

"On April 1st last, trans-Atlantic rates were reduced on a wide list of commodities --- in some cases as much as 50 per cent.

"TCA has at present under study a review of prevailing domestic rates with a view to a reduction in domestic rates for air cargo, particularly long-haul cargo.

"The increased productivity of the new aircraft now going into service provides the break-through for the carriage of large volumes of cargo by air.

"At present the air industry is looking even farther ahead, and plans are well advanced for pure jet and turbo-prop freighter aircraft -- which give promise of lower-cost transportation.

"TCA, along with other North American and overseas airlines, is today actively studying the possibilities of employing new, modern, freighter aircraft on its routes, to provide even greater capacity and better service to Canadian business and industry.

FREIGHT RATES

"Air-freight rates will, in the future, approach more closely surface rates by rail, truck and sea. Even though it may still cost more to ship by air, the small additional cost of air transport will be more than offset by the added advantages and economies of low inventories, reduced warehousing costs, and reduced packaging costs.

"There is a fast-growing trend in business on this continent today, to consider more carefully transportation costs in relation to its effect on other costs, principally inventory and warehousing.

"In the past, it has been necessary for business to maintain a string of warehouses, at different locations in Canada, to give fast local service. This entailed increased costs for inventories carried. Today, the rapid delivery service now available by air, which can give virtually the same service direct from the factory, is allowing industry to review dispersed inventory costs and branch warehousing, and its associated costs.

"In mentioning the great possibilities that lie ahead, I am under no illusion that all freight will move by air in the future. Even if they capture one per cent of the total ton-miles, it will be an increase of many times their present volume of freight carried and, doubtless, will result in greater service at lower costs to the shipper and, in the end, to the consumer.

"Present developments in air-transport facilities, both for passengers and cargo service, will mean much to Canada in the years immediately ahead. Our outlying areas, which we know are rich in natural resources, require suitable transportation facilities that will make their economic development a reality.

"Some of these areas have been serviced by extension of existing railway lines, as for example in the Province of Quebec. Other areas

have, and are being serviced by the construction of roads under our present roads to resources' programmes. Still other areas are now being made accessible for development through an expanded sea-lift, which has seen our tonnage into the North expand from approximately 8,000 tons five years ago, to over 115,000 tons last year.

"We believe that national development depends on the provision of first-class transportation facilities to assist free enterprise develop the resources with which we are so richly endowed. It will continue to be the purpose of this Government to make these transportation facilities available so that our country may be developed as rapidly as possible. Such development will mean jobs for our people, and a steadily rising standard of living for our country."

CHILDREN'S FILM CENTRE

Canada has a national centre of films and television for children, the first in the Western hemisphere. At a meeting in Toronto, representatives of national, regional and local organizations unanimously approved the resolutions establishing the Canadian Centre of Films for Children (Centre Canadien du Film pour la Jeunesse).

The setting up of the Centre followed an address by Mary Field, the world's leading authority on children's films and television. As chairman of the International Centre of Films for Children (UNESCO), in Brussels, Miss Field brought greetings and congratulations to the newest member of the International Centre which has centres in sixteen European and Asian countries.

The objects of the Canadian Centre of Films for Children are:

- (a) to stimulate and maintain public interest in the provision of suitable entertainment films for children in (1) theatrical, (2) non-theatrical, and (3) television programming; and to promote and maintain close and continuous co-operation between professional film and television circles on the one hand, and people in Canada who are interested in programming suitable entertainment films for children on the other hand, in order to promote the production, distribution and presentation of films suitable for young people;
- (b) to promote and develop film and television appreciation by young people;
- (c) to provide information and assistance in programming to those Canadians who are interested in promoting and presenting children's entertainment film programmes;
- (d) to bring about full co-operation and interchange of information among members of the Canadian Centre of Films for Children;
- (e) to increase the supply of entertainment films suitable for children (1) from other countries, (2) by encouraging production