

HALF-WAY MARK

August 6 marked the half-way point for this year's Stratford Festival, the 12-week season of which extends to September 17. The box office for the drama, as well as for the music, has been the best yet, according to Victor C. Polley, administrative director. The Festival Theatre, where Michael Langham's production of "Romeo and Juliet," Douglas Seale's "King John," and Douglas Campbell's "A Midsummer Night's Dream" are playing in rotation, has been filled to about 90 per cent of its capacity since the opening on June 27. Exclusive of advance sales, the box-office gross stands at \$340,500. The week of August 1 to 6 was the most active of the season so far, Mr. Polley said. For eight performances, 17,838 people filled the theatre to 98.75 per cent of its capacity. "Romeo and Juliet" continues to be the favorite with audiences.

Two of the three concerts held in the Festival Theatre on Sunday afternoons have played to capacity, the third to 65 per cent of capacity. Approximately 700 persons have attended each of the Saturday morning chamber-music concerts, also held in the Festival Theatre.

At the two exhibits--a panorama of the Western Canadian Indian and the showing of British Columbia painters in the Stratford Arena, and the display of books, handicrafts and theatrical mementoes in the Exhibition Hall--attendance has been 16,500 to date, running considerably ahead of last year.

At Stratford last week was the International Conference of Composers, at which musicians from all over the world were gathered for the exchange of ideas and concerts of their own music. The music season came to an end on Sunday afternoon, with a concert by the 80-piece CBC symphony orchestra, conducted by Walter Susskind, in the Festival Theatre.

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NEW ENERGY COUNSELLOR IN U.S.

Mr. Gordon Churchill, Minister of Trade and Commerce, recently announced the appointment of Mr. N.R. Chappell as Energy Counsellor in the Canadian Embassy, Washington, D.C. In this capacity he will be adviser to the Canadian Ambassador and assist departments and agencies of the Canadian Government having responsibilities in the field of energy.

Mr. Chappell, who has served with the Canadian Embassy since 1951, has been Director of the Washington office of the Department of Defence Production and also Embassy expert on Energy matters. His new appointment, dating July 15, provides the Government with a senior officer specifically responsible for reporting exclusively on developments in the United States in the energy sector, particularly as regards oil and gas, in which Canada has an important interest.

FOOD MISSION TO UK

Mr. Gordon Churchill, Minister of Trade and Commerce, has announced that a Canadian Food Mission will proceed to the United Kingdom in September, in order to explore the possibilities of increasing Canada's exports of fish and processed foods in that country.

Following the almost complete removal of restrictions on the importing of foodstuffs from dollar countries, it was decided to take advantage of the demand for products that were formerly familiar to the British housewife. Accordingly, eleven representatives of various branches of the industry were invited to participate with the Canadian Government in its efforts to restore the trade pattern of some twenty years ago. They include producers of fresh and canned fish, honey and other processed foods, and represent several important associations.

The Department of Trade and Commerce will be represented on the Mission by the Assistant Director of the Agriculture and Fisheries Branch, who has specialized knowledge of the United Kingdom market.

They will visit the British Food Fair, being held in London from September 1-17, at which a number of Canadian firms will display their products in the exhibit designed by the Department of Trade and Commerce. They will also have an opportunity of discussing with buyers the current requirements of the British market.

PRIME PURPOSE

Mr. Churchill said a high reputation has been established for Canadian food products. It is necessary to remind consumers that top-quality merchandise, superior even to that obtainable before the Second World War, may be obtained from Canada. This is the prime purpose of the food mission, members of which will visit London, Liverpool, Manchester, Glasgow and Belfast, among the leading distribution centres in Great Britain and Northern Ireland.

As this is the first of a series of trade missions to the United Kingdom and Continental Europe, the Canadian Chamber of Commerce in Great Britain has invited the group to lunch in London, where they will have an opportunity of explaining the purpose of their visit.

Mr. Churchill expressed a hope that, on the return of these businessmen, they would be afforded opportunities of discussing British requirements in their respective associations and with other commercial groups, in order that their newly-gained knowledge may be given as wide circulation as possible.

Before their departure in September, members of the mission will assemble in Ottawa, to be briefed on market conditions, their itinerary, arrangements made for them to meet their British opposite numbers, and on the market in general in the United Kingdom Ireland.