

have often served to confuse rather than to enlighten the consumer.

The new sizes and markings will begin to appear on the market in about six months, and, within a year, all manufacturers will be producing toothpaste according to the new sizing. The system will be made mandatory by regulations to be passed under the recently-adopted Consumer Packaging and Labelling Act.

#### PLANS FOR OTHER PRODUCTS

In making his announcement concerning toothpaste-tube sizes, Mr. Basford also called attention to a request he had made to the manufacturers of a wide range of food commodities concerning proliferation of package sizes.

"I trust that the leadership shown by the toothpaste manufacturers will be followed by other food manufacturers," said Mr. Basford. The Minister has sent letters to food manufacturers' associations under provisions of Section 11 of the Consumer Packaging and Labelling Act which gives the Government the power to limit the number of sizes or shapes of containers if there is considered to be undue proliferation likely to confuse or mislead consumers.

The Consumers' Association of Canada also has been requested by Mr. Basford to submit a list of commodities considered to be possible candidates for standardization.

Mr. Basford disclosed that the products involved are powdered detergents, breakfast cereals, household paper products, soft drinks, shampoos, tomato ketchup and peanut butter.

#### FESTIVAL CANADA SUCCESS

The National Arts Centre's first summer festival surpassed all expectations during its run of one month with a total attendance of 84.5 per cent at 67 performances. Out of a total of 71,750 seats, 60,700 were sold.

The Centre had expected an average attendance of 65 per cent in view of its past experience of summer programming and because both the unavoidably short planning period and certain financial restrictions had prohibited a national publicity campaign.

Mr. Bruce Corder, Director of Operations at the Centre, attributed the success of the festival to the balance between popular events and those aimed at limited audiences, the high level of presentation, and modest prices of admission.

All events, he said, attracted a cross-section of the population, all ages and socio-economic groups being well represented. Initially, the greater part of the audience was from the capital region and the Centre was gratified for the enthusiastic support given by its local audience. As the month progressed,

however, the proportion of tourists in the audiences increased considerably and so there is no doubt that, given sufficient publicity early enough in the year for people to include a visit to the capital in their holiday plans, the festival can become truly national.

Prominent among the events of this first summer festival were a production of *The Marriage of Figaro* in English, which achieved 92.1 per cent of its box-office potential during its five performances, and three new works presented by the Royal Winnipeg Ballet — *The Last Rose of Summer*, choreographed by Walter Gore, *Rondo* (a North American première), by John Neumeier, and *The Ecstasy of Rita Joe*, by Norbert Vesak. The ballets achieved a 96.8 per cent total sale.

Other box-office percentage figures were: Monique Leyrac, 88.7 per cent; *Les Belles Soeurs*, by the Théâtre du Rideau Vert, 75.6 per cent; Ian and Sylvia, 98.1 per cent; *Mary, Mary*, by the St. Lawrence Centre, 92.8 per cent; the National Arts Centre Orchestra, 81 per cent; *The Jest Society*, 88.8 per cent, and Pauline Julien, 68.3 per cent.

These results, together with the acclaim given to the Festival by both audiences and critics has encouraged the Centre to begin planning for the 1972 festival on a more extensive scale.

#### SCIENCE CENTRE GRANT

A contribution of about \$30 million from the Federal Government's Health Resources Fund has been approved in principle for a new health-sciences centre at Memorial University, St. John's Newfoundland.

The money will help in the construction of the Health Sciences Centre at Memorial University, which will include a medical school and a 300-400-bed teaching hospital.

The Centre will be the main teaching hospital of the university and will also be the basic referral centre for the province. The present general hospital will be converted into a convalescent or custodial institution.

The new medical school will accommodate 262 undergraduate and 95 postgraduate students. Temporary buildings are currently being used to provide classroom, laboratory and study facilities for medical students.

The \$500-million health resources fund, established in 1966, provides assistance to the provinces in meeting the capital costs of constructing, renovating and equipping health-training and research facilities. Of the total amount approved in principle for the Memorial University health sciences centre, \$10 million is from the \$75-million portion of the fund reserved for projects of national significance. The Newfoundland project will be the first to receive money from this special portion of the fund.