

CFDC has no business investing in horror flick

Officials of the Canadian Film Development Corporation (CFDC) should wipe the blood off their hands.

By investing taxpayers' money in *My Bloody Valentine*, an exploitative, gruesome and bloody violence flick, the federal government's film bank corrupts the chief reason for which it was created; that is, to be a midwife in the birth of movies that can put Canada proudly on screens at home and around the world.

The central figure in the CFDC-supported picture, now showing in Toronto, is a masked pickaxe killer who begins his rampage carving up women, cutting out their hearts and delivering them dripping with blood in heart-shaped Valentines' chocolate candy boxes. Blood gushes from this movie like an open vein.

The killer is thought to be a crazed miner locked away in a mental hospital and here *Bloody Valentine* shows its contempt for public officials; hospital staff can't find the man and don't seem to care. A town is under siege and its only policeman (**Don Francks**) wants it hushed up; residents, he reasons, may be terrified. In less violent horror pictures, this mockery of simple-minded authority figures is humorous but here it's an insult to those who keep the peace in Nova Scotia (though not named) where the crass effort was filmed.

Montreal producers **Andre Link** and **John Dunning** and their investors expect a tidy profit from *Bloody Valentine*. Made for \$2.3 million and featuring an all-Canadian cast of well-scrubbed screen newcomers including **Paul Kelman**, **Lori Hallier**, **Neil Affleck** and *Meatballs*' **Keith Knight**, it's being released throughout North America by Paramount Pictures.

The message pounded home in *Bloody Valentine* is this: Savage killers are fun, and women should be mutilated.

Ottawa has no business supporting such a gross, insulting enterprise. Link and Dunning can make whatever movies they want; they are commercially successful, having made



SID ADILMAN
Eye on Entertainment

Meatballs and they are about to strike a multi-picture deal with Paramount. However, there are enough investors in Canada more than willing to make a killing from axe-in-the-face pictures. Such movies should not have the backing of the CFDC. Its management kept out of similar violence features, *Prom Night*, *Terror Train*, **Dennis Hopper's** ruthlessly cruel *Out Of The Blue*, and last year's human-as-monster flick, *Incubus*.

But it did invest in **David Cronenberg's** *Shivers*, *The Brood* and *Scanners* and made money on the first two; the latter one is now in release. Cronenberg is hailed by major Hollywood directors and his ability to scare is undeniable. If producers can't raise money on his name without government support, that's their problem.

Secretary of State **Francis Fox** busily engages producers in a tighter maze of Canadian content rules; as well, he should insist that the CFDC funds must be a public trust. Taste needs to be as much a guiding principle as reasonable expectation of profit.

TORONTO ONT.
TORONTO STAR
D. — Circ. 493-494,000

FEB 16 1981

Bowden's Information Services

A tasteless movie

Ottawa displayed a lack of taste in investing tax dollars in *My Bloody Valentine*, a gross, gruesome and insulting movie, says columnist Sid Adilman. C2