



2	How the Swiss Buy Consumer Goods
6	South Africa as a Market
8	New York Holds a Trade Fair
10	Fairs and Exhibitions
12	Italy as a Market for Fish
13	Colon Free Zone Aids Exporters
14	Export Advertising: Methods and Media
24	Commodity Notes
26	Turkey's Problems Continue
27	Transportation Notes
29	Trade and Tariff Regulations
31	Coming to Canada on Business
32	Trade Commissioners on Tour
33	Foreign Trade Service Abroad
38	Foreign Exchange Rates
40	Businessman's Bookshelf

foreign trade

Established in 1904

Published fortnightly by the Department of Trade and Commerce.
The Right Honourable C. D. HOWE, Minister,
WM. FREDERICK BULL, Deputy Minister.

OTTAWA, JUNE 8, 1957, Vol. 107, No. 12

Please forward all subscriptions and orders to:
The Queen's Printer, Government Printing Bureau, Hull.
Price: \$2.00 a year in Canada; \$5.00 abroad.
Single copies: 20 cents each.

Authorized as second class mail by the Post Office Department, Ottawa.

Material appearing in this magazine may be freely reprinted, preferably giving credit to "Foreign Trade".

COVER This attractive entrance to the Migros store in Zurich illustrates the up-to-date Swiss approach to merchandising. First retail organization to introduce self-service and supermarkets in Switzerland, Migros has become one of the largest of the many consumer co-operatives there. The article on page two gives details about the widespread Swiss use of co-operative buying and unified purchasing organizations, as a guide to Canadian exporters to this market.



This Migros market at Schaffhausen is run on the self-service principle, with the aim of cutting down overhead expenses.

Centralized buying has become a feature of the Swiss retail trade. Co-operatives operate more than 4,000 stores and large purchasing organizations service thousands of independent retailers. Canadian companies who would like to sell consumer goods in Switzerland should study these organizations and how they operate.

BRUCE I. RANKIN, *Commercial Counsellor, Berne.*

SWITZERLAND, with a population of only five million, has a multitude of small and middle-sized businesses serving the diversified needs of its numerous communities. The majority of these businesses are individually too small to buy competitively on their own account. As a result, a large number of co-operative societies and unified purchasing organizations have sprung up.

These centralized buying offices provide excellent points of contact for Canadian exporters, particularly of consumer goods, in a market virtually free of import licensing or exchange controls.

Although this report endeavours to present a comprehensive survey of consumer co-operatives and purchasing groups, detailed information is only given on organizations which may be of interest to Canadian exporters. If you would like a complete list of the names and addresses of these organizations, write to the Editor, *Foreign Trade*, Department of Trade and Commerce, Ottawa. It is suggested also that you send a copy of your letter to the Commercial Section, Canadian Embassy, Berne.

How the

At present there are more than 1,000 general and agricultural consumers' co-operatives with some 4,000 retail outlets in Switzerland. The largest of them and the central organization for these consumers' co-operatives is the Union of Swiss Consumers' Societies—V.S.K. (Verband Schweizerischer Konsumvereine) in Basel. It groups 570 general and agricultural consumers' societies with 3,185 stores (grocery and general stores, butcher shops, boot and shoe shops, chemist shops, department stores, bakeries, dairies, shops for the sale of manufactured and household goods, etc.) and has a turnover of nearly one billion Swiss francs per year. The V.S.K. acts as central union, auditing union for member societies, and wholesale society in one organization. It also operates flour mills, boot and shoe factories and other manufacturing plants. The V.S.K. controls nearly 8 per cent of the total retail trade in Switzerland. The Union's leading member societies are located in Basel, Zurich and Geneva, where they were operating shops long before the establishment of the Union in 1890. They are the *A.C.V.* (Allgemeiner Konsumverein beider Basel) in Basel with 310 retail shops, the *Lebensmittelverein Zurich* with 220 shops, and the *Société Co-opérative de Consommation* in Geneva with nearly 100 shops.

The Union of Eastern Swiss Agricultural Co-operatives *V.O.L.G.*, with head office in Winterthur, was founded in 1886 and is the oldest union of co-operatives in Switzerland. Although it stands in closer relationship to the widespread agricultural co-operative movement, it is the second largest co-operative organization, grouping 360 co-operative associations in central and eastern Switzerland, with a total of 570 stores which supply groceries and other consumer goods to rural households.

Established in 1909, the *Union of Swiss Concordia Societies* with its 54 member associations has 119 retail stores spread all over Switzerland. In addition, there are two smaller unions with a limited sphere of activity, the *Konsumverband Vispental* with headquarters at Stalden (Valais) and the *Union of Free Consumers' Societies* at Goldach on the Lake of Constance. The former groups 14 societies operating in a lateral valley of the Rhône Valley; the latter

Swiss Buy Consumer Goods

comprises 11 societies in eastern Switzerland which are not otherwise affiliated. Both these operate chains of retail outlets.

One of the most important of the independent co-operative associations is the *Konsumverein Zurich* which runs 161 branches in the Zurich area. With other independent consumers' co-operatives and non-co-operative chain-stores of the retail trade, it forms the *Verband Schweizerischer Filialunternehmen* (Swiss Chain Stores Association), an organization set up during the war to secure reasonable import quotas for its members.

The Federation of *Migros Co-operatives* in Zurich holds a unique position among consumers' co-operatives in Switzerland. Established as a joint-stock company in 1925 and introducing the then revolutionary "stores on wheels", the Migros organization made itself the champion of the housewife by selling goods in everyday use at lower prices than any other competitor. This was done by reducing to a minimum all overhead expenses and by applying a low margin policy. The Migros organization made remarkable progress and by donation of some four million Swiss francs of share capital to 100 thousand customers' families in 1941, it was transformed into a Federation of Co-operatives. The Migros today groups 13 regional co-operative societies with 350 thousand members patronizing more than 300 stores. Migros was the first retail organization to introduce self-service stores and supermarkets in Switzerland.

General and Grocery Purchasing Organizations

● *General*—As a result of keen competition from the V.S.K. and Migros consumers' co-operatives, the independent retail trade set up a number of buying organizations to defend the interests of the independent grocers. Although the majority of purchasing organizations operate in the grocery and catering trade, a number of other organizations act as central buying offices for other trade and professional groups. In many cases, the purchasing organization is linked with the trade or professional association and does collective buying for all its members.



Back in the twenties, Migros set up and stocked "markets on wheels"—vans going out into the towns and villages and offering everyday products at lower prices. Above, some Swiss housewives look the stock over with an appraising eye.

● *Grocery trade*—The Union Swiss Purchasing Association Olten (*USEGO*) is the largest of these, grouping some 4,400 independent retail grocers. *USEGO* does not own its own factories, but the numerous products sold under its own brands are packed by special agreement by a number of factories in Switzerland and abroad. In addition to all the products which are distributed to the members direct from the five large *USEGO* warehouses situated in all parts of the country, the retailer can also buy from 600 factories which have manufacturing contracts with *USEGO*.

A similar organization is the *Kolonial EG.* in Burgdorf which operates mainly in the Canton of Berne. Its 1,100 members have the option of buying brands packed and distributed by the organization or receiving supplies from a number of contract manufacturers.

The *LIGA* Purchasing and Discount Association in Basel groups some 550 retail grocers in the city of



(Left) This trim and tidy snack bar in one of the co-operative stores in Zurich also illustrates how Switzerland keeps up with new selling techniques practised in other countries.

Basel and in the surrounding district. Grocery and household goods are supplied from the central warehouse or from contract manufacturers. In the Zurich area, the *Schweizerische Handelsgesellschaft Zurich-Oerlikon (SHG)* acts in the same way as purchasing organization for another 500 independent retail grocers.

A special arrangement exists between *COLGRO* in Berne, a trade association grouping some 90 wholesale grocers and importers all over Switzerland, and its subsidiary organization *ALRO* in Lausanne which represents 4,600 retail grocers. Although the members of the *COLGRO* association effect occasional bulk purchases, they are otherwise independent apart from supplying a few *COLGRO* brands to retailers. However, in order to counter competition which tends to eliminate the wholesale grocers as unnecessary intermediaries, *ALRO* members are allowed the credit facilities of this central organization which invoices the direct supplies ordered by *COLGRO* wholesale importers and contract manufacturers.

With its 175 branches located in all parts of the country, the *Merkur AG* in Berne is the largest country-wide chain-store grocery concern apart from the co-operatives. This organization specializes in the purchase, packaging and distribution of coffee, tea and chocolates.

Of similar importance is the *Kaiser's Kaffeegeschäft AG.* in Basel, an organization operating 110 retail grocery stores throughout Switzerland. The *Sommer AG.* with its 72 chain stores limits its activities to the Canton of Berne and Soleure.

In the city of Zurich, the *Import & Grosshandels AG.* acts as a central purchasing organization for the *Konsum Denner AG.* chain stores, which operate 180 branches.

This list of the retail grocery trade's main purchasing organizations would not be complete without some comment as to their buying policies. Due to the fact that the consumers' co-operatives and Migros on the one hand, and the various organizations of the independent grocery trade on the other, are making every

effort to hold or to better their position on the Swiss retail market, bulk or branded foodstuffs have to be offered at very competitive prices to be included in their assortments. In most cases, the larger co-operatives and purchasing organizations have their own buying agents abroad, and the present tendency is towards vertical integration of all services from the producer to the consumer in an all-out effort to increase efficiency.

Other Purchasing Organizations

- *Hotels and Caterers*—The *HOWEG* in Grenchen (*Einkaufsgenossenschaft für das schweizerische Hotel- und Wirtegewerbe*) is the purchasing organization of the Swiss Hotel and Catering Trade. From contract manufacturers and their own warehouses, its nearly 4,000 members are supplied with beverages, foodstuffs, cigarettes and cleaning material.

- *Bakers*—Three organizations purchase and distribute all basic and auxiliary foodstuffs used by bakers and confectioners with the exception of flour. The Swiss Bakers and Confectioners Association has a central purchasing organization, the *PISTOR* in Lucerne, which groups more than 3,000 bakers and confectioners throughout Switzerland. Similarly, the 700 members of the Swiss Confectioners Association do their collective purchasing through the *EG KONDITOREN* in Basel. Furthermore, some 725 bakers and confectioners in the cities of Zurich and Basel and surrounding districts have their own purchasing organization, the *ZUBA*, which operates collective buying and centralized accounts.

- *Butchers*—The *Viehborse* (Cattle Exchange) in Zurich is the purchasing office of the Swiss Butchers Association and its activities include the import of foreign livestock, meat and poultry. Also in the food sector, the *CASIC* in Basel acts as purchasing organization of the Swiss Association of Fish, Poultry and Venison Importers and Traders and groups 60 specialized retailers in all parts of the country.

- *Hardware*—The Swiss retail trade in hardware, household goods and small tools is supplied by the three following buying offices. Most important is the *E.D.E.* (*Einkaufsvereinigung der Detaillisten der Eisenwarenbranche*) in Zurich, grouping some 170 hardware retailers, followed by the *Z.E.E.V.* (*Zentral-schweizerischer Eisenhändler-Einkaufs-Verband*) in Zurich with 60 members. The *NOVEGA* (*Schweiz. Einkaufsgenossenschaft für Eisenwaren, Werkzeuge und Haushaltartikel*) in Basel, has only recently been established and serves 34 members throughout the country. There are no purchasing organizations for

industrial and builders' hardware. This trade purchases independently from a few large importers.

● *Electrical Equipment*—Electrical household appliances and other electrical equipment and supplies are purchased by the *E.E.V.* (Elektro-Einkaufs-Vereinigung) in Berne for 810 approved members of the Swiss Electricians and Fitters Association.

● *Building Materials*—Basic building materials are supplied by the buying office of the Swiss Building Material Traders' Association in Zurich, *E.Z.V.S.B.* (Einkaufszentrale des Verbandes Schweizerischer Baumaterialhändler) and the trading co-operative of the Swiss Builders' Association in the same city (*Handelsgenossenschaft des schweizerischen Baumeister-Verbandes*). The former organization groups 66 wholesalers and supplies about 60 per cent of the materials required by the Swiss building trade and the latter buys the remaining 40 per cent for 2,250 builders.

● *Paints, Varnishes*—All paints, varnishes and accessories used by the Swiss painting trade are purchased and in part manufactured by the *COLORES* organization in Zurich, which includes 800 independent painters and plasterers.

● *Interior Decorators*—The Swiss Association of Interior Decorators and Furniture Retailers also has a purchasing organization, the *EGEBA* in Basel, which secures all the materials of this trade for its 740 members.

● *Hairdressers*—Nearly 3,000 Swiss hairdressers buy most of their perfumery articles from the purchasing office of their association, the *SOLINA* in Zurich. Each of the six depots in the major towns has an assortment of some 6,000 articles.

● *Drug Stores*—Drugstore supplies ("Drogeries" in Switzerland have no prescription department, but are often connected with an authorized pharmacy) are purchased by the *AMIDRO* in Biel for some 750 members of the Swiss Druggists' Association.

● *Shoes*—The shoe retailers who have no agency agreement with a given manufacturer purchase through two different organizations. The *EVUS* (Einkaufsvereinigung unabhängiger Schuhhändler) in Zurich buys for 31 of the larger shoe stores, while the *Schuhgemeinschaft* (Genossenschaft schweizerischer Schuhfabrikanten und Schuhhändler) in Schlieren groups 200 of the smaller retailers.

● *Toys*—The *Einkaufsgemeinschaft V.S.S.D.* (EG. des Verbandes Schweizerischer Spielwaren-Detaillisten) in St. Gall is the purchasing office for the 47 members of the Swiss Association of Toy Retailers.

● *Sporting Goods*—Some 50 sporting goods retailers do their collective purchasing through a similar organ-

ization, the *EGESPORT* (Einkaufsgenossenschaft von Sportgeschäften) in Berne.

● *Textiles*—In the textile sector, the independent retail trade has set up a number of purchasing organizations in order to meet increasing competition from the consumers' co-operatives and the department stores. The *MERCETA* (Schweizerische Grosseinkaufs- und Fabrikationsgesellschaft selbständiger Mercerie- und Bonneterie-Detaillisten) in Zurich groups 212 hosiery and textile retailers, while the *STERNA* organization in the same city does the collective buying of textile, haberdashery and hosiery articles for 17 wholesale-retail stores throughout Switzerland. New business methods are applied by the *PRO DETAIL AG.* in St. Gall. This purchase organization is registered as a joint-stock company and does the collective buying and distribution of hosiery products, textile goods and smallwares for its 2,300 shareholders in the retail trade. Knitting wool, piece goods and ready-made garments are purchased by the *Gesellschaft schweizerischer Manufakturisten* in Zurich for 105 retailers.

● *Department Stores*—Six of the largest department stores in the principal cities throughout Switzerland do most of their purchasing through the *Z.L.G. Buying Co. Ltd.* in Zurich. Two other buying groups are headed by the *Magazine zum Globus* in Zurich and the *Magazine zur Rheinbrücke* in Basel.

● *Books*—One of the oldest procurement offices in Switzerland is the Swiss Wholesale Book Co. in Olten (*Schweizerisches Vereins Sortiment Olten, S.V.S.*) which purchases books from 73 main publishers in Switzerland and abroad for the 350 members of the Swiss Booksellers and Publishers Association.

Offer Certain Opportunities

It will be apparent from this article that most purchasing organizations were established as a means of self-aid for and by the retail trade as a result of the growing tendency toward market concentration in all sectors of distribution. Although this survey covers all such organizations, it does not include a large number of "experience groups" (Erfahrungsgruppen) which are loose organizations of wholesalers and retailers who exchange experiences and occasionally do some collective buying.

Nearly all buying departments of consumers' co-operatives, department stores and purchasing organizations buy some articles abroad, mainly on the European continent. But competitive offers with C.I.F. quotations for products adapted to the needs, standards and taste of the Swiss market are always welcome and Canadian exporters might find this a good way to start selling in Switzerland. ●

South Africa as a Market

Before he left Cape Town for leave and tour in Canada, the Trade Commissioner sent us this report. Drawing on his experience there in the last four years, he points out sales opportunities and advises Canadian exporters on methods of dealing with their South African prospects or customers.

A. WORDEN EVANS,
Trade Commissioner, Cape Town.

SOUTH AFRICA has traditionally been a good market for Canada, and the economic expansion which has taken place there in the past few years has made it even more important. The rapid development of secondary industry has changed the character of the Union's imports; nevertheless, a steadily growing population with a rising standard of living presents sales opportunities that offer a challenge to every Canadian exporter.

The Union of South Africa has an area of 472,685 square miles. If South West Africa (which to all intents and purposes is an integral part of the Union) is included, the figure is 790,410 square miles—or about one-quarter the size of Canada. The greater portion of the country has an elevation of over 3,000 feet; the area below 1,500 feet is merely a narrow strip bordering the coast. The temperature range throughout is surprisingly uniform because the altitude increases as one approaches the equator. The climate varies from temperate to sub-tropical and rainfall tends to be light, with the exception of the land along the south and east coasts. Much of the west coast is desert or semi-desert. The population is estimated at about 14 million, of which approximately three million are white.

Agriculture Diversified

Agriculture has expanded in recent years to meet the needs of a growing population; in fact, output has been raised to the point where surpluses have appeared. Corn is the chief cereal crop, with production during the past season totalling 37.3 million bags of 200 lb. Wheat has become more important, with its cultivation spreading into the corn belt; the wheat harvest last year reached a record 9.1 million bags. Sheep and cattle are raised on a large scale. South Africa is a major wool producer and wool ranks

second only to gold as an earner of foreign exchange. Quantities of both deciduous and citrus fruits are grown and millions of cases are exported each year, both fresh and canned. Pineapples are being raised more and more, sugar is a major crop with production in the last season totalling 848,645 tons, and tobacco is also important. The country is practically self-sufficient in basic foodstuffs.

The Industrial Picture

The South African fisheries have expanded considerably since the war. Particularly interesting has been the development of the in-shore fisheries, where pilchards and maasbankers are caught in large quantities to be canned and the offal and fish unsuitable for canning are turned into meal and fish oil. Some idea of the size of this fishery may be gained from the fact that the permitted catch is 500 thousand tons a year. The other major export is frozen or canned rock lobster. The large quantities of fresh fish caught are sold largely in the domestic market. Smoked fillets are produced and sell well abroad.

The mining industry is of fundamental importance to the Union, providing a large amount of badly needed foreign exchange. The major minerals produced are gold, uranium, diamonds, coal, copper, manganese and asbestos. Production of gold during the present year is expected to total well over £200 million and uranium should earn about £40 million. The world's largest platinum mines are at Rustenberg and, according to a recent announcement, output is to be increased by 50 per cent.

Heavy industry consists of ISCOR, a government corporation, which manufactures a large percentage of the Union's steel needs, and SASOL, a government-owned plant which produces oil from coal and furnishes many byproducts of value to a growing chemical industry. Secondary industries make a wide range of products such as beverages, textiles, clothing, rubber goods, cement, furniture, soaps, cosmetics, toilet goods, household and industrial electrical goods, and many other commodities. The assembling of automobiles and the processing of tobacco are also important.

Foreign Trade Growing

South Africa's foreign trade has increased steadily during the past five years. The traditional deficit on

merchandise account is offset by sales of gold, as the table below illustrates.

	Exports (excluding gold)	Imports	Trade Deficit	Gold Production
	(in millions of pounds)			
1952	£285.6	£416.9	£131.3	£147.1
1953	296.3	424.3	128.0	147.6
1954	331.5	439.0	107.5	164.7
1955	369.1	482.2	113.1	182.7
1956	413.0	494.7	81.7	198.5

The chief imports in order of importance are metal manufactures; motor vehicles and parts; piece goods; yarns and fibres; oils, waxes, resins, paints and varnishes; foodstuffs; drugs and chemicals; paper; timber; leather, and wearing apparel.

The chief suppliers are the United Kingdom, the United States, Germany, Canada, and the Federation of Rhodesia and Nyasaland.

Import Restrictions May Disappear

Import restrictions are still in effect but they are being relaxed and their complete disappearance is only a matter of time. Less than 10 per cent of imports are today subject to restriction. Control of imports has been used to protect infant industries but the tariff is being modified as a result of studies by the Board of Trade and the need for this protection is rapidly disappearing. The balance of payments is showing an unusually favourable trend, mainly because of higher earnings for wool and increased gold and uranium prices. The prospects for the termination of import control are excellent but a change in the balance-of-payments situation could mean the maintenance of the status quo for some time.

Advice to the Exporter

South Africans have great respect for the quality of Canadian goods and this works in favour of our exporters. But in dealing with the Union, Canadian businessmen should bear several points in mind. The most vital of these are listed below.

- South Africa is a large country. Manufacturers and exporters should make sure that adequate coverage of principal distribution centres is available through an agency when making the selection. The Trade Commissioner will assist.
- Import control regulations are restrictive in quantity but there is no discrimination as to currencies among quota holders. Quotations in Canadian funds are acceptable.
- The South African tariff contains only a limited number of preferential rates and these preferences are small. Quotations usually must compete with others from all countries and must be as low as possible.

JUNE 8, 1957

87161—2½



A. WORDEN EVANS has recently arrived in Canada from Cape Town, South Africa, where he has served as Canadian Trade Commissioner since 1953. Mr. Evans began a country-wide tour in Toronto on June 6th and he will visit a number of other centres. His complete itinerary is listed on page 32. During this

tour, he looks forward to discussing the South African market and opportunities there with Canadian businessmen.

Worden Evans joined the Trade Commissioner Service in 1945 and was posted to Mexico City later that year. Subsequently he served in Port-of-Spain, Trinidad; Havana, Cuba; and Cape Town. Mr. Evans will not return to South Africa after he completes his tour and home leave; his new post will be announced shortly.

- Letter of credit terms are no longer customary and the standard practice, though subject to alteration by negotiation, is sight draft/D.P.
- Quotations should be C.I.F. named ports of entry, viz., Cape Town, Port Elizabeth, East London, Durban and Lourenço Marques (Portuguese East Africa). Marine insurance charges should be named because buyers with open marine policies frequently prefer quotations C. & F.
- Commercial invoices should show freight and insurance charges (if any) separately, because quota debits are calculated on F.O.B. export point values.
- Use airmail in dealing with agents or prospective customers. By surface mail, letters take a minimum of four and parcels eight weeks to reach the Union. Send catalogues by air parcel post to prospective agents or buyers. Be sure to check airmail postage carefully to avoid unnecessary delay and expense in the delivery of documents.
- Consumer goods, where possible, should be labelled in both the official languages, English and Afrikaans.
- A personal visit is of great value in developing this market. ●



Here is one part of the Canadian exhibit at the New York World Trade Fair in April. On the right, colour transparencies play up Canada as the place to spend a happy holiday.

New York Holds a Trade Fair

First World Trade Fair ever held in New York proved a success, with some 3,000 exhibits from 59 countries. Canada's participation was on small scale but interest in next year's Fair may increase.

H. E. LEMIEUX,
Consul and Trade Commissioner, New York.

NEW YORK, long famous for its repeated claims to the "biggest and best ever", during the two weeks of April played host to the first World Trade Fair ever to take place in this city.

Organized by private interests and sponsored by federal, state and municipal governments, the Fair was held in the recently-completed Coliseum on Columbus Circle. On four floors of an ultra-modern, air-conditioned building covering an area of over eight acres, some 3,000 exhibits valued at over \$500 million were displayed. Fifty-nine countries were represented in official pavilions or in exhibits by private firms—and in most cases by both. In a special section more than 40 countries had national pavilions housing displays of their products or industries or promoting tourist or other facilities.

Attendance High

When the Fair closed its doors on April 27, close to 120 thousand buyers and other businessmen had registered. This estimate exceeded the forecast of 100 thousand but paid attendance by the public of about 700 thousand was lower than was expected. During eight days, for a total of 66 hours, the Fair was open to traders only. The public was admitted for 74 hours during five days and four evenings. It is estimated that representatives of over 5,000 department, variety and chain stores, plus U.S. manufacturers and other buying organizations, attended the trade sessions.

Wide Range of Products Exhibited

Tens of thousands of items were displayed in 60 classifications; the main commodity groups were textiles, furniture, china, handicrafts, hardware, electrical appliances, sporting and photographic equipment, beverages and specialty foodstuffs, office equipment, building materials, electronic and scientific instruments, and sport and luxury cars from Europe (very popular exhibits). Durable and non-durable consumer goods predominated, although a few displays included raw materials and industrial products.

Surveys conducted by the organizers of the Fair and by a team of reporters from New York's *Journal of Commerce* showed that although most of the products exhibited were already available in the United States, many exhibitors expected to add to their outlets and broaden their distribution arrangements. In some cases, foreign suppliers used the Fair to attempt a first entry into the U.S. market.

To enhance the foreign character of the Fair, trade exhibits by United States manufacturers were not permitted. Some eighty firms exhibited as U.S. representatives of foreign firms, however, and a number of U.S. firms doubtless benefited from displays by their foreign branches or subsidiaries. Official United States

participation included information and servicing facilities set up by government bodies and trade organizations.

How Canada Participated

The theme of the attractively designed official Canadian exhibit was "Canada for Quality", and this theme was carried out in eight displays of representative consumer goods. Attractive colour transparencies provoked thousands of tourist and travel inquiries; in addition, there were a satisfactory number of trade inquiries from both United States and overseas firms.

Only two Canadian business firms took space in the commodity sections. One exhibited rosaries and other religious articles, and the other an electric steam iron for industrial use. Both firms felt that trade reaction to their exhibit had been enthusiastic and that their efforts were worthwhile. Both spoke of orders beyond expectations and both are negotiating agency and other representation arrangements for other countries.

Among the other main countries exhibiting were:

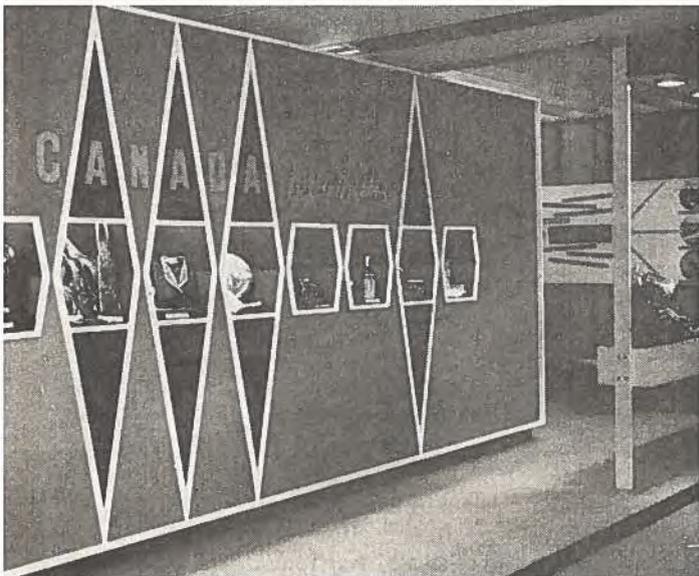
- *The United Kingdom*, which was represented by well over 100 exhibitors in about 30 categories, ranging from silverware, pewter and china to hand tools and wearing apparel. Seventeen footwear manufacturers exhibited, nine firms displayed food specialties and eight manufacturers participated in each of the groups covering furnishing fabrics, financial and office equipment.

- *Japan*. Well over 200 exhibitors displayed a wide variety of goods ranging from sea-grass shopping bags to a revolutionary electronic microscope. Some forty Japanese firms showed textiles, piece goods and wearing apparel; ten specialized in photographic, optical and scientific equipment. There were no less than two dozen firms offering all kinds of bamboo wares; eleven were in the hardware line, eight each in sporting equipment, knitting and sewing machines, tablecloths, wood screens, plywood and panels, ceramics, and lamps—in addition to well over a dozen exhibitors of toys, pots, glassware and furniture.

- *France*. The perfumes of France pervaded the Fair; in fact, 21 United States perfume importers exhibited these fragrant products. French participation involved more than 150 exhibitors, including 33 silk and other textile manufacturers who set up a joint exhibit in four booths and nine manufacturers of furnishing fabrics with three booths. A French Wine Information Centre was buttressed by six private exhibitors. France was a leading exhibitor of wearing apparel, with 20 firms participating; four manufacturers exhibited their latest sports and luxury models of automobiles.

- *Italy*. One of the principal contributors, Italy was represented by some 120 firms. There were ten manufacturers of gasoline scooters and bicycles and automotive products, and as many wine and confectionery producers. The Italians were also well represented in the field of synthetic fibers and

These eight displays of representative consumer goods made in Canada drew the visitors' attention and led to trade inquiries. The products exhibited ranged from furs to crystal and whisky.



JUNE 8, 1957

Equally interesting was this collection of trade and business papers published in Canada, arranged to catch the eye of passersby who were interested in special types of industry.



fabrics, with nine firms displaying. Eight others offered Italian-made wearing apparel. There were seven firms exhibiting food specialties, and five offering ceramics and appliances such as coffee machines.

- *Belgium.* Belgian industry was represented by over 40 exhibitors, with seven wearing apparel manufacturers, five foodstuff and beverage firms, and three manufacturers of fabrics. Belgian chinaware, crystal, machine tools and carpets were also exhibited.
- *Ireland* sent over 60 exhibitors, nearly 40 of whom displayed foodstuffs, ranging from canned hams to jelly. There were also many exhibits of hand-loomed worsteds and alcoholic beverages.

The Mayor of New York City has announced plans for a second U.S. World Trade Fair in May 1958 and the promoters of this year's fair have also indicated their interest. Tentative interest has been expressed

by official as well as private exhibitors and some have promised substantially larger exhibits.

A greater effort will probably be made to interest Canadian firms in next year's Fair. Although some exporters would undoubtedly benefit through direct participation, the cost involved should be carefully considered because displays in New York are bound to be relatively expensive.

Exporters who are already selling consumer goods in the U.S. market are likely to benefit most from participation. New York is the major purchasing centre for U.S. distributive trades, and Canadian companies who have established outlets and clarified the status of their consumer products under U.S. Customs regulations will have the best opportunity to profit. The accent of the Fair, if the 1957 show is a criterion, will be on consumer goods and it is doubtful whether the display of industrial plant or raw materials by private firms would be profitable.



Canada Prepares for Chicagoland Fair

SOME 40 PERSONS representing the press, radio, television and the Canadian business community in Chicago gathered last month for a press conference at the office of the Canadian Consulate General to hear about Canada's participation in the Chicagoland Fair, taking place from June 28 to July 14 at the Chicago Navy Pier. Opening with a letter of welcome from the Rt. Hon. C. D. Howe, Minister of Trade and Commerce, the conference marked the beginning of a publicity campaign which Canada is developing around the theme of its exhibits, "Canada Comes to Chicago".

Seven exhibitors will appear in the Canadian section of the Fair: the Government of Canada, Department of Trade and Commerce, 1,000 square feet; Province of Manitoba, Department of Commerce and Industry, 650 square feet; Province of Alberta, Department of Economic Affairs, 300 square feet; Province of British Columbia, Department of Industrial Development, 300 square feet; Industrial Shipping Co. Ltd., Mahone Bay,

Fairs and Exhibitions

N.S., 400 square feet; Trans Canada Air Lines, 150 square feet; Essex Packers, Hamilton, Ontario, 100 square feet. The Canadian section featuring trade, industry and travel will appear among the displays of the 200 exhibitors which will line both ranges of the long Navy Pier.

To mark Canada's participation, July 1st has been designated "Canada Day" at the Fair and special features are being arranged for the occasion. Three Canadian Navy escort ships will tie up at the pier for three days and the Association of Commerce and Industry of Chicago will honour Canada at a luncheon at which Mr. W. F. Bull, Deputy Minister of Trade and Commerce and Ambassador Designate to Japan, will be the guest speaker. To symbolize Western Canada's interest in Chicago, TCA will fly in Princess Crowfoot of the Blackfoot Indians of Alberta and she will visit the Fair in full regalia. A tableau will stress the importance of the St. Lawrence and Mississippi

Waterways to Chicago. Later the Canadian Consul General will hold a reception. Apart from the press coverage and a radio broadcast from the Canadian section on July 1, other special promotions will feature Canada; four half-hour television programs are being arranged before and during the Fair.

—G. A. NEWMAN,
Consul General of Canada, Chicago.

German Industries Fair 1957

THE TENTH GERMAN INDUSTRIES FAIR, held in Hannover from April 28th to May 7th inclusive, was again successful, with record numbers of business visitors from all parts of the world viewing the 4,000 exhibits set up by manufacturers and producers. There was a significant increase over last year in business visitors from Iron Curtain countries; the fair authorities hope this is a sign that Hannover is taking the place of Leipzig as the principal east-west fair in Europe. The fair has become more than ever a reflection of West Germany's renascent industry and as such was most impressive. The number of non-German exhibitors increased to 500 this year compared with 297 in 1954. Atomic energy equipment and materials were exhibited for the first time. There was

an official Canadian stand for the second successive year; one Canadian firm exhibited on its own.

The Canadian stand occupied 1,076 square feet in a prominent location in the Chemical Hall. It featured the products of eleven Canadian chemical companies and of the Commercial Products Division, Atomic Energy of Canada Limited, and was well patronized by business visitors. As a sign of the times, visitors showed a great deal of interest in the Gamma radiography machine displayed by Atomic Energy of Canada Ltd. This machine, which is used for metal testing, has a maximum capacity of 750 curies cobalt 60, the highest capacity of any machine of this type in the world.

It is noteworthy that a United Kingdom Government-private industry consortium had two exhibits featuring the atom. In one, a very large exhibit on the "Atoms for Peace" theme, models of the Calder Hall reactor and other commercial applications and possibilities of atomic energy were displayed. Coloured movies were shown of phases in the construction of the Calder Hall reactor. The second British exhibit offered isotopes for sale. Both of these attracted a great deal of attention.

—E. H. MAGUIRE,
Consul and Trade Commissioner, Hamburg.

Vertical Shows in the United States

NAME OF SHOW	DATE 1957	PLACE	APPLY TO:
National Housewares Manufacturers Association (semi-annual)	July 8-12	Auditorium, Atlantic City, N.J.	Dolph Zapfel, Secretary, 1140 Merchandise Mart, Chicago 54, Illinois.
National Food Distributors Exposition (annual)	August 12-15	Sherman Hotel, Chicago, Illinois.	E. J. Martin, Ex. Vice-President, 100 East Ohio Street, Chicago 11, Illinois.
National Electronics Conference (annual)	October 7-9	Sherman Hotel, Chicago, Illinois.	O. I. Thompson, Exhibit Chairman, DeForest's Training Inc., 2533 N. Ashland Avenue, Chicago, Illinois.
Trade Fair of the Atomic Industry (annual)	October 23 to November 5	Coliseum, New York, N.Y.	D. J. Scherer, Exhibit Manager, 2600 Madison Avenue, New York 16, New York.
National Shoe Fair (annual)	October 27-31	Palmer House Hotel, Conrad Hilton Hotel, Chicago, Illinois.	G. E. Gayou, Secretary, Palmer House Hotel, Chicago, Illinois.
Retail Paint and Wallpaper Distributors Convention (annual)	November 22-25	Convention Hall, Atlantic City, N.J.	Irwin E. Douglas, Ex. Vice-President, 34 N. Brentwood Blvd., St. Louis, Missouri.

Each of these shows will accept Canadian exhibitors.

JUNE 8, 1957

ITALY *as a market for fish*

How well our fish sales in Italy hold up this year depends somewhat on the amount of chum salmon we have for export—and on our maintaining the quality advantage of our light salted cod.

K. F. OSMOND,
Commercial Secretary (Fisheries), Rome.

THE DEMAND FOR FISH in Italy has averaged about 315 thousand metric tons annually in recent years. Imports make up nearly 40 per cent of this total, and the Italian market thus offers a good outlet for certain types of fish and in particular for salted cod.

During 1956, Italy's purchases of fish from abroad declined about 5 per cent from 1955. With few exceptions, however, imports of most types of fish were higher than in the previous year; the slight overall decrease can be attributed to reduced purchases of salted cod which fell nearly 21 per cent. One of the main reasons for this unusual situation was the fact that in 1955 imports of salted cod were substantially higher than normal and the trade in Italy had considerable stocks on hand at the beginning of the 1956-57 season.

Following the trend of recent years, production of the Italian fishing industry again increased slightly in 1956; landings totalled 195,284 metric tons as against 194,747 metric tons the year before.

Cod Maintains Import Lead

Salted cod continued to head the list of fish imports, followed by fresh and frozen fish, canned sardines and

	1956	1955
	(Metric tons)	
Salted cod	43,696	55,137
Stockfish	8,440	6,845
Fresh and frozen fish	31,733	33,081
Herring, salted and smoked	4,232	4,202
Pilchards, salted	783	279
Anchovies & sardines, salted	2,990	797
Crustaceans and molluscs	2,803	2,485
Other fish: fresh, salted or smoked	119	119
Salmon, canned	1,326	1,528
Sardines and anchovies, canned	9,496	10,640
Tuna, canned	8,936	7,435
Other fish, canned	7,327	5,345
Total	121,881	127,893

anchovies, and canned tuna. Imports during 1956 compared with 1955 are shown below (left).

In April of last year, the Italian Government removed exchange controls on a further number of items which importers can buy in dollar countries without first obtaining a dollar allocation. Dried, salted and smoked fish were included. Purchasers therefore could buy Canadian salted cod freely and it was hoped that Canadian exporters of other types of fish in the specified categories might also find an outlet in this market. Unfortunately, little if any business has developed so far; ample supplies of such fish can be obtained more cheaply from European sources. Purchases from Canada were therefore again confined to the traditional imports of salted cod from Gaspé and Newfoundland and canned salmon from British Columbia.

Competition from Other Countries

Although there is a definite preference in certain regions of Italy for Canadian types of salted cod, France has obtained a large share of this market in recent years by selling lower-priced heavy salted dried cod. However, cod imports from France declined considerably last year mainly because of decreased offerings and higher asking prices, although she continued to be our principal competitor in 1956—particularly for the lower grades of light-salted, hard dried cod. To meet this competition and at the same time avoid price reductions, Canadian exporters must pay strict attention to quality to maintain high standards for the Canadian product in the market.

Imports of salted cod from Canada and competing sources during 1956 compared with 1955 were:

	1956	1955
	(Metric tons)	
Canada	3,222	3,464
Denmark	6,247	7,488
France	11,296	17,543
Germany (Federal Republic)	4,050	2,448
Iceland	10,669	14,735
Norway	5,064
United Kingdom	5,695
Other countries*	3,148	3,764
Total	43,696	55,137

*Includes landings of Italian deep-sea trawlers.

On April 3 of this year, a group to buy and sell Canadian dried salted cod and known as "Canadafish"

was officially constituted, with head office at Naples. This group, which is purely a trade organization, is made up of all the main importers of dried cod from Gaspé and Newfoundland and has been set up for an experimental period of two years. Imports and local sales of any salt-bulk or wet-salted cod purchased from Canada will be handled through another group known as "Astra", which was established some years ago to import wet-salted fish, particularly from Iceland. This group has now expanded its membership to include importers of wet-salted fish from all sources.

Imports of Canned Salmon Decrease

Italy's imports of Canadian canned salmon during 1956 declined more than 28 per cent; supplies were scarce and exporters asked higher prices. Imports of Japanese salmon made up in part for this decrease and accounted for just over 18 per cent of the total import of canned salmon. Buyers hope that Canada will make available larger quantities of salmon during the coming season; they look particularly for lower-priced chum salmon. Imports of salmon during 1956 and 1955 were as follows:

	1956	1955
	<i>(Metric tons)</i>	
Canada	1,064	1,484
Japan	243
Other countries	19	44
Total	1,326	1,528

The Outlook

Italy has experienced one of the mildest winters for many years; local fishing operations have not been seriously hampered by adverse weather conditions and fresh fish has been quite plentiful throughout the winter months. The demand for salted cod therefore has been unusually slow even during Lent, but fortunately stocks of salted cod held at the beginning of 1957 were not large and imports since then have been limited. Importers hope that sales will pick up over the next few months, especially during the grain harvesting season which commences in late May. Prospects for satisfactory sales at the beginning of the new season in September depend largely on how effectively the trade disposes of its old stocks in the interim period.

The restrictions on purchases of canned fish from the dollar countries will continue during the coming season; just as long as Italy can obtain all she needs from other sources, there is little or no possibility that fish imports will be liberalized further. Canned salmon cannot be obtained in volume except for payment in dollars and it is quite certain that the Government will allocate sufficient dollars, as in previous years, to cover the needs of the local market. Canadian exporters can look forward to normal sales in this area, provided their prices are reasonable. ●

JUNE 8, 1957

87181-3

Colon Free Zone Aids Exporters

THE GREATEST DETERRENT to our ability to compete effectively in the markets of Central America, Ecuador, Peru and Chile is the lack of direct shipping services from eastern Canadian ports to these countries. But we do have direct service to the port of Colon (Cristobal) and Canadian firms should consider seriously the re-export services which this Free Zone offers.

Exporters can make bulk shipments to the Zone, break them up into smaller lots there, and store them ready for forwarding by sea or air to fill orders from individual buyers. This system has particular advantages when the goods are small and high in value, such as pharmaceuticals. Many large United States and Japanese firms are using the Zone's warehousing and distributing facilities profitably even when they have direct shipping services to nearby Caribbean and South American ports.

Almost half of the re-exports from the Free Zone go forward to Central and South America and the Caribbean area by air and there is daily air express service to most of the principal cities at low cost. For example, carriers offer special air freight rates for goods going north through Central America and Mexico because cargoes coming down from the United States absorb much of the cost.

The Free Zone maintains seven public warehouses with floor space totalling 198,942 square feet, of which 176,270 square feet is leased to private firms. The remaining 22,671 square feet are available at a moderate fee for general transit trade and are under Zone management. The Zone authority permits private firms to build their own warehouses and there are now 16 of these, belonging chiefly to Panama importers and distributors. They place orders for Canadian sardines, salmon, dried codfish, flour, etc., and re-export part of these stocks to other markets or sell them to ships passing through the Canal.

The exporter using the Zone may have to pay moderate income taxes on the profits earned in re-export but does not have to pay import duties nor post bonds. Excellent international banking services are available and Panama's currency is at par with the U.S. dollar. Interested exporters should write to the Colon Free Zone, P.O. Box 1118, Republic of Panama, for further information.

—H. W. RICHARDSON,

Trade Commissioner, Guatemala City.

Export Advertising

- ✓ *What problems face an exporter planning overseas advertising?*
- ✓ *How does a typical company cope with these?*
- ✓ *Can the language barrier be hurdled successfully?*
- ✓ *Does co-operative promotion in foreign markets work?*
- ✓ *Can point-of-sale advertising be used abroad to good effect?*

Advertising Abroad - - methods and media

ADVERTISING IN FOREIGN MARKETS presents many problems identical with, and some very different from, advertising in the home market. It seeks to reach the largest possible number of consumers at the lowest possible cost, making use of the media best suited to this purpose. But normally it is advertising done at a distance, without intimate acquaintance with the market and sometimes without the help of an experienced advertising agency. In some areas the choice of media is more limited and so too is the coverage each gives. Copy and illustrations—and even the colours used—must not offend against local taste or customs. Translation of English copy into the vernacular must be done skilfully, or the result may be nonsense, or worse.

Who Arranges for Advertising?

These problems naturally vary from market to market and even from product to product. They vary too with the amount of available business, because this determines the size of the advertising budget. But the first one is common to all: how is the advertising to be arranged? The normal method in Canada—using the services of an advertising agency—may not prove feasible in Saudi Arabia or Trinidad. Very few Canadian agencies maintain branches or correspondents overseas. There are international advertising agencies but their services may come too high for a

company just launching out into export. But if the exporter is marketing an expensive and intricate piece of machinery, such an agency may well prove invaluable because it can provide the needed technical copy, properly translated by a professional writer. Some countries have well-established advertising agencies whose services can be valuable. But sometimes they concentrate largely upon placing the advertisement rather than giving the complete advertising service expected in Canada.

Some companies rely entirely upon advertisements prepared at home and then dispatched overseas for translation and printing. Others give their agents abroad allocations for advertising and leave the spending of these to them. Usually this proves unwise; agents are not advertising experts even though they understand local conditions.

Experienced Canadian exporters say that the advertiser, his Canadian agency, and the agent overseas should all share in the planning of foreign advertising and should collaborate closely. The company should invariably retain control of general advertising policy and, if the advertisements are prepared by its own agency or advertising department, should clear them with the agent before publication. Even where the local agent spends the appropriation, his efforts should be carefully supervised. As soon as he accepts the

agency for the company's products, the overseas representative should be told what advertising support he can expect, and whether he will receive any part of the advertising budget directly, to spend as he sees fit. Some local firms contribute a sum equal to that which the exporter allows.

The agent makes his most useful contribution by supplying information on local peculiarities and taboos, by making sure that the translation is acceptable and idiomatic, and by advising on the various media and their advantages or disadvantages. Often he sends his principal copies of as many as possible of the newspapers and magazines put out in his territory. Equally helpful are copies of competitors' advertisements.

Role of the Agency

The role of the exporter's advertising agency remains much the same as in the domestic market. It supplies artwork, copy, filmstrips, radio material, etc., making sure that these can be adapted for foreign use. Some firms insist that all translation be done abroad, by someone familiar with the idiom of the country, to avoid a stilted or clumsy text. Sometimes the firm sends over the artwork and English copy, plus layout showing where the translation can be stripped in. Translations made at home should always be carefully checked abroad. (The language problem is more thoroughly discussed in one of the following sections.)

Sometimes the firm sends to its agents a catalogue showing the mats of advertisements available with illustrations of the product and the company name. When the agent orders a particular mat, it should go to him by airmail or it may arrive too late to be useful. A distinctive trademark or "chop", instantly recognized even by consumers who cannot read, is a great asset in a foreign market—especially in selling consumer goods, as the success of "Coca Cola" proves. It should find a place in all the company's advertising and on packages, etc. Similarly, illustrations or pictures should be used liberally even at the expense of text.

Choosing the Right Media

In many areas the exporter has as wide a choice of media as he has in Canada. But different media have different emphases. In a country with a large number of illiterates, radio or film advertising assumes much greater importance. Before he makes any selection, however, the advertiser needs to know the groups or classes served by the various media, the relative cost of each medium, the extent and frequency of national and local advertising, and so on. For much of this information he must rely upon his agents.

To illustrate the wide range of media in most markets, we are setting out a checklist in the following paragraphs and giving a few salient facts about each.

- *Newspapers and Periodicals*—Daily and weekly newspapers, general magazines, trade and business journals. Some of these may have international circulation and some only local—as discussed in a following section, "Advertising Builds Foreign Sales." (Exact figures on circulation may be harder to get than they are in Canada.) One experienced exporter follows the practice of allowing the foreign agent to assume full responsibility for all advertising campaigns carried out in the daily newspapers and popular local magazines—with the understanding that the home company must approve the advertisements. Advertising in international journals, on the other hand, commonly is the responsibility of the home office. Even then, it is worthwhile to check with the agent to discover which of these periodicals are most widely read in his country. For local advertising, mats or complete plates may be supplied to the local agents from head office, or artwork only sent and the copy either written abroad or translated from accompanying English text. Advertisements may include offer of literature, reply coupons, etc., to test their pulling power.
- *Yearbooks, Directories, and Programs*—Yearbooks, trade directories, trade fair catalogues and directories, theatre, sports or concert programs, annual and semiannual publications. Some of these may be either foreign publications or Canadian publications distributed abroad.
- *Radio, Television, Films*—These may be particularly useful in less literate countries but are becoming more popular everywhere. Some areas make wide use of short films (one to two minutes) or even briefer film clips of 15 seconds. Where necessary, the film can do all its selling through the picture, without text. Longer films can sometimes be placed in commercial theatres and industrial and technical ones used in selling machinery and similar products to special groups. Standards should be kept high, especially for Latin America where this type of advertising is used most frequently. There it is almost essential to distribute films in colour, with sound track in the language of the country.
- *Point-of-Sale Advertising*—Window displays, counter cards, containers, names and slogans printed on wrapping paper or shopping bags, demonstrations, samples of product, folders, leaflets, etc. This type of advertising is discussed in one of the following sections.
- *Direct Mail Campaigns*—Such campaigns may be planned and produced either in Canada or in the foreign territory, keeping translation and other problems in mind. One of the advantages of doing the mailing from head office is that prospects pay more attention to mail that carries a foreign stamp

and address. It is important to check first on whether foreign advertising is permitted entry and whether mailing charges will be high. One problem is obtaining useful lists of foreign prospects. The most successful campaigns do not rely on one mailing piece and on one impact only. Literature may include letters, booklets, catalogues, price lists, and so on. The local regulations and customs should be checked with the agent. An attractive catalogue is a particularly important sales tool. Products in it must be carefully and accurately described, preferably using the metric system of weights and measures. But catalogues are expensive and should be distributed carefully.

- *Outdoor Advertising*—Posters (highly developed in some markets and well designed and printed), illuminated signs, streetcar and bus advertising, posters on railway cars or stations, posters on trucks, advertisements printed on packing cases, floats and parades, loudspeaker announcements, aircraft sky-writing and trailers, painted walls. Special shipments can sometimes be advertised on the carrier itself.

- *Giveaways*—The obvious choice here is samples of the manufacturer's product, where this is possible. Or the exporter may choose related items (for example, a painter's cap from a paint manufacturer), or unrelated ones such as ballpoint pens, cigarette lighters, score cards, diaries and calendars, recipe books, or miniature models of the product (tractor, etc.). Good taste should play a large part in the selection of giveaways. The exporter must decide whether they are to be given to agents for general distribution to consumers, or restricted to dealers and their staffs. This decision affects the number ordered and their cost.

- *Trade Fairs and Exhibitions*—Worth study are not only international and national fairs but also vertical and industry shows and those arranged by a single firm or group of firms in one or more countries, or travelling exhibits. For data on trade fairs generally, see the article "Foreign Fairs Promote Foreign Trade" in our March 2, 1957, issue.

In the following sections, advertising executives of four companies currently selling in foreign markets cover various aspects of export advertising, drawing illustrations from their own experience. ●

Advertising Builds Foreign Sales

W. P. BRITT, *Sales Vice-President, Outboard Marine International, S.A.**

ANY GROWING, ENTERPRISING NORTH AMERICAN COMPANY ultimately must give serious thought to export markets—and this means coming to grips with the problems of export advertising.

Outboard Marine Corporation is no stranger to advertising, but we realize the great difference there is between advertising at home and advertising overseas. The kind of advertising that is effective in the domestic market will not necessarily bring results abroad.

The objective of any kind of advertising is to sell a product or services. But export advertising requires a different approach, a different slant, and a different

level of language—simply because the markets are different. They vary from the Canadian market in nearly every conceivable way, but particularly in tastes, habits of thinking, and in income levels. The problem is not merely one of translating words but of translating ideas. Thus, the four-color, prestige-winning domestic ad that exhibits the product against a background of distinguished-looking, well-dressed, attractive people surrounded by the good things of modern life may be quite inappropriate in the Far East, where incomes are low and the revenue-earning value of the product is more important than any amount of glamour or prestige.

First Steps

Realizing these and other complexities of advertising in foreign markets, Outboard Marine decided to enlist the services of a New York advertising agency that specializes in this field. Not every business has the volume to justify employing an export advertising agency but we believe that, where possible, it is a wise thing to do.

*Outboard Marine International S.A. is a recently established wholly-owned subsidiary of Outboard Marine Corporation of Canada Ltd.

We are assuming that, before a new exporter confronts the question of export advertising, he has already set up a system of distributors abroad. Through his distributors he has learned a good deal about his foreign markets and has some idea of what is needed to increase sales. This is the point at which he turns to advertising.

With some data on his markets and advice from his distributors, the new exporter who has advertising in view must think first about his budget. Two considerations bear upon this: the amount of his foreign sales and the amount of money needed to do an effective advertising job of international scope. Only an expert can give an estimate of the latter.

Choosing the Media

Once the budget is set, the media to be used in getting across the advertising message must be chosen. International media—by which we mean chiefly periodicals published for export—serve two purposes: to develop existing markets and to discover new ones. The existing market may have been developed solely through the work of distributors and the circulation abroad of domestic media. The value of domestic media, at least in the early phases of exporting a product, should never be discounted. Canadian and American magazines have a wide circulation beyond the shores of North America and keep turning up, long after publication, in the most out-of-the-way places. The United Kingdom too has a number of widely circulating magazines, although they are published mainly for the domestic or Commonwealth market. The use of these domestic media to influence a foreign market can be an expensive proposition for an export department because rates are based on the total circulation, including the whole domestic circulation.

Today a large number of effective international media are published in the United States, and particularly the various overseas editions of well known American magazines. These do not circulate at point of publication but are intended for and have direct impact upon export markets. If you have the European market in mind, you should consider the various European editions of *Reader's Digest*, the Atlantic edition of *Time*, the European edition of *Newsweek*, and the international edition of *Life*. For America south of the Rio Grande, investigate the Latin American edition of *Time*, *Life en Espanol*, *Vision*, its Portuguese equivalent *Visao*, and the Spanish edition of *Popular Mechanics*. All these have wide circulation. Then there are trade magazines such as *Automovil Americano*, *Transporte Moderno*, *Petroleo Interamericano*.

What about local foreign media, those circulating only in a particular market? Some types of products

Hay un Motor Evinrude PARA TODA EMBARCACION DE TRABAJO



Los Motores Fuera de Borda Evinrude se encuentran en servicio en aguas costaneras y ríos por todas partes. Cada vez más y más dueños de pequeños barcos de carga, botes de transbordo, y flotillas pesqueras prefieren los eficaces y económicos motores Evinrude.

Los Motores Fuera de Borda Evinrude pueden impulsar una balsa de 60 pies por aguas agitadas o proporcionar la velocidad y maniobrabilidad para embarcaciones de patrulla y obras de construcción. Con los Evinrude Ud. puede atracar su nave dondequiera y llevarla por aguas poco profundas.

El costo inicial de un motor Evinrude es mucho menor que el de un motor

dentro de borda... y no hay gastos de instalación! El casco queda libre para acomodar carga y pasajeros, lo cual reduce en ganancias para Ud. Además ahorra dinero en el servicio y mantenimiento.

Vea al distribuidor de motores Evinrude y pídale un ejemplar gratis del folleto acerca de estos motores o sírvase escribir a la siguiente dirección:

MOTORES EVINRUDE
PARA 1957 DE
NUEVO DISEÑO
DESDE 3 A 35 HP



Evinrude Motors
Una División de Outboard Marine Corporation
División de Exportación
Waukegan, Illinois, E. U. A.

MOTORES FUERA DE BORDA
EVINRUDE

164

One of Outboard's advertisements prepared for the Latin American market. Note how both the commercial and recreational uses of the outboard are stressed and the illustrations are suited to the area.

will undoubtedly benefit from the use of such media, including local radio, television and cinema. However, we in Outboard Marine leave the local media to our local distributors to use as seems best to them on a co-operative basis. If there are peculiarities, seasonal or otherwise, or sudden changes in any particular market, adjustments can be made by recourse to advertising through the local distributor and in the local media.

What Type of Ad?

The type of ad to run in international media will be conditioned partly by the nature of the media themselves and partly by the applications of the product in export markets. For example, although our outboard motors have a strong recreational appeal in the domestic market, overseas they are used chiefly for commercial purposes, such as fishing, ferrying, patrolling, logging, lightering, etc. Some suggestion of recreational use even in these markets has recently come to light in the form of water skiing, a sport

that seems to be increasing in popularity everywhere. Thus the type of ad run will reflect present and potential uses of the product. And the advertising policy, as well as size, class or mass circulation of the media, will further influence the advertising copy and layout.

In brief compass, one can do little more than suggest the principal questions which the new exporter must face when he embarks on an export advertising campaign. One last admonition to the newcomer— spare no effort necessary for a thorough understanding of your export markets. ●

Solving the Language Problem

R. B. SPIRO, *Director, International Division, The Coleman Lamp and Stove Co. Ltd.*

CANADIAN ADVERTISERS are familiar with the language problem, although they do not always deal with it successfully. They face this problem when they advertise products first introduced or manufactured in the English part of Canada and later on in French Canada—and vice versa. Language difficulties multiply, however, when a company decides to launch a worldwide advertising campaign.

An export advertiser's first desire is to eliminate the language problem altogether if he can. Often he can accomplish this if buyers recognize his product by an illustration or brand name. In some cases, a new product may be promoted in this way if the company is willing to spend money to establish the brand name through frequent repetition. The familiar picture of a well-known soft drink bottle with the brand name beside it is seen around the world and requires little or no text.

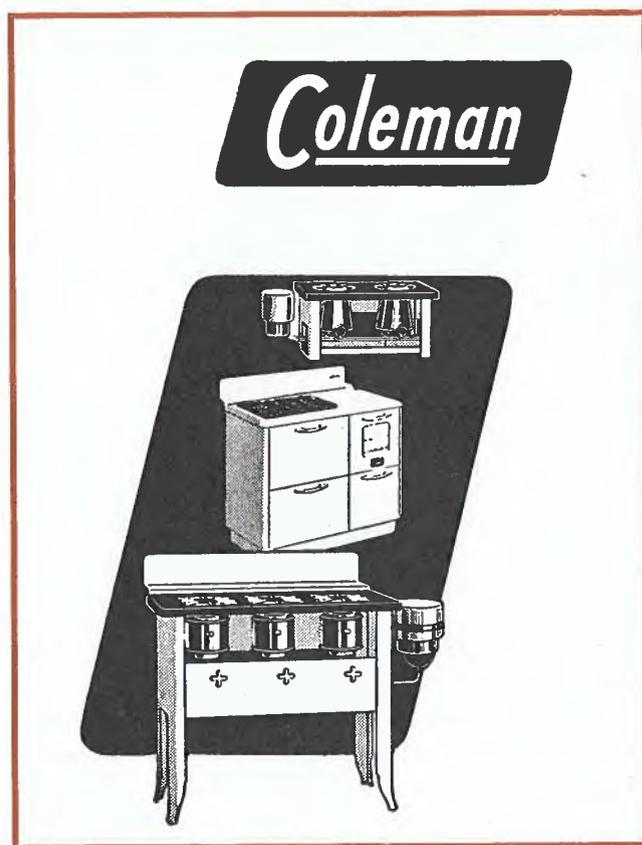
Using Illustration and Brand Name

This type of advertising is based on the simple thought association of "product, illustration and brand name". It is particularly successful in countries with a high percentage of illiteracy or in places where customers strongly prefer established products of proven quality. Illustration-brand name advertising is used successfully in the Middle East and Far East, for example, and eliminates the language problem altogether.

The simple thought-association type of advertisement often features a colourful illustration or perhaps some colour combination which also identifies the packaged product and is pleasing to the eye. However the advertiser must be familiar with and careful about local customs, traditions and beliefs; some colours may be "taboo" with certain tribes and some colour combinations may hurt national feelings. The triangular thought-association advertisement such as "little child—pet—product", may be a favourite in

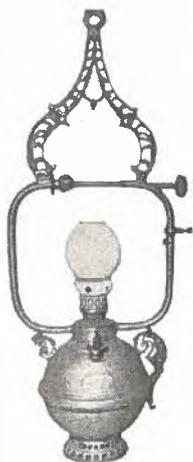
North America but elsewhere it may arouse superstition, suspicion and negative reactions in people.

A well known cigarette company which features a black cat as its trademark had this experience when it introduced its brand in West Africa. Sales were unsatisfactory because many Africans thought the black cat indicated that this tobacco product was made only for coloured people. Sales rose immediately when the black cat was replaced by a white one on the lithographed metal boxes.



Here is one way of overcoming the language problem, possible in selling certain products. Picture of the products, plus the brand name, convey the advertising message without the need of any supporting copy.

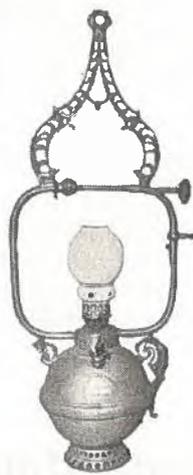
LAMPS OLD AND NEW



Above—One of the earliest Coleman lamps. Made about 1903.

Right—The beautiful Coleman Table lamp of today.

The invention of the Coleman Lamp, almost fifty years ago, was the biggest forward stride in oil lighting for over three thousand years. The new lamp made high-efficiency lighting available throughout the world. Other lamps, using the pressure-feed principle, have appeared since, but the name Coleman will always be associated with the finest oil fuel appliances that are made. Throughout the history of the Company, the Coleman family has added new inventions and improvements that have assured continued leadership in the field.



بالا - یکوا زبراهیا قدیمه کلن ساخت سال ۱۹۰۳

راست - چراغ نشفکه روبره امروزی کلن.

اختراع چراغ کلن که در بنه سال قبل بولوع بیوست در ساعی سه هزار ساله بتر در نهجه روشنائی یکی از بزرگترین قدسیا بود . در نتیجه اختراع این چراغ جدید روشنائی کافی و بسیار رضایت بختی در سراسر عالم بومود آمد . چراغهای دیگری از این نوع نهجه نده ولی مارک کلن همیشه روی بهترین چراغهای نفتی است که تا کنون ساخته نده که دانشا نموده در میان سازندگان چراغهای طوری اولین مقام را حاضر نده است



Translation of the English copy into Persian and setting it in type was done in Iran itself. Unfolded "blanks" with the printed illustrations only were sent to Iran and the text was printed locally in black. Typesetting facilities for languages such as Persian or Japanese are practically never available in Canada.

Use Correct Foreign Words

Even the use of a necessary single word, plus the brand name, can create language difficulties. For example, in all Germanic languages the brand name comes first and the product afterwards, thus "Coleman Lantern" in English or "Coleman-Lantaarn" in Dutch; in all Latin languages, the order is reversed, thus "Lanterne Coleman" in French or "Linterna Coleman" in Spanish. Such details can play havoc with layouts of advertisements, with multicolour printing plates, and in many other ways.

The language problem becomes more serious if the advertisement requires a product description or other sort of lengthy copy. Fortunately, people abroad are not used to the superlative-packed copy we are accustomed to in North America. Abroad, people are mainly interested in solid facts such as: How big is it? How heavy is it? How long does it last? How much does it consume? and last but not least, How much does it cost? Straight answers to these concrete questions are usually easier to translate than metaphors, slogans or double meanings as used so much in successful advertising copy on this continent.

Many words which, for example, are perfectly acceptable in the pure Spanish, such as "Castellano" create a smile when used in Cuba, Mexico or Argentina. To use really correct copy for Latin America the advertiser should have it checked by local copywriters in at least half a dozen different countries in South America. This should not surprise us as we are confronted with very similar problems even in English-speaking countries. We have to remember that the Canadian word "coal oil" becomes "kerosene" in the United States and Australia and "paraffin oil" in most other English-speaking countries. The English word "petrol" changes to "gasoline" here in North America.

In the case of sales promotion literature, a thorough knowledge of the product is required first of all if you are going to attempt a translation into another language. For best results send the English copy to the country for which it is intended so that a local expert—expert in the product and in the local language—can make the translation. While this procedure is imperative for instruction sheets, installation manuals, recipes, etc., it is advisable also when the advertising text is at all complicated. Never send the text alone; illustrations include layout and

Something like this could happen to you: the warning of an English advertisement not to buy "white elephants" which may stay a long time in the inventory was translated correctly into French with the word "rossignole" (nightingale) which has the same meaning in that language. But when this translation was made, nobody thought of sending the whole layout with illustrations to the French translator. In the French advertisement a white elephant was illustrated on top of the copy with the word nightingale. You can imagine the reaction of French customers!

The language problem reaches its climax when the advertising text has to be printed in characters such as Chinese, Japanese, Arabic, or Siamese. It is obvious that the translation should then be made in

the country to which the advertisement is addressed. The printing should then be done in that country too, because rarely can the typesetting be done in Canada. Do not entrust proofreading, especially of technical manuals, to Canadians of these national origins; they will find it difficult not to make mistakes in the use of characters. The solution in such cases is to send unfolded "blanks" with the printed multi-coloured illustrations only to the country of destination and have the text printed locally in black.

Like so many problems in export trade, the language problem is a difficult one. But it is also fascinating, because the challenge of language stimulates the imagination and resourcefulness of the export advertiser. ●

How Seaboard Promotes Lumber

E. G. PERRAULT, *Department of Trade Promotion and Expansion, Seaboard Lumber Sales Company Ltd.**

ONE IMPORTANT ASPECT of the export trade in lumber is the channels of distribution, which usually include agents, importers and merchants. Because the Canadian shipper does not sell lumber to the ultimate end user in the form, size or shape that meets his needs, Seaboard's approach to foreign advertising differs from that of an exporter of finished products with direct consumer appeal. Foreign buyers prefer to purchase most of their lumber in sawn form for further sorting, resawing and manufacture to suit the particular demands of their customers.

In our view, the first purpose of foreign advertising is to create goodwill for the wood species of British Columbia and to establish confidence in our service and integrity. Less frequently, we extend the scope to promote some particular end use of British Columbia softwoods but this is intended usually to aid those importers who stock a manufactured product.

Magazine Is Main Medium

The first objective of our advertising program, then, is to keep our name and our products continuously and prominently before the importers and the specifiers of lumber products. A quarterly magazine written in a friendly and informal manner, attractively illustrated and containing informative articles of interest to people

in the timber trade, is the principal medium employed. Our readers are importers, merchants, specifiers, end users and trade organizations. No obvious attempt is made to "sell", although stories appear from time to time describing new and interesting uses for timbers, specifically British Columbia softwood species.

The mailing list for our magazine consists of the names of all those companies and individuals with whom we do regular business. In addition, our branch offices, agents and others submit additional lists of names from time to time and, of course, the names of Trade Commissioners, timber association personnel, and other officials are an important part of our mailing list. It has also been our practice to send several hundred copies of our magazine to professional groups such as architects, contractors, technical schools, and any other associations whose activities involve, or could involve, the use of B.C. lumber products. Approximately 50 per cent of our mailing list is in the United Kingdom

Aims of Seaboard's Advertising

- *To establish and continue to develop goodwill for B.C. lumber shippers through their own magazine.*
- *To establish and promote continuously the brand name and the products which Seaboard exports.*
- *To promote new products, or new uses for established products, whenever this appears to be necessary.*

*Seaboard Lumber Sales Company Limited with its affiliate, Seaboard Shipping Company Limited, is the export sales and shipping organization of a large group of leading British Columbia producers of forest products. Its member mills manufacture shingles, plywood, hardboard and lumber in all forms.

and the remainder is divided equitably among the other major world markets. We rely on our branch offices and agents to advise us of changes in or additions to our mailing list. All lists are checked every six months by our Sales Department to eliminate deadwood and add new names.

Advertising in Trade Journals

Although our major goodwill effort is the quarterly magazine, we supplement it with a small advertising program, largely institutional in nature, in trade journals in the United Kingdom. Seaboard's small advertising program in trade journals originates entirely in our trade promotion department. In other words, this office establishes advertising policy, provides a free lance artist with rough sketches or ideas for advertising layouts, writes the necessary copy, and establishes an advertising schedule with selected trade journals in the United Kingdom. To facilitate the actual placement of advertisements in the U.K. we have hired an advertising agent in that country. He makes sure that the finished advertising layouts we send to him are made into suitable plates and delivered to the appropriate magazines in time for publication.

Plywood Promotion Problem

Late in 1954, when trade in plywood in the United Kingdom was returned to private business after being in government hands since the beginning of the Second World War, we faced a special promotion problem. A great many changes had taken place in the plywood industry in British Columbia while this product was "off the market" in Britain as far as the trade was concerned. Then too, plywood is a commodity with direct appeal to end users and one that normally reaches the consumer in the form and size shipped by the mill. A new generation of specifiers and end users had grown up in the long war and postwar interlude and Seaboard felt that it would have to introduce Douglas fir plywood to the market all over again.

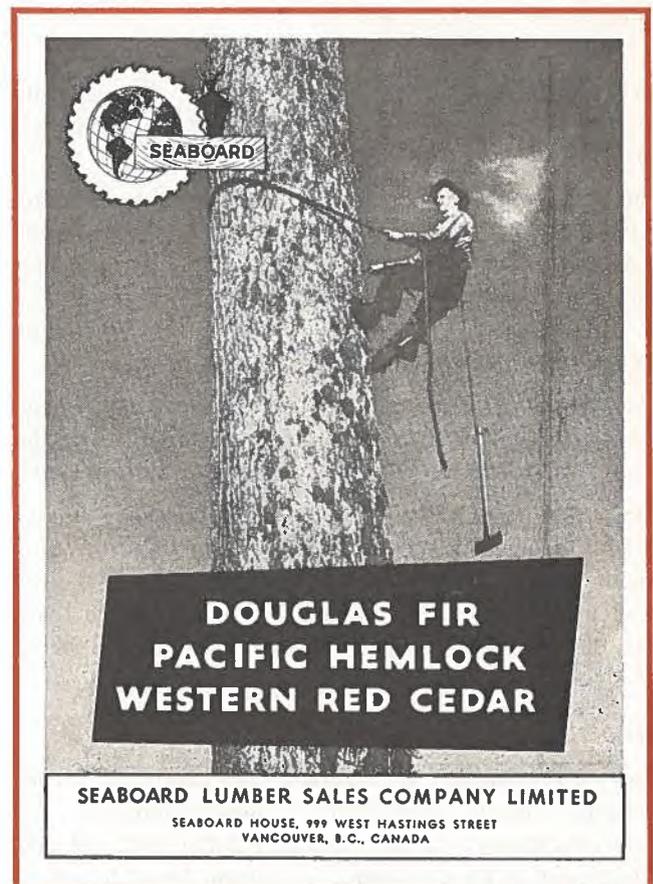
Before embarking on an advertising program for Douglas fir plywood in the United Kingdom, the first task was to carry out a personal survey of the market to ascertain the end uses for the various grades of British Columbia plywood. At the same time, a survey of advertising media was closely examined. We decided that the primary purpose of a plywood advertising program was to introduce and sell the merits of this product to the architects, engineers, contractors and potential end users. We found that importers and merchants were willing and able to lay in a stock; our problem was to create consumer demand.

In the first year following decontrol of Douglas fir plywood in the United Kingdom, Seaboard placed a

series of advertisements in specifier and end-user trade journals. The advertisements were made to perform an additional service through the insertion of a coupon in the layout inviting the reader to send for descriptive literature and samples. The coupon also served to measure the effectiveness of the media.

Our advertisements do not solicit direct inquiry. Readers are encouraged to contact their local plywood merchants or importers. A substantial stock of descriptive material and samples was set up in the office of a direct mailing service in the United Kingdom to take care of coupon requests quickly.

In preparing this plywood campaign, we used a somewhat more complicated procedure than for our trade journal advertising. A Canadian advertising agency, in consultation with us, developed all advertising layouts to the finished artwork stage, the media were selected here, and detailed schedules drawn up. Finished advertising layouts, together with advertising schedules, were then sent to a British advertising agency commissioned to see to the plate-making and the placing of these advertisements. Seaboard's sample and literature service was established to work



The advertisement is a vertical rectangular layout. At the top left, there is a circular logo containing a globe with the word "SEABOARD" written across it. The main visual is a black and white photograph of a person climbing a large tree trunk. Below the photograph is a dark rectangular box with white text listing wood types: "DOUGLAS FIR", "PACIFIC HEMLOCK", and "WESTERN RED CEDAR". At the bottom of the advertisement, there is a white rectangular box with black text: "SEABOARD LUMBER SALES COMPANY LIMITED", "SEABOARD HOUSE, 999 WEST HASTINGS STREET", and "VANCOUVER, B.C., CANADA".

Here is one example of the institutional type of advertising that Seaboard places regularly in British trade journals. Finished advertising layouts are sent from Vancouver to Seaboard's British advertising agent.

in conjunction with the plywood advertising campaign. It was administered through our London office under the direction of head office.

Currently we are engaged in our second year of Douglas fir plywood advertising in the United Kingdom, and have made some changes in emphasis as a result of the first year's experience. Journals which produced the greatest response are being given more attention and the advertisements are directed towards specific grades and end uses rather than a general introductory type extolling the properties of the product.

Practically all of Seaboard's overseas advertising is concentrated in the United Kingdom where we can

expect best results from our advertising and promotion campaigns.

Our advertising program is based on the principle of assisting our agents wherever possible. If there is any remote possibility that a proposed advertising program is likely to run counter to the wishes of our agents, we consult with them. In addition, although we do not insist upon it, we suggest to our agents that they follow up advertising campaigns with local campaigns of their own. We encourage our agents and importers to suggest ideas for promotion and advertising that appear likely to help their sales programs. ●

Point-of-Sale Campaigns

FRANK A. HEALY, *Manager, Office of Information, The House of Seagram Ltd.*

NO CANADIAN COMPANY is more concerned with export than Seagram's, which distributes its products to 103 markets throughout the world.

In building this widespread export business, Seagram Overseas Corporation, with its head office in Montreal, conducts advertising and public relations campaigns in many countries. In addition, it carries on a continuous program of trade development, including point-of-sale campaigns.

The methods used in these campaigns vary widely because of differences in culture and language in the various markets, but the basic principles are the same.

Before entering a foreign market, the company studies traditions and customs there, social practices, business methods and habits, feeling that the more it knows and understands a new market, the less chance there is of advertising or promotion material being ineffective.

Directed to "Carriage Trade"

Our V.O. whisky is generally considered a luxury product. High import duties, transportation costs, the rate of exchange of the Canadian dollar, etc., all add to its cost to the consumer, a problem faced by many Canadian exporters. Our promotion program therefore is aimed at the so-called "carriage trade"—those who can afford to buy the product.

Direct mail plays an important part. A special department in the company's head office conducts a continual direct mail program to key prospects in export markets, to retail outlets, and to distributors. Distributors are kept fully informed about the company's advertising and sales promotion programs and are given advice on new methods of merchandising and ways and means of increasing their sales.

Merchandising Tools Used

In retail outlets, special brand promotions are of major importance. Among the merchandising tools used are premium promotions, window displays, seasonal specials, counter signs, and back-bar strips. In many markets where retail outlets do not lend themselves to window displays as we know them, Seagram's uses outdoor advertising (usually small metal signs and decals) as close to the outlets as possible, sometimes attached to the building itself.

Wherever possible the themes carried by these point-of-sale items are designed to fit in with local and international advertising messages.

Careful research is carried out before new point-of-sale display material is produced. One of Seagram's most popular displays with distributors and retail outlets (see illustration) was designed as the result of a questionnaire sent to all our distributors asking for their ideas on a display piece best suited to their particular markets.

Their views disclosed such a difference of opinion that at first it appeared that the only solution would be



Typical of the wide variety of point-of-sale material which Seagram's uses in foreign markets is this interchangeable display. Note the three ways in which it can be set up. Final design incorporated suggestions received from distributors in response to a questionnaire.

the production of several displays. Some wanted one with a brand symbol, some with no brand symbol, some with the letters V.O. featured, some without the letters featured, and so on. Because costs prohibited making a number of displays, we developed a plastic one in six colours that was interchangeable enough to suit the wide range of ideas. It satisfied everyone.

JUNE 8, 1957

The company believes that a good slogan, repeated with regularity, is vital in the success of any sales campaign. Our slogan—*Honoured the World Over*—appears on the back label of the Seagram's V.O. bottle and is used whenever possible on all promotion material and literature.

In some export markets, of course, promotion campaigns develop a distinctive slogan of their own. A typical example is a *V.O. on the rocks* campaign carried out with considerable success in Latin American markets. A three-way tie-in between consumer advertising, retail merchandising and special premium offers was planned to hit the market at the same time. All the promotion was built around the *V.O. on the rocks* theme, using a distinct logo or style that quickly became recognized throughout the market.

A premium used in package stores consisted of a smartly-packaged gift of two *V.O. on the rocks* old-fashioned glasses—as illustrated in the advertisements—which the retailer presented to the customer when he purchased a certain amount of V.O. A sampling campaign to develop new business was planned, in which special prospects received a small flask of V.O. as well as the two *V.O. on the rocks* glasses.

All of Seagram's export promotion material carries the V.O. logo in the standard Seagram colours, blue and gold. Today in many markets throughout the world these Seagram point-of-sale items are recognized by their distinctive colour alone.

Search for New Methods

In the company's head office in Montreal, a large staff is constantly looking for new ways and means of sales promotion in virtually every market.

When it is suitable, material used in the Canadian domestic market is adapted; this reduces unit costs. Tearsheets of Canadian advertising accompany some direct mail to individual prospects.

The company's films of the annual Canadian Open Golf Championship for the Seagram Gold Cup are another example. These films are distributed to export markets throughout the world and are rapidly gaining in popularity. Apart from their public relations value, they create a favourable atmosphere for follow-up personal calls and direct mail promotion.

It all adds up to a well-thought-out campaign to maintain and develop sales and prestige for Seagram's V.O. Canadian whisky in the markets of the world. Like any successful promotion program it requires a knowledge of the market, careful planning and co-ordination with local distributors, and energetic follow-up under the guidance of company field representatives. ●



Commodity Notes

Australia

BUILDING BOARD—The first plant in Australia to turn waste from a timber mill into a valuable home-making material began production at Mt. Gambier, South Australia, in March. Output of the £300 thousand factory will be 1½ million super feet a year. Waste from a nearby pine timber mill provides the raw material, which is reduced to small chips, mixed with glue and pressed into a board varying in thickness from three-eighths of an inch to two inches. Its uses, like those of a veneer, include doors, wall partitions, fittings and furniture. The plant was made in Germany and a dozen German technicians have been brought out to launch the project and train local staff. A company spokesman said it was planned to establish similar plants throughout Australia, wherever there was sufficient waste to supply them—Melbourne, May 9.

Brazil

COCOA—Brazil had no difficulty in selling its 1956-57 cocoa crop. Sales up to mid-February amounted to 2.53 million bags and the 100 thousand bags carried over from 1955-56 were also disposed of. Less than 200 thousand bags remain to be sold before the start of the new mid-crop at the beginning of May. Prices, however, have been depressed by the large West African crop which has pushed world production well above demand. Since there are still large saleable supplies in West Africa, the marketing of the 1957-58 Temporao crop (May to August) may present difficulties should it again reach last year's 1.5 million bags—Sao Paulo, May 15.

COFFEE—The coffee market has remained firm in recent months and shipments have been satisfactory. In the first seven months of the current season (July/January) exports amounted to over 10 million bags compared with 9.8 million in the corresponding period of the 1955-56 season. Exports during the calendar year 1956 reached 16.8 million bags, compared with 13.7 million bags in 1955, the highest total in seven years. Stocks at the end of December 1956, excluding government holdings of 3.8 million bags, amounted to 8.1 million bags. Since new

registrations for the remainder of the season are not expected to exceed 2.7 million bags—bringing total registrations for 1956-57 to 12.7 million bags compared with 21.3 million bags for 1955-56—the market should continue strong to the end of the season on June 30. After that, however, supplies not only in Brazil but also in other producing countries should increase and prices may well become less favourable—Sao Paulo, May 15.

Finland

PULPWOOD—Finland's exports of pulpwood in 1956 amounted to 2.46 million cubic metres solid measure, as against 3.08 million in 1955, 2.15 million in 1954 and 1.32 million in 1953. Exports consisted mainly of whitewood. Finland's chief customer in 1956 was France which purchased 526 thousand cu. m., as against 447 thousand the previous year. Exports to West Germany decreased considerably, from 734 thousand cu. m. in 1955 to 491 thousand in 1956. Principal markets in 1956 were the Soviet Union, Belgium-Luxembourg, the Netherlands, East Germany and the United Kingdom, in that order—Stockholm, May 16.

India

TEA—India exported about 516 million lb. of tea in 1956 valued at Rs. 140.6 crores (approximately Can.\$280 million)—an all-time high in quantity and value. Exports in 1955 amounted to 363.8 million lb. valued at Rs. 112.7 crores (approximately Can.\$225.5 million). In 1956 Canadian imports of tea from India reached 22.6 million lb., compared with 16.3 million lb. in 1955, and the value rose from Rs. 5.4 crores (approximately Can.\$10.8 million) to Rs. 6.5 crores (approximately Can.\$13 million)—New Delhi, May 7.

Japan

PLASTICS—Japanese production of rigid PVC (polyvinyl chloride) piping—a mere 560 metric tons three years ago—is now running at better than 7,000

tons a year, and this expansion is expected to continue.

Of the present production (by eight plants), from 40-50 per cent is used for municipal water-piping; PVC pipes are rapidly replacing the conventional lead variety in water systems. About 30 per cent of the lead pipe has now been replaced by PVC pipe and this is expected to rise to 50 per cent in 1957. From 15-20 per cent of PVC pipe production is used in chemical plants.

Despite the growth of their business, PVC pipe manufacturers anticipate competition from polyethylene piping in the future, and most of them are going into production of this type as well—Tokyo, May 9.

Kenya

CANNED PINEAPPLE—Kenya's pineapple canning industry is worried about its overseas sales. For the first time since 1939 the United Kingdom, its principal market, is reported to be adequately supplied with canned fruits and buyers are purchasing only current needs. Consequently, canners state, unsold stocks are mounting to a dangerous level at a time when processing is at its peak. Last year exports to Great Britain exceeded \$2 million. The quality of Kenya pineapple is good and inquiries from Canadian importers would doubtless be welcome—Salisbury, May 6.

Netherlands

BEER—Netherlands beer production in 1956 amounted to 257 million litres, worth 178 million guilders, compared with 238 million litres worth 164 million guilders in 1955. Exports in 1956 totalled 72 million litres valued at 60 million guilders, a small increase over 1955 exports of 66 million litres valued at 55 million. Domestic beer consumption in 1956 amounted to 185 million litres as against 172 million litres in the previous year. An important aspect of the brewing industry to the Netherlands economy is its investment of tens of millions of guilders in hotels, cafés and restaurants, which earned some 200 million guilders in foreign currency in 1956—The Hague, May 14.

Pakistan

TEA EXPORTS—Effective from the commencement of the new tea season on April 1, 1957, the Government of Pakistan has decided to regulate the export of tea on a consignment basis. This measure is intended to encourage the sale of tea through the Chittagong auctions in order to stabilize prices and thus attract foreign buyers. It is also hoped that it will reduce the price of tea and the loss of foreign exchange which has resulted from consignment of

large quantities of tea to London by saving on brokerage, warehousing and handling charges.

Under the new regulation only a maximum quantity of 4.5 million pounds of tea will be consigned to London under certain conditions during the season. However, there will be no restriction on the export of tea against letters of credit to any destination—Karachi, May 8.

South Africa

DECIDUOUS FRUIT—The pack of deciduous fruit by the canning factories during the 1955-56 season totalled nearly four million cases compared with two million in 1950-51. Production is expected to show a further increase as new orchards come into bearing—Cape Town, May 10.

Spain

OLIVE OIL—Spain's olive oil production for the period 1956-57 will total approximately 360 thousand tons as against the below-average figure of 246,325 tons in 1955-56, caused by the calamitous frosts of February 1956. In spite of being the world's leading olive oil producer, Spain will have to import some 100 thousand tons of vegetable oils to meet home demands—Madrid, May 15.

United States

STEEL—Capacity of the iron and steel industry has risen nearly 70 per cent since 1947; capacity at the first of that year totalled 91.2 million net tons of ingots and steel and reached 133.4 million tons at the beginning of this year. Biggest producing states (1947 capacity in brackets) are Pennsylvania 35.8 million tons (26.8 million), Ohio 26.6 million tons (18.6 million), Indiana 16.4 million tons (11.1 million), Illinois 11.1 million tons (8.2 million), and New York 7.1 million tons (4.3 million). Other large producers are Michigan, Maryland and Alabama. Twenty other states are iron and steel producers—ranging from 3.3 million tons for California down to 45,000 tons for Mississippi—Detroit, May 20.

MIDWEST STEEL—A recent report emphasizes that the Midwest region will not decline as a steel-producing centre. Previously the rapid wartime depletion of high-grade Mesabi ores and the discovery of large deposits in Labrador and Venezuela led the experts to conclude that future expansion would be confined to coastal areas. Since then technological changes in the industry, the St. Lawrence Seaway, and record industrial expansion in the region assure the position of the Midwest steel industry—Detroit, May 20.

Turkey's Problems Continue

Strict import controls introduced in 1956 cut down the trade deficit but made for shortages, even of essentials. Current Canadian opportunities limited to procurements with ICA funds while shortage of foreign exchange continues.

A. B. BRODIE, *Commercial Secretary, Athens*

TURKEY'S ECONOMIC DIFFICULTIES which set in soon after the disastrous harvest of 1954 continued into last year. The 1956 crop year—the third consecutive one of relatively poor wheat yields—did not alleviate the already critical shortage of foreign exchange and the struggle against inflation. The trade deficit reached \$102 million, but this represented a considerable improvement over the 1955 figure of \$184 million. The free market rate of the Turkish lira has worsened and the list of shortages of many essentials, including coffee, is becoming longer and is proving disturbing to the Turkish people.

Import Controls Introduced

Turkey's vigorous import program was sparked by the Democratic Party between 1951-54 and aimed at providing capital equipment for various projects, including hydro-electric plants, sugar refineries, cement factories, and agricultural expansion. This program came to a sudden halt early in 1956. In an attempt to cut down the trade deficit and tackle Turkey's growing commercial debt, the Menderes Government introduced severe import controls and restricted certain proposed economic developments. It also announced stricter control of bank credit and a tighter

budget policy. The latter included the introduction of a special Treasury Tax on a wide range of imports which will be subject to a tax on the foreign exchange value (F.O.B. or C.I.F.) up to as high as 40 per cent. This tax, which went into effect on March 1, 1957, is expected to yield budget revenue of T£380 million (\$135.7 million).

Trade Deficit Cut Slightly

Severe cuts in Turkey's imports kept the 1956 trade deficit (as mentioned before) down to \$102 million. The principal supplying countries in order of importance during 1956 were West Germany, the United Kingdom, and the United States; Turkey's exports went principally to the United States, West Germany and the United Kingdom. The following trade statistics indicate the importance of tobacco and metals—in particular, chrome—in earning precious foreign exchange for Turkey during the past year:

	In millions of T£*	
	1956	1955
<i>Exports</i>		
Cereals	78.9	66.7
Tobacco	262.0	249.2
Cotton	73.9	128.1
Dried fruits	153.2	177.3
Seeds	11.4	6.1
Minerals (especially chrome)	127.9	108.4
Other	146.7	141.6
Total	854.0	877.4
<i>Imports</i>		
Machinery	286.9	349.6
Iron and steel	129.1	192.0
Means of transport	187.6	116.8
Fuel oil	100.6	118.2
Textiles and yarns	49.3	106.2
Chemicals and dyes	70.9	79.0
Other	316.2	431.6
Total	1,140.6	1,393.4

US\$1 = T£2.80

An agreement was signed during the latter part of 1956 between Turkey and the United States, under which some 600 thousand tons of cereals, valued at \$46.3 million, will be imported during the 1956/57 crop season. Payment will be made in Turkish liras. With the prospects of another mediocre crop, this tonnage could conceivably be increased over the next six months.

Canadian exports to Turkey during 1956 totalled under one million dollars and were restricted to those commodities which were included in United States International Co-operation Administration (ICA) procurements. Spare parts for farm implements, radio and wireless equipment, and plastics made up the bulk of this business. Exports of Turkish shelled filberts, figs, tobacco, and chrome to Canada totalled

almost \$750 thousand during the past year. Canada's current trade pattern with Turkey is unlikely to change within the foreseeable future and Canadian firms would therefore do well to concentrate on ICA procurements until Turkey's critical foreign exchange position shows some improvement. Long and short-term credits to Turkey are not recommended for the present.

Oil Production Becoming Important

Despite considerable criticism, the Menderes Government's industrial expansion has begun to realize important increases in certain phases of industry; the textile, cement and sugar industries are the most prominent. Sugar production has surpassed local consumption and some 10,000 tons were exported during the past year. Oil, a commodity which was virtually unknown in any quantity some ten years ago, may yet prove to be the key to Turkey's economic recovery. Up to September 1956, a total of 156 prospecting licences had been issued under the Petrol

Law of 1954 to three Turkish and nine foreign oil companies. The new Batman refinery, which is currently cracking oil from Turkish wells, produced about 52,500 tons of petrol, 16,000 tons of motor oil, 51,000 tons of asphalt and 138 thousand tons of fuel oil during 1956. This refinery will help to save between \$10 million to \$12 million in foreign exchange during 1957. (Oil imports before the Batman refinery started operations equalled almost \$45 million a year.) A new refinery is now being planned with the financial support of the four main oil suppliers in Turkey.

The policy of the Turkish Democratic Party on curbing further capital expansion within the country will undoubtedly give Mr. Menderes a better chance to take stock and detect any weak spots in his original 1950 industrial program. It will also help to cut the balance-of-trade deficit and the commercial debt. But foreign aid will be needed for a good time to come to pull Turkey through this difficult period and to keep her supplied with many essential commodities which she now lacks.



Angola

MOCAMEDES MODERNIZED—The new port of Mocamedes, which can accommodate ocean-going vessels and is equipped for bulk loading of ores, will be opened on May 28th. The port was constructed as part of southern Angola's program, which includes extension of the Mocamedes—Serpa-Pinto railway. The railway is expected to reach Serpa-Pinto, 770 km. from the sea, in 1958.

An iron ore deposit of excellent quality has been discovered near Cassinga in the south. This deposit is 90 km. south of Dondo which the railway will reach in July. From there a branch will be constructed to Cassinga. If offers by the Portuguese authorities are accepted by the Rhodesian Federation, the railway will be extended from Serpa-Pinto to the Rhodesian border. This would provide the mines of Northern Rhodesia with a direct outlet on the Atlantic—Leopoldville, May 10.

Transportation Notes

Denmark

SHIPS—At the end of 1956, 43 ships of 206,987 gross registered tons were under construction abroad for Danish shipping companies. At the same time, Danish shipyards were building 29 ships of 114,698 gross registered tons for domestic firms. Danish shipyards also had under construction five ships totalling 32,860 tons for foreign account. These included a 12,200-ton tanker for the United Kingdom, a 290-ton motor vessel for Norway, a motor vessel of 1,570 tons for the U.S.S.R., and two motor vessels totalling 18,800 tons for Sweden—Copenhagen, May 17.

Federation of Rhodesia and Nyasaland

RAILWAY TRAFFIC CONTROL SCHEME—Rhodesia Railways is to have what is believed will be the world's longest centralized traffic control system. Costing more than \$10 million, it is expected to be

completed by 1960 and will considerably step up the capacity of the single-line track. It will mean that the whole 1,246 miles of main line from Umtali in Southern Rhodesia to Ndola in Northern Rhodesia will be regulated from central control cabins. Apart from an estimated increase in revenue-earning capacity, the development will mean a considerable saving in staff and housing—Salisbury, May 14.

NEW SALISBURY AIRPORT—With the recent opening of a new terminal building, Salisbury can now boast one of the largest and most up-to-date airports in Africa. The total cost of the runways and buildings exceeded \$10 million. Seven international carriers now touch down in Salisbury and approximately 20,000 passengers are handled a month—Salisbury, May 14.

Israel

FLEET EXPANSION—Israel hopes to treble her merchant fleet to more than 600 thousand deadweight tons within the next few years, with the help of German reparations financing.

Thirteen vessels, aggregating 86,000 tons and valued at \$30 million, have already been received from West German shipyards; another eight ships, totaling 76,000 tons and costing \$25 million, are scheduled for delivery during 1957 within the framework of the Israeli-West German Reparations Agreement. Two 16,000-ton bulk carriers, costing \$3.5 million each, are expected later on. These additions should bring the merchant fleet to almost 300 thousand tons and complete the first stage of the expansion program.

In recent months new orders totalling \$70 million have been placed. It is believed that the bulk of these will be financed with reparations funds. Contracts signed cover 27 vessels aggregating 320 thousand tons and include five 20,000 deadweight ton tankers.

Once the program has been completed Israeli flag vessels should be able to carry one-half of the country's total trade—Athens, May 13.

DEVELOPMENT PLANS FOR EILAT—Since the opening of the Gulf of Aqaba to Israeli shipping, following the Sinai campaign, Israeli authorities have emphasized the speedy development of the small port of Eilat at the southernmost tip of the Negev to service trade with Africa and the Far East, as an alternative to the Suez route. The aim is to enable ships of up to 10,000 tons to unload directly onto the quay at Eilat, which is now restricted to ships of 4,000 tons.

Plans for making Eilat a deepwater port within three years, at a cost of \$20 million, have been drawn up in conjunction with the Director of the

Port of Le Havre. The jetty will be extended in several stages; the first section will be used almost immediately. No breakwater will be necessary since the bay at Eilat is sheltered. New housing and air-conditioned hotels are now being built, and public services are being improved to meet the needs of the rapidly increasing population at Eilat.

Complementing these port developments, the road linking Eilat with the north is being asphalted, and plans have been drawn up to extend the rail network, which now terminates at Beersheba, to the port of Eilat. About 105 miles of the new Eilat-Beersheba eight-inch oil pipeline (to supply half of domestic needs of 1.5 million tons a year) have been dug and over 40 miles of pipe laid. This pipeline will eventually link Eilat with Haifa. Oil storage tanks are being built in Eilat and Beersheba.

Freighters from East Africa are now arriving in the Bay of Eilat almost every week with cargoes of meats, hides, etc. The port will eventually be a good outlet to Asian customers for Dead Sea potash and salt, Negev phosphates, copper, clay and other minerals. However, communications between the sources of these raw materials and Eilat must be improved before such bulk goods can be exported regularly on a competitive basis.

Small consignments of goods destined for East African ports have already been transhipped overland via Haifa and Eilat, using rail connections as far as Beersheba and from there by road to the Red Sea port. Recent cargoes have included dried fruits from Cyprus and machinery and accessories from France and Italy.

In line with these developments, the establishment of two regular shipping lines—one to East Africa in co-operation with a French company and the other to the Far East—is being discussed—Athens, May 13.

Sweden

NEW HARBOUR—The Swedish mining concern LKAB is planning to build a new harbour to handle iron ore at Sandoklubb, a few miles southeast of Lulea in North Sweden. Construction will take three or four years and the total cost is estimated at \$20 million—Stockholm, May 15.

LARGE ORDER FOR TANKERS—The Uddevalle Shipbuilding Company of Sweden is reported to have received an order from the United States firm, Cities Service Company, for six tankers of 65,000 tons d.w. each, at a total cost of \$72 million. The tankers are 816 feet long and 116 feet wide, with a draught of 41 feet, three inches. Their speed will be 16½ knots with a full cargo of 556,300 barrels. The first delivery is scheduled for June 1959. These vessels will probably sail under the Liberian flag—Stockholm, May 15.



Trade and Tariff Regulations

Denmark

1956 GATT TARIFF CONCESSIONS—The concessions which Denmark granted in the tariff negotiations that were held under the auspices of the General Agreement on Tariffs and Trade at Geneva in 1956 came into force on April 15, 1957. A summary of concessions of principal interest to Canadian exporters, including those negotiated directly between Canada and Denmark, was published on page 21 of the June 9, 1956, issue of *Foreign Trade*.

Copies of a list showing in detail the principal concessions of interest to Canada granted by Denmark may be obtained from the International Trade Relations Branch of the Department.

India

STANDARDS FOR FOODS ESTABLISHED—The Ministry of Health of the Government of India has announced regulations concerning the standard of purity and quality of food imports and food for sale in India. These are given in the Prevention of Food Adulteration Act, 1954, and the Prevention of Food Adulteration Rules, 1945, as amended.

Under these laws a Central Food Laboratory has been established to analyze samples of food, to carry out investigations to fix standards of any articles of food, and to standardize methods of analysis. The qualifications and duties of public analysts and food inspectors are also outlined in the laws.

The Prevention of Food Adulteration Rules provide that no person shall manufacture, sell, stock, distribute or exhibit for sale except under a licence the following articles of food:

Milk or skimmed or separated milk; milk products, including cream; ghee; butter; charbi; edible oils; waste ghee; sweetmeats and savoury; aerated water; articles made of flour, including biscuits and other bakery products; any other article of food specified by notification.

The sale of the following admixtures is prohibited:

Cream not prepared from milk or containing less than 40 per cent of milk fat; milk containing any added water; ghee containing any added matter not exclusively

derived from milk fat; skimmed milk (fat extracted) as milk; a mixture of two or more edible oils as an edible oil; any article of food containing or prepared with artificial sweetener; turmeric containing any foreign substance.

Food resembling honey but which is not pure honey must not be marked honey. The sale or use for sale of admixtures of ghee or butter is prohibited. The addition of saccharin to articles of food must be mentioned on the accompanying label.

The addition to any article of food of a colouring matter, except those specified in the Rules, is prohibited. The wording or trade description on the labels on articles of food containing mixtures or blends or which are not pure is also prescribed. The proportion of certain preservatives in any food is not restricted; the use of others, as a mixture, is prohibited and is restricted to specified articles of food.

Standards of quality have also been defined for various articles of food including the following categories:

Non-alcoholic beverages; baking powder; starchy foods; beans; sweetening agents; coffee including caffeine; curry powder; edible fats; milk and milk products; margarine; tea; edible common salt; fruit products; vinegar; gelatin; mustard seed; poppy seed.

Complete information regarding the above is available from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

United States

TARIFF COMMISSION RULING ON CERTAIN JUTE FABRICS—On May 15, 1957, the United States Tariff Commission made public a report of its finding under the "escape clause" that certain jute fabrics, dutiable under paragraph 1008 of the Tariff Act, are not being imported into the United States in such increased quantities as to cause or threaten serious injury to the domestic industry

producing like or directly competitive products. The Commission, therefore, made no recommendation to the President for the withdrawal or modification of the tariff concession applicable to these fabrics. They will remain dutiable at the reduced rate of $\frac{1}{2}$ cent per pound as provided for pursuant to a concession granted in the General Agreement on Tariffs and Trade.

TARIFF COMMISSION TO INVESTIGATE IMPORTS OF CERTAIN ARTICLES CONTAINING BUTTERFAT—By direction of the President, the United States Tariff Commission was ordered on May 21, 1957, to investigate under section 22 of the Agricultural Adjustment Act to determine whether certain articles containing butterfat are being (or are practically certain to be) imported into the United States under such conditions and in such quantities as to render (or tend to render) ineffective or materially interfere with the price-support program for milk and butterfat undertaken by the U.S. Department of Agriculture, or to reduce substantially the amount of products processed in the United States from domestic milk and butterfat.

The articles with respect to which this investigation relates are articles containing butterfat, the butterfat content of which is commercially extractable, or which are capable of being used for any edible purpose for which products containing butterfat are used, *but not including the following:*

- (a) articles the import of which is restricted under quotas established pursuant to section 22 of the Agricultural Adjustment Act;
- (b) Cheeses the import of which is *not* restricted by quotas established pursuant to the said section 22;
- (c) Evaporated milk and condensed milk;
- (d) Products imported packaged for distribution in the retail trade and ready for use by the purchaser at retail for an edible purpose or in the preparation of an edible article.

A public hearing in this investigation will be held in the Tariff Commission Building, Washington, D.C., at 10 a.m. E.D.S.T. on June 11, 1957. Interested parties desiring to appear at the public hearing should notify the Secretary of the Tariff Commission at its offices at 8th and E Streets N.W., Washington, D.C., before June 8, 1957.

TARIFF COMMISSION TO INVESTIGATE IMPORTS OF RYE, RYE FLOUR AND RYE MEAL—By direction of the President, the United States

Tariff Commission on May 13, 1957, instituted an investigation under section 22 of the Agricultural Adjustment Act to determine whether rye, rye flour, and rye meal are practically certain to be imported into the United States after June 30, 1957, under such conditions and in such quantities as to render (or tend to render) ineffective or materially interfere with the price-support program undertaken by the U.S. Department of Agriculture, or to reduce substantially the amount of products processed in the United States from domestic rye. In this connection, a public hearing will be held in the Tariff Commission Building in Washington, D.C., beginning at 10 a.m. E.D.S.T. on June 3, 1957.

A proclamation of the President made under the authority of section 22 of the Agricultural Adjustment Act currently prescribes an absolute quota of 186 million pounds of rye, rye flour, and rye meal, which may be entered, or withdrawn from warehouse, for consumption during the 12-month period beginning July 1, 1956, of which not more than 15,000 pounds may be in the form of rye flour or rye meal. This 186 million-pound quota was divided so that not more than 182,280,000 pounds could be imported from Canada and not more than 3,720,000 pounds from all other countries. This investigation is being held to determine whether quotas should be maintained after the present restriction expires on June 30th of this year.

DUTY SUSPENSION ON METAL SCRAP CONTINUED—By Public Law 85-27, approved on April 25, 1957, metal scrap continues to be exempt from import duties and import taxes until June 30, 1958, with the proviso that this exemption shall not apply to lead, zinc or tungsten scrap, or to articles of these metals imported for remanufacture by melting.

ARTICLES FOR CHICAGO FAIR ADMITTED DUTY FREE—Public Law 85-29, approved on May 14, 1957, provides that any article which is imported from a foreign country for the purpose of exhibition at the Chicagoland Commerce and Industry Exposition from June 28 to July 14, 1957, or for use in constructing, installing, or maintaining foreign exhibits at the exposition, shall be admitted free of any customs duties or charges, under such regulations as the Secretary of the Treasury shall prescribe.

West Germany

FURTHER DOLLAR IMPORTS LIBERALIZED—Effective May 24, West Germany liberalized imports from dollar countries including Canada of goods coming under more than 500 tariff items. Full

details are not available at press time, but it is understood that the new measure covers exclusively non-agricultural products among which the following appear to be of interest to Canadian exporters: a large number of chemicals including all antibiotics, acetone, methyl alcohol and sulphonated hydrocarbons; crystallized egg albumen; refrigerators; leather footwear; zinc; some textiles; all asbestos

articles. As a result of this step, imports of the great majority of non-agricultural products into Germany from dollar countries are now liberalized.

Liberalized products may be imported into West Germany free from quantitative restrictions and without import licences. The complete list of liberalized items is expected to arrive in the Department shortly.

Coming to Canada on Business

THE INFORMATION about foreign business visitors given here is, to the best of our knowledge, accurate at the time of going to press. We cannot, however, accept responsibility for any changes in itineraries nor for cancellation of plans. This information is published as a service and in no way represents sponsorship or selection by the Department of Trade and Commerce. We cannot undertake to enter into correspondence about these visitors.

► from Belgium

R. HORRY, representing Bureau des Conseillers Commerciaux, Brussels, will arrive in Montreal on June 15 to open a Canadian office there. This is a private organization, with the objective of developing trade between Belgian and Canadian firms. Mr. Horry plans to make coast-to-coast tours from time to time on behalf of the Belgian firms he will represent. Interested businessmen can get in touch with him through the Belgian Consul-General in Montreal.

► from France

GASTON TERRAL, owner of French Trading Company, Paris, was expected in Montreal at the end of May. He plans to stay in Canada for several weeks to establish an office in Montreal through which Canadian buyers may purchase French merchandise. He would like to get in touch with Canadian companies who are interested in having a buying office in Paris make their purchases in Western Europe. His forwarding address is c/o France-Couture, 1420 Drummond St., Montreal.

► from Hong Kong

L. C. PU, assistant general manager, China Resources Co., Hong Kong, an official trading agency of the Government of Mainland China, will visit Canada

from the middle of May to the end of June. The purpose of his visit is to explore the market possibilities in Canada for Chinese goods and to become familiar with the types of Canadian goods available for export to his country. He will visit Toronto for seven days from June 12, and Quebec City and Ottawa for three days each, beginning on June 22 and June 26 respectively.

His forwarding addresses in Canada are the Toronto Board of Trade, Toronto; Quebec Board of Trade, Quebec City.

K. H. WONG, director, and H. G. STEINBERG, of T. O. Wong and Co. Ltd., Hong Kong, an import-export firm, have planned a visit to Canada scheduled to begin in Vancouver on May 15.

Purpose of their visit is to explore the market for a variety of Hong Kong and Mainland China products such as woollen gloves, rattanware, rubber footwear, watch bands, embroideries, slippers, and firecrackers. They are also interested in obtaining Canadian food products and manufactured goods to sell in Hong Kong.

Businessmen may contact them at the Board of Trade in Toronto for a period of two weeks from June 8 and the Board of Trade in Montreal for two weeks from June 23. Their forwarding address in Vancouver will be c/o Western Representative, Department of Trade and Commerce.

► from the United Kingdom

E. S. OBADIAH, managing director, ESOW Fabrics Ltd., Manchester, will visit Canada during June on his return journey from a tour of the Far East. He will investigate the market in Canada for his company's full range of cotton piece goods. He may be contacted through the offices of the United Kingdom Trade Commissioner in Vancouver, Edmonton, Winnipeg, Toronto, or Montreal.



Trade Commissioners on Tour

The following officers of the Trade Commissioner Service are at present on tour in Canada or will begin a tour shortly. The detailed itinerary for each is:

A. W. EVANS, Trade Commissioner in Cape Town, South Africa:

Toronto—June 6-14	Welland—July 4 (p.m.)
Montreal—June 17-24	Hamilton—July 5
Fredericton—June 25	Windsor—July 9
Saint John—June 26	Sarnia—July 10 (p.m.)
Halifax—June 28	London—July 11
Guelph—July 2	Brantford—July 12
Kitchener—July 3 (a.m.)	Victoria—July 15
Galt—July 3 (p.m.)	Vancouver—July 16-19
St. Catharines—July 4 (a.m.)	Winnipeg—July 22

G. F. G. HUGHES, formerly Commercial Secretary in Beirut, Lebanon:

Ottawa—June 10-14	Brantford—July 3
Toronto—June 17-28	London—July 4
Hamilton—July 2	Kitchener, Fergus—July 5

WILLIAM JONES, formerly Commercial Secretary for Canada in New Delhi, India:

Ottawa—June 6-14	Montreal—June 24-28
Toronto—June 17-21	

D. B. LAUGHTON, formerly Trade Commissioner in Port-of-Spain, Trinidad:

Oakville—June 12 (a.m.)	Saskatoon—July 2
Hamilton—June 12 (p.m.)—13	Edmonton—July 4 (p.m.)—5
Brantford—June 14	Calgary—July 8-9
Windsor—June 17	Vancouver—Aug. 26-30
Winnipeg—June 24-26 (a.m.)	Victoria—Sept. 3
Regina—June 28	

B. A. MACDONALD, formerly Commercial Counsellor in Bonn, West Germany:

Halifax—June 10-11	Black's Harbour—July 5
Sydney—June 12	Fredericton—July 8
Charlottetown—July 3	Quebec—July 9-12
Saint John—July 4	

D. A. B. MARSHALL, Commercial Counsellor (Agricultural) in London:

Edmonton—June 13-14	Regina—June 18
Saskatoon—June 17	Winnipeg—June 19-21

T. J. MONTY, Commercial Counsellor in Brussels, Belgium:

Quebec—June 10-11	Toronto—July 2-13
Montreal—June 12-28	

Businessmen who wish to see these officers should get in touch with the Board of Trade or Chamber of Commerce in the cities mentioned, with the following exceptions. In Toronto and Winnipeg, the Trade Commissioners make their headquarters at the offices of the Canadian Manufacturers Association; in St. John's, Ottawa and Vancouver, at the Department of Trade and Commerce; in Victoria, at the Department of Trade and Industry, and in Fredericton at the Department of Industry and Development.

Tours of Territory

C. E. BUTTERWORTH, Consul and Trade Commissioner in Sao Paulo, Brazil, will visit Curitiba, Joinville, Blumenau, Porto Alegre and Caxias do Sul from June 3-14.

P. T. EASTHAM, Assistant Trade Commissioner in Port-of-Spain, Trinidad, will tour British Guiana for approximately one week, beginning June 17th.

Businessmen who would like these officers to undertake assignments for them should get in touch with them at their posts as soon as possible. Mr. Butterworth can be reached through his office in Sao Paulo, and Mr. Eastham at Port-of-Spain.

foreign trade service abroad

*No Foreign Trade Officer at this post.

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

Territory	Officer	City Address	Mail and Cables, Office Telephone
Argentina	C. S. Bissett, Commercial Counsellor	Canadian Embassy, Bartolome Mitre 478, BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-8237
Argentina	W. F. Hillhouse, Agricultural Secretary		
Australia (Capital Territory, New South Wales, Queensland, Northern Territory) Dependencies	J. C. Britton, Commercial Counsellor for Canada H. S. Hay, Assistant Commercial Secretary	7th Floor, Berger House, 82 Elizabeth Street, SYDNEY	<i>Mail:</i> P.O. Box 3952 G.P.O. <i>Cable:</i> CANADIAN <i>Tel.:</i> BW 5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	T. G. Major, Commercial Counsellor for Canada	83 William Street MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> MU 4716
Austria Czechoslovakia, Hungary	R. K. Thomson, Commercial Secretary for Canada	Opernringhof, Opernring 1, VIENNA I	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Belgian Congo Angola, French Equatorial Africa	K. Nyenhuis, Canadian Government Trade Commissioner	Forescom Building, LEOPOLDVILLE 1.	<i>Mail:</i> Boîte Postale 373 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2706
Belgium Luxembourg	T. J. Monty, Commercial Counsellor K. G. Ramsay, Commercial Secretary J. R. Roy, Assistant Commercial Secretary	Canadian Embassy, 35 rue de la Science, BRUSSELS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 11-33-88
Brazil	V. L. Chapin, Commercial Secretary Commercial Secretary	Canadian Embassy, Edificio Metropole, Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164 <i>Cable:</i> CANADIAN <i>Tel.:</i> 42-4140
Brazil	C. E. Butterworth, Consul and Trade Commissioner G. F. Osbaldeston, Vice Consul and Assistant Trade Commissioner	Canadian Consulate, Edificio Alois, Rua 7 de Abril 252, SAO PAULO	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN <i>Tel.:</i> 36-6301
Ceylon	W. R. Van, Commercial Secretary	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens, COLOMBO	<i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Tel.:</i> 91341
Chile	L. D. Burke, Acting Commercial Secretary	Canadian Embassy, 6th Floor, Av. General Bulnes, 129, SANTIAGO	<i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Tel.:</i> 64189
Colombia Ecuador	W. B. McCullough, Commercial Counsellor A. P. Savard, Commercial Secretary	Canadian Embassy, Avenida Jimenez No. 7-25 Office 613, BOGOTA	<i>Airmail:</i> Apartado Aereo 3562 <i>Surface Mail:</i> Apartado 1618 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30-065
Cuba	G. A. Browne, Commercial Secretary	Canadian Embassy, Edificio Ambar Motors, Avenida Menocal 16, HAVANA	<i>Mail:</i> Apartado 1945 <i>Cable:</i> CANADIAN <i>Tel.:</i> UO-9457

Territory	Officer	City Address	Mail and Cables, Office Telephone
Denmark Greenland, Poland	C. F. Wilson, Commercial Counsellor	Canadian Embassy 4 Trondhjems Plads, COPENHAGEN	<i>Mail:</i> (City address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Tria 1602
Dominican Republic Puerto Rico	M. B. Bursey, Commercial Counsellor	Canadian Embassy, Edificio Copello 408, Calle El Conde, CIUDAD TRUJILLO	<i>Mail:</i> Apartado 451 <i>Cable:</i> CANADIAN <i>Tel.:</i> 5318
Egypt Aden, Sudan, Cyprus, Ethiopia, Saudi Arabia, Yemen	D. S. Armstrong, Commercial Secretary	Canadian Embassy, 6 Sharia Rouston Pasha, Garden City, CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Tel.:</i> 23110
France Algeria, French West Africa, Morocco, Tangier, Tunisia	R. Campbell Smith, Commercial Secretary for Canada A. L. Neal, Attaché J. H. Bailey, Commercial Secretary	3 rue Scribe, PARIS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> OPEra 42-30
Germany Federal Republic	Commercial Counsellor S. G. Barkley, Commercial Secretary M. B. Blackwood, Assistant Commercial Secretary	Canadian Embassy, 22 Zitelmannstrasse, BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Bonn 21971
Germany	E. H. Maguire, Consul	Canadian Consulate, 69 Ferdinandstrasse, HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 326149
Greece Israel, Turkey	A. B. Brodie, Commercial Secretary	Canadian Embassy, 31 Vassilissis Sophias Ave., ATHENS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 74044
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. W. Richardson, Canadian Government Trade Commissioner Assistant Trade Commissioner	5a Avenida Sud, 10-68 GUATEMALA CITY	<i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Tel.:</i> 5590
*Haiti	Chargé d'Affaires, a.i. and Consul	Route du Canape Vert, St. Louis de Turgeau, PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
Hong Kong Formosa, Cambodia Laos, Vietnam, Macao	C. M. Forsyth-Smith, Canadian Government Trade Commissioner W. M. Miner, Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg., HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Tel.:</i> 28336
India	Commercial Secretary J. H. Nelson, Assistant Commercial Secretary	Office of the High Commissioner for Canada, 4 Aurangzeb Road, NEW DELHI	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Tel.:</i> 40191
India Goa	T. F. Harris, Canadian Government Trade Commissioner G. F. Mintenko, Assistant Trade Commissioner	Gresham Assurance House, Mint Road, BOMBAY	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Tel.:</i> 32968
Indonesia	J. E. P. Lancaster, Commercial Secretary	Canadian Embassy, Djl. Budi Kemuliaan No. 6, DJAKARTA	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Gambir 499
Ireland	H. A. Gilbert, Commercial Secretary for Canada	66 Upper O'Connell St., DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 861-951

Territory	Officer	City Address	Mail and Cables, Office Telephone
Italy Libya, Malta, Yugoslavia	S. G. MacDonald, Commercial Counsellor	Canadian Embassy, Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 861-951
Italy	K. F. Osmond, Commercial Secretary (Fisheries)		
Jamaica Bahamas, British Honduras	H. E. Campbell, Canadian Government Trade Commissioner	Barclays Bank Building, King Street, KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2858
	M. S. Strong, Assistant Trade Commissioner		
Japan Korea	J. L. Mutter, Commercial Counsellor	Canadian Embassy, Tokyo	<i>Mail:</i> Canadian Embassy <i>Cable:</i> CANADIAN <i>Tel.:</i> 48-4116
	W. G. Pybus, Commercial Secretary		
Lebanon Iraq, Jordan, Persian Gulf Area, Syria	C. O. R. Rousseau, Commercial Secretary	Canadian Legation, Alpha Building, Rue Clemenceau, BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30794
Mexico	C. J. Van Tighem, Commercial Counsellor	Canadian Embassy, Edificio Internacional, Paseo de la Reforma, No. 1, Piso 13, Mexico 1, D. F.	<i>Mail:</i> Apartado 126-Bis <i>Cable:</i> CANADIAN <i>Tel.:</i> 46-99-00
	A. A. Lomas, Assistant Commercial Secretary		
Netherlands	B. C. Butler, Commercial Counsellor	Canadian Embassy, Sophialaan 5-7, THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 18-51-06
	W. R. Hickman, Assistant Commercial Secretary		
New Zealand Fiji, Western Samoa	L. S. Glass, Commercial Counsellor	Office of the High Commissioner for Canada, Government Life Insurance Bldg., WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Tel.:</i> 70-644
	J. MacNaught, Assistant Commercial Secretary		
Norway Iceland	J. C. Depocas, Commercial Counsellor	Canadian Embassy, Fridtjof Nansens Plass 5, OSLO	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-30-80
Pakistan Afghanistan, Iran	H. J. Horne, Commercial Secretary	Office of the High Commissioner for Canada, Hotel Metropole, Victoria Rd., KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Tel.:</i> 5826
	J. D. Blackwood, Assistant Commercial Secretary		
Peru Bolivia	D. H. Cheney, Commercial Secretary	Canadian Embassy, Edificio Boza, Carabaya 831, Plaza San Martin, LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Tel.:</i> 72760
Philippines	H. L. E. Priestman, Consul General and Trade Commissioner	Canadian Consulate General, Ayala Building Juan Luna Street MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Tel.:</i> 3-33-35
	W. J. Jenkins, Vice Consul and Assistant Trade Commissioner		<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 53117
Portugal Azores, Cape Verde Islands, Madeira, Portuguese Guinea	Richard Grew, Commercial Counsellor	Canadian Embassy, Rua Marques de Fronteira No. 8—4° D° LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 53117
Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	W. J. Millyard, Canadian Government Trade Commissioner	Offices 110-113, Central Africa House, Corner First St./Gordon Ave., SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 26571

Territory	Officer	City Address	Mail and Cables, Office Telephone
Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	M. P. Carson, Canadian Government Trade Commissioner W. G. Huxtable, Assistant Trade Commissioner	Room E-3, Union Building, SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30631-2
South Africa (Natal, Transvaal, Orange Free State), Madagascar, Mauritius, Mozambique, Reunion	K. F. Noble, Canadian Government Trade Commissioner I. V. Macdonald, Assistant Trade Commissioner	Mutual Building, Harrison Street, JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 33-2628
South Africa (Cape Province), St. Helena, Southwest Africa	Canadian Government Trade Commissioner	602 Norwich House, The Foreshore, CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart, Commercial Counsellor	Canadian Embassy, Edificio Espafia, Avenida de Jose Antonio 88, MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Tel.:</i> 47-54-00
Sweden Finland	A. P. Bissonnet, Commercial Secretary	Canadian Embassy, Strandvagen, 7-C, STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Tel.:</i> 67-92-15
Switzerland	B. I. Rankin, Commercial Counsellor N. W. Boyd, Assistant Commercial Secretary	Canadian Embassy, Kirchenfeldstrasse 88, BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 4-63-81
Trinidad Barbados, Windward and Leeward Islands, British Guiana, Dutch Guiana, French Guiana, French West Indies, Guadeloupe, Martinique	R. W. Blake, Canadian Government Trade Commissioner P. T. Eastham, Assistant Trade Commissioner	Colonial Building, 72 South Quay, PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Tel.:</i> 34787
United Kingdom (South of England, East Anglia, Scotland), British West Africa (Gambia, Gold Coast, Nigeria, Sierra Leone)	H. L. Brown, Commercial Counsellor G. H. Rochester, Commercial Counsellor (Timber) D. A. B. Marshall, Commercial Counsellor (Agricultural) T. M. Burns, Commercial Secretary	Office of the High Commissioner for Canada, Canada House, Trafalgar Square, LONDON, S.W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING <i>Tel.:</i> Whitehall 8701 <i>Cable:</i> TIMCOM
United Kingdom (Midlands, North England, Wales)	Canadian Government Trade Commissioner	Martins Bank Building, Water Street, LIVERPOOL	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Central 0625
United Kingdom (Northern Ireland)	H. A. Gilbert, Canadian Government Trade Commissioner	36 Victoria Square, BELFAST	<i>Mail:</i> (City Address) <i>Tel.:</i> 21867
United States Delaware, Maryland, Virginia, West Virginia	R. G. C. Smith, Minister (Commercial) Dr. W. C. Hopper, Agricultural Counsellor W. A. Stewart, Assistant Commercial Secretary D. H. Burns, Assistant Agricultural Secretary	Canadian Embassy, 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> DEcatur 2-1011

Territory	Officer	City Address	Mail and Cables, Office Telephone
United States (Connecticut, New Jersey, Pennsylvania, New York), Bermuda, Liberia	S. V. Allen, Deputy Consul General (Commercial) C. R. Gallow, Consul and Trade Commissioner H. E. Lemieux, Consul and Trade Commissioner	Canadian Consulate General, 620 Fifth Ave., NEW YORK CITY 20	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Tel.:</i> JUdson 6-2400
United States (Massachusetts, Maine, Rhode Island, Vermont, New Hampshire)	F. B. Clark, Consul and Trade Commissioner	Canadian Consulate General, 532 Little Building, 80 Boylston Street, BOSTON 16	<i>Mail:</i> (City Address) <i>Tel.:</i> HANcock 6-4320
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	R. F. Renwick, Consul and Trade Commissioner	Canadian Consulate General, 1412 Garland Building, 111 North Wabash Avenue, CHICAGO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> RANdolph 6-6033
United States (Michigan, Ohio)	M. J. Vechslar, Consul and Trade Commissioner Vice Consul and Assistant Trade Commissioner	Canadian Consulate, 1139 Penobscot Building, DETROIT 26	<i>Mail:</i> (City Address) <i>Tel.:</i> WOODward 5-2811
*United States California (the ten southern counties), Clark County in Nevada, Arizona, New Mexico.	Consul General	Canadian Consulate General, 510 West Sixth Street, LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Tel:</i> VANdike 2233
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	A. A. Caron, Consul and Trade Commissioner	Canadian Consulate General, 215-217 International Trade Mart NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> RAYmond 2136
*United States California, (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General, 3rd Floor, Kohl Building, 400 Montgomery Street, SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Tel.:</i> SUTter 1-3039
*United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General, The Tower Building, Seventh Avenue at Olive Way SEATTLE 1, Washington	<i>Mail:</i> (City Address) <i>Tel.:</i> MUTual 3515
Uruguay Paraguay Falkland Islands	C. B. Birkett, Commercial Counsellor	Canadian Embassy, No. 1409 Avenida Agraciada, Piso 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Tel.:</i> 96096
Venezuela Netherlands Antilles	R. E. Gravel, Commercial Secretary W. G. Brett, Assistant Commercial Secretary	Canadian Embassy, Edificio Pan American, Avenida Urdaneta, Puente Urapal, Candelaria, CARACAS	<i>Mail:</i> Apartado 3306 <i>Cable:</i> CANADIAN <i>Tel:</i> 54-3431

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversions into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are *not* included in the table.

For conversion to United States dollar equivalent multiply by 1.047806

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent May 24	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Official	.05302	18.86	(1)
		Free	.02424	41.25	
Austria	Schilling		.03671	27.24	
Australia	Pound		2.1305	.4694	
Belgium, Belgian Empire and Luxembourg	Franc		.01896	52.74	
Bolivia	Boliviano	Free	.0001279	7818.6	(17)
British West Indies	Dollar		.5548	1.802	(2)
	Pound		2.663125	.3755	(3)
	Dollar	British Honduras	.6658	1.502	
Brazil	Cruzeiro	Effective selling*			
		*Category I	.01550	64.52	*April 30 (4)
		Category II	.01128	88.63	
		Category III	.00892	112.11	
		Official buying	.052	19.24	(5)
Burma	Kyat		.2004	4.99	
Ceylon	Rupee		.1997	5.008	
Chile	Peso	Free	.001640	609.76	(15)
Colombia	Peso	Basic			(7)
		Free*	.1528	6.54	*May 23
Costa Rica	Colon	Official	.1700	5.88	
		Controlled free	.1437	6.96	
Cuba	Peso		.9544	1.05	tax 2% (4)
Czechoslovakia	Koruna		.1325	7.55	
Denmark	Krone		.1382	7.24	
Dominican Republics	Peso		.9544	1.05	
Ecuador	Sucre	Official	.06363	15.72	
		Free	.05350	18.69	
Egypt	Pound	Official	2.7405	.3649	(6)
El Salvador	Colon		.3818	2.62	
Fiji	Pound		2.3992	.4168	
Finland	Markka		.004149	241.02	
France, Monaco and North Africa	Franc		.002727	366.70	(8)
French Colonies in Africa	Franc		.005454	183.35	(9)
French Pacific	Franc		.01500	66.67	(10)
Germany	D Mark		.2272	4.40	
Greece	Drachma		.03181	31.44	
Guatemala	Quetzal		.9544	1.05	
Haiti	Gourde		.1909	5.24	
Honduras	Lempira		.4772	2.10	
Hong Kong	Dollar	Free*	.1520	6.58	*May 17
		Official	.1664	6.01	
Iceland	Krona	Official	.05860	17.06	(6) (11)
India	Rupee		.1997	5.008	
Indonesia	Rupiah	Basic	.08404	11.90	(12)
Iran	Rial	Certificate	.0126	79.37	
Iraq	Dinar		2.6723	.3742	
Ireland	Pound		2.6631	.3755	
Israel	Pound		.5302	1.89	
Italy	Lira		.001512	652.74	
Japan	Yen		.002651	377.22	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent May 24	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free	.2982	3.35	
Mexico	Peso		.07635	13.10	
Netherlands	Florin		.2493	4.01	
Netherlands Antilles	Florin		.5023	1.99	
New Zealand	Pound		2.6631	.3755	
Nicaragua	Cordoba	Effective buying	.1446	6.92	
		Official selling	.1353	7.39	
Norway	Krone		.1336	7.49	
Pakistan	Rupee		.1997	5.008	
Panama	Balboa		.9544	1.05	
Paraguay	Guarani	Official	.01591	62.85	(6) (13)
Peru	Sol	Certificate	.05023	19.91	
Philippines	Peso		.4772	2.10	
Portugal & Colonies	Escudo		.03331	30.02	(14)
Singapore & Malaya	Straits dollar		.3107	3.22	
Spain & Dependencies	Peseta	Controlled free	.02272	44.01	
Sweden	Krona		.1845	5.42	
Switzerland	Franc		.2227	4.49	
Syria	Pound	Free	.2667	3.75	
Thailand	Baht	Free	.04628	21.61	(6)
Turkey	Lira		.3408	2.93	(6)
Union of South Africa	Pound		2.6631	.3755	
United Kingdom	Pound		2.663125	.375499	
United States	Dollar		.954375	1.047806	
Uruguay	Peso	Free	.2293	4.36	
		Basic buying	.6281	1.59	(6)
		Principal selling	.4545	2.20	(16)
Venezuela	Bolivar		.2849	3.51	
Yugoslavia	Dinar		.003181	314.37	(6)

*Latest available quotation date.

notes

1. Argentina: additional rates result from exchange retentions on export proceeds and surcharges on imports.
2. Barbados, Trinidad, Tobago, Leeward and Windward Islands, British Guiana.
3. Bahamas, Bermuda, Jamaica.
4. Tax of 10 per cent affects selling (import) rates only. Tax is based on official rate, and is therefore 1.88 cruzeiros per U.S. dollar.
5. Brazil: currency certificates auctioned for five import categories. Effective selling rate is official rate of 18.82 to U.S. dollar plus price of certificate. Exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 48.64 cruzeiros per U.S. dollar, depending on product. Three rates shown cover bulk of transactions for auction.
6. Additional rates are in effect.
7. Colombia: stamp taxes of 10, 40, 60, and 90 per cent on imports depending on essentiality. The free rate applies to minor exports and less essential imports.
8. Includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
9. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
10. New Caledonia, New Hebrides, Oceania.
11. Iceland: special selling rate applies to certain designated commodities.
12. Indonesia: basic rate applies to most exports and a few essential imports. Purchase of exchange for other imports is subject to surcharge of 50, 100, 200 and 400 per cent depending on products.
13. Official rate applies to exports and essential imports. For non-essential imports there is a surcharge of 25 guaranis per U.S. dollar.
14. Portugal: approximately same rate for Portuguese Territories in Africa.
15. Chile: free rate applies to exports and to imports, except prohibited imports. Chilean importers must deposit local currency in amounts ranging from 5 to 200 per cent, depending on product, prior to shipment of goods.
16. Certain essential imports are subject to a fixed rate of 2.10 pesos per U.S. dollar, and no longer require import permits. Other imports are subject to the free rate, and are under quota. Exports are subject to a variety of rates according to the product. Exports will be divided into eleven categories for exchange rate purposes. Depending on the product, the export rates which will apply range from 100 per cent of the free rate to 100 per cent of the basic export rate of 1.519 pesos per U.S. dollar.
17. Bolivia: Since December 15, 1956, a unified fluctuating free rate has been in effect. The official rate has little application.



Businessman's Bookshelf

United States Imports and World Trade—1957

Oxford University Press. 169 pages. \$3.25.

THIS STUDY OF FUTURE DEVELOPMENT in United States imports is an extension of the Paley Commission findings of 1950. Primarily it attempts to convert the Paley Estimates for 1975—"a symbolic year"—(which were estimates of the likely future volume of U.S. imports) into dollar terms, and then to examine the probable impact of these estimates on the financial structure of world trade and the "so-called dollar problem".

Mr Aubrey clearly demonstrates that the Paley Estimates have been dated by recent developments and that the 1950 projections of the Commission are, in consequence, low. No one will question either the value of Mr. Aubrey's contribution to a most important subject or his main thesis, but reservations about the value of statistical estimates in an unstable world remain as applicable to Mr. Aubrey's work as to that of the Paley Commission. Such reservations, however, in no way detract from the interest of the book. It is admirably reasoned and documented, and the commodity studies which form Part II provide an indispensable guide to anyone concerned with the future of American imports, whether he is a businessman or professional economist.

Published by: Oxford University Press, 480 University Avenue, Toronto 2, Canada.

It Happens in Great Britain and in Ireland

Edited by Arthur Dunevein. 125 pages. 7/6.

THE VISITOR TO THE BRITISH ISLES who wants to make every minute of his trip count should invest in this useful little book, study it carefully, and slip it into his hand luggage. Not only does it tell him what is going on from May to October—from royal appearances to exhibitions, to music festivals, to all kinds of sporting events—but also how to reach the particular place. It begins with a list of "Royal Occasions", information on the country houses open

to inspection, the hours, and the charges, and details about interesting features around London. Each month begins with a list of highlights, there's a full listing for each day (Sundays are included in the highlights), plus directions on how to get to the right spot.

Order from: Westprint (London) Ltd., 47 Essex Street, Strand, London, W.C. 2.

The South American Handbook—1956-57 Edition

Edited by Howell Davies. 862 pages. \$2.50.

HERE IS THE ESSENTIAL COMPANION for the South American traveller, whether he undertakes a business or a pleasure trip. The general introduction gives a brief geographical and historical sketch of the entire area—including Mexico, the West Indies, and Central America. This is followed by more detailed travel information—the best seasons and routes to take, language and clothing requirements, health and baggage precautions, and some basic Spanish and Portuguese words. This same pattern, greatly expanded, is followed for the most part in the sections dealing with individual countries. For Colombia, for instance, the description of the people, the climate, the communications system, the level of education, and the type of government is succeeded by information on the principal cities and towns, their hotels, restaurants, and special attractions. There is, in addition, a concise review of the Colombian economy and a section on information for visitors, covering such things as passport regulations, the cost of living, currency, etc.

Especially full are the chapters on Brazil and Argentina. An eight-page sectional map in colour and numerous sketch maps of particular areas serve to clarify the text. On the whole, it is hard to imagine a more useful volume for the prospective South American visitor.

Order from: The H. W. Wilson Co., 950-972 University Avenue, New York 52, New York.