



CANADA
TODAY / D'AUJOURD'HUI

VOLUME TWELVE NUMBER NINE OCTOBER NINETEEN EIGHT-ONE

Magazines

The life spans of Canadian magazines vary greatly.

Some live scarcely longer than a fruitfly, many make it through a decade or more and a precious few outlive their founders' children. *Saturday Night*, once a weekly and now a monthly, is Canada's oldest. It was founded in 1887. *Chickadee* is among the youngest, like many of its readers, only three. Between them are journals of fashion, opinion, politics, poetry, news and nonsense.

In this issue of CANADA TODAY/D'AUJOURD'HUI we talk about a few of Canada's magazines and the people who put them out.

Saturday Night

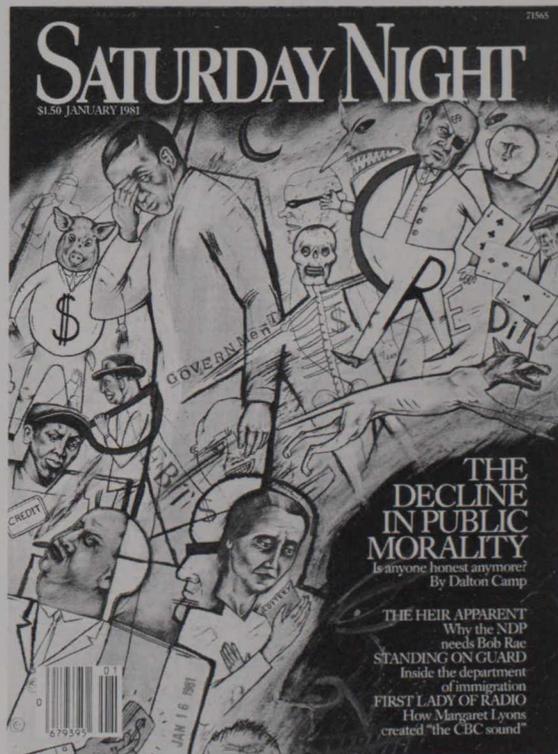
Saturday Night is nice looking without being spectacularly beautiful—sometimes its covers are rendered by artists, sometimes by photographers. It covers a multitude of subjects, it is serious and often spritely and its writers are intelligent, perceptive and informed.

It might remind Americans a little of *Harper's* or *Atlantic*, and in the words of its editor, Robert Fulford, "it shares some attitudes with them and with certain other magazines." Unlike them, it cuts across intellectual lines—if *People* is lowbrow and *Harper's* high, *Saturday Night* is probably high middle.

Some 130,000 people buy *Saturday Night*, which makes it a mass magazine—to match it in terms of the American population, *Harper's* would have to have a circulation of 1,500,000 (instead of its current figure of 325,000.)

Its goals, in Fulford's words, are to "speak to people concerning public life, cultural life—and by cultural life I mean sports as well as books. Our articles range from stories on energy to ones on the careers of provincial political leaders."

As for style, he says, "we do as well as we can." That is pretty good—*Saturday Night* occasionally offers pieces by Mordecai Richler, Margaret Atwood and Robertson Davies (who has been in and out of its pages for forty years), as well as many others who are highly talented if less well known. To get the best, it pays the highest rates in the country, \$500 for short pieces and as much as \$3,500 for blockbusters. It searches its writers out—when Fulford spots an unknown with high



potential he calls him or her up, and, by his estimate, about half of the magazine's best stories last year were by newcomers.

Saturday Night is divided into neat compartments—Media, Politics, Academe—and it maintains a high, informative level in each.

Fulford is two of his own best writers. He personally opens and closes most issues with his "Notebook," an essay on current events, up front, and his movie critiques, written under the name Marshall Delaney, at the back. He also contributes, now and then, a full-length article on a person or a phenomenon.

In the "Notebook" he considers big subjects—the recent deaths of Marshall McLuhan and John Lennon, for example, with the significance of the latter illuminated by the doctrines of the former. Here is a slice of that essay:

"McLuhan would have said that logical reservations about Lennon's career [which was well past its peak when he was killed] were simply irrelevant . . . and he would have been right. Lennon's public life was lived electronically . . . We were tuned to Lennon in the 1960s on a mythic, emotional wave-length . . . At this subliminal level, anything like logic—anything that goes under the term 'thinking'—is no more than annoyance . . . "What mattered [to the people of the world during the strange week in which Lennon died] was something distant from work, from thought . . . What mattered was the shared mourning for a tribal god. . . ."

In the back of the book as Delaney, Fulford looks at the current state of the cinema, also as a big subject. He does not review current flicks (a

difficult thing to do in a monthly) but re-reviews them, taking them on after they have been praised or damned by others and fitting them into the reflective patterns of our times. In discussing *All That Jazz*, he notes that while, generally speaking, displays of egotism have a bad name ("A soldier who exhibits the extreme pride of, say, George S. Patton will find himself the object of vicious satire"), this is not true of the theatrical profession. Bob Fosse's *All That Jazz*, "a hysterical exercise in self-admiration . . . suggests that we grant people in show business a degree of self-absorption we would find repellent in anyone else."

Some of *Saturday Night's* best articles do not fit neatly into any of its standard categories, and its writers can, on occasion, be sharply critical of the folks at home. In "An Invisible Woman" by Bharati Mukherjee, which ran last spring, the author, who was born in India, considers evidence of racism in Canada. Many Canadians prefer to think of racism as something that is prevalent abroad but almost non-existent at home, and the article touched off a lively debate in the "Letters to the Editor" section.

Saturday Night sells for \$1.75 (Cdn.) a copy on newsstands, and subscriptions are \$15 for one year, \$29 for two and \$43 for three in Canada and \$4.50 more per year in the United States. It is published by Saturday Night Publishing, 69 Front Street East, Toronto, Ontario, M5E 1R3.

Maclean's



Maclean's is Canada's second oldest magazine—it is in its 76th year—but it totally changed its cover and content several years ago.

It had been a generalized monthly, and it became a bi-weekly newsmagazine in 1976 and a weekly in 1978.

"We were a pre-TV phenomenon," Peter Newman, its editor says, "one of the few east-west links, but it was clear that the time had come to get out of general coverage."

Maclean's had a strong incentive to change: Parliament had recently revised its tax laws so that Canadian companies could no longer write off the costs of advertising in magazines published in the United States and circulated in Canada. As a result, *Time* magazine stopped publishing its special Canadian edition and *Maclean's* decided to fill the void. The void never quite materialized (*Time* still sells 315,000 copies a week in Canada) but *Maclean's* has created its own news audience. It carries a great deal more Canadian news than *Time* ever did, and it now sells 635,000 a week (33 million a year), which gives it a greater penetration into the Canadian market than *Time* has in the United States.

Still, it is as difficult for a magazine to change its nature as it is for a camel to thread a needle, and the switch-over was painful. The new magazine began as a bi-weekly, and it was impossible to stay on top of fast-breaking stories. The twelve-person staff that put out the broad-featured monthly had to be expanded rapidly, and that was difficult. The newcomers were young (it was like "leading a children's crusade," Newman says) and inexperienced (Canada had no tradition of writing for news magazines). The change was also expensive—the first and basic investment was in a \$10 million press.

The staff was built with speedy care—*Maclean's* now has eighty full-time and forty part-time writers and editors—and though it clearly fits within the newsmagazine definition, it does not follow the ordinary format of newsmagazines, and its on-the-spot reporters do not send bulky "files" to headquarters to be recast, boiled down and polished.

"We allow people to write in their own style," Newman says, and some stories have better turned phrases than others.

The efforts have paid off—the grosses have gone from \$2 million in 1971 to \$30 million in 1980, and this year the magazine will be in the black.

One reason for its relatively swift success has been the succession of dramatic political Canadian news events since the mid-1970s.

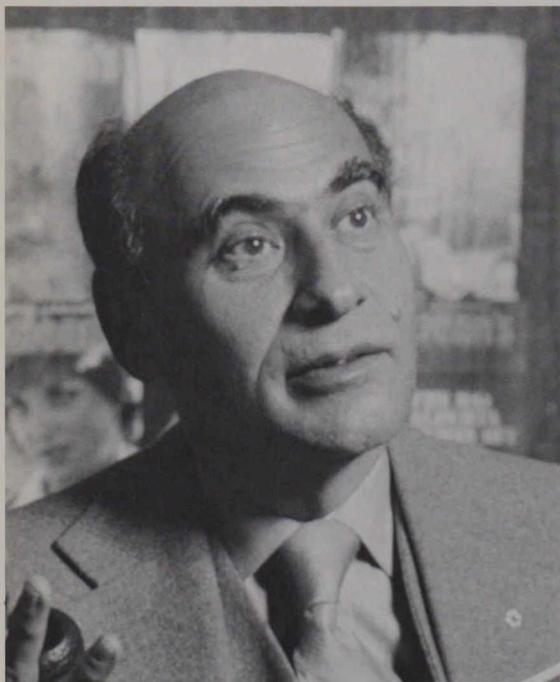
"We have lots of news for Canadians," Newman says, and next year they will have even more when a new press that will produce sixty-four pages at a roll is installed. That will double the magazine's present capacity and permit greatly expanded last-minute coverage.

Each week *Maclean's* opens and closes with sharply worded, pungent essays. The one on page 3 is an editorial written by Peter Newman.

Mr. Newman frequently does not approve of the person or institution he is writing about, but he is seldom simply unkind.

When Ian David "Big Julie" Sinclair resigned as head of Canadian Pacific Ltd., Newman noted:

"His [Sinclair's] pursuit of bottom-line profits was unrelenting, even when it meant building ships in Japan and operating them through a Bermuda-based subsidiary. What he accomplished during his long and fruitful stewardship was to turn CP Ltd. from a hidebound transporta-



Peter Newman



Allan Fotheringham

The Tamarack Review

tion company into a world-class, free swinging conglomerate, moving its assets from \$4 billion to \$13 billion The glory days of his stewardship will not come again. A dozen Big Julies would turn Canada into an ungovernable industrial oligarchy. But I'm glad we have one."

At the back of the book Allan Fotheringham, Canada's highest paid and least restrained columnist, occasionally speaks well of a city (Montreal) or an institution (lovely old Queen's University) but seldom of politicians.

He does not like Ottawa. In one recent breathtaking paragraph he called down maledictions on the town and its "politicians, snivel servants and journalists . . . isolated refugees on a planet floating in a void, bereft of humanizing qualities, deprived of an ordinary climate" in a city "populated by people who would actually . . . prefer to be elsewhere but [who] are trapped in this giant lifeboat adrift on a sea of gas, persiflage and obsequiousness."

He has a format that he occasionally drops in among his straight lectures, entitled "The Fearless Fotheringay Current Events Whiz Quiz." It opens with an announcement—"Only one entry allowed per customer. Generous prizes will be awarded. Ineligible are employees of *Maclean's* and the residents of Alberta. Marks will be awarded for neatness"—and then offers a score of caustic questions. Question No. 6 in an issue last May, for example, read: "You are trapped in a lifeboat for 90 days with Margaret Thatcher, Sterling Lyon [Manitoba's Premier] and Merv Griffin. Describe in detail the most charming features of each and in what order you would throw them overboard."

The bulk of *Maclean's*, between Newman and Fotheringham, is shaped by the news at hand. Some weeks certain areas of activity are featured, some weeks others. There is always, logically, an emphasis on Canadian news and always, equally logically, considerable attention given to news from the United States.

U.S. news is reported primarily by *Maclean's* man in Washington, Michael Posner, who had a few things to say about President Reagan's efforts to get his budget through Congress: "For the first time in more than three months, the White House last week put Ronald Reagan on display, throwing him before the frisky, but largely docile, herd of beasts known as the Washington Press Corps. Nobody was terribly impressive, neither the reporters, with their soft questions, nor the President, with his aw-shucks, issue-ducking, syntax-slaughtering answers. He seemed comfortable with a single theme: the need for urgent passage of his economic program, all its elements intact. . . ."

Maclean's sells for \$1 (Cdn.) on the newstands and to subscribers in Canada for \$26 a year and in the United States for \$33. In all other countries a subscription costs \$40. It is published by Maclean Hunter Ltd., P.O. Box 1600, Postal Station A, Toronto, Ontario M5W 2B8.

Tamarack, Canada's oldest and finest little magazine, died this fall, not with a whimper, but with a well modulated, harmonious bang.

Kildare Dobbs, Millar MacLure and Anne Wilkinson began putting it together in 1956 when eighty people chipped in \$25 each. Robert Weaver, who supports himself by conducting "Anthology," a weekly CBC radio program on literary topics, and other enterprises, has been both its editor and its business manager ever since. It has published the best writers in Canadian fiction and the best poets, many for the first time. It has never had more than 1,500 circulation and, naturally, it has never made money.

It is twenty-five years old and seemingly in good health, but like an old rejected Roman Senator it has decided to open its wrists in the bath.

It has not been rejected by its readers nor its contributors but by Mr. Weaver's own high standards. It was, Mr. Weaver feels, a child of the late 1950s, "which was in a funny way our period," and now it is time to make way for this decade's children. "Looking back," Mr. Weaver says, "I think a little magazine has a life span of about fifteen years. We met a couple of years ago to decide if we should let it continue to drift. We decided not to. I could see it unraveling."

Though *Tamarack* is gone other little magazines remain:

Exile publishes original works by such Canadians as Leonard Cohen, Marie-Claire Blais, Jacques Ferron, Margaret Atwood and Morley Callaghan. It often publishes foreign writers as well, and has full colour reproductions of paintings. (Exile and Exile Editions, P.O. Box 546, Downsview, Ontario M3M 3A9.)

The Malahat Review, "an international quarterly of life and letters" edited in Victoria, B.C., publishes poetry, fiction and criticism by writers from Canada and elsewhere. (University of Victoria, P.O. Box 1700, Victoria, B.C. V8W 2Y2.)

The Fiddlehead, which began as a mimeographed sheet of poems in 1945, is a quarterly of Canadian poetry, fiction and reviews published by the University of New Brunswick. (The Observatory, University of New Brunswick, Fredericton, N.B. E3B 5A3.)

Public Funding

The Canada Council, the Ontario Arts Council and, to a much smaller degree, the arts organizations of other provinces, lend support to many small, serious journals.

In 1980 the Canada Council spread more than \$1,000,000 among seventy publications in English or French.

Chatelaine

Chatelaine, in French and English editions, has an enormous circulation (in excess of 1,280,000) and it stretches across the continent like the Trans-Canada Highway. It is for women, and most of its contents move along in a straight line—articles about working women, living with kids, women artists, health and nutrition, women politicians, fashion, homes, food and crafts. It has short stories about women ("she was a wife and mother, not a hard-edged businesswoman/but fate had other ideas"). It costs \$1 (Cdn.) on the stands and \$8 a year in Canada, \$11 in the U.S. and \$12 anywhere else. It is published by Maclean Hunter, and the address is: Chatelaine, P.O. Box 1600, Postal Station A, Toronto, Ontario M5W 2B8.

The United Church Observer

The United Church Observer, published monthly under the authority of the General Council of the United Church of Canada, is well written and edited. It deals with big subjects—the Church, the Nation, the World—through comment on current specifics such as the Nestlé boycott, western separatism, demonstrations at missile plants and acid rain. It is \$8 (Cdn) a year, single copies are \$1. The address is: 85 St. Clair Avenue East, Toronto, Ontario M4T 1M3.

Atlantic Insight

Canada has a surprising number of city and regional magazines. *Atlantic Insight*, one of the best, covers the Atlantic provinces (the Maritimes plus Newfoundland) like the mist. It has sharp columnists, and it concerns itself with such things as the potatoes in Prince Edward Island; a proposed federal penitentiary in New Brunswick; the economy of Newfoundland and Labrador; the threat of a toxic waste dump in Nova Scotia; and arts, crafts, sports and politics all over the region. The address is: Atlantic Insight, 6088 Coburg Road, Halifax, N.S. B3H 9Z2, and twelve issues are \$25 in the U.S.

International Perspectives

International Perspectives, the Canadian journal on world affairs formerly published by the Department of External Affairs, is now produced privately by Alex Inglis, its editor. Its contributors are mostly academics and diplomats, active or retired. A French edition (*Perspectives Internationales*) is also published. The address for both editions is: 302 - 150 Wellington Street, Ottawa, Ontario K1P 5A4. It sells for \$1.75 a copy in Canada, \$2.25 anywhere else.



Toronto Life

Toronto Life, in its fifteenth year, is thick and slick, well over one hundred pages and full of ads. It has lots of local service information—"If you've got plenty of nothin' the city's got plenty for you"—profiles such as "The Radical Faith of Gregory Baum" and sensational stories like "Going for the Gun: Combat Courses in Urban Survival."

It is \$1.50 a copy, \$15 for one year (16 issues), two years, \$26, three years, \$36. Subscribers in the U.S. add \$5 for postage. The address is: Toronto Life, 59 Front Street East, Toronto, Ontario M5E 1B3.

Options

Policy Options Politiques is a high-class, solid journal published by the Institute for Research on Public Policy, with most articles in English and a good many in French. In its summer issue it considered the Economic Summit, free trade with the United States, the Bank of Canada, transportation development in lean times, and the inter-governmental budgeting commission. It sells for \$2.50 a copy, and the address of its Managing Editor is P.O. Box 3670, Halifax South, Nova Scotia B3J 3K6.

Owl and Chickadee

Chickadee is for children under eight and *Owl* is for children over eight. Both are published by The Young Naturalist Foundation and both are splendid. They are full of solid, fascinating information about flora, fauna and people. This summer, for example, *Chickadee* spread itself on dragonflies, sand sculpture, crafts (noodle necklaces, bugs, bees and butterflies made from stones, paints and pipe cleaners, boats from milk cartons, etc.) whales, and lots of games and puzzles, comic strips and poems and drawings contributed by its readers. Each is \$1.25 a copy, \$10 for ten issues, \$18 for twenty in Canada; the cost to subscribers outside Canada is \$12 for ten issues and \$22 for twenty. The address is: The Young Naturalist Foundation, 59 Front Street East, Toronto, Ontario M5E 1B3.

This Magazine

This Magazine provides perspectives on culture, education and politics, with humour, poetry and cartoons. Six issues are \$7.50. It is published bi-monthly by the Red Maple Publishing Company, and the address is: 70 The Esplanade, 3rd Floor, Toronto, Ontario M5E 1R2.



The Canadian Forum

(An Independent Journal of Opinion and the Arts, in its 61st year of publication.)

The Canadian Forum is Canada's preeminent journal of opinion, specializing in in-depth consideration of weighty subjects. In the June-July issue, for example, it had two articles about energy, four about the Constitution, one about El Salvador, one about the Holocaust and one about the Governor General's Awards. It also had six poems from the Slovenian, all emphatic, all well crafted.

It costs \$1.50 (Cdn.) on newsstands. Students and senior citizens can get a one-year subscription for \$8. For others it's \$15 for one year, \$25 for two, \$33 for three. Overseas subscribers add \$4 for postage. It is published by Survival Foundation, 70 The Esplanade, Third Floor, Toronto, Ontario M5E 1R2.

Canadian Business

Canadian Business is a lively, well written, informative and often irreverent monthly that offers a mix of hard-core advice—"Traffic consultants can help

cut shipping costs," "How to sell to government"—business news—"Canadian music companies serenade Japan"—profiles—"Calgary's Bob Lamond has an uncannily good nose for gas and an even better one for money"—and exposés—"The government forced me out of business. How Ottawa wrecked Lorne Shields's company." In a recent issue it exposed one of its own advertisers after a reader wrote in asking if the advertiser was on the level.

It sells for \$18 (Cdn.) a year in Canada, \$3 more in the U.S. Its address is Suite 214, 56 The Esplanade, Toronto, Ontario M5E 7R5.

Harrowsmith

The beautifully produced *Harrowsmith* is concerned with rural living, gardens, natural foods, cattle, chimneys, beekeeping, ski trekking, eggs, wood stoves, insurance and the emotional pitfalls of pastoral life. The articles are substantive, well written and, above all, realistic. It is \$1.95 a copy, \$13.50 a year, \$24.50 for two years, in both Canada and the United States. It is published by Camden House Publishing Ltd., Camden East, Ontario K0K 1J0.

Special Strokes for Special Folks

Room of One's Own

Room of One's Own, in its sixth year, a quarterly published by the Growing Room Collective, is, as its name suggests, a feminist organ. This year it published a double issue on "Feminist Science Fiction and Fantasy." Subscriptions are \$7.50 a year in Canada, \$8.50 outside, \$10 for institutions. Its address is P.O. Box 46160 Station G, Vancouver, British Columbia V6R 4G5.

Performing Arts in Canada

Performing Arts gives national coverage of theatre, music and dance. Four issues a year may be had for \$5 by writing *Performing Arts Magazine*, Box 517, Station F, Toronto, Ontario M4Y 1T4.

Decks Awash

Decks Awash has focused on the people of outport Newfoundland for sixteen years. Six issues a year

cost \$6. It is published by the Extension Service of Memorial University of Newfoundland, 21 King's Bridge Rd., St. John's, Newfoundland A1C 3K4.

Canadian Heritage

Canadian Heritage, the country's leading conservation magazine, is concerned with cultural continuity—from archaeology and architecture to wildlife. It is published in English and French by the Heritage Canada Foundation. Six issues a year are \$12.50. The address is: P.O. Box 9100, Postal Station A, Toronto M5W 1V5.

Canadian Theatre Review

The *Review* offers debates, interviews, essays, and scripts by Canadian playwrights. Subscribers also receive free subscriptions to the Canadian International Theatre Institute Newsletter. Four issues are \$12, and the address is: 200 B Administrative Studies, York University, Downsview, Ontario M3S 1P3.

Canadian Business

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Les périodiques de langue française

Alors que Jean Paré, éditeur de *l'Actualité*, estime le marché potentiel du périodique à un million de lecteurs au Québec, un grand nombre de revues sont en compétition et plusieurs d'entre elles sont même florissantes.

L'Actualité

De 1960 à 1976 Maclean Hunter a publié *Le Maclean*, une revue mensuelle au format semblable à celui du *Maclean* anglais mais avec sa rédaction et son contenu particuliers. De son fusionnement avec un autre périodique, naissait en 1976 *l'Actualité* d'aujourd'hui qui élargissait ainsi son champ d'opérations.

Dans un numéro récent de *l'Actualité*, on pouvait lire un éditorial consacré à la question constitutionnelle, un entretien avec Pierre Lortie, nouveau président de la Bourse de Montréal; un profil du champion de Karaté du Québec; un article sur les joies du «jogging», et en collaboration spéciale un commentaire sur la tentative de retour de l'ancien Premier ministre du Québec, Robert Bourassa. Des critiques littéraires, une rubrique de voyages et des reportages en provenance de Paris et des États-Unis y figurent régulièrement. Le numéro de *l'Actualité* coûte \$1.00, l'abonnement \$8.00 par an au Canada et \$12.00 à l'étranger. L'adresse du Service des abonnements est 4059, rue Hochelaga, Montréal, Québec H1W 3W4.

Québec Science

Québec Science est un mensuel publié par l'Université du Québec. Le numéro du mois d'août offrait une variété d'articles allant de la mise en conserve des fruits et légumes, à l'exploration de Saturne par la sonde Voyager 2, en passant par l'utilisation de la persuasion subliminale de la publicité, aux risques de radiation par les terminaux à écran cathodique, ainsi qu'un entretien avec le futurologue Alvin Toffler.

Le coût de chaque numéro est de \$2.50 et \$3.00 pour l'étranger, l'abonnement de \$21 pour un an, \$38.00 pour 2 ans, \$28.00 et \$51.00 pour l'étranger. S'adresser à: Québec Science, C.P. 250, Sillery, Québec G1T 2R1.



Relations

Les Jésuites publient *Relations* depuis quarante ans. C'est une revue gauchisante dans laquelle on trouve des commentaires sur l'actualité et des articles sur la théologie et l'Église. Un numéro récent comprenait un reportage sur les réfugiés salvadoriens, le profil d'une exilée bolivienne en Suède, une analyse de la victoire de François Mitterrand et des articles concernant une commu-

nauté chrétienne en cheminement et l'enseignement moral et religieux en contexte pluraliste.

Le numéro de *Relations* coûte \$1.25 et l'abonnement annuel \$12.50. S'adresser à: Relations, 8100 Boul. St-Laurent, Montréal, Québec H2P 2L9.

Forces

En 1967, l'Hydro-Québec, compagnie nationalisée de l'électricité a commencé la publication de *Forces*, somptueuse revue trimestrielle dont le but est «le reflet de la pensée de l'essor économique et scientifique du Québec». De nombreux journalistes et sociologues prépondérants du Québec y collaborent régulièrement, avec de temps en temps, d'éminentes personnalités étrangères comme J.K. Galbraith et L. de Broglie. Aux dernières pages de la revue, on trouve la version anglaise de certains articles, et des résumés dans diverses langues. Le numéro se vend \$4.25, l'abonnement annuel est de \$15.00. S'adresser à Forces, 1450, rue City Councillors, Bureau 810, Montréal, Québec H2A 2E6.

Vie des Arts

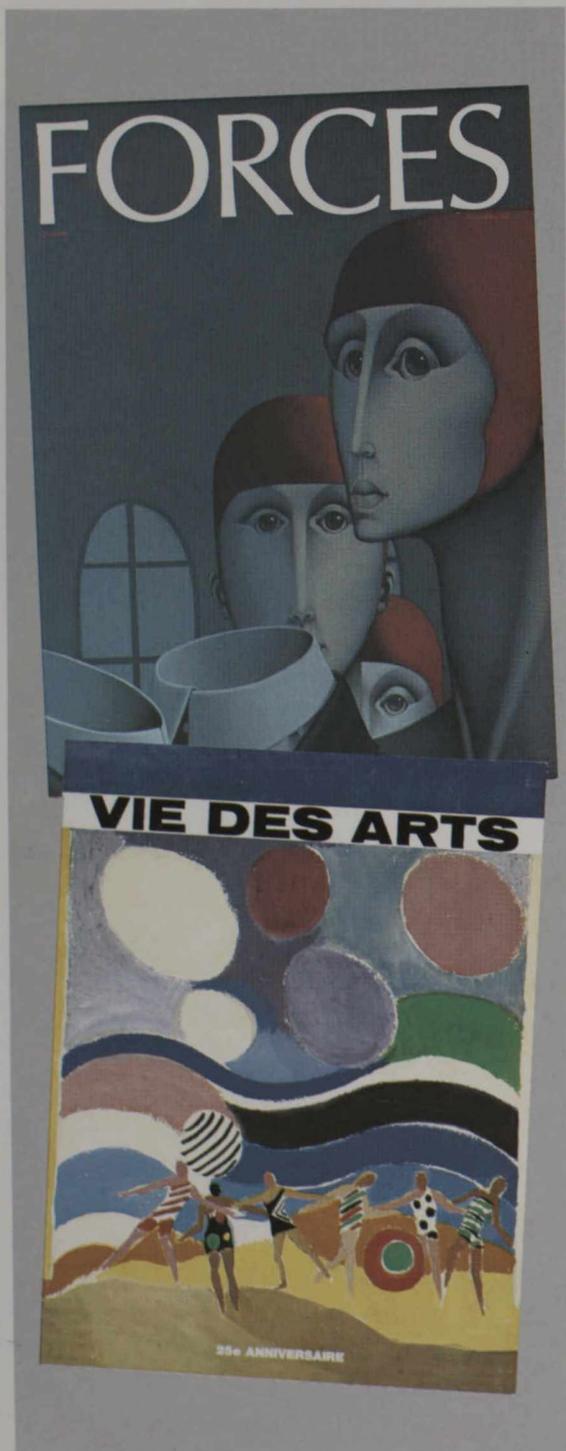
Vie des Arts qui célèbre son 25^{ème} anniversaire cette année traite des arts visuels tout en mettant en relief les artistes québécois. C'est une revue fort belle aux nombreuses reproductions en couleurs. Parmi les rubriques régulières figure «Le Monde des Arts» c'est-à-dire des lettres de correspondants du monde entier; on trouve également des reportages sur des expositions et des conférences, des critiques littéraires ou cinématographiques; certains de ces articles sont traduits en anglais. Le numéro coûte \$4.25, l'abonnement annuel \$15.00 et \$27.00 pour 2 ans au Canada et \$16.00 et \$30.00 pour l'étranger. S'adresser à Vie des Arts, 373, rue Saint-Paul ouest, Montréal, Québec H2Y 2A7.

Lettres québécoises

L'attention de *Lettres québécoises*, une revue trimestrielle, converge sur la littérature québécoise d'aujourd'hui.

Au sommaire du numéro de cet été, on pouvait trouver une critique de la dernière œuvre de Michel Tremblay, un roman sous forme de symphonie; un article sur la poésie française en Acadie et en Ontario; une entrevue avec le poète André Roy et un article consacré au livre de poche publié au Québec.

Chaque numéro coûte \$2.00, l'abonnement annuel \$8.00 au Canada et \$9.00 aux États-Unis. S'adresser à: Les Éditions Jumonville, C.P. 1840 Succ. B, Montréal, Québec H3B 3L4.





Owl is an outdoor and wildlife magazine for children over eight; Chickadee is aimed at their younger brothers and sisters.

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