

springboard into the Canadian market. Famous Players agreed to show two thirds of the films, and Odeon one third. As part of this agreement, the CFDC increased its investment in those films to help distributors and producers defray initial promotion and publicity costs.

The Corporation has also assisted some Canadian feature-length French-language productions which might be expected to have difficulty in finding an audience, through similar agreements, but has left complete responsibility for financing the promotion of their own commercial product to Quebec distributors.

The Corporation is also taking steps to encourage the distribution of Canadian feature films abroad. In co-operation with the Festivals Office of the Department of the Secretary of State, it supports the market aspect of the Cannes Festival and looks for every possible way of assisting Canadian producers to sell their films abroad. One film which the Corporation supported in 1970, *The heart farm* (now re-titled *The only way out is dead*) has been sold in at least 27 countries, while another, *Fortune and men's eyes*, has also been seen in at least 30. *Les mâles* and *La vraie nature de Bernadette* are also continuing successful careers abroad. Twentieth Century-Fox, the distributor of *The Neptune factor*, reported in March 1974 that the film had grossed \$2.3 million in the United States, the United Kingdom and several other countries.

In 1973-74, the Indian government invited Canada to present a week of Canadian cinema in that country. As a result, India purchased the distribution rights to four Canadian feature films.

An increasing number of Canadian features are being invited to international film festivals, and the film markets usually organized in conjunction with these festivals now provide a significant opportunity for international sales. Sixty-five short-, medium- and feature-length films produced by private industry won 81 prizes between January 1, 1973 and the end of March 1974. In Canada, the Canadian Film Awards held a competition for dramatic feature length films; *Slipstream* was judged the best feature film of the year, and *Kamouraska* won the special jury prize.

More Canadian feature films were also shown on Canadian television than in previous years.

## 7.5 Public archives and library services

### 7.5.1 The Public Archives

The Public Archives was established in 1872 and now operates under the direction of the Dominion Archivist by authority of the Public Archives Act. It serves a dual role. As a research institution, it is responsible for acquiring from any source all nationally significant documents relating to the development of the country and of value to Canada, and for providing suitable research services and facilities to make this material available to the public. As an essential part of the government administration, it has broad responsibilities in regard to the promotion of efficiency and economy in the management of its records.

The Historical Branch comprises seven divisions. The Manuscript Division contains manuscript collections, including private papers of statesmen and other distinguished citizens, records of cultural and commercial societies, and copies of records relating to Canada and now held in France, England and other countries. The holdings of the Public Records Division consist of selected records of all departments and agencies of the Government of Canada. The Picture Division has charge of documentary paintings, water colours, engravings and photographs relating to people, historical events, places and objects. The National Film Archives has an extensive collection of films and sound recordings. The Map Division has custody of thousands of maps and plans pertaining to the discovery, exploration and settlement of this country and its topography, as well as a large collection of current topographical maps of foreign countries. The Library contains more than 80,000 volumes on Canadian history, including numerous pamphlets, periodicals and government publications. The Machine-Readable Archives Division holds selected automated public records and machine-readable archives of permanent value from the private sector.

Although documents in the Archives may not be taken out on loan, they may be consulted in the building, and a 24-hour-a-day service is provided for accredited research workers. Reproductions of available material may be obtained for a moderate fee on request