

P.O. ADDRESS SERVICE

The more than six million Canadians who change their address this year will get a free house-warming present from the Post Office, it was revealed recently by Postmaster General William Hamilton. The \$120,000 gift will take the form of an offer of free postage to patrons wishing to inform correspondents of changes of address.

Noting that, according to Dominion Bureau of Statistics figures, more than a third of Canada's population moves each year, Mr. Hamilton said that arrangements had been made to permit change-of-address cards to be posted by any mail patron free of charge. The cards may be obtained at any post office and there is no restriction on the number that may be mailed.

Mr. Hamilton said that the migratory habits of Canadians pose great problems for post office mail sorters, who must attempt to keep up with their wandering patrons. He noted that the change-of-address cards had been available for some time but that the Post Office had charged the regular two-cent postage rate for their transmission. The free service, he said, was designed to increase the use of the cards and to promote better mailing practices.

The Postmaster General hastened to add that the free service is in addition to the change-of-address card the Post Office asks its patrons to file with their local postmasters when they move, which enables mail to be sent on to a patron's new address for three months after he has moved.

* * * *

B.C. INDUSTRIAL CONFERENCE

Mr. George Hees, Minister of Trade and Commerce, recently announced that he would be accompanied by the Deputy Minister, three Assistant Deputy Ministers and ten other senior officers of his Department at the British Columbia Trade and Industrial Promotion Conference to be held in Vancouver on May 18. Other officials attending would include the Vice President of the Export Credits Insurance Corporation, the Executive Director of the National Productivity Council, and the trade commissioners from Chicago and Los Angeles.

The conference has been arranged in co-operation with the Vancouver Board of Trade and the British Columbia Department of Industrial Development, Trade and Commerce. Two sessions will be held, one pertaining to domestic commerce and the other to export trade, in an effort to provide businessmen with as broad an understanding of the services available to them in these two fields as possible.

Businessmen and manufacturers in both primary and secondary industries are being invited to participate in this conference and the panel discussions. They are being requested to give consideration to their ability to enter the export field or to expand the value of their sales at home and abroad.

CONFERENCE PROGRAMME

Means of stimulating industrial development in British Columbia will be explored, in order that the resources of that province may be more fully utilized to provide additional employment. The discussion of services available will include such topics as: assistance to small business, including guaranteed bank loans for small enterprises; accelerated capital-cost allowances available for assets to produce new products; federal-provincial programmes to assist in industrial expansion; the manufacture of goods in Canada under licensing arrangements with foreign manufacturers; the importance of industrial design as a factor in the competitiveness of Canadian products; industrial standards; and the objectives of the National Productivity Council.

"We already co-operate closely in the field of industrial development," Mr. Hees said. "It is most desirable that we should explore every avenue whereby, through co-operation, we can develop markets at home and abroad, take full advantage of our natural resources and establish new industries. Thus, we will build together a firmer foundation for a balanced economy, and provide more employment opportunities for Canadians."

The Export Trade Promotion Conference, held in Ottawa last December, was, according to Mr. Hees, "the most inspiring and enthusiastic gathering of businessmen and government officials ever held in Canada in an effort to arouse interest in securing a larger proportion of the world market for Canadian products."

The Ottawa conference was followed by a similar one in Winnipeg on February 10, sponsored by the Government of Manitoba. Another, sponsored by the Government of Alberta and trade associations, is scheduled for May 16 in Calgary, and the South-western Ontario Trade and Industrial Promotion Conference is planned for May 25 in London. Several additional conferences of this nature are in the planning stage for other regions in Ontario and also in the Atlantic Provinces.

* * * *

NORTHWEST ROAD PROGRAMME

Extensive road building and reconstruction work will be carried out during the fiscal year 1961-62 in a continuing programme to improve road transportation in the Northwest Territories and in the Alberta portion of Wood Buffalo Park. The estimated cost of the programme is \$3,892,000.

Twelve projects are included, five of which will be supervised by the Department of Public Works. Major items involve the completion of the extension of the Mackenzie Highway, the reconstruction of the roadway from Hay River to the Alberta Boundary, McKay Road and the road from Peace Point to the West boundary of Wood Buffalo Park.