawa, K1A 0C8.

## Film production on the rise

Feature film production by Canadian companies may reach \$150 million in 1979, double the previous year's record figure, said Michael McCabe, executive director of the Canadian Film Development Corporation (CFDC).

The CFDC has already made commitments to participate in 32 films with budgets totalling \$82 million. In addition, another 11 movies with combined budgets of \$35 million are being produced without CFDC assistance.

"And I'm aware of several other films to be made before the end of the year, which should bring total production to the \$150 million mark," Mr. McCabe stated in a review of production activities since the start of the CFDC's 1979 fiscal year, April 1.

CFDC commitments to the 32 films in which it is participating so far this year is \$7 million. In 1978, the Crown corpora-

tion invested \$6.3 million in 30 films with budgets totalling \$50 million.

The upsurge of Canadian feature production over the past two years — in 1977 total value of movies made with CFDC assistance was only \$5.5 million — "has vaulted Canada into the top ranks of film producing countries", Mr. McCabe emphasized.

He said that Canadian films were selling "all over the globe" and were being seen by millions of people. *Meatballs* promised to be "one of the all-time highest grossing movies".

Producers are now undertaking higher budget films; the average budget of movies in which the CFDC is participating this year is running around \$2.6 million, compared to the 1978 average of \$1.6 million, Mr. McCabe pointed out. A larger number of pictures are being made without CFDC assistance.

Mr. McCabe said he was extremely pleased that the production boom was enabling many Canadian actors, directors and technicians to work regularly in films that are being seen around the world.

"In addition, I'm extremely proud that the boom is enabling such stars of the magnitude of Geneviève Bujold, Rich Little, David Steinberg and Arthur Hill to return home to Canada to make movies," he stated.