

STRATFORD FESTIVAL: (From the Toronto Globe and Mail) -- An attendance totalling 97 per cent of capacity and box office receipts approximately \$100,000 is the remarkable record established by the Stratford Shakespeare Festival during the first half of its six-week initial season. By all commercial standards applied to the theatre, this new Canadian entertainment venture now rates as a "smash hit". The festival has been extended one week to August 22.

There were early factors in the festival's favour, including the historical flavour suggested by the Stratford-on-Avon association of the Ontario city and Shakespeare's birthplace, now a leading centre of Britain's theatrical activity. Early announcement of the engagement of Tyrone Guthrie as producer, and Alex Guinness co-starring with the American actress, Irene Worth, also got favourable attention through the length and breadth of this continent.

WIDE PUBLICITY

Tourist agencies were alive to the possibilities of this concentration of factors, with the result that their publicity reached every major daily paper from the Gulf of Mexico to Northern Canada. And when it was found that leading drama critics from New York, Chicago and other principal United States cities wrote long raves for the initial performance, editorial pages as well as news columns were opened to discussions of the Ontario festival.

The interesting point of all these reactions has been that the festival has never been discussed as a novelty. It has found acceptance as a welcome variation in mid-summer theatrical offerings. And while this Province benefits from the consequent increase in tourist trade, it must be admitted that its own promotional work was outdone by the widespread enthusiasm of Americans in their own country.

This year's success is already assured. But the success was not easily won. Gratifying as box office returns have been, they have not been sufficient to meet capital expenses, and another appeal for funds will be necessary. Those who will be asked for donations have the advantage of a successful season which early donors did not have.

It was quite a gamble for the J. Arthur Rank entertainment interests, for instance, to proffer \$15,000, especially as they could be considered as rivals in the entertainment field. But that was the kind of faith these early donors had, and we have no doubt that the Stratford Festival will continue to get the backing it needs without looking to Governments.

NEED MORE SKILLED WORKERS: A narrow concept of apprentice training cannot possibly meet the requirements and conditions of today in Canada's expanding industries, the Canadian Director of Training, Mr. A.W. Crawford, said at the First North American Conference on apprenticeship in San Diego, California, on August 5.

This did not mean, he said, that apprenticeship was no longer required, but it did indicate that the conception of apprenticeship as a period of four to five years' service under contract with an individual employer for young people between 16 and 21 years of age was outmoded. This idea must be replaced by a conception broader than any devised in the past and capable of periodic adjustments to meet new conditions.

TRAINING PLAN

Mr. Crawford said that training for occupations which required a high degree of skill plus technical information could best be given by a combination of supervised training on the job which was closely related to training in technical schools. If this co-operative effort was to succeed employers must provide adequate opportunities for training on the job and encourage the apprentices to attend classes during their spare time as well as in working hours. He said that unions must concern themselves with present and future requirements for skilled workers and do all they could to develop and maintain high standards of production and workmanship. Technical schools for their part must provide post-employment training, as well as pre-employment training, which would be directly related to training on the job and for which credit could be given.

Mr. Crawford added that a good start had been made in apprenticeship training in Canada, but that we had a long way to go before we acquired a modern system of apprenticeship training capable of meeting the needs of our rapidly expanding and changing economy.

The San Diego meeting marks the first time in history that a North American conference on apprenticeship has been held.

The need for more apprenticeship training is particularly urgent in Canada where the demand for skilled workers has soared in the postwar years as a result of economic expansion.

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Canadian output of electric energy climbed 11 per cent in 1951 to 54,851,844,000 kilowatt hours from 48,493,718,000 in 1950 and was 28,338,000,000 kilowatt hours or almost 94 per cent above the 1939 output, according to the annual report on central electric stations by the Dominion Bureau of Statistics.