

# FOREIGN TRADE

OTTAWA, JANUARY 4, 1947

Published Weekly  
By  
Foreign Trade Service  
Department of Trade and Commerce

---

---

## In This Issue

Message from Hon. James A. MacKinnon . . . . .	Inside Front Cover
West Block, Headquarters, Foreign Trade Service . . . . .	2
Commercial Intelligence Journal Completes Quarter-Century . . . . .	3
Facsimiles of Preceding Publications . . . . .	6
Contents of "Weekly Report", of February 1, 1904 . . . . .	7
Contents of "Commercial Intelligence Journal", of Jan. 2, 1922 . . . . .	7
Trade Commissioner Service Established Forty Years Ago . . . . .	8
Messages from Canadian Trade Commissioners . . . . .	10-72
Photographs of Cities in which Offices Located . . . . .	10-71
(Sites indicated by White Circles)	
Reports on External Trade by Dominion Bureau of Statistics . . . . .	73
Transportation Section . . . . .	75
Trade Commissioners on Tour . . . . .	80
Foreign Exchange Quotations . . . . .	81
Foreign Commercial Representatives . . . . .	82
Foreign Trade Service Abroad . . . . .	84-85
Foreign Trade Service—Head Office Directory . . . . .	86-88

**COVER SUBJECT** — Ottawa of the Future. Photograph of model prepared for the National Capital Planning Commission, which indicates proposed buildings and thoroughfares. This picture reveals only a small section of the model, which is now in the Public Archives after being on view in the Parliament Buildings. Comparison may be made with air photograph, at right, taken by the Royal Canadian Air Force.

*Photo courtesy National Film Board*



**WEST BLOCK  
HEADQUARTERS  
FOREIGN TRADE SERVICE  
OTTAWA**



# Commercial Intelligence Journal Completes Quarter-Century

*Silver Jubilee of weekly publication signalized by change of name, in keeping with character of Foreign Trade Service—"Weekly Report", first printed in February, 1904, was succeeded by the "Weekly Bulletin" in May, 1915—Trade Commissioner Service featured in first issue of "Foreign Trade".*

By Trade Publicity Division, Foreign Trade Service

*Foreign Trade*, weekly publication of the Foreign Trade Service, is introduced to the commercial community with the appearance of this issue. It signalizes the passage of a quarter-century, during which the *Commercial Intelligence Journal* has furnished a wealth of information on economic conditions in many lands, received from Canadian Trade Commissioners. Following the first world war, efforts were made to expand the external trade of Canada and to meet requirements of the advanced industrial status of this country. The *Commercial Intelligence Journal* was first published on January 2, 1922, as the organ of the Commercial Intelligence Service, representing one of the progressive developments at that time. It was preceded, however, by the *Weekly Report*, which made its appearance on February 1, 1904, as the medium through which to make reports of trade commissioners available to businessmen interested in securing overseas markets for their products. This name was altered on May 17, 1915, to *Weekly Bulletin*, though its general character was unchanged.

## Reorganization Provides Additional Services

Canadian industrial advances during the second world war created an even greater need for markets abroad, for additional sources of raw material and a wider variety of commodities than ever in the past. The Department of Trade and Commerce was reorganized to provide for the growing needs of commerce, which was confronted with manifold complications that could only be removed or lightened through government intervention. The Foreign Trade Service was created, absorbing the Commercial Intelligence Service, and providing through other divisions assistance that was formerly available only to a limited extent. *Foreign Trade* now becomes the weekly publication of this Service, though its character will be little changed from recent issues of the *Commercial Intelligence Journal*. New features have been added during the last six months, in an effort to meet the changing needs of the commercial community, including the introduction last September of a new format. Apart from the change of name, no radical alterations are contemplated, though further improvements are under consideration.

## Ninety Correspondents in Field Force

This issue, which recognizes the Silver Jubilee of the *Commercial Intelligence Journal*, is devoted primarily to the presentation of its principal correspondents and some impression of the cities from which they operate. Although the Trade Commissioner Service has forty offices abroad, the field force comprises ninety trade commissioners or assistant trade commissioners, all of whom furnish reports or news items for *Foreign Trade*. These are checked by "Area Desk" officers, at headquarters, before

being submitted to the editor for publication in whole or in part, every effort being made to ensure that the information they contain corresponds with the latest available data, particularly as this pertains to trade and tariff regulations.

### **Centres of Operation Portrayed by Air Photos**

Air photographs, obtained from most of our offices in foreign lands, convey some conception of the cities in which trade commissioners perform their duties, and the fine sites in which their offices have been located. Many reveal masterful town planning and attractive architecture, both in the Old World and the New. Examination of these photographs will also indicate something of the character of each city and the nature of its people. These and photographs of our trade commissioners are reproduced in order to personalize the service, in the expectation that Canadian business executives will come to learn more about the men who are in a position to render them assistance, and the peoples with whom they now trade or may later establish commercial relations. Space limitations prevent the reproduction in this issue of photographs of other countries in the territories of trade commissioners. Nor is it possible, at this time, to publish biographical sketches of these officers. They will be printed, however, in forthcoming issues.

### **Trade Charts Introduced as New Feature**

Also featured in this issue of *Foreign Trade* are two charts, specially prepared by the Dominion Bureau of Statistics, the purpose of which is to present a graphic conception of Canada's external trade. These are the first of a series that will supplement the statistical tables of our exports and imports, by countries and commodities. They should enable readers to familiarize themselves with trade trends, and to govern their operations accordingly. So wide are the ramifications of commerce, that it is not possible to provide more than an outline of prevailing economic conditions and changes, with a brief analysis of various statistics. Detailed reviews of many industries and commodities are issued by the Dominion Bureau of Statistics, and are available for a nominal fee.

### **Reprints of Special Reports to be Provided**

No comprehensive conspectus of the *Weekly Report*, the *Weekly Bulletin* and the *Commercial Intelligence Journal* can be presented in a short article. Some impression of each may be gained from the facsimile reproduction of the front cover of the first issue of each, together with a list of their contents. The prime purpose of these publications, as previously indicated, was to furnish a medium through which to present reports of trade commissioners. Paper supply, in prewar days, was of little consequence, and a single issue might run to ninety-six pages. Special reports on specific countries and commodities will still be published, but in sections, afterwards being made available in pamphlet form to meet the needs of firms directly concerned. Efforts will be made to furnish brief reports from trade commissioners, thereby providing for wider coverage of the world in the space available.

### **Development of Trade and Goodwill Associated**

Canadians depend to a material extent on a wide distribution of facts concerning the economy of this country in promoting its commercial relations with other lands. It is also essential that they should have a clearer conception of conditions prevailing in those parts of the world with which it is proposed to exchange commodities. Trade is largely based on friend-

ship. This, in turn, stems from a full understanding of the country to which raw materials or manufactures can be exported, and from which the goods required by Canadian consumers and by industry can be procured.

### **Direct Personal Contacts Desirable**

*Foreign Trade* aims to provide Canadians with data that will assist them in securing wider markets for their products, thereby influencing the growth of individual and collective prosperity. Although the corps of Canadian trade commissioners is being enlarged in an effort to make this country and its products more widely known, it is desirable that commercial relations initially established by them between exporters and importers should be cemented by direct personal associations. Until shipping services return to normal, providing for the movement of commodities in bulk at relatively low cost, and travel conditions improve, *Foreign Trade* will endeavour to furnish those unable to go abroad with some essential information. It is proposed that copies of this publication should be made available, at reduced rates for bulk subscriptions, to students at universities and other centres of learning, thereby creating an early impression of the need for a broad outlook on foreign relations, and a realization that this country depends to a material extent on her foreign trade.

### **Credit Due Government Printing Bureau**

Space does not permit mention, by name, of those individuals who have laboured down through the years to produce the predecessors of this departmental publication. Much credit is due these servants of Canada. Appreciation is also due those employees of the Government Printing Bureau who have taken so much interest in the *Commercial Intelligence Journal*, some for more than two decades, seldom failing to meet the weekly "dead line". In conclusion, mention is made of the useful suggestions and encouragement which have been received by the editor in letters from subscribers and other readers. Additional letters of this character will be welcomed, as they enable the editor to determine whether the method of presenting commercial information is proving effective.



**M. W. Mackenzie,  
Deputy Minister,  
Department of  
Trade and Commerce**

TRADE AND COMMERCE, CANADA.

## WEEKLY REPORT

Containing Reports of Commercial Agents  
and Trade Inquiries.

FEBRUARY 1, 1904.

### CONTENTS.

CANADIAN BUTTER AND CHEESE IN THE BRITISH WEST INDIES.

No. 1.

Issued weekly by the Department of Trade and Commerce, Ottawa, to which  
applications for copies should be addressed.

GOVERNMENT PRINTING BUREAU  
1904

## Commercial Intelligence Journal

Vol. XXVI.

January 2, 1922

No. 935

Summary of Trade of Canada for Month of November  
The Market for Agricultural Machinery in Holland  
Present Industrial and Financial Situation in Italy  
Canadian Preference in Colony of Jamaica Delayed  
The Financial and Commercial Conditions in Brazil  
Trade of the Colony of Dominica for the Year 1920  
Trade Inquiries for Groceries; Lard; Flour; Sulphate  
of Ammonia; Heavy Chemicals; Paper; Lumber;  
Wire; Leather; Hardware; Underwear; Hosiery; Boots

DEPARTMENT OF TRADE AND COMMERCE  
OTTAWA, CANADA

MINISTER  
HON. J. A. ROSS

DEPUTY MINISTER  
F. C. T. O'HARA

COMMERCIAL INTELLIGENCE SERVICE  
H. R. POLSSETTE, Director

27791-1

# Weekly Report

February 1, 1904

Eight Pages

## CONTENTS

- Butter and Cheese Market in Trinidad, by Mr. Edgar Tripp.  
Butter and Cheese Market in Jamaica, by Mr. G. Eustace Burke.  
Butter and Cheese Market in St. Kitts, Nevis and Virgin Islands, by Mr. S. L. Horsford.

---

# Commercial Intelligence Journal

January 2, 1922

Thirty-two Pages

## CONTENTS

- Change in name of the *Weekly Bulletin*.  
Notice of forthcoming report by H. R. Poussette, Director, Commercial Intelligence Service, on "India as a Market for Canadian Products".  
Summary of the Trade of Canada for November, 1921.  
Canadian Manufacturers Invited to State their Problems in Export Shipment.  
Market for Agricultural Machinery in Holland, by Norman D. Johnston.  
The Italian Situation, by W. McL. Clarke.  
Canadian Preference Delayed in Jamaica through Rejection of Tariff Measure, by G. R. Stevens.  
Sugar Sales Commission of Cuba to be Abolished.  
The Cuban Market for Certain Canadian Products, by J. L. Gonzales Hoyuela.  
Financial and Commercial Situation in Brazil for the Month of November, by E. L. McColl.  
Imports from Germany into South Africa, by W. J. Egan.  
Notice concerning "Certificate of Origin for the Bahama Islands".  
Notice concerning "British West Indian Tariffs, Recently Printed for Distribution".  
Notice concerning "Report of the Special Trade Commission to Great Britain, France and Italy".  
Trade of Dominica in 1920, by E. H. S. Flood.  
Depression in West African Trade, from Manchester Guardian Commercial.  
Foreign Exchange Quotations for the Week Ending December 28, 1921.  
Trade Inquiries for Canadian Products.  
Proposed Sailings from Canadian Ports.  
Notice concerning "Certificates of Origin under Safeguarding of Industries Act".  
Commercial Intelligence Service, listing twenty-one Canadian Trade Commissioners in Buenos Aires, Argentina; Melbourne, Australia; Brussels, Belgium; Rio de Janeiro, Brazil; Bridgetown, Barbados; Shanghai, China; Havana, Cuba; Paris, France; Rotterdam, Holland; Milan, Italy; Kingston, Jamaica; Yokohama, Japan; Auckland, New Zealand; Cape Town, South Africa; Singapore, Straits Settlements; London, Manchester, Liverpool and Bristol, England; Glasgow, Scotland; New York, U.S.A.; and one on special duty.  
(It is interesting to note that Gordon B. Johnson, who was trade commissioner in Glasgow in January, 1922, is still in charge of that office. A. E. Bryan, then in Yokohama, is now Commercial Counsellor for Canada in London, and E. L. McColl, then in Brazil, has just retired from the service. Frederic Hudd, then in New York, was recently Acting High Commissioner in London, England. L. D. Wilgress, listed as being on special duty, is now Canadian Ambassador in Moscow.)  
Canadian commercial agents were stationed at Sydney, Australia; Christiania, now Oslo, Norway; and at Nassau, in the Bahamas. The Department of Trade and Commerce was also represented by British consular officers in Valparaiso, Chile; Bogotá, Colombia; Guayaquil, Ecuador; Alexandria, Egypt; Mexico City, Mexico; Colon and Panama, in Panama; Lisbon, Portugal; Barcelona and Madrid, Spain; Stockholm, Sweden; Geneva, Switzerland; Monte Video, Uruguay; and Caracas, Venezuela.

# Trade Commissioner Service Was Established Forty Years Ago

*Succeeded Canadian Commercial Agency Service in 1907—Field force of nearly ninety officers furnish information from forty offices in 34 countries—Number and variety of reports materially increased.*

Nearly ninety trade commissioners and assistant trade commissioners serve Canadian exporters and importers from forty offices in thirty-four countries, many of them being responsible for the development of trade relations with other lands within their respective territories. The Canadian Trade Commissioner Service has been materially extended during the last forty years. When, in 1892, the Department of Trade and Commerce came into existence, there were only six "commercial agents" in the British West Indies and British Guiana, and one in Norway. Three years later, a commercial agent was appointed at Sydney, Australia.

## **Trade Commissioner Service Dates from 1907**

The Canadian Commercial Agency Service was renamed the Canadian Trade Commissioner Service in 1907, when the number of its field force and the sphere of their operations were increased. This change in name was made by reason of the fact that the term "agent" implied that the designated officer was actually engaged in buying and selling, thereby militating against the usefulness of the services that he was in a position to render. Officers devoting all their time to the interests of Canadian trade were thenceforward known as trade commissioners, while others who were only partially engaged in such promotion continued to be known as commercial agents. The Service continued to expand until 1939, when it comprised thirty-seven trade commissioners and twenty-four assistant trade commissioners.

## **Material Trade Increase in Fifty Years**

Canada's external trade increased materially during the last fifty years. Exports in 1895, for example, were valued at \$113,638,803, consisting almost entirely of agricultural products and raw materials, whereas the corresponding figure for 1945 was \$3,267,424,288. Trade expansion following the first world war required an increase in the number of foreign service officers. The development of Canada as an industrial nation during the second world war introduced an era of even greater commercial activity, and an increased need for salesmanship in order to find outlets for Canadian commodities in competition with other industrial countries. With the close of hostilities in Europe and Asia, reorganization of the Canadian Trade Commissioner Service was undertaken to meet the increased requirements of exporters and importers throughout the Dominion.

## **Former Offices Reopened After War**

Former offices in Paris and Brussels were reopened in October, 1944, and March, 1945, respectively, even prior to the conclusion of hostilities in Europe, while that in Rotterdam was transferred to The Hague in December, 1945. A new office was established in Lisbon the previous month. During the past year, former offices in Shanghai, Singapore, Oslo and Hong Kong were reopened, that previously located in Milan was transferred to Rome, and new offices were established in Caracas, Stockholm, Leopoldville, Athens and Guatemala City. It is planned to open an office in São Paulo, Brazil, in the near future.

## Fourteen Commercial Agents in 1904

When the *Weekly Report* was founded in February, 1904, Canada had fourteen commercial agents in foreign countries. Their reports were prepared without much direction, control or assistance from headquarters, with the result that their efforts did not always serve the practical needs of Canadian manufacturers and exporters seeking information on economic conditions in other countries. These contributions were published once every three months in the quarterly report of the Department of Trade and Commerce, with the result that they did not reach the commercial community for some months after their preparation.

Few reports were available in the early days of the Service. These were printed on one side of the sheet, in order that newspapers throughout the Dominion might be induced to clip sections for reproduction. As the press displayed little interest in these efforts of Canada's commercial agents, it was decided to print reports on both sides of the paper. The number and variety of reports increased down through the years, being reproduced in the *Weekly Bulletin* and the *Commercial Intelligence Journal*, together with a limited number of photographs. Efforts are being made to continue the policy in *Foreign Trade*, while reproducing a larger number of commercial news items from trade commissioners and introducing additional features that may prove of assistance in the development of Canada's trade relations with other countries.

## F. C. T. O'Hara First Superintendent of Agencies

Canada's trade representatives abroad became the particular responsibility of F. C. T. O'Hara on July 1, 1904, when he was appointed Superintendent of Commercial Agencies. Although he was appointed Deputy Minister of the Department in August, 1908, he continued to supervise operations of the Canadian Trade Commissioner Service. Richard Grigg, formerly employed by the British Board of Trade and later as British Trade Commissioner in Canada and Newfoundland, was appointed Commissioner of Commerce in November, 1911. He died in January, 1916, Watson Griffin, travelling trade commissioner, being assigned duties at Ottawa as Superintendent of the Commercial Intelligence Branch, in May. Following his resignation, H. R. Poussette, travelling inspector, was appointed Director of the Commercial Intelligence Service on February 1, 1921, and C. H. Payne became Secretary of the Service on September 1.

Mr. Poussette was transferred in 1924 to Port-of-Spain, Trinidad, as trade commissioner, and W. McL. Clarke, formerly trade commissioner at Milan, was appointed Director on October 3, 1925, but resigned from the Service on December 31, 1926, to accept an appointment as General Secretary, Canadian Chamber of Commerce. C. H. Payne was made Acting Director on January 1, 1927, being confirmed in his position the following August. L. D. Wilgress, trade commissioner in Hamburg, returned to Canada in February, 1932, and was Director of the Commercial Intelligence Service until October, 1941, when Mr. Payne was again appointed Director. C. M. Croft served in this capacity from June 8, 1943, until October 31, 1945, when G. R. Heasman took over the responsibilities of an expanding Trade Commissioner Service, effective November 1.

Some indication of the countries in which Canadian trade commissioners are stationed is conveyed by the illustrations and descriptive material contained in the following pages. Buildings in which offices are located have been indicated by a white circle in the photographs that follow.

Canadian imports and exports for the first ten months of 1946, 1945 and 1939, indicated at the end of each article, were compiled by the Dominion Bureau of Statistics, Ottawa.



The large building in the foreground is the Central Post Office in Buenos Aires, and that in the upper left corner is the "Casa Rosada", Government House, which fronts on the famous Plaza de Mayo. The Royal Bank of Canada has an office on the lower floor of the building occupied by the Commercial Secretary, in white circle, while that of the Sun Life Assurance Company of Canada is in the tall building opposite the Central Post Office.

*Photo courtesy Archivo Grafico de la Nacion*

## Buenos Aires, Argentina

By E. H. Maguire,  
Acting Commercial Secretary, Canadian Embassy

The Republic of Argentina, a comparatively new country, settled by people predominantly of Southern European origin, has developed a large middle class, which is now an important factor in its economic life. The universal language is Spanish, but much English is spoken, particularly in the business community. Argentines are much interested in Canada, because they think of it as geographically the northern counterpart of their own country, and they study the manner in which Canada has overcome her problems of industrialization.

During the past twenty years, there has been a marked industrial growth and now most consumer goods of everyday use are manufactured



locally. However, there are many items which must be imported, and Europe has been the traditional supplier. Dislocation resulting from the recent war has caused Argentina to look to North America to satisfy her needs for raw materials and manufactured goods. Consequently, Canadian goods are arriving in increasing quantities. Because of their good quality, they are finding favour.

Buenos Aires, the capital of Argentina, has a population of nearly 3,000,000, of the country's total population of just over 14,000,000. It is the distribution centre of Argentina and is, in fact, the focal point of trade for the vast hinterland, extending 2,300 miles from north to south and 1,000 miles from east to west at the widest point. Approximately 90 per cent of the imports, and more than one-third of the exports of the Republic pass through this city, and the large proportion of domestic industries are located in or near it. The fact that most of the 9,850 importers and 8,700 exporters registered in Argentina reside in Buenos Aires is indicative of the city's importance as a trading centre.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
Argentina .....	Imports	\$ 7,253,703	\$ 6,484,014	\$ 3,048,947
	Exports	9,530,607	4,466,598	2,801,923
Paraguay .....	Imports	245,254	162,115	65,739
	Exports	81,587	36,068	1,485
Uruguay .....	Imports	490,138	90,890	188,770
	Exports	1,662,910	1,399,047	92,303

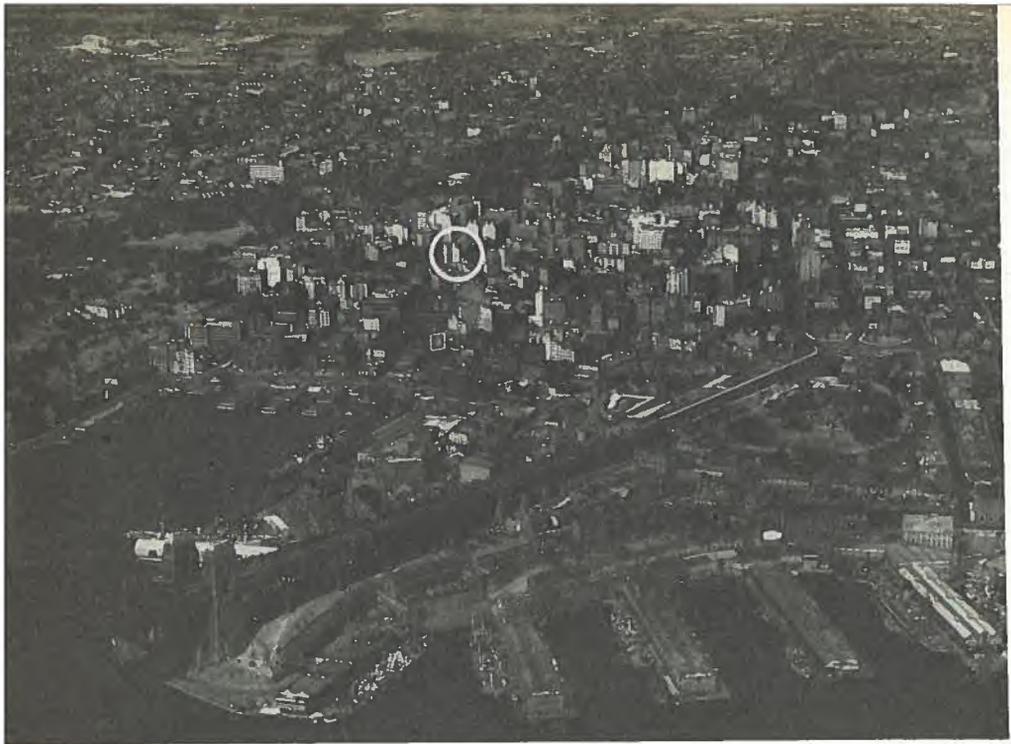
## Sydney, Australia

By C. M. Croft,  
Commercial Counsellor for Canada

Australia, situated in the Southern Hemisphere and comprising an area of about 2,974,581 square miles and approximately four-fifths that of Canada, is in many ways very similar to Canada. It has forms of government, national and state, corresponding fairly closely to those in Canada, and the way of life is analogous to the Canadian. On the other hand, the seasons are the reverse of those in Canada, with Christmas being celebrated in mid-summer and winter occurring in July and August. Roughly, five-thirteenths of Australia is in the tropical zone, and there is virtually no winter in the Canadian sense of the word. The lowest temperature recorded in any of the capital cities was 14.0 degrees Fahrenheit in Canberra, the Commonwealth capital, in July, 1924.

The people of Australia are predominantly British, the 1933 census figures indicating that 99.1 per cent of the population were British subjects. It is most uncommon to hear any language other than English spoken in Australia.





**Sydney, largest city in Australia, with a population of 1,337,000, indicating, in white circle, the City Mutual Life Building in which is located the office of the Commercial Counsellor.**

*Photo courtesy The Sun, Sydney*

Territory under the Sydney office includes the Australian Capital Territory, the States of New South Wales and Queensland, and the Northern Territory, representing 50·57 per cent of the Commonwealth. Sydney, with a metropolitan population in 1941 of 1,337,000, is the largest city in Australia. Captain Arthur Philip landed at Sydney Cove in 1788 and officially founded Australia. The municipal council of Sydney was created in 1842, one year after the union of Upper and Lower Canada. Sydney is situated on an excellent harbour, one of the finest in the world. Its entrance is nearly a mile wide and not less than 80 feet deep. The port is equipped with modern wharves and there are 200 berths, representing thirteen miles of wharfage, all in close proximity to the business centre of the city. The Sydney Harbour Bridge is one of the largest single-span arch bridges in the world, with a height above water of 445 feet, length of the span 1,650 feet and a total length, including approaches, of more than two miles. It carries four lines of railways, two ten-foot sidewalks and a central roadway 57 feet wide.

In the inter-war years, Canada and Australia developed satisfactory reciprocal trade, with Canadian exports to Australia greatly exceeding her direct purchases from the Commonwealth. It should be noted that there was a substantial measure of indirect trade, notably in wool and its products, which was conducted through the United Kingdom. During the war years, and up to the present, Australia has rigidly controlled her imports, especially those from non-sterling countries. It may be said, in general, that licences will not be issued for goods from hard currency countries when similar goods are available in Australia or sterling countries. There has been some easing of the restrictions and a number of commodities previously in the "no licence" class are now under "Administrative Control". This means, in effect, that licensing authorities review each

case and may issue licences on the basis of availability of the goods and prior pattern of trade. Australian industries expanded considerably during the war, and many items formerly imported are now being assembled, if not manufactured, locally. Thus, there may be some changes in the character of Australia's imports, although not necessarily in volume. There is at present a pent-up demand for goods of all kinds.

Although industries have been growing at a rapid pace, Australia's exports are largely of a primary nature, including wool, meat, wheat, sugar, butter, cheese, dried fruits, and citrus fruits. Australian exporters are much interested in developing trade with Canada, but many classes of goods are at present in very short supply or are under international allocation.

Canada and Australia exchange tariff preferences with all Australian goods entering Canada at British preferential rates, or better, and with Canadian goods being admitted to Australia under the British preference in 420 of the 438 items in the Australian tariff. Special rates apply to six items and the general tariff to twelve items.

It is of interest to record that the first fully paid, full-time Canadian commercial representative was appointed to Sydney in 1895. The Sydney office serves just over half of the area of Australia and above 57 per cent of the population.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
Australia	Imports	\$ 17,205,298	\$ 13,879,167	\$ 7,330,302
	Exports	28,881,648	26,208,745	26,316,700

## Melbourne, Australia

By F. W. Fraser,  
Commercial Secretary for Canada

Melbourne, capital of the State of Victoria, and the Queen City of Australia, was founded in 1835, just one year later than Toronto, Queen City of Canada. With a population of 1,200,000, and a very important financial, commercial and industrial centre, Melbourne lives quietly and conservatively at the head of Port Philip Bay, forty miles from the open sea. Boasting none of the spectacular beauties of her rival, Sydney, the city has won world renown for her wonderful Botanical Gardens, her many beautiful parks and shady tree-lined boulevards. Her sport-loving people this year welcome the return of Davis Cup matches at well-known Kooyong Tennis Club, and test cricket matches with England, at the huge Melbourne Cricket Ground. Their unbelievable enthusiasm for horse-racing has just reached its annual peak in the running of the Melbourne Cup race at Flemington track.

Situated in the heart of the business section, the office of the Canadian Trade Commissioner serves to bring together Canadian businessmen and their counterparts in the Australian States of Victoria, Tasmania, South





**Business centre of Melbourne, capital of the State of Victoria and Queen City of Australia.**

Australia and Western Australia. Nearby, busy Port Melbourne handles a growing volume of export and import trade, amounting in 1942 to over 7,000,000 tons of cargo.

Australia wants Canadian softwoods, newsprint and paper products, vehicles and machinery, rayons and cottons, canned fish, chemicals, minerals and furs. In return, Canada offers a growing market for Australian dried fruits, wines, raw wool and woollen manufactures, hides and skins, hardwoods and dairy produce. The rapid return to freer trade will provide greater opportunities for businessmen of both nations.

## **Leopoldville, Belgian Congo**

**By L. H. Ausman,  
Canadian Trade Commissioner**

The Leopoldville office was opened on October 7, 1946. It is located in the capital of the Belgian Congo, about 250 miles from the Atlantic port of Matadi, which is nearly 100 miles from the mouth of the Congo River. The Congo and its tributaries are navigable over a total length of 7,452 miles, of which 1,530 miles are accessible to river boats of from 800 to 1,200 tons. It is the second largest in the world.



In an area of 918,000 square miles, astride the equator and almost in the geographical centre of the African continent, are to be found 10,508,500 Belgian Congo Africans and 33,800 Europeans. A number of native tongues are spoken throughout the country, the most widely understood being Lingala. French and Flemish are the official languages, but most businessmen speak English, especially those associated with the large foreign companies located here.

Leopoldville, which fifty years ago was only a small native village, has grown, as a result of its strategic location and the rich resources of the Congo, to a metropolis of over 100,000 population, of which only 5,385 are white. The city is located 4° south of the equator and, with an altitude of about 1,000 feet, is tropical in climate. In the mountainous areas to the north and east of the colony, however, there are snow-clad peaks 16,000 feet in height directly on the equator. Much, but not all, of the country is covered with tropical forests.

Politically and economically, the Belgian Congo is a new country. Like Canada, it has a birthday celebration on July 1st in honour of its recognition, in 1885, as a "Free State" under the personal rule of King Leopold II of Belgium. This was the year in which the last spike of the Canadian Pacific Railway, linking an expanding Canada from east to west, was driven. Like Canada, too, the Congo is rich in natural resources, among which are radium and uranium, copper, gold, tin, cobalt, industrial diamonds, palm oil, cotton, coffee, rubber, copal gum, jute fibres, lumber, sugar, and pyrethrum. Except for the supply of certain products for local consumption, there is no manufacturing industry. Native agriculture, as opposed to European-controlled plantations, is as yet little developed, though the Government is lending every possible assistance and encouragement in this direction. Total exports, mainly of the products mentioned above, amounted, in 1944, to 4,620,549,000 francs, while imports were valued at 2,478,408,000 francs.

Though the Congo is but little known to Canadians, it has made tremendous strides in the past few years, particularly during the recent

**Leopoldville. Circle on right is site of present office of Canadian Trade Commissioner, while that on left is site of Forescom Building, in which the office will be located early this year.**

*Photo courtesy Service de l'Information du Congo Belge*



war, when its valuable raw materials were so important to the United Nations. Within that period, imports from Canada, largely of military supplies and foodstuffs, reached an annual figure of \$2,500,000. With a view to retaining some of this business for Canadian exporters and developing reciprocal trade between the two countries, the Leopoldville office has been established.

In addition to the Belgian Congo and the mandated area of Ruanda-Urundi, the territory of this office includes Kenya, Uganda, Tanganyika, French Equatorial Africa and Angola.

#### Canadian Imports and Exports

	January-October		
	1946	1945	1939
	\$	\$	\$
Belgian Congo ..... Imports	571,949	158,205	7,187
Exports	1,026,105	748,866	91,641
British East Africa (incl. Kenya, Imports	3,273,259	1,380,573	1,683,962
Uganda, Tanganyika) ..... Exports	1,661,527	3,609,831	500,488

## Brussels, Belgium

By B. A. Macdonald,  
Commercial Secretary, Canadian Embassy



Although very different in area, Belgium with 12,000 square miles and Canada with 3,462,000 square miles, these two countries have much in common. Both are important "middle" powers, and each is intensely democratic. Both occupy a position in industry and trade out of all proportion to their respective populations. Each has vast territories awaiting development, the Belgian Congo having an area of some 900,000 square miles, with a population of 30,000 whites and 10,000,000 natives, and the Northwest Territories having an area of 1,253,438 square miles, with a population of 12,028. Belgium and Canada are divided into two main language and racial groups, the 8,000,000 population of the former being divided in the ratio of five to three Dutch-speaking Flemish and French-speaking Walloons. Although these divisions have created some internal problems, tolerance exists in each country and both have an aptness for international relations.

Belgium and Canada depend on foreign trade, and their commercial relations before the war were largely complementary and of considerable importance. Finally, the goodwill prevailing between these two countries has been strengthened by the Canadian armed forces who assisted so materially in the liberation of Belgium.

The office of the Canadian Trade Commissioner Service in Brussels was re-established in the late winter of 1944-45. With other units of the



**Brussels "Bourse", a commodity and stock exchange, located in the business centre of the city.**

*Photo courtesy Sabena*

Canadian Embassy, it will be transferred on January 1, 1947, to new premises at 46 Rue Montroyer. The territory of this office includes the Grand Duchy of Luxembourg, having an area of 1,000 square miles and a population of 350,000, which is linked to Belgium in a customs union. It is economically important by reason of its great iron and steel industry.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
Belgium .....	Imports	\$ 3,321,375	\$ 203,994	\$ 5,437,605
	Exports	57,375,276	22,791,953	6,381,449

# Rio de Janeiro, Brazil

**By Maurice Bélanger,  
Commercial Secretary, Canadian Embassy**



It is now generally recognized that the future prosperity of Canada will depend to a large and growing extent on the volume of her export trade. It is also agreed that this should not be sought exclusively in traditional British and United States markets. New outlets must be found in areas where Canada's produce and manufactures have not previously found a substantial market. South America is among the most promising fields in which to seek new markets for Canada's expanded production.



**Rio de Janeiro, as seen from the summit of Corcovado, and indicating the Sugar Loaf Mountain and entrance to the deep bay on which the city has been built.**

*Photo courtesy Hess*

Brazil, with an area approximately equal to that of the United States, covers half the total area of South America and contains nearly 50 per cent of its population. A large part of its huge area is still relatively undeveloped, and much of its population of 45 millions does not yet enjoy a standard of living comparable to that of the average Canadian. The purchasing power of its citizens, however, has been growing rapidly in recent years, and Brazil offers a much larger and more varied market to-day than was the case before the war.

Canadian exports to Brazil in 1946 were at the rate of about two million dollars a month; a figure that compares favourably with total exports to Brazil in some prewar years and is about four times as high as Canada's best prewar monthly average. More significant still is the fact that Canadian exports to Brazil are now much more diversified than previously.

Canada's industrial and agricultural war effort made Brazilians more conscious of that country as an important source of supply for the commodities of which Brazil has need. Wartime industrial progress in Brazil has created an important market for raw materials and industrial equipment, and increased purchasing power has made accessible to Brazilians a wider range of imported consumer goods. Canadians and Canadian goods are highly regarded in Brazil. Offers from Canada will receive the very best consideration of an importing community which is alert and competent and anxious to increase its volume of business.

The term "complementary economy" has often been misused. In the case of Brazil and Canada, however, the term is apt and entirely justified. A large part of Brazil is tropical and its main export items, coffee, cotton, vegetable oils and waxes, tropical fruit, etc., are not produced in Canada. Canadian commodities, on the other hand, are in demand in Brazil and do not, as a rule, compete with local production. These conditions favour the development of a larger volume of trade on a sound bilateral basis. Since the end of the war, many Canadian businessmen have visited Brazil.

In every single case, the business obtained as a result of their visits has more than repaid the money and time spent. Canadian exporters, who are able to do so, will derive profit and considerable pleasure from a visit to this beautiful and hospitable country.

**Canadian Imports and Exports**

		1946	January-October 1945	1939
Brazil .....	Imports	\$ 12,465,524	\$ 5,082,241	\$ 934,205
	Exports	16,447,491	11,917,390	3,097,624

# Kingston, Jamaica

By M. B. Palmer,  
Canadian Trade Commissioner



On his second voyage, in 1494, Columbus discovered Xaymaca, which is the Arawak Indian name and means the land of wood and water. Jamaica to-day is a potential tourist paradise, with variegated tropical scenery and a diversified climate from sea-level to altitudes of 7,000 feet.

As one of the British West Indies group, links with Canada have been long and enduring. The first foreign branch to be established by any Canadian bank was opened in Jamaica by the Bank of Nova Scotia on April 29, 1889. It is interesting to recall, too, that two Governors of Jamaica later held office in Canada. They were Sir Charles Metcalfe (1843-1845) and Lord Elgin (1847-1854). During the war, several Cana-

**Kingston, terminus of steamship services from Canada, showing the waterfront and Blue Mountains beyond the city.**

*Photo courtesy Jamaica Tourist Trade Development Board*



dian regiments were stationed here: the Winnipeg Grenadiers, the Argyle and Sutherland Highlanders, the Irish Fusiliers and the Brockville Rifles, in that order.

Trade with Canada was considerably strengthened during the war, when a large percentage of Jamaica's requirements, especially food products, were delivered by Canadian ships. The trend is forcibly illustrated by the Jamaica statistics. During 1939, Jamaica's total imports were valued at £6,506,689, of which Canada supplied £1,121,108, the United Kingdom £1,847,731 and the United States £1,471,285. In 1945, total imports increased to £9,595,587, of which Canada accounted for £3,943,060, the United Kingdom £1,325,900, and the United States £2,886,588. Jamaica's exports of domestic products during the same years only increased moderately from £4,646,123 to £4,963,797, with Canada taking £1,095,580 in 1939, and £1,840,890 in 1945; the United Kingdom £2,925,474 and £2,210,327, and the United States £260,209 and £521,787, respectively.

Jamaica's population of 1,250,000 is predominantly coloured. One of the notable developments of the Trade Commissioner's office in Kingston during the past year has been the flood of inquiries from intending emigrants wishing to journey north to that great country, Canada, which did so much for them and accomplished such an enviable record during the trying war years.

#### Canadian Imports and Exports

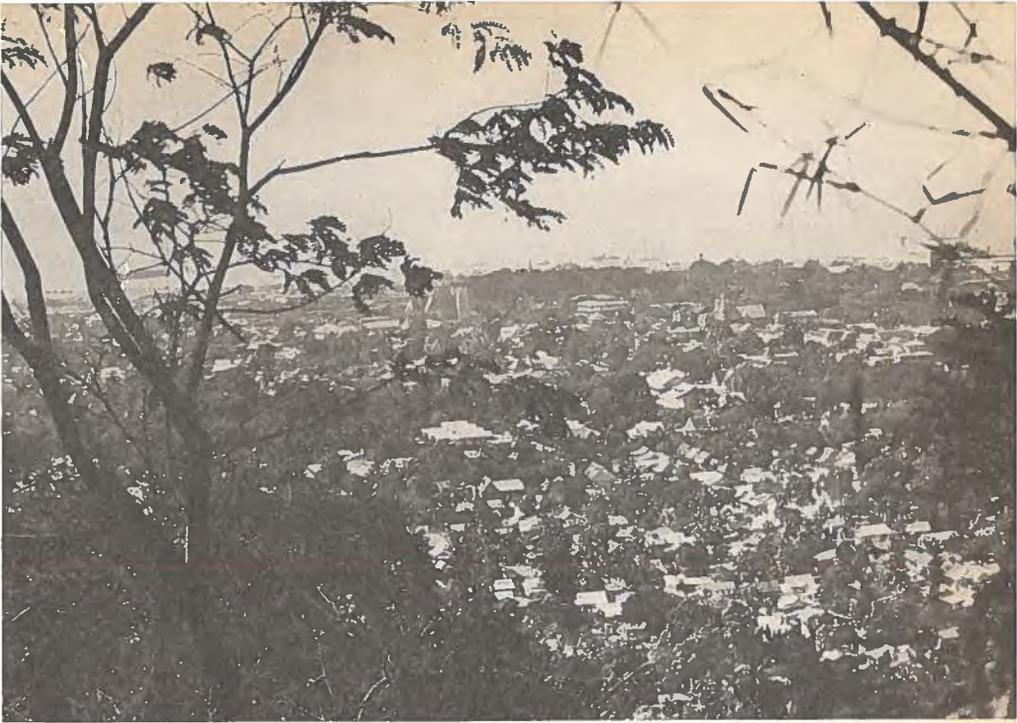
		January-October		
		1946	1945	1939
		\$	\$	\$
Jamaica .....	Imports	9,246,592	6,680,376	4,121,779
	Exports	11,933,033	11,912,433	3,531,045
British Honduras .....	Imports	961,121	300,376	85,773
	Exports	937,810	751,770	182,429

## Port-of-Spain, Trinidad

By T. G. Major,  
Canadian Trade Commissioner



One of the oldest posts in the Canadian overseas trade service, the Port-of-Spain office, is located in Trinidad, in the commercial capital of the Eastern Caribbean. It is the centre of a network of radiating air and ocean shipping lines. Included in the area covered by it are sixteen colonies and territories under the British, American, Dutch and French flags, each with its own customs tariffs and regulations and trade controls. These extend from the Virgin Islands, in the north, to the Guianas, on the mainland of South America. By reason of its strategic location and long association with the area, the office is in a peculiarly favourable position to serve the interests of firms engaged in trade. In addition, it is a clearing house for information regarding immigration, tourism, and educational facilities. Unofficially it serves the interests of the fairly considerable number of Canadians living in Trinidad, British Guiana, Barbados and the other British colonies.



Port-of-Spain, commercial capital of the Eastern Caribbean, is the centre of a network of radiating air lines and shipping services.

*Photo courtesy Trinidad Guardian*

The Colony of Trinidad and Tobago, the most populous political unit in the area, first discovered by Columbus, has been in British hands since 1797. Like British Guiana, its population includes large East Indian elements, as well as those of African descent, which predominate throughout the area. Except for bauxite, gold, diamonds and lumber in the Guianas, and small lumber and fishing industries in some of the other colonies, the economy of the area is mainly agricultural. Sugar, molasses, rum, cotton, citrus fruits and spices are exported chiefly to the United Kingdom and Canada. From these two countries and the United States are imported manufactured goods and the principal foodstuffs. With intensified efforts under way to improve economic, social and political conditions, one can look forward with reasonable hope to the future trade relations between the Eastern Caribbean territories and Canada.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Trinidad and Tobago	Imports	3,375,019	2,715,760	2,580,475
	Exports	15,336,622	13,794,485	3,012,467
Barbados	Imports	4,619,396	5,195,343	3,673,189
	Exports	5,120,084	3,830,369	1,250,206
British Guiana	Imports	9,441,982	8,897,733	4,832,101
	Exports	5,889,340	5,353,213	1,140,148
Dutch Guiana	Imports	.....	.....	596
	Exports	441,068	158,257	32,493
French Guiana	Imports	287	.....	1,424
	Exports	174,695	44,963	420
French West Indies	Imports	3,262	94,012	.....
	Exports	992,215	322,282	62,816
Br. W. Indies, other (incl. Bahamas, Windwards, Leewards)	Imports	549,762	628,500	1,396,526
	Exports	6,637,454	5,357,442	1,332,753



**Santiago, which is overshadowed by the Andes, is laid out with great regularity and has many fine public squares, including the Plaza de la Independencia. The rocky hill of Santa Lucia, once a citadel and now a park, rises in the centre of city.**

*Photo courtesy Valladares*

## **Santiago, Chile**

**By J. L. Mutter,  
Commercial Secretary, Canadian Embassy**

With a coast line of 2,800 miles, extending from the southern tip of the South American continent to the borders of Peru, the Republic of Chile offers a variety of climates and vegetation. This ranges from the Antarctic to the tropical. In the central and southern sections of the country may be seen some of the most magnificent mountain and lake scenery anywhere in the world.

In this country, which is penned between the Andes and the Pacific and has an average width of only eighty miles, live some 5,000,000 people. They are mainly of Spanish descent, though Araucanian-Indian is found throughout Southern Chile. Spanish is the national language, though names, manners and customs reveal the influence of immigration from Great Britain, Germany, Spain, Italy and France. The largest concentration of population is found in Santiago, the capital, and in Valparaiso, the principal seaport, which is some 110 miles northwest of Santiago.



The economy of Chile is based on the production of nitrates and copper. Mixed agriculture and pastoral pursuits, notable among which are sheep raising, lumbering and fishing are also important. During the past decade there has been pronounced development of manufacturing.

Chileans hold Canada and things Canadian in high regard, and profess admiration for her war effort and price control system, showing keen interest in Canadian forest, fishing and hydro-power industries, the equivalent of which exist in their own country.

Commercial ties between Canada and Chile have prevailed since the middle of the last century. Canada's exports to Chile were valued at \$2,561,000 in 1945 and at nearly \$3,000,000 for the first ten months of 1946, consisting principally of newsprint, agricultural machinery, asbestos products and miscellaneous iron and steel products. Canada's purchases from Chile have averaged around \$350,000 a year since 1938, consisting principally of nitrates, fibres, manganese oxide, crude iodine, vegetables and seeds. Imports have currently declined, due mainly to a slackening of interest in nitrates. Chilean import and exchange controls limit imports from Canada largely to merchandise essential to the country's economy and not produced by national industries. As time goes on, this trend is likely to become even more firm, so that the principal markets in the future for imported goods will be those for raw and semi-finished materials.

#### Canadian Imports and Exports

		January-October		1939
		1946	1945	
Chile .....	Imports	\$ 298,930	\$ 523,518	\$ 149,654
	Exports	2,905,107	2,005,891	766,540
Bolivia .....	Imports	32,069	25,428	2,510
	Exports	444,462	246,059	90,589

## Shanghai, China

By L. M. Cosgrave,  
Commercial Counsellor



China, with nearly one-quarter of the world's population and a nation of traders when Canada was an unknown country, is to-day, despite her many years of war and devastation, rapidly regaining her prewar importance in world trade. Many factors are retarding resumption of the old volume of trade between Canada and China, such as inflation, shortage of shipping, exchange difficulties, and civil war. Yet inquiries for Canadian products of all kinds, from heavy machinery to zipper fasteners, indicate the virility which has always characterized the Chinese nation.

Canada's relations with China have always been marked by close and friendly contacts, both in commerce and culturally. The great port of Shanghai, entrepot for all Central and North China, has been the headquarters in China of the Canadian Trade Commissioner Service since 1918. During the intervening years, despite reverses of civil war, famine and flood, Canada and Canadian products have penetrated to every corner of



**The Bund, at Shanghai, showing, from left to right, the North China Daily News Building, Chartered Bank, Palace Hotel, Cathay Hotel, Bank of China, Central Bank of China, E-Wo Building, in which the office of the Commercial Counsellor for Canada is located, and the Glen Line Building.**

this vast republic. Canada's shipping services, from the West Coast and the Atlantic, have become known over the years for their efficiency and care of cargo, and all the great "hongs" of China, both foreign and Chinese, look forward to the early replacement of Canada's Pacific fleets.

As in so many foreign countries, much of the present movement of goods is for government purposes—reconstruction, rehabilitation, and the establishment of industries of national importance. Canada is lending her great industrial and technical knowledge to the Chinese Government in many spheres, such as mining, power, agricultural, shipping and UNRRA. When these missions have been accomplished, private industry and normal trading will undoubtedly be resumed on a larger scale than ever, and China offers many opportunities for enterprising Canadian firms in co-operation with Sino-foreign organizations, semi-government enterprises and indirect trade.

Throughout the great hinterland of China, north to Manchuria, south to Yunnan and the Indo-Chinese border, and west to the great inland province of Szechuan and the borders of Tibet, Canada is in intimate contact with China through her splendid missions, which maintain close contact with Canada's officials in China. They provide invaluable information of China's needs and supply that intimate knowledge of the Chinese language and customs which enable Canada's trade envoys to keep Canadian exporters and government departments fully informed of many matters of interest to Canadian industry.

So, despite what appear to be great difficulties in the establishment of sound trade with China, it should be remembered that this ancient land has survived through five thousand years, embraces a population of 450,000,000 hard-working, intelligent people, has thousands of able young students studying abroad, and, though at present passing through

many tribulations and hardships, is pressing forward towards a new democracy. Throughout this vast land, innumerable modern changes are taking place, embracing irrigation and power projects, modern farming, new roads and railways. From the standpoint of disseminating information, modern airways are being extended to all the great Chinese cities, establishing contact in hours instead of weeks, as in former times.

#### Canadian Imports and Exports

		January-October		1939
		1946	1945	
China .....	Imports	\$ 1,964,772	\$ 239	\$ 2,137,249
	Exports	35,080,784	1,425,580	2,440,664

## Bogota, Colombia

By M. T. Stewart,  
Canadian Trade Commissioner



Bogotá, capital of Colombia, is situated in the interior on a high plateau, 8,600 feet above sea-level, and is one of the most inaccessible of any of the capitals of the Latin American republics. Colombia, which is the only South American country bordering on both the Atlantic and Pacific Oceans, has a land area of 439,000 square miles, slightly more than the area of Ontario. The country is divided by three large ranges of the Andes, which largely control the climate and the economy. Colombia lies within the tropics, and at sea-level is intensely humid. However, there are plateaus at higher levels with quite moderate temperature, and at Bogotá the average temperature is 58 degrees Fahrenheit, with no marked change between the seasons.

Colombia, being completely divided by the vast Cordilleras, is unlike any other Latin American country in that there are several important centres of population. Prior to the advent of the aeroplane, it was a slow and tedious matter to communicate with any other part of the country, and transportation by land is still incredibly difficult. There are four natural divisions. Bogotá, on the high plateau, has a population of about 430,000. On the Atlantic Coast, are Barranquilla, with a population of 200,000, and Cartagena, with about 100,000. Medellin, in Antioquia, is an important but isolated centre and the population is 215,000. Cali, in the fertile Cauca valley, has a population of 135,000. It is difficult to imagine how completely separate these four sections are in a comparatively small country, of which over half the area comprises the llanos, bordering on Brazil and Venezuela, where there is practically no population. It is estimated that only about 2 per cent of the land area of Colombia is cultivated, and on this small percentage a population of about 10,000,000 find their living.

The inhabitants are largely of Spanish and Indian extraction, and Spanish is the official language. Colombia enjoys a democratic government and is regarded as one of the most democratic countries in Latin



**Bogotá, capital of Colombia, is situated on a high plateau and is one of the most inaccessible capitals in Latin America. Location of Canadian Trade Commissioner's office is indicated by a white circle.**

*Photo courtesy Avianca*

America. Doubtless the topography of the country and absence of communications in earlier days materially operated against any successful widespread revolutionary movement.

Colombia is largely an agricultural country, and coffee is the leading export and the basis of its economy. The current annual production amounts to some 5,500,000 sacks of 60 kilos each. Cattle raising is important, and various grain crops are grown in moderate quantities. During the past ten years, Colombia has shown a marked trend towards industrialization and an increasing portion of the natural income is derived from industry rather than agriculture. Great hope is held out for the petroleum industry, and the various leading oil companies are spending many millions of dollars annually in exploration work without any really definite results to date. The Tropical Oil Company, a subsidiary of Imperial Oil, Limited, has been operating in Colombia for more than twenty years, however, and is producing some 24,000,000 barrels of crude oil annually. Gold mining is an important industry, and Colombia is quite rich in mineral wealth. The deposits are, in some cases, so inaccessible that they are not commercially profitable to work.

The office of the Canadian Trade Commissioner was opened in Bogotá in June, 1943, and from the first has enjoyed the goodwill of the Colombian people. There are several hundred Canadians living in Colombia, the majority being in the employ of the Tropical Oil Company. Possibly, for this reason, it appears that Colombians know more about Canada than do Canadians know about Colombia.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
		\$	\$	\$
Colombia .....	Imports	9,123,110	10,126,669	4,498,448
	Exports	6,827,339	3,969,645	1,476,800
Panama (incl. Canal Zone) .....	Imports	12,894	33,698	72,660
	Exports	1,190,396	755,015	211,204

# Havana, Cuba

By R. G. C. Smith,  
Commercial Secretary, Canadian Legation



Cuba, lying across the strategic route to the Panama Canal, Gulf of Mexico and the Central American Republics, is a large island, greater in area than all the other West Indies together. It is well populated, but not overcrowded, with a population nearing five million, giving a density of some 113 people per square mile.

One of the earliest descriptions of Havana is found in the writings of the "Father of New France", Samuel de Champlain. Before he founded Quebec, in 1608, Champlain visited Cuba in 1600 and found Havana already a thriving strategic port. He describes the excellent pineapples found there—perhaps the progenitor of the fruit that is now being imported into Canada in substantial quantities.

Havana boasts one of the finest natural harbours in the West Indies, accessible to ships of almost any draught and fully protected. Many changes have been effected in recent years. The narrow harbour entrance

**Lower section of Havana, capital of Cuba and largest city in the Caribbean. The office of the Commercial Secretary is indicated by white circle at top left of photograph. Morro Castle, a fortress built by the Spaniards in the late sixteenth century, may be seen at the harbour entrance.**

*Photo courtesy Cuban Department of Public Works*



and outer shore have been flanked by a broad avenue, important streets have been cut through the older city, and the outer suburbs have been made more readily accessible. The Malecón, or sea wall, extends inside the harbour, having been built on reclaimed ground covering the shallows, and provides wide parks and valuable commercial property. The Malecón merges into the Avenida del Puerto, whose width varies from fifty to more than a hundred feet. Havana is famed for its parks and drives, and presents a picturesque appearance from the sea.

Its people are of Spanish origin, and Spanish is the language spoken throughout the island. It must not be assumed that, because of the fact that Cuba is close to the United States, English is widely understood. Although most business firms can, and do, correspond in English, a knowledge of Spanish is essential for anyone living in Cuba.

Although the summer climate may be somewhat too warm for comfort, the long winter in Cuba is delightful. There are none of the common tropical diseases, and it may be said that the Cuban people and climate are kind to the stranger within their midst.

Cuba is essentially a sugar island, being dependent almost exclusively on sugar for its well-being. Although Cuban tobacco and cigars are world famous, it has been estimated that over 90 per cent of the national income is derived from sugar. Following the sugar boom and crash in 1920, Cuban economy suffered under the surplus world production of sugar between the two wars. During the war, the sugar industry was greatly expanded to meet shortages created by the destruction of Far Eastern sugars—from an average production of some 2,760,000 long tons in 1935-39 to 3,940,615 tons in 1946 and an estimated production of over 5,000,000 tons in 1947. Considering that these larger crops have been sold at good prices, Cuba is undergoing a condition of great prosperity. This has been translated into greatly improved standards of living and higher wages.

Although Cuban industry has expanded somewhat, the outstanding effect of the war has been a great increase in the cost of labour. This has created a strong demand for mechanization in agriculture, for a variety of machinery and manufactured goods, and a much higher per capita consumption of food products.

Canada has long been one of the principal suppliers of newsprint paper, codfish, calcium carbide and seed potatoes, but the market has been restricted by lack of shipping facilities and the duty preference accorded to imports from the United States. There are now direct shipping services from Canadian ports to Havana and Santiago de Cuba. The preferential disadvantage is still in effect, but now that direct shipping facilities have been established, Canadian firms would do well to examine their position in Cuba. It should be remembered that the Cuban tariff is relatively low, and frequently the preference—in terms of ad valorem percentage—is of minor importance. There is great interest in Cuba in trading with Canada. Consequently, a good opportunity exists to become established in this, the richest island of the Caribbean.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Cuba .....	Imports	11,480,760	6,370,707	555,904
	Exports	4,442,173	3,799,353	1,162,696
Haiti .....	Imports	754,534	488,379	39,000
	Exports	969,681	495,827	97,054
Dominican Republic .....	Imports	6,067,175	5,709,879	16,011
	Exports	1,020,956	557,861	100,820
Puerto Rico .....	Imports	160,307	50,028	6,547
	Exports	2,492,989	1,848,359	423,364



Waiting room of the Canadian Trade Commissioner's office in Cairo, indicating some of the facilities available to visitors.

## Cairo, Egypt

By R. Campbell Smith,  
Acting Canadian Trade Commissioner



Markets of the Near East and Middle East are served through the office of the Canadian Trade Commissioner Service in Cairo. Slightly larger than Montreal, Cairo is the commercial hub of countries in the territory of this office, namely Egypt, the Sudan, Palestine, Transjordan, the Lebanon and Syria, Iraq, Persia (Iran) and Cyprus. This area is three-fifths that of Canada and supports a population of 48,000,000. Other cities of importance in this territory are Alexandria, Khartoum, Tel Aviv, Jerusalem, Haifa, Amman, Beirut, Damascus, Aleppo, Baghdad, Mosul, Basrah and Teheran.

In point of area and population, Persia ranks next in importance to Egypt. Covering territory half again as large as that of Egypt, it has a population of 15,000,000, or 3,000,000 less than Egypt. The capital, Teheran, is larger than Toronto. There are four other cities in Persia with more than 130,000 inhabitants.

Despite the fact that over fifty per cent of the Middle Eastern peoples are engaged in rural pursuits, industry is being developed. In order to

supply equipment and materials for the Allied forces in North Africa, East Africa, Iraq and Persia, many industries were established during the war. With this impetus, a gradual increase in the demand for machinery and semi-manufactured goods may be expected. Progress in agricultural methods, arrested by the war, will likewise create a market for agricultural and dairy equipment. There is an immediate demand for a wide range of machinery, which could not be obtained during the war.

All countries served by the Cairo office, with the exception of Persia, are members of the sterling group, which handicaps Canadian exporters in establishing new products in this market. Canadian exports to this territory of essential commodities, such as lumber, wheat, flour and canned goods, are heavier than before the war. Although Persia does not fall within the sterling area, it is short of hard currency, and enforces an equally restrictive import licensing policy. Imports into all countries in this territory were valued at \$380 millions in 1938, while exports were valued at \$348 millions. The Middle East, hitherto somewhat strange to the Canadian exporter, may become one of the significant markets of the future.

#### Canadian Imports and Exports

		1946	January-October 1945	1939
		\$	\$	\$
Egypt .....	Imports	204,865	150,310	473,956
	Exports	10,449,258	34,227,806	276,564
British Sudan .....	Imports	38,779	56,285	19,218
	Exports	488,338	87,352	34,338
Palestine .....	Imports	450,571	340,549	40,945
	Exports	2,596,867	1,653,088	169,958
Iraq .....	Imports	1,157,058	970,270	105,066
	Exports	2,654,021	3,420,965	32,713
Syria .....	Imports	32,497	15,924	2,783
	Exports	196,784	588,778	54,170
Iran .....	Imports	260,933	210,228	66,687
	Exports	383,138	1,669,518	74,254

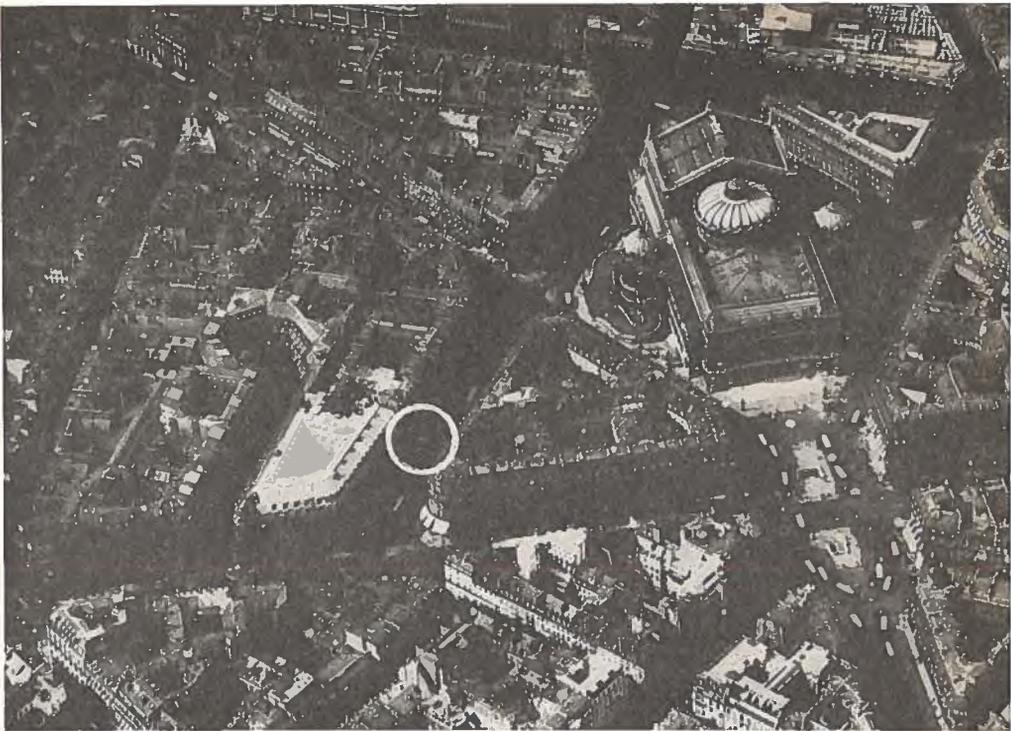
## Paris, France

By Yves Lamontagne,  
Commercial Secretary, Canadian Embassy

The first Europeans to sight the eastern coasts of Canada were seafaring peoples: English, Irish, Scots and Scandinavians. France, too, is a sea-faring nation. The Atlantic washes its western shores, and across that ocean the French look towards Canada. Soon after Cabot, and before Jacques Cartier, hardy Basque and Breton fishermen were regularly sailing into the Gulf of St. Lawrence. Champlain inaugurated another era, the colonization and exploration of Canada. The sons of these early French settlers, together with the sons of settlers from other countries who followed them, have developed Canada's vast resources, built up industries and made Canada one of the greatest trading countries of the world.

The French people are extremely grateful to Canadians for the part they played in the liberation of France, for the wheat and other foodstuffs which Canada shipped after liberation, and for the raw materials and





**Office of the Commercial Secretary, in the Royal Bank of Canada Building and adjoining the Hotel Scribe, is near the Paris "Opera", situated in the heart of the French capital.**

*Photo courtesy Compagnie Aérienne Française*

manufactures which Canada is presently supplying for the reconstruction of their economy.

Canada's prestige has never been so high in France as to-day, nor French goodwill towards Canada so great. By visiting France and by purchasing French goods, Canadians can maintain and develop this goodwill. France has much to offer tourists, and the tourist industry is very important to the well-being of France. It can also supply goods which are not only non-competitive with Canada's industry, but which can contribute materially to brightening up Canadian homes and life.

The ties that bind Canada and France are numerous. The trade tie is only one of these, but it is one of the most important. It should be the constant aim of Canadians to foster trade with France in both directions. The prosperity of both countries varies directly with the volume of their foreign trade.

The Canadian Trade Commissioner's office in Paris was first established in August, 1902, when a commercial agent was appointed in the French capital. It serves as a trade link not only between Canada and France, but also with Algeria, Tunisia, French Morocco and other territories in the French Empire.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
		\$	\$	\$
France .....	Imports	3,038,699	58,907	5,023,595
	Exports	59,950,164	55,086,585	5,339,695
Switzerland .....	Imports	9,202,864	5,721,949	2,418,326
	Exports	6,291,586	9,834,461	713,463
French Africa .....	Imports	353,231	129,733	65,722
	Exports	8,709,053	15,540,037	102,422
Morocco .....	Imports	17,927	107,005	36,137
	Exports	1,063,074	7,419,269	77,732



**Athens, indicating in bold shadow the ancient street, Lycabettos, renamed Mackenzie King Street last year in honour of Canada and her Prime Minister. In the background rises the Acropolis, crowned by the Parthenon, a famous Greek temple. The port of Piraeus may be seen in the distance.**

## Athens, Greece

By T. J. Monty,  
Commercial Secretary, Canadian Embassy



Athens, the ancient capital of Greece, lying a few miles from Piraeus, its ancient port, appears to have regained some of its life and activity, despite devastations wrought upon it by war and civil strife.

The Canadian Trade Commissioner's office, opened here in 1929, was forced to close in 1934, due to the preliminary difficulties foreshadowing the second world war.

From this war, Greece emerged with a reputation enhanced by a record of valour unequalled by any nation of its size. The success of the Albanian campaign against Italian aggression is tribute to its toughness, virility and its power to face what appeared to be unsurmountable odds.

Despite the hardships and wounds of war, which were great, and due in great measure to the assistance rendered by its allies in the form of relief, Greece is gradually recovering and is in process of becoming once again a vigorous and progressive nation.

Canada's contribution in the form of foodstuffs, especially wheat and flour, has been appreciated and was recognized in a tangible form by the changing the name of an old street, well known as Lycabettos, to Mackenzie King.

Canada's decision to open an Embassy in Athens in 1945, and a commercial office in 1946, is an indication of her interest in the renewed economic life of Greece and in its progress as an important centre of activity in the Eastern Mediterranean.

**Canadian Imports and Exports**

		January-October .		
		1946	1945	1939
		\$	\$	\$
Greece .....	Imports	58,393	674	32,248
	Exports	9,237,633	21,668,592	270,698
Turkey .....	Imports	735,595	146,255	205,532
	Exports	1,340,495	634,095	244

# Guatemala City, Guatemala

By C. B. Birkett,  
Canadian Trade Commissioner

The Guatemala office, recently opened, is being made ready to serve the interests of Canadian importers and exporters in Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica. These territories were formerly the care of Trade Commissioners in Mexico and Colombia. Their importance as markets for Canadian products now merits an independent office, and Guatemala City, "The Land of Eternal Spring Time" has been chosen as its location. It is regarded as the most progressive, up-to-date,



**Guatemala City, capital of Guatemala.**

*Photo courtesy Rafael Morales*



and beautiful city in Central America. Its amenities and the rural surrounding districts have the greatest interest for tourists, archaeologists, and students of antiquity.

During prewar years, Central America's trade relationships with foreign countries were confined largely to European countries, principally Germany, whence came their needs in manufactured products. To-day, the source of the great proportion of imports is the United States, which country has taken over the business formerly placed with non-allied countries. Except in respect of the Indian population, the standard of living in the Central American cities is comparatively high, there being a good demand for the commodities and items of manufacture enjoyed by Canadians and Americans in their ordinary way of life.

The attention that has been paid to Central America by Canada in recent years has made a very good impression. This is quite apparent to any visitor. Canadian education standards, business ethics and, what is more, Canadians themselves are held in high regard. On this sound basis, trade between Canada and the Central American republics, though on a small scale at present, is increasing. To competent observers, there appears to be no reason why it should not continue to grow. The services now offered to Canadian exporters and importers should be an important factor in this growth.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Guatemala	Imports	2,772,502	1,540,388	157,557
	Exports	810,755	313,847	141,247
Costa Rica	Imports	1,515,934	583,115	120,007
	Exports	800,976	424,879	109,110
Salvador	Imports	2,415,153	1,501,935	44,559
	Exports	401,269	305,232	55,945
Honduras	Imports	12,877,088	6,964,570	14,195
	Exports	494,338	155,954	177,049
Nicaragua	Imports	13,434	283	177
	Exports	302,236	266,804	69,154

## Hong Kong

By C. R. Gallow,  
Acting Canadian Trade Commissioner

The excellent natural harbour of Hong Kong, viewed from Magazine Gap, on The Peak, presents in the foreground the commercial section of Victoria City and in the background Kowloon and the New Territories, extending inland approximately thirty miles to China.

Taken over by Britain in 1841, the Island of Hong Kong has been steadily developed by the establishment of Victoria and the reclamation of the island waterfront. In 1861, Kowloon was added and the New Territories in 1898.

To-day, as prewar, this is the only deep-draught, well-developed harbour within a radius of 500 miles providing ample anchorage and adequate drydock, shipbuilding and ship repairing facilities.





**Hong Kong, photographed from The Peak, showing the roadstead in which many ships lie at anchor, with Kowloon and the mainland of China beyond.**

*Photo courtesy Mee Cheung Studio*

Following nearly 44 months of Japanese occupation, the local administration has, during the past seventeen months, endeavoured to solve the many and difficult problems of rehabilitation, including a great influx of population, principally Chinese, accommodation, health, cost of living, transportation, etc.

The present population, approximately 1,750,000, is about 97 per cent Chinese, speaking principally Cantonese, Hakka and Punti dialects. To the official and most of the established business community, Canada, her products and her principal firms engaged in foreign trade are known and generally respected. However, to the majority of the population Canada is thought of, if at all, in terms of America and the United States.

At present, one of the most pressing problems is accommodation. As a result of looting, nearly all former European houses are uninhabitable. Repairs are being made gradually but at high cost, and overcrowding is prevalent. Despite this and the constant movement of Chinese in and out of the Colony the medical services have been successful in preventing or controlling epidemics.

Although the cost of living is at present four to five times that of 1939, despite price controls, nevertheless conditions in general are considered the most secure and satisfactory of any of the liberated areas in the Far East.

A crossroads of sea and air transportation, the transshipment point for ocean cargoes to riverboat, coasters or rail, Hong Kong is the commercial gateway of South China. The uncertainty of political and commercial conditions in China has resulted in a steady migration of firms from Shanghai, which, added to the mushroom growth of small firms here since liberation (estimated ten times prewar), has created a serious shortage of business accommodation with the attendant problems of rent and purchase. Present conditions in China, plus rising costs of production and a lack of good, dependable transportation in the interior, have handicapped South China's exports. Recent import restrictions are expected to reduce imports considerably, thereby leaving the free port of Hong Kong like an open door with a closing grill barring its principal market.

Local manufacturers are hampered by higher costs of production, due to increased rents, wages and costs of raw materials, with the result that their products are now possibly non-competitive in former export markets and even, in some cases, the local market.

**Canadian Imports and Exports**

	1946	January-October 1945	1939
Hong Kong ..... Imports	\$ 50,719	.....	\$ 525,309
Exports	3,845,826	.....	1,196,756



**Gresham Assurance House, Bombay, in which the office of the Canadian Trade Commissioner is located, indicated by a circle, beside which may be seen the Red Ensign with Canadian coat of arms. This overlooks the Royal Indian Mint, and commands a wide view of Bombay's magnificent harbour, crowded with shipping the year round.**

## **Bombay, India**

**By G. A. Browne,  
Acting Canadian Trade Commissioner**

India, with Burma, is approximately one-half the size of Canada. In a country equal in area to the Yukon and the Northwest Territories, live nearly 400,000,000 Indians; so many, in fact, that, marching twelve abreast, they would encircle the world. For every Canadian there are thirty-five Indians. If this population were transferred to Canada, and enjoyed Canadian standards of living, it would require continuous, unbroken urban development, such as that of Toronto, from Halifax to Vancouver and back again. The gateway to this huge market and the sub-continent, whose economic and political potential is only now being fully appreciated, is the port and city of Bombay.

The third generation of Canadians was still at school in old Quebec when, in 1661, the British acquired Bombay from the Portuguese, as part of the dowry of Catherine de Braganza, Charles II's Queen. The East India Company took over the operation of this new economic and strategic bridgehead. With the coming of the Industrial Revolution, the resources of the Indian Empire poured through Bombay to England, returning in



the form of capital investments. Bombay, besides being the gateway of India, was one of the ports through which passed much treasure, some of which is now flowing back.

Through Bombay, whose population exceeds that of Montreal and Toronto combined, Great Britain and the United States poured men, money and materials for the campaign in Southeast Asia. The troops are gone, but the money and methods that were introduced remain. Weekly clearings of the scheduled banks in Bombay average six hundred million rupees (\$180,000,000). As these figures represent only part of the actual money and bill transactions, there are those who believe Bombay has more millionaires than may be found in the United States and Canada. A larger proportion of the population of India lives at the other extreme than in countries north of the Rio Grande. The dual nature of the Indian market and the pattern of trade in the future are portrayed by these two pictures.

Five per cent of the population, having the purse and inclination for Western products will buy any consumer goods that Canada can supply. Under the Government's plans for the industrialization and accelerated improvement of the country, the remaining 95 per cent should provide an immediate market for Canadian capital goods.

#### Canadian Imports and Exports

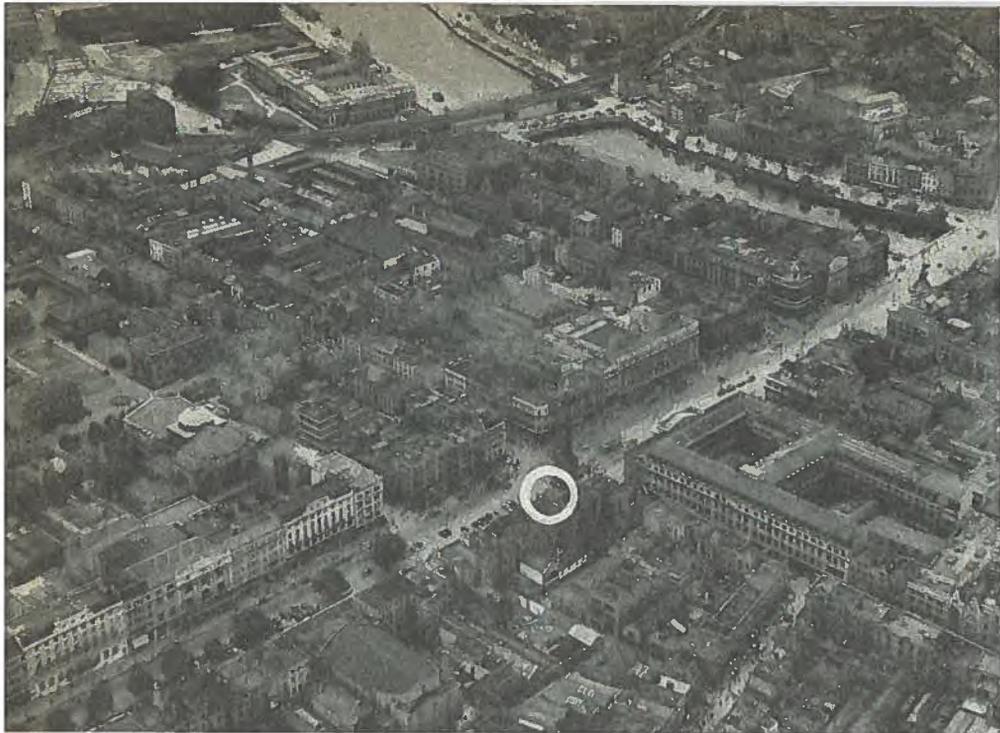
		January-October		
		1946	1945	1939
		\$	\$	\$
India .....	Imports	22,780,302	27,123,306	7,293,620
	Exports	43,434,534	284,031,646	3,910,680
Ceylon .....	Imports	2,914,613	5,681,625	2,692,168
	Exports	1,517,288	7,593,927	371,853
Burma .....	Imports	1,000	.....	529,466
	Exports	437,399	108,084	118,136

## Dublin, Ireland

By E. L. McColl,  
Canadian Trade Commissioner  
(Retired December 20, 1946)

Dublin, the capital of a fine country, whose productive energies were in the past expended almost entirely on agriculture, is stimulated by the cosmopolitan breeze which now blows through her streets to an acceleration of industrial development and to a wider international outlook. Historic Dublin Castle was recently the meeting place of P.I.C.A.O. In its sumptuous St. Patrick's Hall, air delegates of the world planned transport services in which Ireland herself will play a large part. Shannon Airport, well





**Dublin, capital of Eire.**

up to international standards, received 356 and despatched 360 transatlantic land planes, besides three local aircraft from Dublin, each day, during September, 1946.

Recent years have witnessed great strides in the scientific knowledge of both agriculture and the fabrication of raw materials. Industrial expansion has, in consequence, steadily continued.

Ireland's contribution to the arts of peace has been out of all proportion to her importance in other fields. In the realm of literature, she is represented by George Bernard Shaw and many other distinguished writers, and the Abbey Theatre is world-famed. The reputation of Dublin's medical schools has spread far and wide, and the oldest maternity hospital in the world still attracts students to Dublin from every part of the globe.

The country is presently in need of machinery, equipment, and raw materials to enable the Government and private enterprise to carry out the extensive schemes which have been prepared for the employment of Irish nationals now returning from the Allied Forces and from British war industries. The present increase of production lends itself to an export surplus which will promote more purchases from abroad.

The Canadian Trade Commissioner's office is the gateway to increased two-way traffic between Canada and Ireland.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
		\$	\$	\$
Eire .....	Imports	52,746	7,030	28,281
	Exports	5,162,237	12,944,364	2,782,786



**Belfast, capital of Northern Ireland.**

*Photo courtesy Belfast Telegraph*

## **Belfast, Northern Ireland**

**By E. L. McColl, Canadian Trade Commissioner  
(Retired December 20, 1946)**

Belfast is the capital of Northern Ireland, which is comprised of the six counties of Antrim, Armagh, Down, Fermanagh, Londonderry and Tyrone. This area exists as a separate province within the United Kingdom. While it has its own parliament, to which certain powers have been delegated, many of its public affairs and services, including foreign trade and tariffs, are reserved for control and legislation by the Imperial Parliament at Westminster. The population was 1,279,753 in 1937, and the total value of external trade amounted to £215,014,000 in 1944.

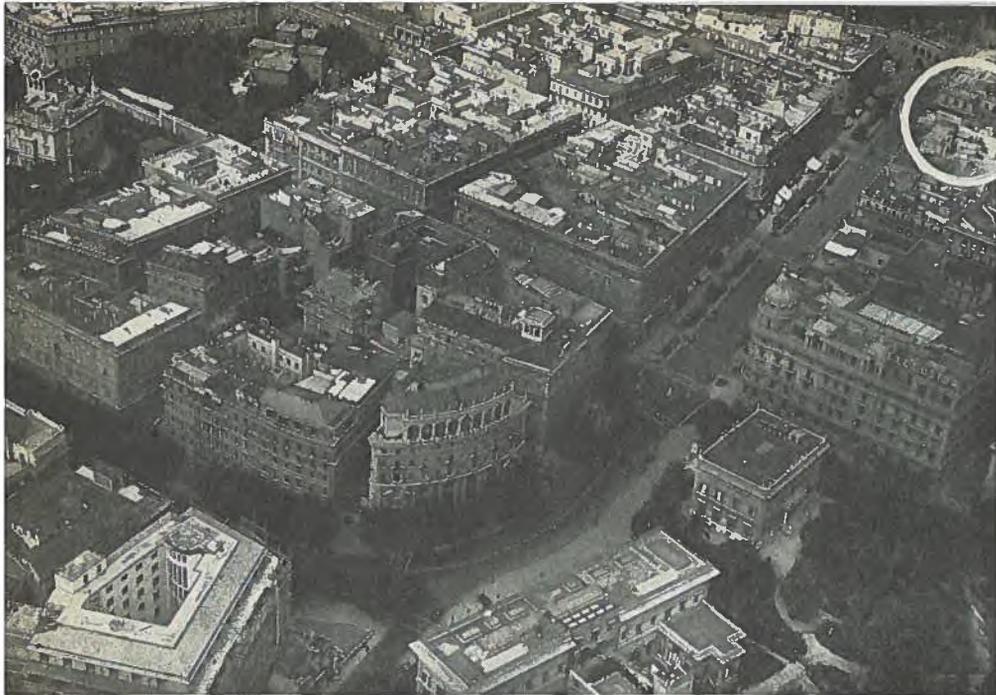
Belfast is one of the principal ports in the United Kingdom, having a population of 437,827. It possesses an excellent harbour, with ten miles of quays, an aerodrome, and railroad connections with all parts of Ireland. Communication with Great Britain is maintained by means of daily air services to London, Liverpool and Glasgow, and by steamship connections with the ports of Liverpool, Heysham, Glasgow and Stranraer. There is also a direct freight service to Canada. The city's industrial output includes ships, linen, machinery, ropes and cordage, tobacco, clothing and whisky.

The agricultural and industrial resources of Northern Ireland were placed unreservedly at the disposal of Britain during the second world war.

The Canadian Trade Commissioner's office was established in Belfast in 1931, and the scope of its activities has widened considerably since its inception.

**H. L. E. Priestman, Canadian Trade Commissioner in  
Ireland, who succeeded E. L. McColl on his retirement  
on December 20, 1946.**





**View of the Via Vittorio Veneto, one of the main arteries in Rome. Large circle indicates proposed site of the Canadian Commercial Representative's office. In the immediate foreground, right of centre, may be seen the United States Embassy, Swiss Legation, main hotels and the Borghese Gardens.**

## Rome, Italy

**By J. P. Manion,  
Canadian Commercial Representative**



In common with the experience of most newly opened posts, this office is beset with difficulties arising from the world-wide housing shortage. At the time of writing, the Commercial Representative's office in Rome is located in a hotel bedroom. Negotiations are under way, however, for an office within the circle in the accompanying photograph. This is in the centre of Rome, close to the American and British Embassies. As a site, it may be compared to the Champs Elysées, in Paris, or to Hyde Park Corner, in London.

In this city of vivid contrasts between great antiquity and the most incongruous modernity, it is felt that the Canadian Trade Representative's office should suggest wide-open spaces to an overcrowded nation. Rather than adopt the Old World luxury of quaint but cramped offices in the narrow streets of the old city, a search is being made for the aseptic qualities of the new. This choice in itself requires careful consideration on psychological grounds, in order that Canada may maintain its present enviable position in the eyes of the Italian population.

Canada is considered among the elite nations; a haven and a refuge, the Shangri-La of a war-torn Europe. If Italians cannot for the moment go to Canada, they at least desire to bind themselves more closely to the economy of Canada with ties bereft of fear, either of political or economic encroachments. Italians liked and respected Canada's fighting men. They realize the tremendous industrial wartime developments, and they find, in their own resurgent economic youth, a kinship which they hope will be appreciated. Sturdy workmen and technicians as they are, they have a productive future which only financial mismanagement could endanger.

The trade territory of this office includes Yugoslavia, Czechoslovakia, Malta and Libya. These countries, too, have resources in toil, natural wealth and perseverance, which will repay adequate scrutiny when the work of this post permits of an intensive "on-the-spot" investigation.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Italy	Imports	1,745,606	488	1,673,718
	Exports	17,946,801	88,525,233	2,096,724
Czechoslovakia	Imports	473,335	.....	191,291
	Exports	9,310,374	3,799,314	180,632
Malta (incl. Cyprus)	Imports	56,188	18,053	4,606
	Exports	4,104,665	4,426,688	342,134
Yugoslavia	Imports	1,752	.....	43,747
	Exports	11,487,465	5,749,330	18,274
Tripoli	Imports	.....	.....	549
	Exports	18,857	.....	.....

## Malayan Union and Singapore

By Arthur Wilding,  
Canadian Commercial Agent

The history of Singapore and the East Indies goes back to the dawn of seafaring. Spices were introduced to the Greek world as early as 200 B.C., and huge sums were spent on this commodity in Rome itself during the early days of the Roman Empire. One Chinese traveller, whose diary has been preserved, casually comments on the regular monthly sailings by Arab dhows of 1,000 tons capacity across the Indian Ocean and by Chinese junks carrying 200 passengers from the East Indies to China coast ports. This diary was written during A.D. 50-57!

Singapore, as a free port, was founded in 1819 by Sir Stamford Raffles. Gathering for itself a great entrepot trade between the East Indies, the China Seas and the Indian Ocean, it has more than justified the far-sighted vision of its founder.

To-day, Singapore is busy rehabilitating itself after three and a half years of enemy occupation and almost complete trade stagnation. It badly needs a new coat of paint. Many of its office buildings and private houses were ruthlessly stripped of interior fittings. The sea-wall and esplanade





Union Building, Singapore, in which is located the office of the Canadian Commercial Agent. This commands a fine view of the harbour and the large number of ships discharging a wealth of commodities from many countries, or loading rubber and other products of the Malayan Union, into which the Straits Settlements have been absorbed.

present a sorry spectacle of dilapidation. There is no time for superficial rehabilitation, but wonders have been done in restoring public utilities, railroads and other essential services.

A fine panoramic view may be obtained from the office of the Canadian Commercial Agent of the roadstead of Singapore, which is a scene of great activity. About forty ocean-going vessels and a hundred smaller craft lie in the roads. Crude rubber is being loaded for Canada, to which it is expected over 5,000 tons will be shipped in December. This represents a value of approximately \$2,750,000 (Canadian). When the tinplate shortage is overcome, a substantial trade with Canada in canned pineapples should be resumed.

Canada is at present the third best customer of Singapore and the Malayan Union, which enjoy a favourable balance of trade. As exchange restrictions are relaxed, the sale of Canadian products in this territory should increase. This applies particularly to machinery and technical products essential to rehabilitation.

Interest in Canada and the Canadian way of life is increasingly evident among all classes of the Malayan population, both Asiatic and non-Asiatic. During November, nine thousand people attended showings of Canadian documentary films, made available by the National Film Board.

#### Canadian Imports and Exports

	January-October		
	1946	1945	1939
Straits Settlements ..... Imports	\$ 5,860,682	\$ .....	\$ 10,737,806
(Incl. Singapore) ..... Exports	2,416,657	4,535	2,157,505
Other British East Indies ..... Imports	.....	.....	82,729
..... Exports	50,077	.....	5,554
Siam ..... Imports	2,985	.....	39,857
..... Exports	45,030	.....	35,660
Netherlands East Indies ..... Imports	49,600	10,475	666,834
..... Exports	5,361,170	363,360	854,771

# Mexico City, Mexico

By D. S. Cole,  
Commercial Counsellor, Canadian Embassy



The year 1946 will establish an all-time record period for trade between Canada and Mexico. The trade agreement signed in February, 1946, in Mexico City is rapidly consolidating the advances made by both countries during the past few years. A total trade in 1939 of only \$4,487,963 jumped to \$21,284,399 in 1945 and to \$16,385,830 in the first six months of 1946.

Since the opening of the Canadian Embassy in the Mexican capital, in 1944, Mexican business and industry have become increasingly aware of mutual trading possibilities. They have, in fact, established a considerable balance in their favour. Canadian exporters could considerably increase the value of their sales before an equal exchange would be struck.

Mexico being the nearest Latin American country to Canada, many Canadian businessmen, as well as tourists, call at the Embassy during their stay. A hearty welcome is extended to all visitors, and businessmen are invited to make the Embassy their headquarters during their visit.

They will find a country which is rapidly becoming modernized and industrialized, while at the same time retaining its colourful traditions.

(Continued on Page 46)

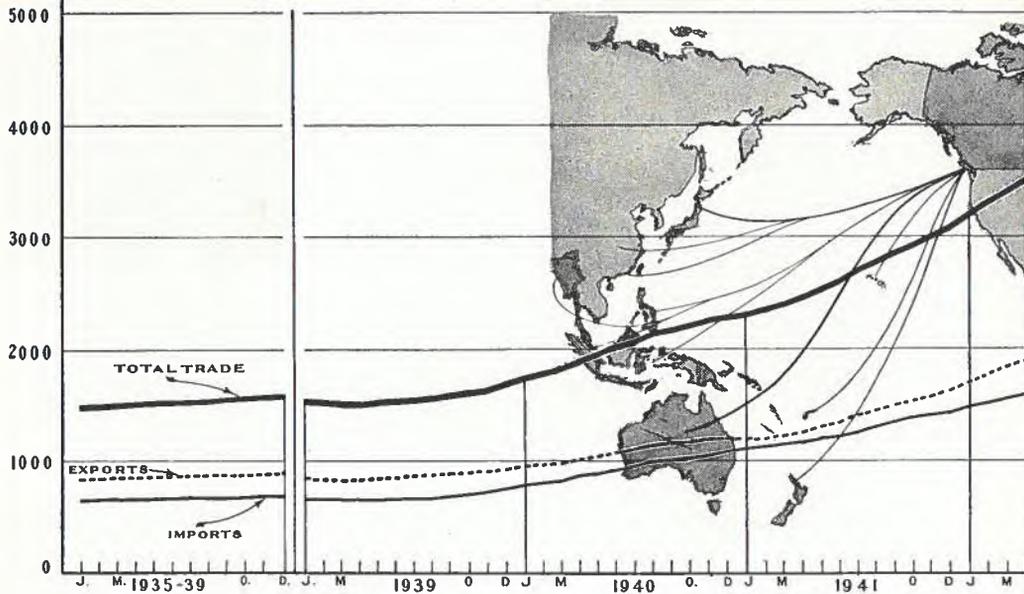
**Mexico City, capital of Mexico.**

*Photo courtesy Ciu. Mexicana Aerofoto, S.A.*



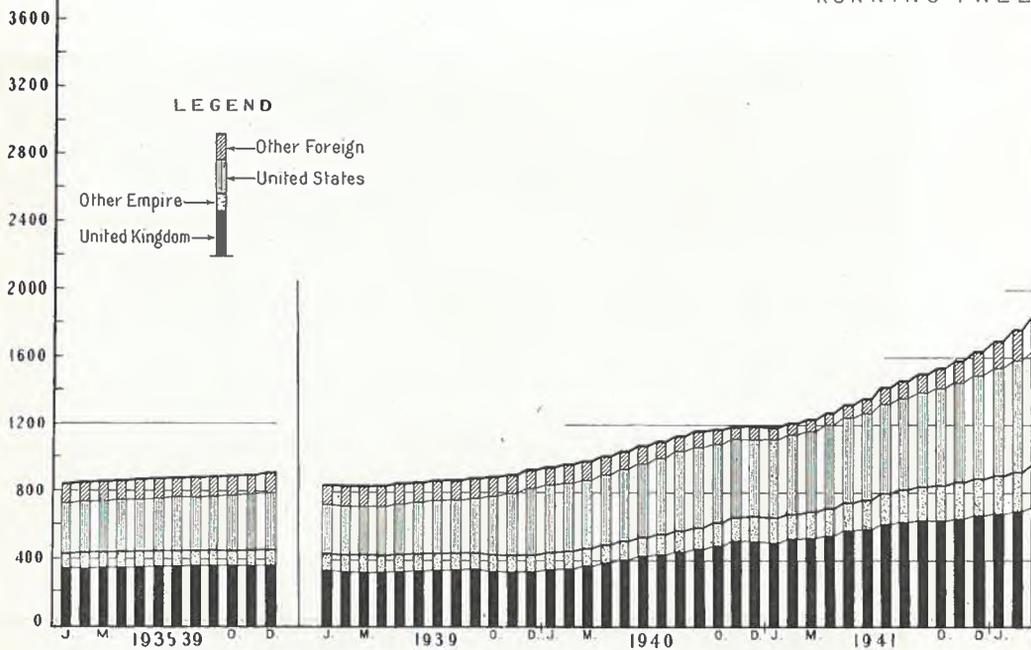
MILLION DOLLARS

### EXTERNAL COMMODITY TRADE OF CANADA (EXCLUSIVE OF GOLD) RUNNING TWELVE MONTHS



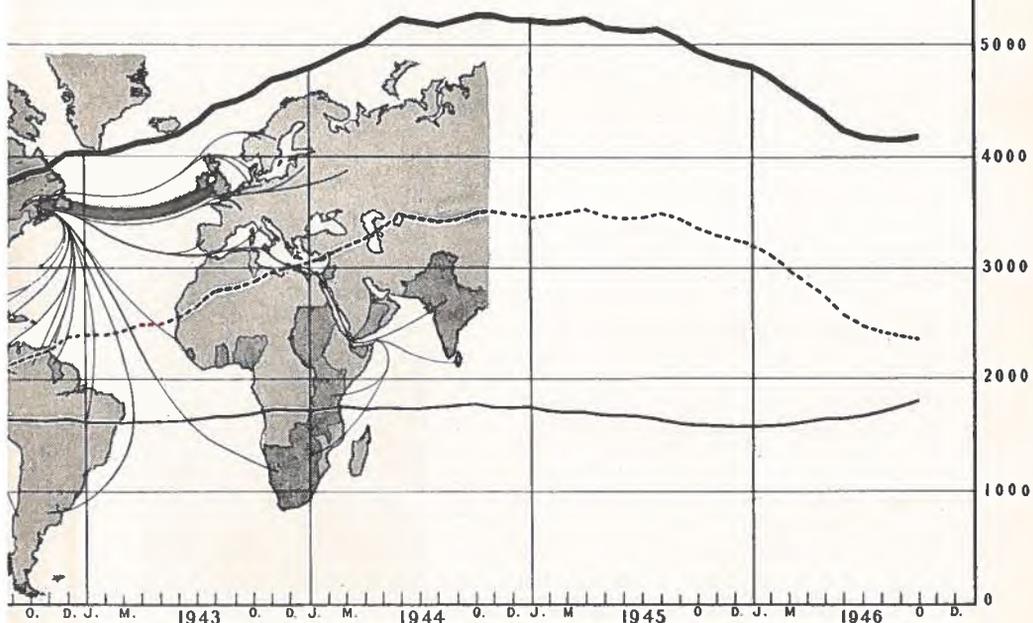
MILLION DOLLARS

### EXPORT TRADE OF CANADA (EXCLUSIVE OF GOLD) IN RUNNING TWELVE MONTHS



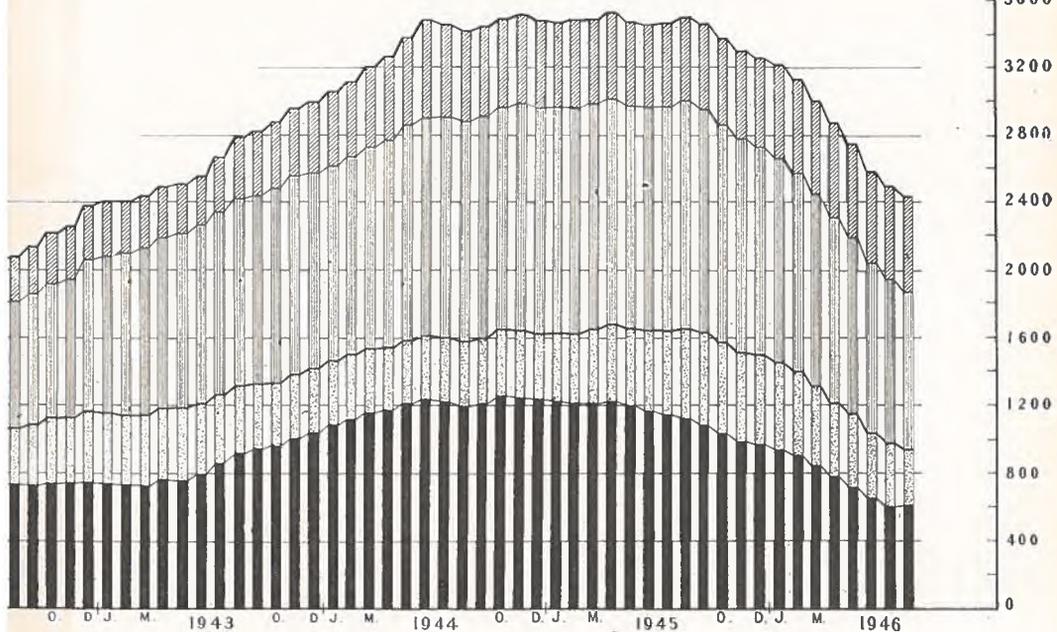
### 1939-46 WITH AVERAGE FOR THE BASE PERIOD, 1935-39

MONTH TOTALS



### 1939-46 WITH AVERAGE FOR THE BASE PERIOD, 1935-39

MONTH TOTALS



The growth of the consumer market and of industry may be judged from the fact that the population of Mexico City has increased from 1,700,000 in 1940 to an estimated 2,300,000 in 1946. Yet, an hour's drive from the capital, the visitor can find all the charm and beauty for which the country is justly famed.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Mexico .....	Imports	12,899,160	11,370,366	444,614
	Exports	8,374,062	6,520,412	2,228,188

## The Hague, Netherlands

By J. A. Langley,  
Commercial Counsellor, Canadian Legation

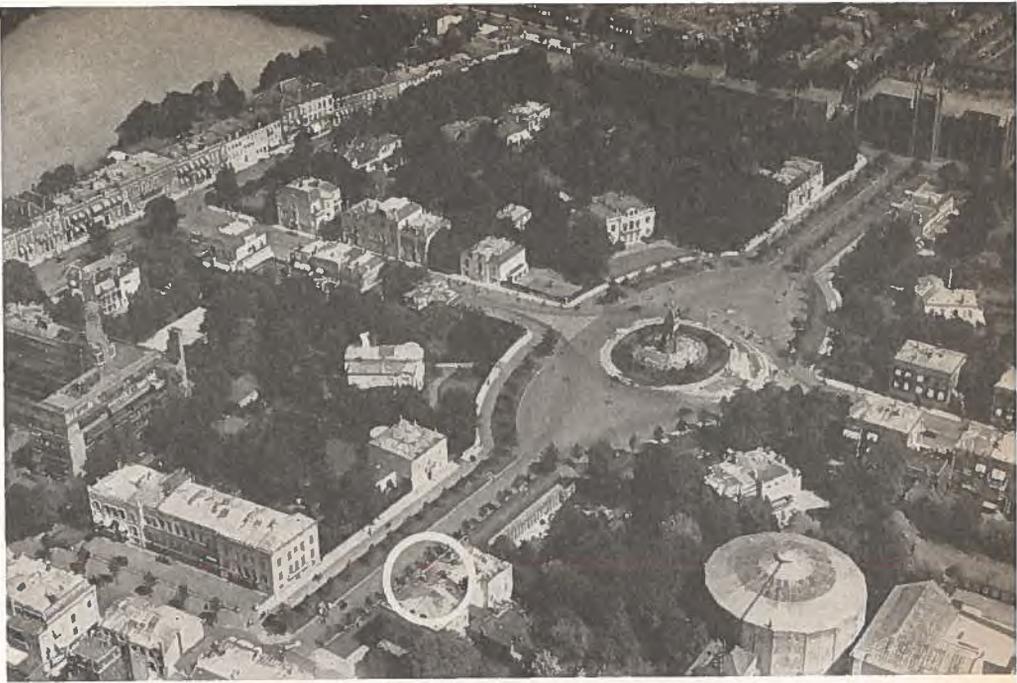


Holland, seen from the standpoint of her economic and industrial recovery, is perhaps one of the most encouraging countries in which to live in this somewhat desolate Europe. Despite the limitations imposed by a shortage of foreign currency, tremendous and praiseworthy efforts are being made to put the country on its feet, not the least of which is the forging of permanent and mutually profitable links with Canada.

Before the war, the Netherlands, though approximately only one-quarter the size of Nova Scotia, was one of Canada's best customers, ranking sixth. Despite this fact, there was a tendency for the average Hollander to regard Canada as a land of prairies, scattered farms, stretches of golden wheat and tall timber. Montreal was more or less a name, failing to conjure up visions of a well-equipped port and, but for the intervening ocean, a worthy rival for their beloved Rotterdam, then practically the first port of Europe.

Now, however, Canada and all things Canadian are not only admired and gratefully remembered by every Hollander, but have become real and actual. Was it not the Canadian army that came with courage and determination, fighting gallantly so that their ravaged, impoverished and hard-hit country could once more lift its head on a Day of Liberation? And was it not this same Canadian army which, split up into individuals, revealed not so much the idea of forests and prairies, but of ports and steamers, dear to the heart of the maritime Dutchman, of mineral wealth and machines, of industry and commerce, of fabrics and silks, of engineering and scientific research, even of such frivolities as nylons?

So a mutual interest grew. The language, Germanic in character, not particularly easy to learn and restricted to the country itself, proved no barrier to the Canadians. So far as the Dutch are concerned, they are probably the best linguists in Europe. Hard-working, good sailors, famous for their engineering and bridge-building, the Dutch are last, but not least, keen businessmen. This business keenness was aroused in the days after the capitulation, when Canadians and Dutchmen met. While engineers



**The Hague, capital of the Netherlands.**

*Photo courtesy K.L.M.—Royal Dutch Air Lines*

and technicians were concentrating on the home front, repairing damaged railways, bridges, canals and houses, the field of commerce was being stirred in an effort to re-open trade channels so essential to the welfare of the national economy of the country. The repercussions were felt to no small extent by this office. Lack of trains and transport did not prevent businessmen travelling to The Hague and besieging this office for materials and products of every description. Now those busy days are bearing fruit. The great obstacle to trade—the lack of foreign exchange—has been somewhat alleviated in so far as Netherlands-Canadian trade is concerned by a loan of \$125,000,000. Orders are pouring into Canada for every conceivable type of raw and manufactured product necessary to continue the rehabilitation of the economy of the country.

As yet, trade is not on the free basis of prewar years, but is controlled by a system of import permits. As a result of extensive looting, during the occupation, of industrial material, transportation equipment, machinery, etc., such import permits are restricted to "essentials".

Canada and Holland are names that conjure up a picture of great contrasts. Holland faces a perpetual problem created by water, as the sea, if left unwatched, would flood and ruin the land. Canada, on the other hand, harnesses her falls for conversion into power. Now a more personal element has been introduced, which will foster better understanding and friendship between the still young Canada and the older Holland, now being reborn. In the world of commerce, foundations are being laid for trade expansion in the future, which should grow both mutually profitable and flourishing.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
		\$	\$	\$
Netherlands .....	Imports	2,125,458	320,934	3,248,605
	Exports	27,093,202	25,486,274	6,080,984



**St. John's, Newfoundland. Location of office of Canadian Trade Commissioner is just beyond the upper left corner of photograph.**

*Photo courtesy Royal Canadian Air Force*

## St. John's, Newfoundland

**By J. C. Britton,  
Canadian Trade Commissioner**



It is doubtful if there are any other secondary external Canadian markets which offer the same opportunities for reciprocal trade as Newfoundland. The buying habits and mode of living are similar to those prevailing in Canada. Excellent air, rail and steamship facilities are available, and trading practices in both countries are similar. In fact, Newfoundland is an important Canadian market, and during the past few years Canadian exports to Newfoundland have exceeded \$40,000,000 in value. Newfoundland's exports to Canada have also increased progressively in recent years.

Newfoundland's economy has changed considerably in the last seven years, during which large sums of money were expended on base construction for the armed forces. At the same time, Newfoundland's exports fetched high prices in assured markets. Annual deficits were turned into surpluses and the country's debt reduced. Industrial expansion followed and increased prosperity came to most sections of the country. No new large-scale industries have been introduced, and while the country's secondary industries have increased their output, productive activity is still largely concentrated in the fisheries, pulp and paper manufacturing and mining. The bulk of foodstuffs, consumer goods, apparel and other essential supplies are imported.

With former sources of supply cut off during the war, Newfoundland was and still is almost entirely dependent on Canada and the United States for the bulk of the materials and commodities of all types needed to maintain the country's commercial and industrial operations. It is a matter of record that, with very few exceptions, Newfoundland has been kept well supplied with all types of commodities at a time when acute shortages were encountered in most other countries. The policy of Canadian firms in selling quantities of scarce merchandise, in most cases at reasonable prices, has done much to maintain and extend the goodwill which has been built up since an office of the Canadian Trade Commissioner Service was opened in St. John's in 1942.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
Newfoundland .....	Imports	\$ 7,868,985	\$ 12,891,842	\$ 1,577,470
	Exports	30,532,379	33,650,777	6,659,871

## Wellington, New Zealand

By P. V. McLane,  
Commercial Secretary for Canada

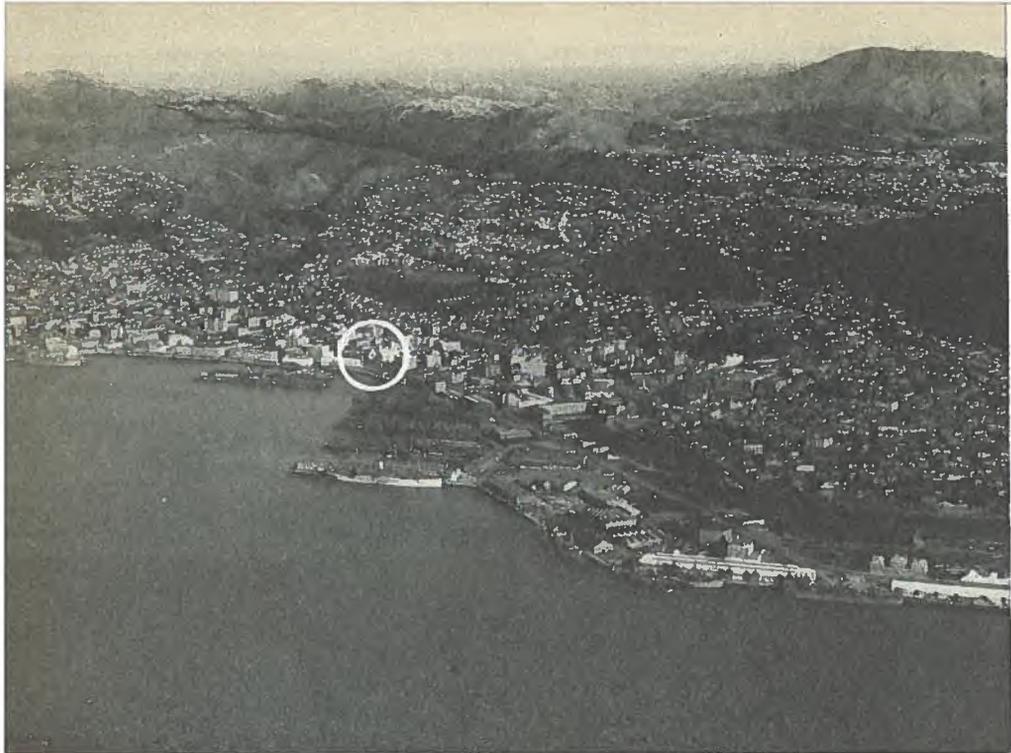


The Dominion of New Zealand consists of two large islands, called the North and South Islands, located in the South Pacific Ocean. The climate is predominantly marine in character and, although rainfall is high, the country as a whole is fairly sunny. The overall population is about 1,634,000, of which more than half is urban, with the larger proportion of the population in the North Island.

New Zealand is primarily a pastoral country, and its economy is closely connected with the sale of wool, meat, butter, and other agricultural products. During recent years, considerable encouragement has been given to the development of secondary industries. While many, particularly those based on domestic raw materials, are very successful, they contribute little to New Zealand's export trade.

The New Zealand government policy is to limit purchases abroad to the amount of overseas funds created by exports. Overspending before the war led to the establishment of import and exchange controls to conserve foreign exchange and ensure that available funds were spent on goods basically essential to New Zealand's economy. Normally 80 per cent of New Zealand's export trade is with the United Kingdom, a factor that, together with financial connections and very real sentimental ties, bind her closely to Britain.

Canada and New Zealand are united in their desire to assist the United Kingdom in her recovery as a world trader. In common with Canada, she is doing everything possible to buy British goods. News of



**Wellington, capital of New Zealand.**

*Photo courtesy New Zealand Tourist Bureau*

Canada's loans and gifts to the United Kingdom was well received here.

There are many close ties between Canada and New Zealand. Before the war, over four hundred Canadian organizations had active representatives in New Zealand. Through these contacts, a great deal of goodwill was built up. Canada's assistance in supplying scarce commodities during the war and the continued efforts of Canadian manufacturers to supply goods which are still in short supply are gaining new friends. Good relations were further strengthened by New Zealand airmen who trained in Canada during the war and by the presence in New Zealand of Canadian girls who married New Zealand servicemen.

While the continued development of local industries will change the pattern of Canadian trade, there will be many possibilities of supplying New Zealand with products which she requires. There should also be opportunities to increase Canadian purchases from New Zealand. Future relations are linked closely with the outcome of the international trade discussions, particularly those concerned with making dollars and sterling more readily convertible.

The office of the Canadian Trade Commissioner has recently been moved from Auckland to Wellington, where it is possible to maintain closer contacts with government organizations interested in foreign trade.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
		\$	\$	\$
New Zealand	Imports	8,537,495	7,626,690	3,663,608
	Exports	11,744,816	15,985,684	11,155,444
Fiji	Imports	2,665,101	1,324,233	2,330,741
	Exports	316,984	176,408	339,054

# Oslo, Norway

By S. G. MacDonald,  
Commercial Secretary, Canadian Legation



Canada's most northern diplomatic and commercial mission abroad is established in Oslo. This city of nearly 400,000 people is situated some two hundred miles north of the meridian line on which lies Churchill, on Hudson Bay. The territory covered by the Oslo office, Norway and Denmark, extends from the Arctic Ocean to the German border, north of the Kiel Canal, and has a total population of seven and one-half million.

A northern seafaring race, Norwegians have a common heritage with Canadians, whose ideals, institutions, philosophies and ways of life are greatly similar. These facts, while appreciated before the war, were never so clearly evident nor understood as during the recent great struggle. In Canada, in the United Kingdom, on the Continent of Europe, on the Seven Seas, and in the air over many parts of the globe, both races met and worked and fought together. Even in language, the basic Nordic tongues, from which was evolved the modern Norwegian, are clearly evident in English. In the speech of her people, with its musical tones and strength, is mirrored a great deal of their character.

**Oslo, capital of Norway.**

*Courtesy Wideroe's Flyveselskap Fotoavdeling*



Canada's place in the world of nations, her institutions and laws, her development politically and economically are viewed with definite attention by Norwegians. They recognize Canada as a land of opportunity, a pleasant land and one whose nature and people are greatly similar to their own.

Although both countries develop the industries of the sea and forest, Canada's wheat lands, some of her metals and her manufactures create great interest in trading circles of Norway. Due to difficulties of exchange and the need for controls, which limit imports to items of greatest necessity for rehabilitation, reconstruction and renewal of industry, complete freedom of trade by individuals is not yet possible. The Oslo office of the Canadian Trade Commissioner Service was reopened last June, and is maintaining close contact with these developments.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Norway	Imports	795,727	619,101	573,178
	Exports	16,106,849	5,739,691	7,588,451
Denmark	Imports	60,127	400	149,750
	Exports	1,081,797	72,430	1,301,949

## Lima, Peru

By W. G. Stark,  
Commercial Secretary, Canadian Embassy

Renowned as the "City of Kings", the name it received when founded in 1535 by Francisco Pizarro whilst struggling to overthrow the 400-year-old empire of the Incas, Lima is the capital and largest city in Peru. About 750,000 people live in or near Lima. Although many Canadians picture it as high in the Andes, it is actually only 500 feet above sea-level, in the Rimac Valley that slopes gradually to meet the Pacific at the port of Callao, eight miles away. Lima is prosperous, cosmopolitan, and has most of the modern conveniences and amenities. Through its urban area passes nearly 75 per cent of Peru's business and commerce.

Peru is a land of contrast—arid deserts and fertile plains, high mountains and steamy jungles. Spanish is the language of the Peruvian, and Spanish, with adaptations to New World manners, are his customs and traditions. Compulsory primary education is provided. There are five universities and several specialized commercial, trades and fine-art schools.





Central section of Lima, indicating the Plaza San Martín, in which the office of the Commercial Secretary for Canada is located. Situated in the desert coast zone, some 500 feet above sea level, Lima is surrounded by an irrigated plain, out of which rise rugged hills. All the plazas have fountains, shrubs and flowers, while the wide avenues are favourite promenades.

*Photo courtesy National Aerophotographic Service of Peru*

English is understood by most businessmen, be they importers of the 101 manufactured articles needed by the country, or exporters of her main products—cotton, sugar, petroleum and minerals.

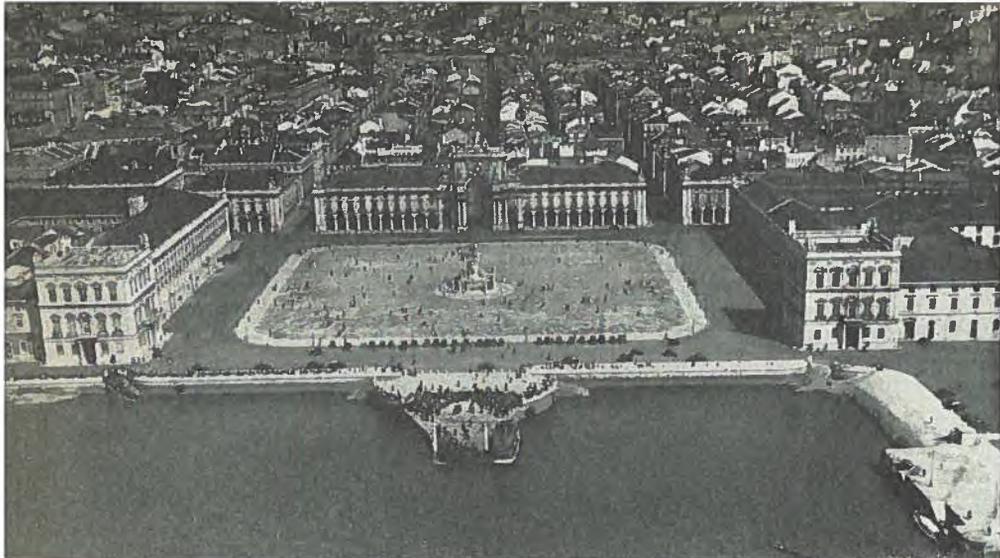
Peruvians think of Canada as a land of ice and snow, and until recently only as a source of raw materials rather than a producer of industrial goods. However, they are gradually learning more about us through growing business connections, trips to our country, and, best sign for the future, by sending several of their young people to our schools and universities.

Canada is ninth amongst suppliers to Peru, wheat and newsprint being the main products, although furs, asbestos, chemicals, agricultural machinery, flaxseed, paper products, paints, electrical goods, flour, whisky, leathers and lumber are important items.

The Republic of Ecuador also forms an important part of the trade territory of the Lima office.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Peru .....	Imports	558,670	142,590	400,876
	Exports	2,623,656	3,577,428	965,258
Ecuador .....	Imports	107,594	1,948,488	17,577
	Exports	658,760	289,586	35,565



Lisbon, capital of Portugal, is situated on a succession of terraces that front on the River Tagus. Its white houses, parks and gardens, as seen from the river, present an attractive appearance. Centre of social and commercial activity, the Praça do Comercio, is a spacious square that faces the river, the other three sides being occupied by arcaded buildings of the customs house, post office and ministries. A triumphal arch on the north side leads to Rua Augusta, originally intended to be the cloth-merchants' street.

## Lisbon, Portugal

By L. S. Glass,  
Canadian Trade Commissioner

The Lisbon office of the Canadian Trade Commissioner Service covers Portugal, Spain, Gibraltar, Madeira, the Azores, Canary Islands and Spanish Morocco, of which the first two are the most important.

During the sixteenth century, Portugal was a great colonial and commercial power and to-day still possesses a considerable colonial empire, which contributes largely to the support of the mother country.

Mainland Portugal covers but 35,500 square miles, and has a population of just over eight millions. It is largely agricultural, 75 per cent of the land being cultivated, although the soil is poor, thin, stony and much of the country is mountainous, particularly the northern two-thirds. South of the River Tagus lie more fertile plains, largely given over to the production of cereal grains, but insufficient for local needs. The most important agricultural exports are cork, wines, olives and olive oil. The coastal waters of Portugal abound in sardines and anchovies, which are canned and exported to all parts of the world.

Portugal is also very rich in minerals, including tin, wolfram, copper, lead and coal. These deposits are not, generally speaking, worked, because of high transportation costs. Only recently has Portugal commenced to develop the very considerable hydro-electric power with which she has been endowed.



Industrial development has been slow in Portugal, probably due to a large extent to its turbulent political history. Now, however, with the advent of cheap power, greater industrialization may be anticipated. But Portugal will continue to import manufactured goods.

Spain is also primarily agricultural, about two-thirds of the population depending upon the soil for a living. As in Portugal, nature has imposed a heavy burden of mountain, rocks and poor, thin soil on the farmer. Products and exports are similar to those of Portugal, excluding the sardine trade.

Spain is one of the wealthiest lands in minerals, particularly in silver, copper, mercury, tin and, of particular importance, in close proximity, coal and iron. This wealth, which has been thoroughly developed, makes possible the extensive industrialization that has taken place in Spain.

The Spanish Empire, which was even greater than that of Portugal, has dwindled to a few small possessions, so Spain cannot depend upon colonies to bring in necessary foreign exchange. This is probably another factor behind the greater industrial growth of Spain. The Spanish Government takes a very active interest in expanding industrial exports and grants every facility to make exports possible.

#### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Portugal .....	Imports	1,849,289	1,341,046	188,147
	Exports	2,377,157	1,829,812	129,891
Azores and Madeira .....	Imports	149,058	38,462	113,536
	Exports	60,351	18,453	6,779
Spain .....	Imports	3,974,923	2,782,403	503,769
	Exports	587,580	725,950	17,181
Gibraltar .....	Imports	.....	.....	179
	Exports	332,927	527,466	7,437

## Johannesburg, South Africa

By J. H. English,  
Commercial Counsellor for Canada

Johannesburg is the metropolis of South Africa and the largest gold mining centre in the world. Situated on the famous Transvaal Gold Reef, where every month something over one million ounces of gold is produced, Johannesburg was founded just over 60 years ago. Its Diamond Jubilee was celebrated in September, 1946, when messages of goodwill were exchanged with the City of Vancouver, likewise celebrating its Diamond Jubilee.

Johannesburg, which is 35 miles from Pretoria, capital of the Union, is situated at an elevation of 6,000 feet on the central plateau of South Africa.





**Johannesburg, metropolis of the Union of South Africa and centre of gold mining industry.**

*Photo courtesy South African Railways*

It has a population of 728,000, nearly half of which are blacks, and is in the very centre of the Transvaal Gold Reef. It is the distributing centre for the vast hinterland, and in purchasing power represents about 65 per cent of that of the whole Union.

Like Canada, South Africa is a bilingual country, about 60 per cent of the people being Afrikaans-speaking and the remainder largely English. Most business is, however, transacted in English. English standards of measurement and currency are also generally used.

With ample foreign exchange derived from the sale of gold, South Africa is a large per capita importing country. Average annual imports before the war were valued at £80 million, of which the United Kingdom was the chief source of supply, followed closely by the United States. Before the war, Canadian exports to South Africa annually amounted to about \$15 million. As a result of the war, Canadian exports to South Africa have risen and expanded materially to about \$70 million in 1946, and comprise a very wide range of commodities.

Canada is well liked and highly regarded in South Africa. South Africans are friendly and favour close trade and cultural relations with Canada. The market as a whole is a high-class one, the 2,500,000 white people having a high purchasing power. On the other hand, there is a large black and coloured population of some 7,500,000, which comprises a low income group with small purchasing power. Definite steps have been taken to improve the lot of the natives, however, which some day will result in a much more valuable market than at present.

Trade in South Africa is active and South African merchants are still anxiously seeking overseas supplies of goods. The past six months have,

however, seen the development of much greater caution on the part of buyers. Better quality, better deliveries and keener prices from overseas are now demanded.

### Canadian Imports and Exports

	1946	January-October		
		1945	1939	
British South Africa .....	Imports	6,948,596	6,238,186	3,266,945
	Exports	53,888,093	26,352,558	14,971,248
Southern Rhodesia .....	Imports	71,902	520,484	581
	Exports	2,586,278	1,831,447	981,312
Portuguese Africa .....	Imports	510,192	243,319	2,845
	Exports	1,416,726	769,924	1,288,562

## Cape Town, South Africa

By S. V. Allen,  
Commercial Secretary for Canada

Cape Town's roots lie deep in international commerce. Some 280 years ago, during a period paralleled in Canada by the early French trading companies, it became an important link between Europe and the Far East, when the Dutch East Indian Company set up a post in the shadow of Table Mountain. Their purpose was to grow vegetables in the fertile valleys of the Cape Peninsula to victual sailing ships during their



Adderley Street, Cape Town, extending in a southwesterly direction towards Table Mountain, which is the topographic feature of the city. The large white building, seen to the left of the office of the Commercial Secretary for Canada, is the new post office.



long voyages. Inevitably the post expanded into a community whose membership was enriched from time to time by French and other continental immigrants, as well as folk from the British Isles who sought security or a living in commerce and agriculture. The fertile coastal areas and valleys of a rich hinterland, dotted by old Dutch homesteads, contribute to the prosperous and growing industrial pursuits of Cape Town, now a city of 454,000, whose magnificent harbour is still an important link between East and West.

Blessed by a mild climate and almost continuous sunshine in summer, Cape Town is South Africa's most popular resort, and from October to May is host to thousands of South Africans who find superb sea beaches for bathing and good roads for motoring, as well as other holiday pursuits in the picturesque and rugged atmosphere of the Cape. After a six years' hiatus in normal commercial relationships, regular shipping services from Canada and the United States are again furnishing transportation to these shores, in an increasing tempo, for the fruits of Canadian labour and enterprise. These products are eagerly awaited, and will be enjoyed by a people who have long recognized and appreciated their quality and reputation. A corresponding increase in the movement from this area to Canada of South-African commodities may be expected when improved conditions of supply permit.

---

## Stockholm, Sweden

By **F. H. Palmer,**  
Canadian Trade Commissioner

Sweden is an elongated country of some 14,500 square miles, stretching from north to south nearly one thousand miles, of which one-seventh lies north of the Arctic Circle. The capital city, Stockholm, with a population of 650,000 or one-tenth that of Sweden, is on the same parallel of latitude as Hudson Bay and Alaska. Fortunately, thanks to the Gulf Stream, the climate is milder than might be expected, while the extremes of temperature are not as wide as in Canada. Since Sweden covers so much latitude, there is a wide variety of country within its boundaries, each differing as to geological and soil conditions. Each of these areas, some richer than others, over a long period of time has made its own peculiar contribution to the building of modern Sweden and the modern Swede.

The modern Swede is the result of keen competition with rugged nature, but the foundations of the past were solidly built. In the Swede we see a balanced compromise between tradition and modern development, conservatism and social reform. However, in the forward march towards what the Swedes to-day deem to be the ideal society, a suggestion of self-satisfaction perhaps can be noticed. Sweden has achieved a large measure of satis-





Stockholm, capital of Sweden.

*Photo courtesy F. Svanesson*

factory relationships between employer and employee. The standard of education is high, while few countries can show better medical care or more inclusive social welfare controls, such as housing and care for the aged.

Canadian development could hardly have reached its present stage without Swedish rock removers, nor is it possible to estimate just how far Canadian mining and railway plans would have progressed without dynamite, the invention of a Swede—Nobel. The development of Canada's foreign commerce, while originally based on the famous wooden clippers of the Maritime provinces, is dependent to-day on propeller-driven ships or aircraft, and the propeller is the invention of a Swede, John Ericsson. Canadian pulp and paper manufacturers also are indebted to their Swedish colleagues or competitors for important and valuable developments in processes and equipment, some of which are largely responsible for the highly efficient operations of Canada's industry. Canadian farmers owe a debt of gratitude to Sweden for the modern development of the cream separator, while housewives and those industries interested in refrigeration know that it was a now famous Swedish firm which invented and commercialized "cold through heat". No Canadian industrialist can be unaware of the contribution to modern industry made by the Swedish iron and steel masters, and there may be few indeed who have never heard of Swedish ball bearings. How many Canadians know that Bofors is the name of a Swedish industrial town?

While it is impossible to say what the trend of Swedish economic development may be, there will be some slight re-orientation on account of the recently concluded trade agreement with Russia. There is, however, a tendency to industrialize more highly than ever, and there are reports of serious shortages of labour. Any great development of industry must stimulate an important demand for Canadian foodstuffs and raw materials for industry.

Sweden to-day is one of the two "hard money" countries in Europe and is the mecca of salesmen from all over the world. Conversely, as Sweden successfully preserved her neutrality for the second time through a world

war in thirty years, buyers of the world flocked here in their attempts to secure supplies. However, the same shortages in raw materials are being experienced in Sweden as in Canada, and in most cases foreign buyers are going away empty-handed.

### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Sweden .....	Imports	3,070,014	560,044	1,804,368
	Exports	6,908,828	2,893,892	3,763,769
Finland .....	Imports	12,466	.....	81,248
	Exports	374,066	.....	313,113

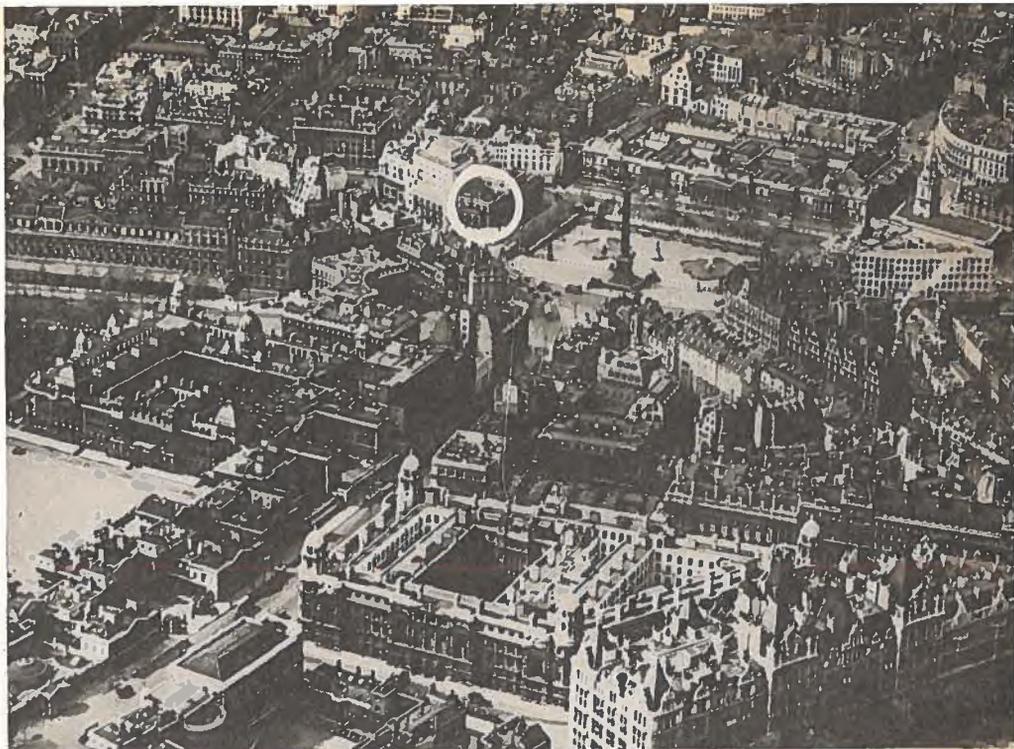
## London, England

By A. E. Bryan,  
Commercial Counsellor for Canada



This ancient city of London, after heavy battering in war, is in the throes of rebirth. Capital and chief port of the United Kingdom, with a population of more than eight millions, it has for centuries been the collecting and distributing centre for the country, and also its greatest manufacturing city. London is rapidly regaining lost ground and is still a centre of world commerce and finance. This is fully illustrated by her great financial houses and exchanges, which are concerned not only with London's commerce and industry but that of the whole world. The United Kingdom was for a century the greatest importing country, and the majority of its operators, many of whom were associated with Canada, were located in London. Links with Canada are visible everywhere in business London. At least seven Canadian banks, four transportation and six insurance companies and many other organizations maintain branches in London. Before the war, upwards of 1,000 Canadian exporters maintained representatives or branches in London. Two provincial governments are separately represented, and there is an active Canadian Chamber of Commerce.

London is claimed by its business men to be the heart of the world. This may or may not be true, but it is one of the most important cross-roads. Traders from every country are regular visitors, and the London office of the Canadian Trade Commissioner Service must be outstanding for the constant stream of Canadian business visitors who call for assistance in every kind of problem, relating not only to the United Kingdom itself, but also to trade with many other countries. The number of Canadians registered with the trade office for the first seven months of this year was 1,400. With the end of the war and speeding up of travel, this phase of work is expanding.



**Canada House, in white circle, from which the Commercial Counsellor for Canada and his staff promote the interests of Canadian business. This adjoins Trafalgar Square and other familiar buildings in the centre of London.**

*Photo courtesy Barratts*

Very large numbers of British commercial men come to the trade commissioners in London for advice and information concerning Anglo-Canadian trade. The legacies of wartime trade machinery remain and bring their special responsibilities.

The present establishment of the London office includes a Chief Trade Commissioner (Commercial Counsellor) and Trade Commissioners (Commercial Secretaries), general, agriculture and timber. To provide United Kingdom manufacturers and exporters with a reliable source of information on Canadian tariff matters, the Department of National Revenue has appointed a Canadian customs specialist to the staff. The use made of his services is proof of the strong efforts being made by local industrialists to develop export trade to Canada.

The Chief Trade Commissioner supervises and co-ordinates the work of the service in the United Kingdom as a whole. He also advises, and acts for, the High Commissioner on issues involving trade negotiations with United Kingdom Government departments.

The present is a period of transition, and for the United Kingdom, which lost 25 per cent of its national wealth in the war, is one of peculiar stringency and difficulty. Canada is giving practical evidence of her desire to help Britain in her gigantic task of reconstruction. Never has the reputation of Canada stood higher. Under the pressure of events, the government is experimenting in new trade policies and techniques. All these circumstances point to the necessity for increased vigilance and adaptability on the part of Canadian exporters and importers wishing to develop business in this market.

The London office will be transferred shortly to new and enlarged premises, where it will be concentrated and can operate as a single and more efficient unit for the benefit of Canadian trade.

### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
United Kingdom*	Imports	174,911,462	110,836,273	92,066,374
	Exports	480,261,296	844,471,728	268,758,987
Gold Coast	Imports	3,313,355	5,772,479	239,485
	Exports	727,835	813,608	133,743
Sierra Leone	Imports	.....	7,968	5,007
	Exports	389,727	328,030	98,082
Nigeria	Imports	4,767,461	3,211,086	40,744
	Exports	682,405	277,040	48,477

\*Includes "Canadian Goods Returned", mainly military equipment, valued at \$59,940,827 for 10 months of 1946 and \$6,688,863 for 10 months of 1945.

## Liverpool, England

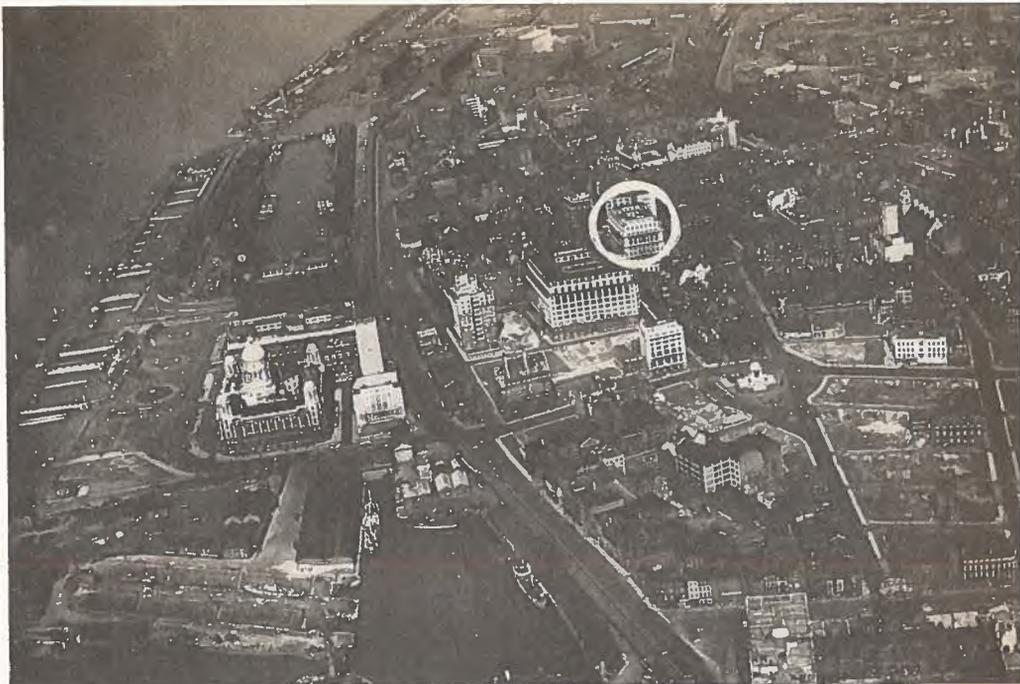
By M. J. Vechsler,  
Canadian Trade Commissioner



To Canadians, the city of Liverpool has always been regarded as one of the principal ports of the United Kingdom. A glance at almost any map, showing trade routes and the distribution of world products, indicates the importance of this city in the distributive trade of the world. The terminus of many steamship services, including a number between Canada and the United Kingdom, that extend to the four corners of the earth, Liverpool and Merseyside are names heard by and familiar to traders throughout the world.

During the war, the bulk of Britain's imported materials of all kinds, including shipments from the Western Hemisphere, were funnelled through this port. Liverpool still bears the scars of damage inflicted during air raids. Nevertheless, the grim determination of Merseyside people is evidenced by the fact that repairs and rebuilding are proceeding slowly. Vacant parking places now occupy what formerly held important business buildings, and an air of orderliness prevails.

The Liverpool office maintains close contact with the industrial and business community throughout the North of England, the Midlands and Wales. The importance of this area to Canadian trade interests is self-evident. The office activity is easily recognized by a glance at the map, which indicates that the heart of industrial England lies in this territory. Many extraneous matters are also handled, as Liverpool during the war years was a focal point for men of the armed forces and merchant navy. Hundreds of Canadian seamen were assisted, as well as trade interests promoted. The Canadian Trade Commissioner occupying the post during that period was exceedingly active in innumerable welfare works. In the matter of mobile canteens alone, he presented, on behalf of the High Commissioner, sixty-seven as gifts from various Canadian communities and organizations.



Liverpool, terminus of many shipping lines.

*Photo courtesy Graphic Photo Union*

The fundamental purpose of the office is, of course, the development of trade between the United Kingdom and Canada. The comprehensiveness of this work and the exceedingly valuable territory served can be indicated by mention of the fact that there are 99 centres in this territory with a population of over 50,000. When such names as Manchester, Birmingham, Leeds, Sheffield, Hull, Newcastle, Nottingham, Wolverhampton, Shrewsbury, Macclesfield, Bradford, Preston, Lancaster, Middlesbrough, Cardiff and Swansea are mentioned, every Canadian immediately recognizes the types of products for which these respective areas are world famous and how such industrial centres can form markets for Canadian products, as well as sources of supply for Canada's needs.

## Glasgow, Scotland

By G. B. Johnson,  
Canadian Trade Commissioner

Canada is so thickly sprinkled with people of Scottish blood that ties between the two countries are very strong. It is interesting to recall that a bit of Canada exists at Edinburgh Castle. In the reign of King Charles the First, the Esplanade was declared by royal mandate part of the soil of Nova Scotia, so that the King might readily create "Baronets of Nova Scotia".



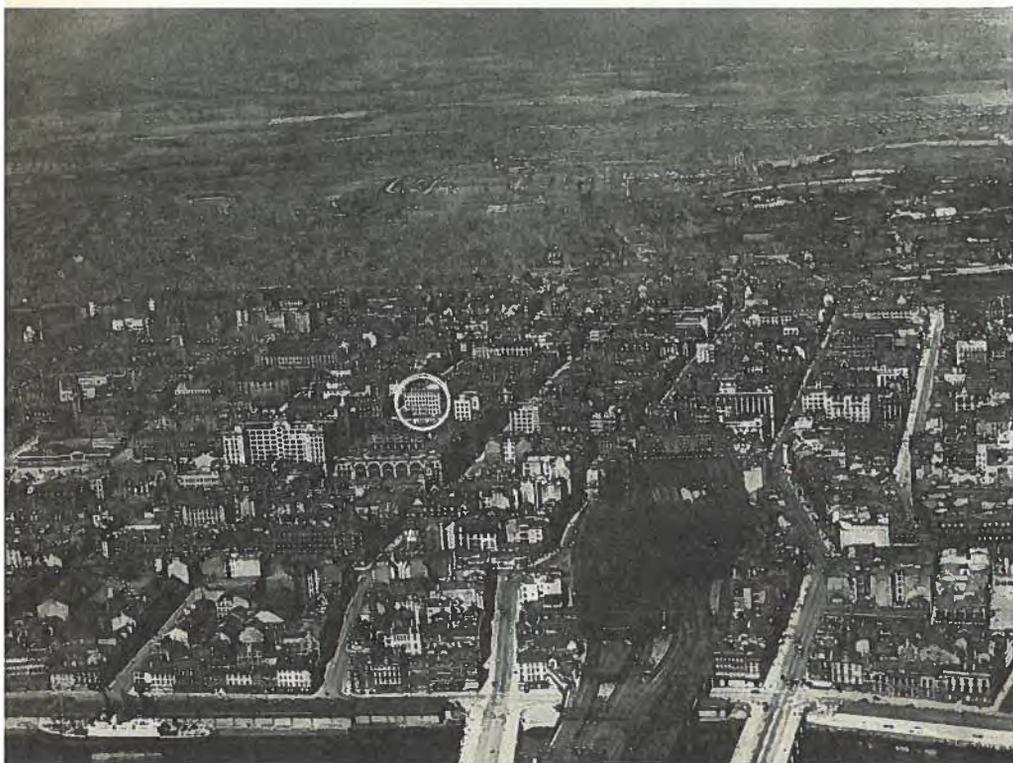
Just as few Canadians think of Scotland as a land solely of glens and lochs, whisky distilling and the skirl of the pipes, so Scotsmen have a good knowledge of Canada and warm appreciation of her outstanding war effort. Most of Canada's land, sea and air forces were landed at ports in the Clyde estuary, principal waterway of the United Kingdom during the war, when often over 400 ships were at anchor at the Tail o' the Bank. At one of these ports was located the great shore establishment of the Royal Canadian Navy.

Glasgow, often described as the second city of the British Empire, is the nucleus of an area predominantly concerned with the heavy industries—coal mining, iron and steel production, engineering in its manifold branches, and shipbuilding. The shipyards of the Clyde form the greatest shipbuilding area in the world. Scotsmen have a genius for engineering. The extension of old, and the establishment of new, industrial estates is rapidly progressing. The oldest, started before the war, at Hillington, near Glasgow, housed the Rolls-Royce factory for making Merlin engines for aircraft. This factory employed about 25,000 people. Edinburgh, with many great industries, is famous for its production of paper, and for printing, Dundee for jute goods, Kirkcaldy for linoleum, Dunfermline for fine linen, the Speyside area for malt whisky, Aberdeen for fish and granite, the border towns for tweeds, and many areas for textiles.

This office not only promotes Canadian export trade to Scotland, which per capita is probably Canada's best customer, but latterly import trade from Scotland as well. But, as the only Canadian government office in Scotland, it is inundated with inquiries and duties of great diversity. In recent years, the most outstanding was when it had the privilege of caring for the several hundred Canadian survivors of the S.S. *Athenia*, which was torpedoed on the day war broke out, September 3, 1939.

**Central section of Glasgow, Scotland.**

*Photo courtesy Aero films, Limited*





Washington, capital of the United States of America.

*Photo courtesy United States Navy*

## Washington, U. S. A.

By **H. A. Scott,**  
**Commercial Counsellor, Canadian Embassy**



Washington holds the unique distinction among Canadian Trade Commissioner posts of being located in a community which virtually has no importers. The nearest commercial centre of any importance, in the ordinary sense of the word, is Baltimore, Maryland, some thirty-five miles distant, which is the recognized distributing centre for the area in which Washington is located.

This means there are few opportunities in Washington to render service to Canadian firms in establishing commercial contacts. On the other hand, this office has an important function, as a Canadian source of international commercial intelligence, through its liaison with various agencies of the United States Government. In addition, close contact is maintained with the diplomatic and miscellaneous missions of other foreign countries represented at Washington in matters of mutual interest, and particularly with regard to negotiations in which the United States Government is also interested. In this latter field could be included international organizations identified with various commercial and economic activities.

In other words, the territory of the Washington office is confined to the capital of the United States, except for its role as senior post in co-ordinating activities of the other Trade Commissioner offices in the United States in dealing with matters of common interest.

There are probably no two countries more closely tied together in regard to their economic lives than Canada and the United States. However, the familiarity of most Canadian businessmen with this topic renders

it unnecessary to comment further, beyond observing that at the present time the United States is Canada's largest customer and Washington is the pivot around which this relationship revolves.

### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
United States .....	Imports	1,110,182,145	1,009,228,527	390,905,432
	Exports	714,845,118	1,006,815,121	281,194,872

## New York, U. S. A.

By J. A. Strong,  
Canadian Trade Commissioner



The New York office was opened twenty-five years ago. New York has an importance to Canadian foreign trade interests, which extends beyond the fact that New York City itself can be compared only with London as the largest consuming centre in the world. New York affords steamship services to every country, as it is the natural port of exit for most of the great volume of American export products from the industrial areas of the Eastern and Middle Western States. There has grown up in New York, therefore, highly specialized services in banking and finance, shipping, export houses and foreign purchasing agencies, which serve and attract buyers from every country in the world. New York was the centre for most of the foreign government purchasing missions during and immediately after the war. As these have been almost entirely replaced by private traders, New York continues to be the centre for their purchasing offices for North America.

The majority of Canadian manufacturers to-day do not have to look far to find buyers for their available surpluses. They are naturally trying to establish direct contacts in the major foreign markets. New York is the most important centre for export contacts with the purchasing offices of foreign railways, petroleum companies and similar large corporations or industrial groups, and similarly for export merchant houses serving markets where direct sales are not readily practicable. These various entities will have only one buying office for all of North America, and Canadian firms must contact most of them in New York. If these contacts are not established effectively, it represents so much foreign business lost to Canada.

New York is so close to Canada that representatives of many Canadian firms come here regularly to call on their clients. They also effect purchases, since this is one of the largest distributing centres for imported commodities from every country of the world. The parent companies of



**New York, metropolis of the United States and headquarters of the United Nations. This air view portrays the lower section of Manhattan Island, with the impressive group of skyscrapers and harbour facilities adjacent to the Battery. The office of the Canadian Trade Commissioner, indicated by a white circle in the centre of the picture, is located in Rockefeller Centre, in the uptown business section of Manhattan.**

*Photo courtesy Fairchild Aerial Surveys, Inc.*

many American branch plants in Canada are located in New York, and many American firms are interested in establishing new plants in Canada. There is, consequently, a continued interest on the part of New York firms and corporations in all aspects of developments in Canada, both from the point of view of the possible extension of production facilities and the purchase of commodities from Canada.

The office of the Canadian Trade Commissioner in New York is located in Rockefeller Centre, in the uptown business district of Manhattan, and easily accessible to visitors from Canada.

Bermuda, distant nearly seven hundred miles southeast of New York, is in the territory for which the New York office of the Canadian Trade Commissioner Service is responsible. This British Colony imports a wide variety of commodities from Canada, among the most important being beef, flour, butter, oats and evaporated milk. Other foodstuffs, required by residents of the islands and the large number of visitors, are purchased from Canada.

**Canadian Imports and Exports**

		January-October		
		1946	1945	1939
		\$	\$	\$
Bermuda .....	Imports	100,430	90,613	59,812
	Exports	2,946,063	1,979,231	1,095,570



**Chicago, Illinois.**

*Photo courtesy Chicago Aerial Survey Company*

## **Chicago, U. S. A.**

**By J. M. Boyer,  
Canadian Trade Commissioner**

The Chicago office of the Canadian Trade Commissioner Service covers the Midwestern States, which include that naturally productive and highly industrialized area situated on the Great Central Plateau of the North American Continent, extending from the Canadian border to the Gulf of Mexico.

Chicago has a population in its immediate metropolitan area of approximately 5,000,000, and in 1945 it is estimated that the wholesale trade totalled \$5,500,000,000. The trade and industry of the city are highly diversified, and there are very few activities of a commercial or manufacturing nature which are not carried on in Chicago.

In spite of this diversity of interests, Chicago is also noted for specialization in certain lines, all of which are of interest to Canadian business. Among these, the most important include the grain exchange,



the food-packing plants, steel production, oil refining, the great railway and other transportation interests, furniture manufacture and printing and publishing.

Chicago and the Midwestern States carry on a trade with Canada which is old established, of large proportions and, over a period of years, has shown a constant increase.

In a territory that is so well known to Canadian exporters, there is a limit to the trade promotional work that characterizes trade commissioner offices in more distant parts of the world. In Chicago, the office serves as a general information bureau on virtually all Canadian affairs, and is required to maintain goodwill for Canada among the business community. Other activities of a more positive nature are the encouragement of tourist travel to Canada and the guidance of United States manufacturers who may be considering the establishment of Canadian branch factories or the manufacture of their specialized products by established Canadian factories.

---

## Los Angeles, U. S. A.

By **V. E. Duclos,**  
Canadian Trade Commissioner

Duties of the Canadian Trade Commissioner at Los Angeles must be considered different and more diversified than those of officers in other foreign countries. United States firms do not consider Canada a foreign land, and treat export transactions almost on the same basis as domestic. This is due largely to the real knowledge both countries have of each other's economy, easy communication by telephone and transportation by air. Language, weights and measures and engineering standards are similar.

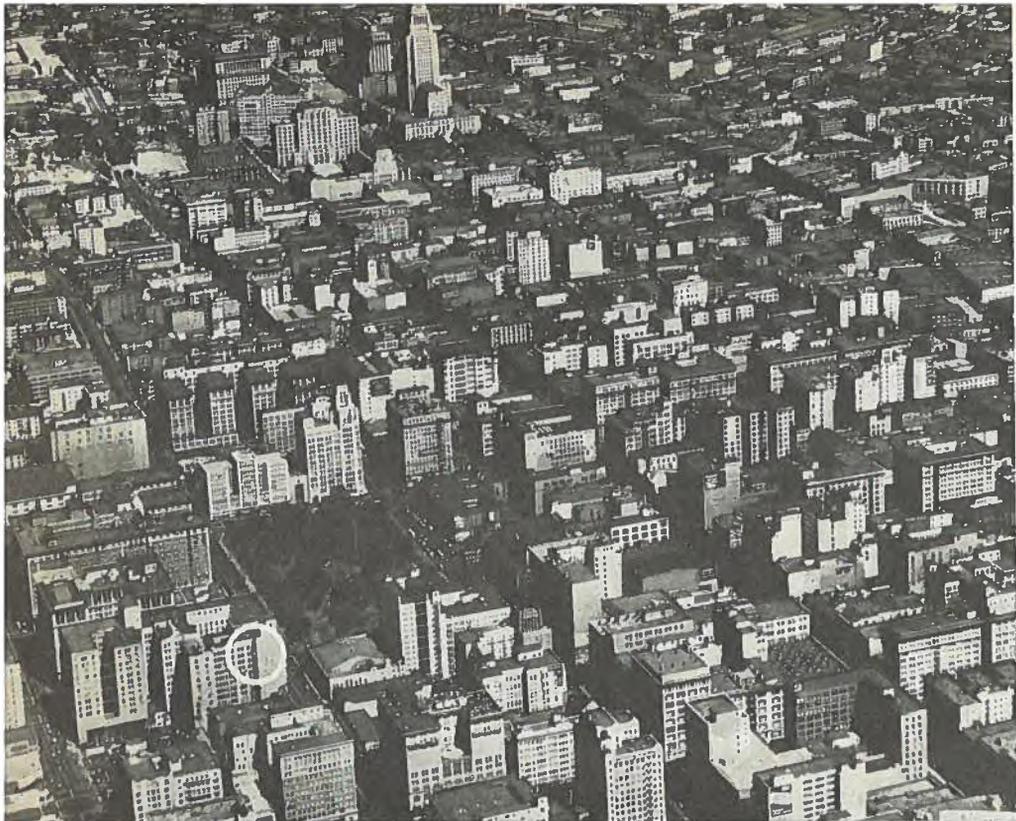
The United States trader is more than willing to pick up the telephone and call Canada, or pay a visit to Canada on the slightest encouragement from the trade commissioner.

While Canada's export trade with this territory is of considerable value, it is so well organized that it continues from year to year without much assistance from the trade commissioner.

During the postwar reconversion period, the office has been inundated with inquiries for Canadian products. Unfortunately, most of these are in short supply in the United States and also in Canada. The Canadian exporter realizes that a number of these inquiries are for products which he could not normally export to this market, and that as soon as the United States manufacturer is back to full production, trade will cease. He prefers to export to markets which may be held and which were served by Canada before the war.

Efforts of the trade commissioner are directed towards fostering existing agency arrangements, assisting United States firms wishing to export to Canada, maintaining close connections with local Chambers of





Los Angeles, California.

*Photo courtesy Los Angeles County Chamber of Commerce*

Commerce, arranging for Canadian publicity in the local press, and giving information on the operation of Canada's immigration policy, customs regulations, foreign exchange control, etc.

An important feature of the trade commissioner's work is the distribution of films and literature for educational purposes and the encouragement of tourist travel to Canada. The value of this invisible export alone justifies the maintenance of a trade commissioner office in Los Angeles.

## Caracas, Venezuela

By C. S. Bissett,  
Canadian Trade Commissioner

Venezuela is a Spanish-speaking country of some 4,000,000 inhabitants. In the interior, they are chiefly of pure Indian stock, but in the coastal region, cities and towns they are mainly of Spanish-Indian descent. Some have Spanish-Negro blood and an important proportion pure Spanish blood. The façade of Venezuela is the high wall of the Eastern Andes, facing



on the Caribbean Sea and protecting the "llanos", or flat lands. These extend from a few miles south of Caracas, the capital, at an altitude of some three thousand feet, to the tropical jungles in the basin of the Orinoco River. This topography resembles that of the Alberta foothills, entered through the Rocky Mountains. But the flat lands do not produce as do the foothills and prairies of Canada. The average rainfall is thirty inches a year, which is received within four to six weeks. Severe drought is experienced during the rest of the year. Vast irrigation projects would transform this fertile area into an agricultural paradise.

The Orinoco and its tributaries, having some 12,000 miles of navigable channels, are the main transportation arteries, serving four-fifths of the whole country, comprising an area south of the Andes which is almost entirely undeveloped. The Orinoco may, like the St. Lawrence River, some day play an important role in the development of Venezuela.

The economic life of Venezuela is concentrated almost wholly in the northern coastal section. Only there do modern roads and the few short railways exist. All other transportation is by aircraft or furnished by mules. Venezuela is the world's third largest oil-producing country, petroleum accounting for 90 per cent of the exports. The marked prosperity of the country depends on this rapidly expanding industry. Venezuela is

**Caracas, capital of Venezuela, some three thousand feet above sea-level.**

*Photo courtesy Departamento de Cartografía Nacional*



only lightly industrialized and agriculturally backward, and must import practically the whole of her needs, even primary foodstuffs. Canadians and Canadian commodities are highly regarded, and are very well received. A wide-open, almost uncontrolled spot-cash market exists for these goods.

### Canadian Imports and Exports

		January-October		
		1946	1945	1939
		\$	\$	\$
Venezuela	Imports	21,267,688	14,363,654	1,705,675
	Exports	9,189,268	3,193,543	1,409,735
Netherlands West Indies	Imports	2,509,806	808,258	119,802
	Exports	1,140,028	625,494	151,964



**H. L. Brown, who will proceed to Buenos Aires, Argentina, on conclusion of his tour of Canada, as Commercial Secretary.**



**Richard Grew, who sailed recently for Bombay, India, where he has been appointed Canadian Trade Commissioner.**



**Paul Sykes, who has been appointed Canadian Trade Commissioner at Singapore.**



**K. F. Noble, who has been appointed Canadian Trade Commissioner at Hong Kong.**

# Reports on External Trade Issued By Dominion Bureau of Statistics

*Considerable information available concerning economic and business conditions, exports and imports—Subscription of \$30 entitles subscriber to one copy of each publication, with exception of news bulletins.*

Considerable information pertaining to foreign trade is compiled by the Dominion Bureau of Statistics, which issues reports covering all phases of the national economy. These are listed under twelve headings, as follows: Administration; Economic and Business Conditions; Education; Finance; Justice; Labour, Unemployment and Earnings; Population; Production; Public Health and Welfare Institutions; Trade; Transportation and Communications; and General. A special subscription rate of \$30 per year entitles a subscriber to one copy of each publication issued by the Bureau, with the exception of news bulletins. Other special rates are set for series of publications in related groups.

## Statistics on Economic Conditions

The following are issued under the heading of Economic and Business Conditions:

- (a) Monthly Review of Business Statistics—a statistical summary, with charts, text and tables covering 1,600 factors on current economic conditions in Canada. Price, \$1 per year.
- (b) Twelve Years of the Economic Statistics of Canada, 1919-1930. Price, 25 cents.
- (c) Monthly Indexes of the Physical Volume of Business in Canada, 1919-1932. Price, 25 cents.
- (d) Original Monthly Statistics of Chief Economic Importance, 1919-1933. Price, 25 cents.
- (e) Recent Economic Tendencies in Canada, 1919-1934. Price, 25 cents.
- (f) Economic Fluctuations in Canada during the Postwar Period, 1918-1938. Price, 25 cents.
- (g) Economic Conditions in Canada in Elapsed Months of Current Year. Price, \$1 per year.

## Series of Reports Prepared on External Trade

The following are issued under the heading of External Trade:

- (a) Monthly Trade Summaries—Price for each series, 10 cents per copy, \$1 per year. Price for all series, \$3 per year.
  - (i) Trade of Canada, by Months.
  - (ii) Monthly Summary of Canadian Exports, by Principal Commodities.
  - (iii) Monthly Summary of Canadian Imports, by Principal Commodities.
  - (iv) Monthly Summary of Canadian Exports, by Principal Countries.
  - (v) Monthly Summary of Canadian Imports, by Principal Countries.
- (b) Quarterly Report of the Trade of Canada, indicating imports of commodities from each country and exports of commodities to each country. Price for each series, 25 cents per copy, \$1 per year.

- (c) Annual Report of the Trade of Canada—Price, \$2 per volume or \$5 for three volumes in any year.
  - (i) Vol. I, Historical tables, summaries and analyses for three successive years (1942, 1943, 1944).
  - (ii) Vol. II, Exports of Commodities, by Countries, in detail, for three successive years (1942, 1943, 1944).
  - (iii) Vol. III, Imports of Commodities, by Countries, in detail, for three successive years (1942, 1943, 1944).
- (d) Monthly Report of the Trade of Canada—Price for each series, \$3 per year, or \$5 for the two publications.
  - (i) Imports of Commodities, by Countries.
  - (ii) Exports of Commodities, by Countries.
- (e) Monthly Commodity Bulletins—Price, 10 cents per bulletin, or \$1 per year.
  - (i) Imports of Rubber.
  - (ii) Exports of Rubber and Insulated Wire Cable.
  - (iii) Imports of Paints and Varnishes.
  - (iv) Imports of Lumber.
  - (v) Exports of Lumber.
  - (vi) Imports of Farm Machinery and Implements.
  - (vii) Exports of Farm Implements and Machinery.
  - (viii) Imports of Pulp, Wood Pulp and Paper.
  - (ix) Exports of Pulpwood, Wood Pulp and Paper.
  - (x) Imports of Stoves, Sheet Metal Products and Refrigerators.
  - (xi) Imports and Exports of Vegetable Oils.
  - (xii) Imports and Exports of Wire of Iron and Steel.

### Reports on Balance of International Payments

The following, also issued under the heading of External Trade, pertain to Balance of International Payments, Capital Movements and International Investments:

- (a) Annual Reports—The Canadian Balance of International Payments, Revised Statements, 1926-1943, Preliminary Statement, 1944, and British and Foreign Investments in Canada and Canadian Investments Abroad, 1926-1939. Price, 25 cents. British and Foreign Direct Investments in Canada and Canadian Direct Investments Abroad, 1937. Price, 50 cents.
- (b) Monthly Report—Sales and Purchases of Securities between Canada and Other Countries. Price, \$1 per year, single copies, 10 cents.
- (c) Special Report—The Canadian Balance of International Payments—A Study of Methods and Results. Price, \$1.

A brochure, listing the publications of the Dominion Bureau of Statistics, including reports, bulletins, press releases, etc., consisting of a reprint from the Canada Year Book, 1946, may be obtained from the Bureau. Price, 10 cents.

### South Africa Controls Import of Butter and Cheese

Johannesburg, December 22, 1946.—(F.T.S.)—The Union of South Africa Government *Gazette* of December 6 contains a notice prohibiting the importation of processed cheese into the Union, except under a permit issued by the Secretary for Agriculture. It confers on the Dairy Industry Control Board the sole right to import butter and cheese of the cheddar and Gouda types.



## Ocean-Going Sailing Schedules

Information contained in the following list of sailings, such as destination, port of departure, loading date, name of ship and operator, is furnished by steamship companies and agents concerned. This is the latest available and subject to change after *Foreign Trade* has gone to press, particularly as this relates to the loading date and name of vessel. All ships are not as yet under the complete control of operators, and one or other may have to be withdrawn to fulfil a government demand for space. A substitute ship is normally provided, and the operator will immediately notify shippers of any change in the date of departure. If no substitute is available, operators will advise shippers of an alternative sailing by another line.

The loading date and name of ship are not indicated in some instances, due to the fact that on certain routes information available is not sufficiently definite to mention the steamer that will be placed on a berth for the destination shown. The name of the probable operator is given, however, and exporters should seek further particulars from the operator or agent indicated.

### Departures from Halifax

Destination	Loading Date	Vessel	Operator or Agent
<b>Cuba—</b> Santiago de Cuba...	January 14-17	<i>Dufferin Bell</i>	Pickford and Black
<b>Java—</b> Batavia.....	January 15	<i>A Ship</i>	Montreal Shipping
<b>Mediterranean—</b> Central and Western Areas....	January 28	<i>Digby County</i>	Montreal Shipping
<b>Newfoundland—</b> St. John's.....	January 7	<i>Fort Amherst</i>	Furness Withy
St. John's.....	January 14	<i>Fort Townsend</i>	Furness Withy
St. John's.....	January 19	<i>Blue Peter II</i>	Montreal Shipping
St. John's.....	February 5	<i>Blue Peter II</i>	Montreal Shipping
<b>Philippines—</b> Manila.....	January 15	<i>A Ship</i>	Montreal Shipping
<b>Scandinavia—</b> Baltic Ports.....	January 18	<i>Braheholm</i>	Swedish American Line
Baltic Ports.....	Early February	<i>Ragnhildsholm</i>	Swedish American Line
<b>United Kingdom—</b> Avonmouth.....	January 7	<i>Boston City</i>	Furness Withy
Avonmouth.....	Late January	<i>Montreal City</i>	Furness Withy
Cardiff.....	January 7	<i>Boston City</i>	Furness Withy
Cardiff.....	Late January	<i>Montreal City</i>	Furness Withy
Liverpool.....	January 12	<i>Pacific Exporter</i>	Furness Withy
Liverpool.....	January 15-18	<i>Fort Ticonderoga</i>	Cunard White Star
Liverpool.....	Jan. 30-Feb. 6	<i>Valacia</i>	Cunard White Star
London.....	Jan. 30-Feb. 6	<i>Fort Spokane</i>	Cunard White Star
Newcastle.....	January 11	<i>Cairnavon</i>	Furness Withy
Southampton.....	January 22	<i>Aquilania</i>	Cunard White Star
Southampton.....	February 10	<i>Aquilania</i>	Cunard White Star
Swansea.....	January 7	<i>Boston City</i>	Furness Withy
Swansea.....	Late January	<i>Montreal City</i>	Furness Withy

## Departures from Halifax—Concluded

Destination	Loading Date	Vessel	Operator or Agent
<b>West Indies—</b>			
Antigua.....	January 5-9	<i>Maisonneuve Park</i>	Canadian National
Antigua.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
Antigua.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
Bahamas.....	Dec. 31-Jan. 5	<i>Cartier Park</i>	Canadian National
Bahamas.....	January 3-6	<i>Lorne Park</i>	Canadian National
Bahamas.....	January 20-23	<i>Canadian Observer</i>	Canadian National
Bahamas.....	January 28	<i>Cartier Park</i>	Canadian National
Bahamas.....	February 8	<i>Lorne Park</i>	Canadian National
Bahamas.....	February 22	<i>Canadian Observer</i>	Canadian National
Barbados.....	January 5-9	<i>Maisonneuve Park</i>	Canadian National
Barbados.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
Barbados.....	January 10-15	<i>Chomedy</i>	Canadian National
Barbados.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
Bermuda.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
Bermuda.....	January 10-15	<i>Chomedy</i>	Canadian National
Bermuda.....	January 14	<i>Fort Amherst</i>	Furness Withy
Bermuda.....	January 21	<i>Canadian Observer</i>	Canadian National
Bermuda.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
Bermuda.....	February 8	<i>Lorne Park</i>	Canadian National
Bermuda.....	February 22	<i>Canadian Observer</i>	Canadian National
British Guiana.....	January 5-9	<i>Maisonneuve Park</i>	Canadian National
British Guiana.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
British Guiana.....	January 10-15	<i>Chomedy</i>	Canadian National
British Guiana.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
Dominica.....	January 10-15	<i>Chomedy</i>	Canadian National
Grenada.....	January 5-9	<i>Maisonneuve Park</i>	Canadian National
Grenada.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
Grenada.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
Jamaica.....	Dec. 31-Jan. 5	<i>Cartier Park</i>	Canadian National
Jamaica.....	January 3-6	<i>Lorne Park</i>	Canadian National
Jamaica.....	January 14-17	<i>Dufferin Bell</i>	Pickford and Black
Jamaica.....	January 20-23	<i>Canadian Observer</i>	Canadian National
Jamaica.....	January 28	<i>Cartier Park</i>	Canadian National
Jamaica.....	February 7-11	<i>Oakmount Park</i>	Pickford and Black
Jamaica.....	February 8	<i>Lorne Park</i>	Canadian National
Jamaica.....	February 22	<i>Canadian Observer</i>	Canadian National
St. Kitts.....	January 5-9	<i>Maisonneuve Park</i>	Canadian National
St. Kitts.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
St. Kitts.....	January 10-15	<i>Chomedy</i>	Canadian National
St. Kitts.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
St. Lucia.....	January 9	<i>Alcoa Planter</i>	Alcoa Steamships
St. Lucia.....	January 10-15	<i>Chomedy</i>	Canadian National
St. Lucia.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
St. Vincent.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
St. Vincent.....	January 10-15	<i>Chomedy</i>	Canadian National
St. Vincent.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships
Trinidad.....	January 5-9	<i>Maisonneuve Park</i>	Canadian National
Trinidad.....	January 9-18	<i>Alcoa Planter</i>	Alcoa Steamships
Trinidad.....	January 10-15	<i>Chomedy</i>	Canadian National
Trinidad.....	Jan. 23-Feb. 1	<i>Alcoa Pegasus</i>	Alcoa Steamships

## Departures from Saint John

\*Call at Halifax two days later

Destination	Loading Date	Vessel	Operator or Agent
<b>Africa-East—</b>			
Lourenco Marques...	January 12	<i>Tarkwa.</i>	Elder Dempster
Lourenco Marques...	January 15	<i>*Halifax County</i>	Montreal Shipping
Lourenco Marques...	January 19	<i>Cargill</i>	Elder Dempster

Departures from Saint John—Continued

Destination	Loading Date	Vessel	Operator or Agent
<b>Africa-East—Con.</b>			
Lourenco Marques...	January 25	<i>Chandler</i>	Elder Dempster
Lourenco Marques...	February 9	<i>Cottrell</i>	Elder Dempster
Lourenco Marques...	February 15	<i>A Ship</i>	Montreal Shipping
<b>Africa-South—</b>			
Cape Town.....	January 12	<i>Tarkwa</i>	Elder Dempster
Port Elizabeth.....	January 19	<i>Cargill</i>	Elder Dempster
East London.....	January 25	<i>Chandler</i>	Elder Dempster
Durban.....	February 9	<i>Cottrell</i>	Elder Dempster
	February 15	<i>A Ship</i>	Montreal Shipping
Cape Town.....			
Port Elizabeth.....	January 15	* <i>Halifax County</i>	Montreal Shipping
Durban.....			
<b>Anglo-Egyptian</b>			
<b>Sudan—</b>			
Port Sudan.....	January 20	<i>A Ship</i>	March Shipping
<b>Argentina—</b>			
Buenos Aires.....	January 5	<i>Cedar Rapids Victory</i>	Montreal Shipping
Buenos Aires.....	January 12-17	<i>Fort Panmure</i>	Furness Withy
Buenos Aires.....	January 18	<i>Berkeley Victory</i>	Montreal Shipping
<b>Australia—</b>			
Brisbane.....			
Sydney.....	January 6-15	<i>Sampler</i>	Montreal Australia
Melbourne.....			New Zealand Line
Geelong.....			
Melbourne.....	January 6-15	<i>Samboston</i>	Montreal Australia
Adelaide.....			New Zealand Line
<b>Belgium—</b>			
Antwerp.....	Early January	<i>A Ship</i>	Canada Steamships
Antwerp.....	January 14	<i>Mont Clair</i>	Montreal Shipping
Antwerp.....	January 14-20	* <i>Twickenham</i>	Cunard White Star
Antwerp.....	January 30	<i>Marchcape</i>	March Shipping
Antwerp.....	February 20	* <i>Beckenham</i>	Cunard White Star
<b>Brazil—</b>			
Rio de Janeiro.....	January 5	<i>Cedar Rapids Victory</i>	Montreal Shipping
Rio de Janeiro.....	January 18	<i>Berkeley Victory</i>	Montreal Shipping
Rio de Janeiro.....			
Santos.....	January 12-17	<i>Fort Panmure</i>	Furness Withy
<b>China—</b>			
Shanghai.....	January 2-5	<i>City of Poona</i>	McLean Kennedy
Shanghai.....			
Taku Bar.....	January 20	<i>Ivy G.</i>	March Shipping
<b>Dominican Republic—</b>			
Ciudad Trujillo.....	January 4-6	<i>Bloomfield Park</i>	Saguenay Terminals
<b>Egypt—</b>			
Alexandria.....			
Port Said.....	January 17	<i>Ben H. Miller</i>	McLean Kennedy
Port Said.....	January 19	<i>Empire Spartan</i>	McLean Kennedy
<b>Elre—</b>			
Dublin.....	January 4	<i>Irish Ash</i>	Shipping Limited
Dublin.....	January 19	<i>Fanad Head</i>	McLean Kennedy
<b>Germany—</b>			
Hamburg.....	January 14	<i>Mont Clair</i>	Montreal Shipping
Hamburg.....	January 30	<i>Marchcape</i>	March Shipping
<b>Haiti—</b>			
Port au Prince.....	January 4-6	<i>Bloomfield Park</i>	Saguenay Terminals
<b>Hong Kong.....</b>	January 2-5	<i>City of Poona</i>	McLean Kennedy

## Departures from Saint John—Continued

Destination	Loading Date	Vessel	Operator or Agent
<b>India—</b>			
Bombay.....	January 19	<i>Empire Spartan</i>	McLean Kennedy
Madras.....			
Calcutta.....			
Bombay.....	January 20	<i>A Ship</i>	March Shipping
Calcutta.....			
<b>Iraq—</b>			
Basra.....	January 20	<i>A Ship</i>	March Shipping
<b>Mediterranean—</b>			
Central and Western Areas.....	January 20	<i>Mont Alta</i>	Montreal Shipping
	January 30	<i>Mont Rolland</i>	Montreal Shipping
	February 15	<i>A Ship</i>	Montreal Shipping
	February 25	<i>A Ship</i>	Montreal Shipping
<b>Mexico—</b>			
Vera Cruz.....	January 20	<i>Bell Park</i>	McLean Kennedy
Vera Cruz.....	February 15	<i>Lansdowne Park</i>	McLean Kennedy
<b>Morocco—</b>			
Casablanca.....	January 20	<i>Mont Alta</i>	Montreal Shipping
Casablanca.....	February 15	<i>A Ship</i>	Montreal Shipping
<b>Netherlands—</b>			
Rotterdam.....	Early January	<i>A Ship</i>	Canada Steamships
Rotterdam.....	January 14	<i>Mont Clair</i>	Montreal Shipping
Rotterdam.....	January 30	<i>Marchcape</i>	March Shipping
Rotterdam.....	January 14-20	* <i>Twickenham</i>	Cunard White Star
Amsterdam.....			
<b>Newfoundland—</b>			
St. John's.....	January 4-6	<i>Bloomfield Park</i>	Saguenay Terminals
<b>New Zealand—</b>			
Auckland.....	January 10-17	<i>City of Carlisle</i>	Montreal Australia New Zealand Line
Wellington.....			
Lyttleton.....			
Dunedin.....			
Bluff.....			
<b>Northern Ireland—</b>			
Belfast.....	January 11	<i>Torr Head</i>	McLean Kennedy
<b>Philippines—</b>			
Manila.....	January 2-5	<i>City of Poona</i>	McLean Kennedy
Manila.....	January 20	<i>Ivy G.</i>	March Shipping
<b>Poland—</b>			
Gdansk.....	January 14	<i>Mont Clair</i>	Montreal Shipping
Gdansk.....	January 25	<i>Marchcape</i>	March Shipping
<b>Portugal—</b>			
Lisbon.....	January 20	<i>Mont Alta</i>	Montreal Shipping
Lisbon.....	February 15	<i>A Ship</i>	Montreal Shipping
<b>Puerto Rico—</b>			
San Juan.....	January 4-6	<i>Bloomfield Park</i>	Saguenay Terminals
<b>Singapore.....</b>	January 20	<i>Ivy G.</i>	March Shipping
<b>United Kingdom—</b>			
Glasgow.....	January 13-21	<i>Sulacia</i>	Donaldson Atlantic
Glasgow.....	January 21-28	<i>Norwegian</i>	Donaldson Atlantic
Hull.....	January 23	<i>Consuelo</i>	McLean Kennedy
Liverpool.....	January 8-14	<i>Fort Ticonderoga</i>	Cunard White Star
Liverpool.....	January 11	<i>Torr Head</i>	McLean Kennedy
Liverpool.....	January 12	<i>Beaverford</i>	Canadian Pacific
Liverpool.....	January 19	<i>Fanad Head</i>	McLean Kennedy
Liverpool.....	February 2	<i>Beaverburn</i>	Canadian Pacific

## Departures from Saint John—Concluded

Destination	Loading Date	Vessel	Operator or Agent
<b>United Kingdom—</b>			
<i>Con.</i>			
London.....	January 8	<i>Beverglen</i>	Canadian Pacific
London.....	January 22	<i>Empire Morley</i>	Cunard White Star
London.....	January 28	<i>Beverlake</i>	Canadian Pacific
London.....	February 9	<i>Beverdell</i>	Canadian Pacific
London.....	February 15	<i>Beverglen</i>	Canadian Pacific
Manchester.....	January 8	<i>Manchester Port</i>	Furness Withy
Manchester.....	January 16	<i>Manchester Trader</i>	Furness Withy
Manchester.....	January 23	<i>Manchester Progress</i>	Furness Withy
Manchester.....	February	<i>Manchester City</i>	Furness Withy
<b>Uruguay—</b>			
Montevideo.....	January 12-17	<i>Fort Panmure</i>	Furness Withy

## Departures from Vancouver

Ships listed under "Departures from Vancouver" may possibly be loading in addition at New Westminster. Exporters should communicate with agents in Vancouver to obtain further information concerning loading dates, loading berth, available cargo space and rates.

Destination	Loading Date	Vessel	Operator or Agent
<b>Argentina—</b>			
Buenos Aires.....	January 10	<i>William Harris Hardy</i>	Balfour Guthrie
<b>Australia—</b>			
Newcastle.....	Early January	<i>Aristotelis</i>	Empire Shipping
Sydney.....			
Melbourne.....			
Adelaide.....			
Sydney.....	January 9	<i>Reaveley</i>	Empire Shipping
Melbourne.....	January 10	<i>Parrakoola</i>	Empire Shipping
	Mid-February	<i>Wangaratta</i>	Empire Shipping
<b>Brazil—</b>			
Rio de Janeiro.....	January 10	<i>William Harris Hardy</i>	Balfour Guthrie
Santos.....	January 9	<i>Queen of the Seas</i>	Balfour Guthrie
<b>China—</b>			
Shanghai.....	January 12	<i>Green Gables</i>	Western Canada S.S.
Shanghai.....	Late January	<i>Vito</i>	Empire Shipping
Shanghai.....	Early February	<i>Vilja</i>	Empire Shipping
<b>Colombia—</b>			
Buenaventura.....	Early February	<i>Don Alfredo</i>	Empire Shipping
Cartagena.....	January 9	<i>Queen of the Seas</i>	Balfour Guthrie
<b>Egypt—</b>			
Alexandria.....	January 20	<i>Kastor</i>	Empire Shipping
Alexandria.....	Early February	<i>A Ship</i>	Empire Shipping
<b>Guatemala—</b>			
San Jose.....	Early February	<i>Don Alfredo</i>	Empire Shipping
<b>Greece—</b>			
Piraeus.....	January 20	<i>Kastor</i>	Empire Shipping
Piraeus.....	Early February	<i>A Ship</i>	Empire Shipping
<b>Italy—</b>			
Genoa.....	January 20	<i>Kastor</i>	Empire Shipping
Genoa.....	Early February	<i>A Ship</i>	Empire Shipping
<b>Palestine—</b>			
Haifa.....	January 20	<i>Kastor</i>	Empire Shipping
Haifa.....	Early February	<i>A Ship</i>	Empire Shipping

## Departures from Vancouver—*Concluded*

Destination	Loading Date	Vessel	Operator or Agent
<b>Philippines—</b>			
Manila .....	Mid-January	<i>Sommerville</i>	Balfour Guthrie
Iloilo .....			
Cebu .....			
<b>Salvador—</b>			
La Libertad .....	Early February	<i>Don Alfredo</i>	Empire Shipping
<b>United Kingdom—</b>			
Glasgow .....	Early January	<i>Carthage Victory</i> <i>Parthenia</i>	Balfour Guthrie Balfour Guthrie
Glasgow .....	Mid-January		
Liverpool .....	Early January	<i>Carthage Victory</i> <i>Parthenia</i> <i>A Ship</i>	Balfour Guthrie Balfour Guthrie Furness Pacific
Liverpool .....	Mid-January		
Liverpool .....	Jan.—Feb.		
<b>Uruguay—</b>			
Montevideo .....	January 10	<i>William Harris Hardy</i>	Balfour Guthrie
<b>Venezuela—</b>			
Puerto Cabello .....	January 10	<i>William Harris Hardy</i>	Balfour Guthrie

## Trade Commissioners On Tour

Canadian Trade Commissioners are presently visiting leading industrial centres in this country, and are in a position to furnish information concerning territories in which they represent the Foreign Trade Service. Exporters and importers are urged to communicate with these officers when in their vicinity, with a view to establishing connections that should assist in the promotion of their particular commercial interests, now and in the future. Arrangements for interviews with these trade commissioners should be made directly with the following offices in the areas concerned:—

**Ottawa—Foreign Trade Service, Department of Trade and Commerce**

**Brantford—Board of Trade.**

**Calgary—Board of Trade.**

**Edmonton—Can. Manufacturers' Association.**

**Galt—Board of Trade.**

**Guelph—Board of Trade.**

**Halifax—Board of Trade.**

**Hamilton—Chamber of Commerce.**

**Kitchener—Chamber of Commerce.**

**London—Chamber of Commerce.**

**Montreal—Montreal Board of Trade.**

**Preston—Board of Trade.**

**Quebec City—Board of Trade.**

**Saint John—Board of Trade.**

**Stratford—Board of Trade.**

**Toronto—Can. Manufacturers' Association.**

**Vancouver—Can. Manufacturers' Association.**

**Victoria—Dept. of Trade and Industry.**

**Winnipeg—Can. Manufacturers' Association.**

H. L. Brown, who has been appointed Commercial Secretary at Buenos Aires, will resume his Canadian tour in Edmonton on January 8. He was formerly trade commissioner at Johannesburg, where his territory included Transvaal, Natal, Southern Rhodesia, Northern Rhodesia, Mozambique or Portuguese East Africa, and Nyasaland.

### H. L. Brown

(Appointed Commercial Secretary at Buenos Aires)

Edmonton—January 8.

Winnipeg—January 10.

Galt—January 13-14.

Preston—January 15.

Brantford—January 16.

London—January 17-18.

Stratford—January 20.

Kitchener—January 21-22.

Guelph—January 23.

Ottawa—January 24-25.

Montreal—Jan. 27-Feb. 6.

## Foreign Exchange Quotations

The following are nominal quotations, based on rates available in London or New York and converted into Canadian terms at the mid-rate for sterling or par for United States dollars, as furnished by the Foreign Exchange Division of the Bank of Canada. These quotations may be found useful in considering statistics and prices generally, but Canadian exporters are reminded that the kinds of currency which may be accepted for exports to different countries are specifically covered by the Foreign Exchange Control Act and Regulations, and that funds may sometimes be tendered in payment for exports which cannot, in fact, be transferred to Canada. Both importers and exporters are advised to communicate with their bankers before completing financial arrangements for the sale or purchase of commodities, to ensure that the method of payment contemplated is not only possible but that it is in accordance with the Foreign Exchange Control Act and Regulations.

Country	Monetary Unit		Nominal Quotations Dec. 23	Nominal Quotations Dec. 30
Argentina.....	Peso	Off.	·2977	·2977
		Free	·2440	·2440
Australia.....	Pound		3·2240	3·2240
Belgium and Belgian Empire.....	Franc		·0228	·0228
Bolivia.....	Boliviano		·0238	·0238
British West Indies (except Jamaica).....	Dollar		·8396	·8396
Brazil.....	Cruzeiro		·0541	·0541
Chile.....	Peso	Off.	·0517	·0517
		Export	·0322	·0322
China.....	Dollar		·0003	·0003
Colombia.....	Peso		·5714	·5714
Cuba.....	Peso		1·0000	1·0000
Czechoslovakia.....	Koruna		·0200	·0200
Denmark.....	Krone		·2083	·2083
Ecuador.....	Sucre		·0740	·0740
Egypt.....	Pound		4·1333	4·1333
Eire.....	Pound		4·0300	4·0300
Fiji.....	Pound		3·6306	3·6306
Finland.....	Markka		·0073	·0073
France and French North Africa.....	Franc		·0084	·0084
French Empire—African.....	Franc		·0142	·0142
French Pacific Possessions.....	Franc		·0201	·0201
Haiti.....	Gourde		·2000	·2000
Hong Kong.....	Dollar		·2518	·2518
Iceland.....	Krona		·1541	·1541
India.....	Rupee		·3022	·3022
Iraq.....	Dinar		4·0300	4·0300
Italy.....	Lira		·0044	·0044
Jamaica.....	Pound		4·0300	4·0300
Mexico.....	Peso		·2059	·2059
Netherlands.....	Florin		·3769	·3769
Netherlands East Indies.....	Florin		·5302	·5302
Netherlands West Indies.....	Florin		3·2402	3·2402
New Zealand.....	Pound		·2015	·2015
Norway.....	Krone		4·0300	4·0300
Palestine.....	Pound		·1538	·1538
Peru.....	Sol		·5000	·5000
Philippines.....	Peso		·0403	·0403
Portugal.....	Escudo		·1000	·1000
Siam.....	Baht		·0916	·0916
Spain.....	Peseta		·4701	·4701
Straits Settlements.....	Dollar		·2783	·2783
Sweden.....	Krona		·2325	·2325
Switzerland.....	Franc		·0035	·0035
Turkey.....	Piastre		4·0300	4·0300
Union of South Africa.....	Pound		4·0300	4·0300
United Kingdom.....	Pound		1·0000	1·0000
United States.....	Dollar		·5629	·5629
Uruguay.....	Peso	Controlled	·5629	·5629
		Uncontrolled	·2985	·2985
Venezuela.....	Bolivar		·2985	·2985

# Foreign Commercial Representatives

This directory of Commercial Representatives of Foreign Governments, presently in Canada, is introduced as an additional service to the commercial community. It is requested that any changes in the appointments or addresses be forwarded to the Editor, *Foreign Trade*.

- Argentina**—Carlos M. Braceras, Representative of the Argentine Institute of Trade Promotion, 1111 Beaver Hall Hill, Montreal. Telephone—MARquette 2811.
- Australia**—Clifton J. Carne, Commercial Attaché, Office of the High Commissioner for the Commonwealth of Australia, 114 Wellington Street, Ottawa. Telephone—3-8458.
- Belgium**—Maurice Heyne, Counsellor, Belgian Embassy, 3540 Mountain Street, Montreal. Telephone—HARbour 0129.  
Louis Couvreur, First Secretary, Belgian Embassy, 395 Laurier Avenue East, Ottawa. Telephone—4-2060.
- Brazil**—Caio de Lima Cavalcanti, Commercial Counsellor, Brazilian Embassy, 140 Wellington Street, Ottawa. Telephone—5-1485.  
A. G. de Miranda Netto, Commercial Attaché, Brazilian Embassy, 140 Wellington Street, Ottawa. Telephone—5-1485.
- British West Indies and British Guiana**—C. Rex Stollmeyer, Trade Commissioner, 37 Board of Trade Building, Montreal. Telephone—PLateau 8282.
- Chile**—Carlos Crocharé, Second Secretary, Chilean Embassy, Room 215, 56 Sparks Street, Ottawa. Telephone—5-4402.
- China**—There is no commercial representative in Canada. All commercial matters are handled by the Chinese Embassy in Washington.
- Cuba**—His Excellency Dr. Mariano Brull, Minister, Cuban Legation, 499 Wilbrod Street, Ottawa. Telephone—5-6834.
- Czechoslovakia**—Dr. Karel Sakh, Counsellor and Chargé d'Affaires, 171 Clemow Avenue, Ottawa. Telephone—2-1545.
- Denmark**—Viggo Theis-Nielsen, Vice-Consul, Danish Consulate General, Room 812 Keefer Building, 1440 St. Catherine Street West, Montreal. Telephone—PLateau 2030.
- Dominican Republic**—Julio A. Ricart, Consul-General, 46 Delaware Avenue, Ottawa. Telephone—2-1130.
- France**—Bernard Lechartier, Commercial Counsellor and Financial Attaché, French Embassy, 464 Wilbrod Street, Ottawa. Telephone—3-5681.  
Jacques Humbert, Commercial Attaché, French Embassy, 464 Wilbrod Street, Ottawa. Telephone—3-5681.  
Gérard Dubois, Commercial Attaché, French Embassy, 610 St. James Street West, Montreal. Telephone—HARbour 2271.
- Greece**—Pami Malamaki, Commercial Counsellor, Greek Embassy, Suite 110, Chateau Laurier, Ottawa. Telephone—5-2255.
- Haiti**—Philippe Cantave, Consul-General, Room 308, 18 Rideau Street, Ottawa. Telephone—2-1272.
- India**—M. R. Ahuja, Trade Commissioner, Royal Bank Building, Toronto. Telephone—ELgin 3223.
- Ireland**—John M. Conway, Official Secretary, Office of the High Commissioner for Ireland, 140 Wellington Street, Ottawa. Telephone—3-6281.
- Italy**—Pietro Migone, Second Assistant to the Representative of Italy (Personal rank of Vice-Consul), 384 Laurier Avenue East, Ottawa. Telephone—2-8761.
- Mexico**—Consul-General, Room 507, 1410 Stanley Street, Montreal. Telephone—LANcaster 2502.
- Netherlands**—E. L. Hechtermans, Commercial Secretary, Netherlands Legation, 8 Range Road, Ottawa. Telephone—4-3312.  
Dr. A. S. Tuinman, Agricultural Attaché, Netherlands Legation, 8 Range Road, Ottawa. Telephone—2-4142.
- New Zealand**—J. A. Malcolm, Trade Commissioner, 140 Wellington Street, Ottawa. Telephone—3-7771.  
A. W. Broadbent, Assistant to the Trade Commissioner, 140 Wellington Street, Ottawa. Telephone—3-7771.
- Norway**—Knut Orre, First Secretary, Norwegian Legation, 1410 Stanley Street, Montreal. Telephone—PLateau 9785.
- Peru**—Francisco Pardo de Zela, Commercial Attaché, Peruvian Embassy, 36 Elgin Street, Ottawa. Telephone—5-7201.
- Poland**—T. Wiewiorowski, Commercial Attaché, Polish Legation, 183 Carling Avenue, Ottawa. Telephone—2-4076.
- Sweden**—B. G. Järndstedt, Second Secretary, Swedish Legation, 720 Manor Road, Rockcliffe Park (Ottawa). Telephone—2-1729.  
C. H. Nauckhoff, Attaché, Swedish Legation, 720 Manor Road, Rockcliffe Park (Ottawa). Telephone—2-1729.

- Switzerland**—Walter E. A. Jaeggi, Secretary, Swiss Legation, Room 252, Chateau Laurier, Ottawa. Telephone—2-5455.  
E. R. Zuerrer, Swiss Office for the Development of Trade, 159 Bay Street, Toronto. Telephone—ELgin 2959.
- Turkey**—Rifki Zorlu, Counsellor, Turkish Legation, Room 560, Chateau Laurier, Ottawa. Telephone—3-4701.
- Union of South Africa**—Herbert Neethling, Secretary, Office of the High Commissioner for the Union of South Africa, 15 Sussex Street, Ottawa. Telephone—2-1771.
- Union of Soviet Socialist Republics**—N. I. Betin, Acting Commercial Counsellor, Soviet Embassy, 24 Blackburn Avenue, Ottawa. Telephone—5-1824.
- United Kingdom of Great Britain and Northern Ireland**—A. M. Wiseman, C.M.G., M.C., United Kingdom Senior Trade Commissioner and Economic Adviser to the High Commissioner, 56 Sparks Street, Ottawa. Telephone—3-8814.  
A. R. Bruce, Trade Commissioner, 56 Sparks Street, Ottawa. Telephone—3-8814.  
R. K. Jopson, O.B.E., Trade Commissioner, 1111 Beaver Hall Hill, Montreal. Telephone—HArbour 2257.  
W. D. Lambie, Trade Commissioner for the Maritime Provinces, 1111 Beaver Hall Hill, Montreal. Telephone—HArbour 2257.  
J. Paterson, Trade Commissioner, 67 Yonge Street, Toronto. Telephone—ELgin 5588.  
A. P. Timms, Trade Commissioner, 67 Yonge Street, Toronto. Telephone—ELgin 5588.  
D. Broad, Trade Commissioner, 703 Royal Bank Building, Winnipeg, Telephone—9-2956.  
H. Oldham, Trade Commissioner, 850 West Hastings Street, Vancouver. Telephone—PACific 4644.
- United States of America**—Colonel Henry M. Bankhead, Counsellor for Economic Affairs, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.  
Homer S. Fox, Commercial Attaché, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.  
Meade T. Foster, Agricultural Attaché, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.  
Oliver B. North, Assistant Commercial Attaché, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.  
Joseph L. Dougherty, Assistant Agricultural Attaché, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.  
Terry B. Sanders, Third Secretary, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.  
Paul F. DuVivier, Third Secretary, United States Embassy, 100 Wellington Street, Ottawa. Telephone—2-2611.
- Yugoslavia**—Pero Cabrić, Chargé d'Affaires, 259 Daly Avenue, Ottawa. Telephone—5-4966.

#### Invitations to Trade Fair in Five Languages

Invitations to the Canadian International Trade Fair, which is sponsored by the Canadian Government and administered by the Canadian Government Exhibition Commission, have been despatched to the four corners of the world. Some of these have been printed in English and French, for use in Canada, while others have been printed in English, French, Spanish, Portuguese or Dutch, and will be forwarded by Canadian Trade Commissioners to manufacturers and other producers in their respective territories.

This international trade fair, which is the first in Canada, will be held from May 31 to June 12, 1948, in Toronto, where facilities of the Canadian National Exhibition Park will be made available for the purpose.

Manufacturers or producers in Canada wishing to display commodities for delivery abroad may apply for space in this trade fair, either directly or through their export agents. Information concerning exhibits, space rates, rules and regulations pertaining to the trade fair will be contained in a brochure that is now in course of preparation. Copies of this brochure may be obtained by manufacturers or producers in Canada, together with space application cards, by writing the Canadian Government Exhibition Commission, 479 Bank Street, Ottawa. A notice will be inserted in *Foreign Trade*, when these brochures are available for distribution.

# Foreign Trade Service Abroad

The title, **Canadian Government Trade Commissioner**, should be used in addresses of letters, except where otherwise indicated. Cable address:—

**Canadian**, unless otherwise shown.

**Note.**—Bentley's Second Phrase Code is used by Canadian Trade Commissioners.

## Argentina

E. H. MAGUIRE, Acting Commercial Secretary, Canadian Embassy, Bartolome Mitre 478, Buenos Aires (1).

Territory includes Uruguay and Paraguay.

## Australia

Melbourne: F. W. FRASER, Commercial Secretary for Canada, 44 Queen Street, Melbourne, C.1.

Territory includes States of Victoria, South Australia, Western Australia, and Tasmania.

Sydney: C. M. CROFT, Commercial Counsellor for Canada. Address for letters—P.O. Box 3952V. Office—City Mutual Life Building, Hunter and Bligh Streets.

Territory includes the Australian Capital Territory, New South Wales, Queensland, Northern Territory and Dependencies.

## Belgian Congo

L. H. AUSMAN, Boîte postale 373, Leopoldville.

Territory includes Kenya, Uganda, Tanganyika, Angola and French Equatorial Africa.

## Belgium

B. A. MACDONALD, Commercial Secretary, Canadian Embassy, 34 Avenue des Arts, Brussels.

## Brazil

MAURICE BÉLANGER, Commercial Secretary, Canadian Embassy. Address for letters—Caixa Postal 2164, Rio de Janeiro. Office—Ed. Métropole, 7th Floor, Av. Presidente Wilson 165.

W. B. McCULLOUGH, Commercial Secretary (Agricultural Specialist), Canadian Embassy, Caixa Postal 2164, Rio de Janeiro.

## British West Indies

Trinidad: T. G. MAJOR. Address for letters—P.O. Box 125, Port of Spain. Office—Colonial Life Insurance Building.

Territory includes Barbados, Windward and Leeward Islands, British Guiana, Dutch Guiana, French Guiana, and the French West Indies.

Jamaica: M. B. PALMER. Address for letters—P.O. Box 225, Kingston. Office—Canadian Bank of Commerce Chambers.

Territory includes the Bahamas and British Honduras.

## Chile

J. L. MUTTER, Commercial Secretary, Canadian Embassy. Address for letters—Casilla 771, Santiago. Office—Bank of London and South America Building.

Territory includes Bolivia.

## China

L. M. COSGRAVE, Commercial Counsellor, 27 The Bund, Shanghai.

## Colombia

M. T. STEWART. Address for airmail—Apartado Aereo 3562; for other letters—Apartado 1618, Bogota. Office—Edificio Colombiana de Seguros, Ofa. No. 523.

Territory includes Republic of Panama and the Canal Zone.

## Cuba

R. G. C. SMITH, Commercial Secretary, Canadian Legation. Address for letters—Apartado 1945, Havana. Office—Avenida de las Misiones 17.

Territory includes Haiti, Dominican Republic and Puerto Rico.

## Egypt

R. CAMPBELL SMITH (Acting). Address for letters—P.O. Box 1770, Cairo. Office—22 Shari Kasr el Nil.

Territory includes the Sudan, Palestine, Cyprus, Iraq, Syria, Iran, and Turkey.

## France

YVES LAMONTAGNE, Commercial Secretary, Canadian Embassy. Office—3 rue Scribe, Paris.

Territory includes Switzerland, Algeria, Morocco and Tunisia.

J. H. TREMBLAY, Commercial Secretary (Agriculture), Canadian Embassy. Office—3 rue Scribe, Paris.

Territory includes Belgium, the Netherlands, and Denmark.

## Greece

T. J. MONTY, Commercial Secretary, Canadian Embassy, 31 Queen Vassilissis Sophias Street, Athens.

Territory includes Turkey.

## Guatemala

C. B. BIRKETT. Address for letters—P.O. Box 400, Guatemala City.

Territory includes Costa Rica, El Salvador, Honduras and Nicaragua.

## Hong Kong

C. R. GALLOW (Acting). Address for letters—P. O. Box 126.

## India

G. A. BROWNE (Acting). Address for letters—P.O. Box 886, Bombay. Office—Gresham Assurance House, Mint Road.

Territory includes Burma and Ceylon.

## Ireland

H. L. E. PRIESTMAN, 66 Upper O'Connell Street, Dublin, and 36 Victoria Square, Belfast.

## Italy

J. P. MANION, Canadian Commercial Representative. Address for letters—Casella Postale 475, Rome.

Territory includes Czechoslovakia, Malta, Yugoslavia, and Libya.

# Foreign Trade Service Abroad

## Malayan Union

ARTHUR WILDING, Canadian Commercial Agent, Room D-2, Union Building, Singapore.

Territory includes Singapore, British North Borneo, Brunei, Sarawak, Siam and Netherlands East Indies.

## Mexico

D. S. COLE, Commercial Counsellor, Canadian Embassy. Address for letters—Apartado Num. 126-Bis, Mexico City. Office—Edificio Internacional, Paseo de la Reforma 1, 13th Floor.

## Netherlands

J. A. LANGLEY, Commercial Counsellor, Canadian Legation, 1-A Sophialaan, The Hague.

## Newfoundland

J. C. BRITTON. Circular Road, St. John's.

## New Zealand

P. V. McLANE, Commercial Secretary for Canada. Address for letters—P.O. Box 1660, Wellington.

Territory includes Fiji and Western Samoa.

## Norway

S. G. MACDONALD, Commercial Secretary, Canadian Legation. Address for letters—Fridtjof Nansens Plass 5, Oslo.

Territory includes Denmark.

## Peru

W. G. STARK, Commercial Secretary, Canadian Embassy. Address for letters—Casilla 1212, Lima. Office—Edificio Boza, Carabaya 831, Plaza San Martin.

Territory includes Ecuador.

## Portugal

L. S. GLASS, Rua Rodrigo da Fonseca 103-4°, Lisbon.

Territory includes the Azores and Madeira, Spain, Spanish Morocco, the Canary Islands, and Gibraltar.

## South Africa

Johannesburg: J. H. ENGLISH, Commercial Counsellor for Canada. Address for letters—P.O. Box 715. Office—Mutual Buildings, Harrison Street.

Territory includes Transvaal, Natal, Southern Rhodesia, Northern Rhodesia, Mozambique or Portuguese East Africa, and Nyasaland.

*Cable address, Cantracom.*

Cape Town: S. V. ALLEN, Commercial Secretary for Canada. Address for letters—P.O. Box 683. Office—New South African Mutual Buildings, 21 Parliament Street.

Territory includes Cape Province, Orange Free State and South-West Africa, Mauritius, and Madagascar.

*Cable address, Cantracom.*

## Sweden

F. H. PALMER. Address for letters—P.O. Box 14042, Stockholm 14.

Territory includes Finland.

*Cable address, Canadian Stockholm.*

## United Kingdom

London: A. E. BRYAN, Commercial Counsellor for Canada, Canada House, Trafalgar Square, S.W.1.

*Cable address, Sleighing, London.*

London: R. P. BOWER, Commercial Secretary for Canada, Canada House, Trafalgar Square, S.W.1.

Territory includes the South of England, East Anglia, and British West Africa (Gold Coast, Sierra Leone and Nigeria).

*Cable address, Sleighing, London.*

London: W. B. GORNALL, Commercial Secretary for Canada (Agricultural Specialist), Canada House, Trafalgar Square, S.W.1.

*Cable address, Canfrucum.*

London: Acting Animal Products Trade Commissioner, Canada House, Trafalgar Square, S.W.1.

*Cable address, Agrilson.*

London: R. D. ROE, Commercial Secretary for Canada (Timber Specialist), Canada House, Trafalgar Square, S.W.1.

*Cable address, Sleighing, London.*

Liverpool: M. J. VECHSLER, Martins Bank Building, Water Street.

Territory includes the Midlands, North of England, and Wales.

Glasgow: G. B. JOHNSON, 200 St. Vincent Street.

Territory covers Scotland.

*Cable address, Cantracom.*

## United States

Washington: H. A. SCOTT, Commercial Counsellor, Canadian Embassy, 1746 Massachusetts Avenue N.W., Washington, D.C.

New York City: J. A. STRONG, British Empire Building, Rockefeller Centre.

Territory includes Bermuda.

*Cable address, Cantracom.*

Chicago: J. M. BOYER, Suite 1607, 188 W. Randolph Street, Chicago 1.

Los Angeles: V. E. DUCLOS, Associated Realty Building, 510 West Sixth Street.

## Venezuela

C. S. BISSETT. Address for letters—8° Piso, Edif. America, Esq., Veroes, Caracas.

Territory includes Netherlands West Indies.

# Foreign Trade Service

## Head Office Directory

The work of the Service is co-ordinated by an executive committee, of which the undernoted directors are members, and the Deputy Minister of the Department of Trade and Commerce is chairman.

Head office personnel, to whom requests should be addressed for specific information concerning their respective divisions, with local government telephone numbers in parentheses, are as follows:

### Trade Commissioner Service

Director, G. R. Heasman (2530)

Recruiting, training and posting of trade commissioners; direction and supervision of overseas officers; trade inquiries concerning countries and areas.

Assistant Director, H. W. Cheney (3058)

#### *Area Officers—*

*Asia*, G. S. Hall (5249)

*British Commonwealth*, V. A. White (4404)

*Europe*, R. T. Young, R. W. Rosenthal, K. Nyenhuis (4404)

*Latin America*, S. P. Wheelock (7641)

*Area Traffic Officer*, W. J. Fisher (6236)

### Export Division

Director, W. F. Bull (6748)

General liaison with Canadian export industries; trade inquiries concerning commodities; maintenance of Exporters' Directory; administration of Export Permit Branch.

Assistant Director, G. A. Newman (5983)

Assistant to Director, A. E. Fortington (5670)

#### *Commodity Officers—*

*Foods Section*—Chief, H. A. Gilbert (2380)

Live stock and products, fish and products, H. A. Gilbert (2380)

Plants and products, G. F. Clingan (7523)

Food allocations, K. L. Melvin (3172)

*Machinery, Metals and Chemicals Section*—Chief, C. J. Gardner (4082)

Machinery and industrial equipment, C. J. Gardner (4082)

Iron and steel products, E. L. Smith (4082)

Non-ferrous metals and non-metallic minerals, A. M. Tedford (4863)

Chemicals and allied products, S. G. Barkley (7601)

Electrical machinery and equipment, A. S. MacRae (7601)

Automotive equipment and vehicles, B. R. Hayden (7886)

*Textiles, Leather and Rubber Section*—Chief, G. R. Poley (3004)

Textiles and apparel, G. R. Poley, J. U. Curtis (3004)

Leather, rubber and products, Miss M. A. Wood (3004)

*Wood and Paper Section*—Chief, G. H. Rochester (4863)

Wood and products, G. H. Rochester (4863)

Paper and products, E. Clarke and N. R. Chappell (6974)

*General Products Section*—Chief, W. H. Grant (3209)

General products, W. H. Grant (3209)

Miscellaneous products, P. G. Jones (4160)

Durable consumer-goods, W. H. Grant (3209)

*Exporters' Directory*—E. B. H. Wright (6681)

*Export Permit Branch*—Chief, W. F. Bull (6748); Assistant Chief, T. G. Hills (3640)

*Token Shipments to U.K.*—A. E. Fortington (5670).

## Import Division

Director, Denis Harvey (5417)

Assistance to importers in locating and procuring desirable imports; general import trade inquiries; maintenance of Importers' Directory.

Assistant Director, C. F. McGinnis (7163)

*Raw Materials Section*—Chief, C. F. McGinnis (7163)

Supply Research, A. C. Fairweather (6905), F. T. Carten, P. E. Jensen,  
M. C. Hughes (6958)

Trade Controls, W. G. Hopkins (6552)

*Manufactured Goods Section*—Chief, H. B. Scully (6519)

G. C. Clarke, G. W. Rahm (3873)

*Trade Services Directory*—A. J. Langdon (6905)

*Canadian Importers' Directory*—Miss M. E. Adams (6552)

## Commercial Relations and Foreign Tariffs Division

Director, H. R. Kemp (5151)

Preparation of data pertaining to the negotiation of trade treaties; general economic and commercial policy; maintains complete records of foreign tariffs and trading regulations.

*Treaty Research Section*—Acting Chief, A. L. Neal (7696)

L. E. Couillard (7594)

*Foreign Tariffs Section*—Chief, G. C. Cowper (2250)

*United States*, G. C. Cowper (2250)

*British Commonwealth*, Miss H. K. Potter (2250)

*Europe*, E. J. McMeekin (2250)

## Industrial Development Division

Director, G. D. Mallory (3819)

Liaison with other agencies connected with the establishment of new industries; special problems connected with the development of new export business.

## Trade Publicity Division

Director, B. C. Butler (2479)

Publication of *Foreign Trade*, weekly journal of the Foreign Trade Service, and preparation of brochures, news letters and press releases; advertising programs in Canada and abroad.

Assistant Director, J. Fergus Grant (2186)

*News Service*—Chief, S. L. Tilley (6588)

## **Associated Agencies Concerned With Development of Foreign Trade**

### Canadian Government Exhibition Commission

479 Bank Street, Ottawa

Director, Glen Bannerman (3776)

Responsible for arrangements concerning participation by Canada in all exhibitions, display promotions and trade fairs outside Canada, and for international trade fairs held in Canada; advises individual firms in the display of their commodities in foreign countries.

Assistant Director, F. P. Cosgrove (7818)

## Head Office Directory—Continued

### Wheat and Grain Division

Director, C. F. Wilson (5648)

Serves as the medium through which wheat, flour and other cereal products are procured for other countries. It maintains a constant survey of Canada's grain position, respecting supply, transportation, domestic and export demand. The Director is secretary to the Wheat Committee of the Cabinet, and liaison officer between the Department of Trade and Commerce and the Canadian Wheat Board.

Assistant to Director, J. B. Lawrie (5830)

### Canadian Commercial Corporation

No. 2 Temporary Building, 70 Lyon Street, Ottawa

Managing Director, W. D. Low (3736)

Serves as a purchasing agent in Canada for governments of other countries, and for international bodies. Assists private enterprise in obtaining from ex-enemy territories essential supplies that cannot be obtained through ordinary commercial channels. Cable address—*Cancomco*.

Assistant Manager and Secretary, J. D. McCarthy (4955)

Comptroller, G. F. Wevill (5316)

Foreign Purchasing Division, Director, E. J. Wadley (5092)

General Purchasing Agent, C. B. Doheny (4204)

### Export Credits Insurance Corporation

17 O'Connor Street, Ottawa

General Manager, H. T. Aitkin (2-4828)

Provides exporters with protection against the principal risks of loss involved in foreign trade, and insures them against the insolvency of the foreign buyer, protracted default in payment by the buyer when the goods have been duly accepted by him, and difficulties in the transfer of exchange, preventing the Canadian exporter from receiving payment for goods he has sold. Cable address—*Excredcorp*.

Chief Credit Officer, A. W. Thomas (2-4828)

Secretary, T. Chase-Casgrain (2-4828)

#### ADDITIONAL COPIES AVAILABLE

Additional copies of this special issue, celebrating the completion of twenty-five years' publication of the *Commercial Intelligence Journal*, and introducing the first issue of *Foreign Trade*, may be obtained from the King's Printer, Government Printing Bureau, Ottawa. Applications should be accompanied by ten cents.

*Foreign Trade* is published weekly, in English and in French. The subscription rate is *One Dollar* per year for delivery in Canada and \$3.50 per year for delivery outside Canada. A limited number of single copies of the regular issues is available for ten cents a copy. All orders and subscriptions should be forwarded directly to the King's Printer.