

PROTECTING ESKIMO ART

Eskimo stone carving has had an enormous, and sustained, artistic and financial success both in Canada and the rest of the world. The temptation of mass production has been avoided; in the opinion of most critics, standards have been kept high for the past ten years, with every likelihood that they will be maintained at the same level at least into the indefinite future.

Ever since Canadian Eskimo carving became known to the outside world, rumours have circulated of copies made in various parts of the globe. Most have turned out to be false, but now there are reports that imitations are being made and sold in Canada.

The copies can be identified as such, for they are lighter in weight than the steatite from which all Eskimo carvings are made. But that's not the only way to see the difference.

With the dangers of exploitation of Eskimos in mind, a special trademark was registered three years ago by the Federal Department of Northern Affairs to separate authentic Eskimo art from the cheap imitations that might some day appear. The symbol is in the form of an igloo with the words "Canadian Eskimo Art" on it. Copying the registration mark is breaking the law. The customer unfamiliar with the detailed characteristics of Eskimo carvings, therefore, gets the easy protection of the trademark.

APPEARANCE OF REGISTRATION-MARKS

The igloo registration-mark appears in black and white on a small card attached to every authentic carving. The card should also have the name of the

community where the carving was produced, as well as the name of the artist. Northern Affairs licenses Eskimo co-operatives and the Hudson's Bay Company to attach the trademark to each authentic carving at its point of purchase in the Arctic. The use of the tag is carefully restricted for the protection of the customer; not all carvings made by Eskimos can qualify. Those made in hospitals in southern Canada use a symbol showing a bird in orange colouring; this guarantees that the carving is made by Eskimos but not that it is carved in the Arctic. The mark may not be used on "objects of utility" such as ash-trays, cribbage-boards, etc. It may not be used on low-priced, low-quality carvings done by children or beginners.

The registration-mark does not attempt to pass individual judgment on the artistic quality of carvings; that is up to the taste of the customer. It is, however, the customer's assurance that it is an original piece of art done by Eskimos in the Arctic.

GRAPHIC ART MARK

The same symbol is authorised for Eskimo graphic art, but here the use is more restricted. The symbol may be applied to an Eskimo print only on the recommendation of an independent committee of distinguished artists and gallery directors known as the Canadian Eskimo Graphic Art Committee. The Eskimo Art symbol on a print is, therefore, not only a guarantee of authenticity, but an assurance that it meets the critical standards of a highly respected group of southern experts.

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MORE PUPILS AT STRATFORD

This week and next, the Stratford Festival is playing host to more than 25,000 high-school pupils who are coming to the Festival Theatre to see 12 special matinees of Shakespeare's "Henry VIII", which has been a favourite of audiences all summer, playing to capacity for almost the complete length of its run. Douglas Campbell plays the part of King Henry, Douglas Rain is Cardinal Wolsey and the Canadian actress Kate Reid has the part of Katharine of Aragon.

Pupils attending during the last two weeks receive a bonus at the end of each performance, when a principal member of the cast steps out of character to take centre stage for a question-and-answer period. This year six actors are alternating on this assignment - Douglas Campbell, Eric Christmas, Leo Ciceri, Peter Donat, Bruno Gerussi and William Needles. Questions range from the theatre and the plays to the performer's own life. Actors find the students an excellent audience - responsive, alert, and enthusiastic.

ORIGINAL SCHEME

The original scheme of devoting some part of the Stratford season to high-school performances

began in 1958. That year audiences totalled 12,000 for six performances of "Henry IV, Part 1". The following season 15,000 attended seven performances of "As You Like It", while in 1960 houses were completely sold out to 18,000 students for eight performances of "Romeo and Juliet". For the fourth year of special matinees the Festival has extended the period to two weeks, the longest so far.

To date 88 per cent of all tickets for the student matinees have been sold. Of the total number of students attending, almost 6,500 will be coming from the Toronto area alone, 1,500 from Hamilton, 1,650 from Windsor and 500 from London. From Buffalo and vicinity, 1,250 students are expected. Many other Canadian and American cities will be represented.

During the first week of the school matinees, students will see Douglas Campbell as "Henry VIII". During the second week, the role will be played by John MacKay. Mr. Campbell is being released from the cast on September 16 so that he may report for rehearsals of "Gideon," the new Paddy Chayefsky play which Tyrone Guthrie will stage on Broadway this fall.