

Canada Courier is produced by the Editorial and Art Services Division of the Department's Trade Publicity Branch. This division writes, designs and distributes the trade promotion literature for trade fairs and trade missions, and for use by Canada's trade commissioners abroad.

Initially, the new international trade newspaper will be published quarterly in English, but the Department says that as soon as possible it will be produced on a monthly basis. Regional and foreign language editions will also be published.

The more than 1,000 businessmen from all parts of Canada attending the current Export Trade Promotion Conference will each receive a copy of the first issue of *Canada Courier*. The headline story is on the conference, which was called by Trade and Commerce Minister Hees to spark the biggest export drive in Canada's history.

* * * *

STRATFORD TO HEAR MARSHALL

Lois Marshall, one of the world's leading sopranos, will sing two concerts during the music season of the 1961 Stratford Festival.

On each occasion - Sunday afternoons in the Festival Theatre - Miss Marshall will share the platform stage with the Festival's music directors (and featured artists), Glenn Gould, pianist, Oscar Shumsky, violinist, and Leonard Rose, 'cellist.

This will be the third occasion on which Miss Marshall has participated in the Stratford Festival's music season. She was heard there previously in 1955 and 1957.

Although Lois Marshall was born in Toronto, received her vocal training, and still makes her home there, she is in that city for only a few months out of every year nowadays, so great is the demand for her appearance in far corners of the world.

ON WORLD TOUR

Last August, for instance, she completed a world tour and by October was again out on the concert circuits of North America. After spending the Christmas season at home, she will join the Boston Opera Company in January for a six-weeks' tour, during which she will star as Mimi in "La Bohème." Following that, she may make a return visit to Russia where, in October, 1958, she became the first North American singer ever to tour the U.S.S.R. exclusively as a recitalist.

Her most recent globe-girdling tour, which began last January, took her again to Russia, and then to the Netherlands for a month. This was followed by 16 weeks in Australia and a month in New Zealand. As a measure of her success "down under," the music critic of the *Adelaide Advertiser* called hers "a phenomenally perfect voice" and added that "we have felt the touch of greatness."

DAIRIES ASK GOVERNMENT AID

"Unless major policy changes of a constructive nature are forthcoming without delay, the future of this billion-dollar-a-year dairy industry will be in very grave jeopardy", stated Pierre Coté, President of The National Dairy Council of Canada, in a recent address before the annual convention of the Ontario Creamery Association.

Mr. Coté called upon the Government to reduce the retail price-spread (now as high as 50¢ a pound) between butter and substitutes, stating that "there is no question whatsoever but that the entire dairy surplus problem stems from this cause."

SUBVENTION URGED

He also suggested that "the industry should consider recommending that a consumer subvention of about 2¢ a quart be made to expand the *per capita* consumption of fluid milk by Canadians. During the war years, such a policy contributed to a greatly-increased consumption of fluid milk, which reached an annual peak of 400 pounds *per capita*. This was 67 pounds more than today's consumption. The cost of a consumer payment at this level probably would not exceed that which is now being expended by the Government on other forms of assistance to dairy farmers and a great deal less than the amounts which would be expended if present policy were substantially extended.

"If such a programme were successful in achieving the same *per capita* increase in consumption as that during the period it was previously in effect, it would represent a total increase in consumption of 1,300,000,000 pounds of milk, which is 29 per cent greater than present annual fluid milk sales, and is the equivalent of 57 million pounds of butter or 121 million pounds of cheese.

TO ELIMINATE SURPLUS

"Even if it resulted in a consumption gain of just one-half that attained previously, it would entirely wipe out our annual dairy surplus, and would provide a market for the expected further increase in milk output."

Mr. Coté stated that his suggestions "actually establish no new or startling precedent in this country. As a matter of fact, economic policy of this type has been frequently applied in order to preserve or rehabilitate industries much less vital to the welfare of the nation as a whole, than is the dairy industry. Examples include the millions of dollars a year paid to the gold industry, the many millions of dollars paid to our railway systems and steamship services, our coal industry, and the vast public assistance extended to the construction industry; not to mention the tariff protection accorded to practically every manufacturing industry in the country."