

TCA WOOS TOURISTS

Advance bookings on Trans-Canada Air Lines flights to Europe this autumn are up almost 300 per cent over last year. Some 1,330 passengers have already booked passage on TCA from Canada to Europe in October, as compared to 508 at this time last year, according to airline officials. Westbound bookings for October are also up tremendously, with 1,737 passengers already holding space on flights to Canada, as compared to 664 in 1959.

A combination of low, round-trip, 17-day excursion fares and one-way immigrant fares, lower than the lowest offered by the steamship lines, is credited with bringing about the increase in autumn traffic.

The 17-day excursion fare, to be introduced for the first time October 1, is \$299 on propeller aircraft and \$329 on the jets flying between Montreal and London. The one-way immigrant fare, effective October 15, is \$156.80 on propeller craft and \$177.80 on the jets from London to Montreal.

Comparable fares are offered between other Canadian and European points served by TCA.

TCA traffic officials estimate that between 25 and 35 per cent of the advance bookings are for space at the new excursion rates.

"There is also an increasing tendency for vacationers to travel to Europe after the peak summer season," said one official. "Accommodation is more readily available, rates are generally lower and the tourist spots are less crowded."

TCA will be operating seven weekly DC-8 jet flights across the North Atlantic between Canada and the United Kingdom in October, plus seven weekly "Super Constellation" flights to the United Kingdom and continental Europe.

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MILK FOR RELIEF

The Government has authorized the Agricultural Products Board to make available for international welfare purposes, through approved international relief agencies, a quantity of whole-milk powder purchased by the Board as part of the programme for the utilization of surplus dairy products.

The whole-milk powder will be made available to these organizations by the Board in consultation with the Department of External Affairs, whose officers are conversant with the various international relief programmes.

An initial donation of approximately two million pounds is being made available to the United Nations International Childrens Emergency Fund for immediate shipment to twelve different countries.

Because of its butter-fat content, whole-milk powder is one of the commodities most urgently requested by international welfare agencies to assist them in carrying out their welfare programmes, particularly in the underdeveloped countries.

TO AUGMENT "PINETREE"

As part of a previously-announced joint Canada-U.S. plan to augment the Canada "Pinetree" radar-line, siting has been completed on five heavy radar units to be built in Western Canada. Construction plans are not yet complete.

The locations involved are Dana, Alberta, Yorkton, Saskatchewan, Penhold, Alberta, Gypsumville, Manitoba, and Alsask, Saskatchewan.

The locations of the two in the east -- Chibougamau, Quebec, and Moosonee, Ontario -- were previously announced.

Seven heavy radars will materially strengthen the "Pinetree" Line and provide greater efficiency.

When completed, each heavy radar station will be manned by approximately 250 RCAF and civilian personnel.

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TORONTO PLANS THEATRE SPECTACLE

Negotiations are now under way for the first Toronto-produced show to be housed in the O'Keefe Centre, Toronto's new \$12-million theatre, which opens on October 1. Plans are for a music and dance spectacular mounted by Canadian Broadcasting Corporation producer and director Norman Sedawie in association with O'Keefe Centre. It is hoped that the show will be the first in a series of Canadian productions of this kind on the O'Keefe stage.

The production, tentatively scheduled for January, is described by Mr. Sedawie as "a variety show featuring dancers and singers, modelled somewhat after the style of the Palladium spectaculars in London, England". "As the Palladium has become a London habit, so we hope such attractions at O'Keefe Centre will become a Toronto habit", reports Mr. Sedawie, who has been making advance plans in consultation with Bruce Corder, assistant to O'Keefe Centre's managing director. Mr. Corder, who joined the Centre in March, has been with the Canadian Broadcasting Corporation for the last three years and before that with Covent Garden Opera in London, England.

"The show will be largely Canadian in content and talent, with the occasional inclusion of headliners and review and variety material from outside of the country", Mr. Sedawie reported. "Particularly in view of the increasingly cosmopolitan nature of Toronto, we hope to appeal to the various nationalities of the city through the importing of feature guest stars from Europe". He said that some of the productions might take the form of "book" shows, i.e., Canadian musicals based on popular book themes, and he added that he and Mr. Corder expected that they would be mounted in Toronto with set and costume designs by Canadian artists.