

A considerable number of the films in the National Film Library have been sponsored by governmental, industrial and service organizations. The largest collection of free films are those of the National Gallery Collection. However, the "sponsored film collection" consists of those produced and distributed at the owners' cost; inclusion in the collection of the Canadian Film Institute follows approval by an evaluation panel of the quality standards, degree of identification of sponsor and the emphasis on the sponsor's special interest. Prints are deposited in regional and local libraries whenever prints are available.

The distribution of "It's People That Count" illustrates the optimum distribution pattern. Produced for the Canadian Brotherhood of Railway, Transport and General Workers, this film records in graphic fashion the drama and importance of everyday jobs in several of Canada's major industries. Prints of this award-winning film are available for spot bookings from CFI anywhere in Canada. CFI has deposited prints with university and public film libraries, film council federations and departments of education. French versions of this production are available in Manitoba, New Brunswick and Quebec from local libraries. Thus the widest audience possible has free access to a film that not only does a fine public relations job for its sponsor, but serves the interests of the community as well.

An example of the industrially-sponsored film is the International Nickel Company's series of films of mining, milling and refining the Sudbury ores. These magnificently-executed films, designed for a more specialized audience than those mentioned already, are available free of charge to all groups. Of particular interest to high schools, colleges and universities as well as more specialized audiences, these films have no sponsorship identification.

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STRATFORD FILM AWARDS

Japan's "Ikiru" was voted best picture in the Stratford International Film Festival, which concluded in the Avon Theatre on September 3. Trevor Howard was named best actor for his performance in "Sons and Lovers" (U.S.A.), and Emmanuelle Riva best actress for her work in "Hiroshima Mon Amour." Two directors shared top honours--Akira Kurosawa for "Ikiru" and Georgi Danela, of Russia, for "Serge."

These were the findings of the Stratford Film Festival Critics' Circle. Although the Festival itself is non-competitive, a group of critics, who had covered all 23 of the matinee and evening showings held during the Festival's two-week duration, decided among themselves that some sort of recognition for merit should be made. Those voting were John Colombo of the *Canadian Forum*, Bruce Carvey of the

Stratford Beacon-Herald, Warren Geoppel of *Film Daily*, Frank Morriss of the *Toronto Globe and Mail*, Dick Newman of the *London Free Press*, George Patterson of *Films in Review*, Gerald Pratley of the *Toronto Star* and the Canadian Broadcasting Corporation, and Jules Wolffers of the *Boston Herald*.

SPECIAL NOTICE

After they had deliberated for close to three hours, a spokesman for the critics said that, owing to the large number of excellent pictures shown at the Festival, decisions were extremely difficult to reach. Rather than dismiss all pictures but the winner, they voted to accord special commendation to four other films--"Hiroshima Mon Amour" (France); "Serge" (U.S.S.R.); "Wild Strawberries" (Sweden); and "The World of Apu" (India).

In the field of short subjects, special commendation went to "Unseen Enemies" (U.K.-Canada), produced by the Shell Film Unit; to "Universe," by the National Film Board of Canada; to Ernest Pintoff for two cartoons, "The Violinist" and "The Interview", and to "Tournament," from Poland.

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CONSUMER PRICE INDEX

Canada's consumer price index advanced 0.3 per cent, from 127.5 to 127.9, during July and August. A year ago the index stood at 126.4. The current movement was due largely to a 1.0 per cent increase in the food index from 120.5 to 121.7, which approximated the usual July-August seasonal increase. The indexes for shelter, household operation, and "other" commodities and services edged up a fraction (0.1 per cent), with the clothing index down 0.5 per cent.

In foods, higher prices were reported for eggs, beef, pork, bananas and oranges; but most domestic fruits and vegetables showed substantial seasonal declines. The shelter index moved from 143.9 to 144.0, with rents unchanged but the home-ownership component, reflecting 1960 property-tax changes, moving to higher levels.

The clothing index declined from 110.8 to 110.3, as midsummer sale prices for women's and children's wear and some footwear offset scattered price increases for cotton dress prints, boys' trousers and men's pyjamas. The household-operation index edged up to 123.1 from 123.0 on the strength of price increases for coal, linoleum, textiles and household supplies. Fuel-oil prices were lower and August furniture sales were in evidence on a number of furniture items.

The index for "other" commodities and services increased from 137.6 to 137.7 as higher prices were reported for gasoline, taxi fares, some rail fares, newspapers and personal-care items. The drug index was lower as substantial price decreases occurred on penicillin prescriptions.