

ITALY-CANADA AIR PACT

Mr. Léon Balcer, the Minister of Transport, recently announced the exchange of instruments of ratification of an air-transport agreement between the Governments of Canada and Italy. The agreement, negotiated in November 1959, was signed on February 2, 1960. The Italian air line, Alitalia, and Canadian Pacific Air Lines have been operating services under its terms for some time past.

Representing Italy in the exchange of documents at Mr. Balcer's office on April 13 was Mr. Carlo de Ferrariis Salzano, the Italian Ambassador to Canada. During the ceremony Mr. Balcer expressed pleasure at the degree to which the agreement had furthered the already existing good relations between the Governments and peoples of Canada and Italy. It was also serving, he said, to foster the growth of Canadian aviation and to expedite the movement of travelers between the two countries.

PROVISIONS

The agreement provides for operation of Canadian and Italian air services between Montreal and Rome and became operationally effective on March 1, 1960. Under the terms, Canada is granted the right to operate from Canada to Rome by way of Lisbon or Paris, with intermediate pick-up rights at Lisbon and/or Paris, and to operate with onward traffic rights from Rome to Bangkok and points beyond.

Italy is granted the right to operate on a route from Italy to Montreal without intermediate pick-up points, but with onward rights from Montreal to Mexico, Chicago and Los Angeles (subject to the agreement of the Mexican and U.S. Governments).

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POSTAL AD RULES EASED

Changes in postal regulations designed to give wider leeway to magazine advertisers were announced recently by Mr. William Hamilton, the Postmaster General, in a move described as an additional step to implement the spirit of the O'Leary Royal Commission on publications.

Previously, the Post Office had regarded pieces of merchandise "tipped on" or bound into periodicals as "samples". Bound-in pages of material containing a statement that the page was printed on the material advertised had also been considered as "samples". As such, these items had been charged at a higher postage rate.

Under the new regulations, advertising inserts composed of paper, clear plastic, foil, fabrics or other material having the general characteristics of paper will normally be accepted at the usual postal rate for periodicals, without additional charges.

In making the announcement, Mr. Hamilton pointed out that a study of advertising matter in periodicals had shown that, for the most part, the purpose of such advertising inserts in periodicals was merely to illustrate the type of product advertised, rather than to demonstrate its usability. For instance, Mr. Hamilton explained, a swatch of cloth affixed to an advertisement can only be regarded as an illustration of the advertised material and is in no way usable. In contrast, a razor blade or a pill would be usable and therefore subject to additional postage.

The Postmaster General said that inserts and "tip ons" that met the new conditions would be accepted at the usual rate for periodicals whether or not the inserts contained any statement printed on the special material advertised.

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SEAWAY TRAFFIC IN 1961

The St. Lawrence Seaway Authority and the Saint Lawrence Seaway Development Corporation have published a report on traffic for the St. Lawrence Seaway system of canals covering the 1961 navigation season.

On the Montreal-Lake Ontario section the total cargo traffic was 23,417,720 tons, compared to 20,310,346 tons in 1960. The difference is an increase of 15 per cent and the total is the highest since the St. Lawrence section opened in 1959.

The principal commodities through the St. Lawrence locks were: 6,500,000 tons of wheat, 4,000,000 tons of iron ore, 1,600,000 tons of corn, 1,300,000 tons of scrap iron and steel, 1,200,000 tons of bituminous coal and 1,100,000 tons of fuel oil. These commodities made up 67 per cent of the upbound and downbound traffic on the St. Lawrence section.

Iron-ore shipments continued to shrink slightly, with a consequent effect on westbound traffic, while grain shipments showed a particular firmness towards the close of the season, pushing the eastbound tonnage to a record high total.

The cargo carried on the Welland Canal section reached an all-time high of 31,454,803 tons, 2,200,000 tons greater than the total for the previous year, setting a new mark for the 27-mile waterway opened in 1932.

NATURE OF CARGOES

The main commodities passing through the Welland were: Wheat, 7,000,000 tons; iron, 6,700,000 tons; bituminous coal, 4,400,000 tons; corn, 1,800,000 tons; scrap iron and steel 1,300,000 tons; and barley, 900,000 tons--accounting for 71 per cent of the total cargo transiting this canal.

Cargo tonnage on the Montreal-Lake Ontario section of the Seaway decreased by 6 per cent upbound and increased by 32 per cent downbound compared with 1960 figures. A rise in the average gross tonnage of ships on each transit indicated an increase in the size of vessels using this part of the Seaway. Bulk cargoes comprised 91 per cent of the total St. Lawrence canal traffic and the 21,000,000 tons total of such cargo was more than 3,000,000 tons higher this year than in 1960. General cargo totalled 2,000,000 tons, a decrease of 8 per cent from the previous season.

Upbound traffic on the Montreal-Lake Ontario section in 1961 showed its greatest volume between Canadian and United States ports, amounting to 50 per cent of the total, while downbound shipments were mainly between two Canadian ports at 44 per cent of total.

On the Welland Canal section, bulk cargo accounted for 94 per cent of the total traffic, while 6 per cent was general cargo. Here, more than 28 per cent of the total shipments was between Canadian ports, 48 per cent between ports in Canada and the United States, 3 per cent between U.S. ports and 20 per cent was accounted for by overseas trade.