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foreign trade

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COVER These "gauchos" taking time out for a cigarette are a common sight in Rio Grande do Sul, one of Brazil's three southern states, which raises millions of head of cattle. The article on page two discusses the market in this southern area—a difficult one to enter at the moment, but full of promise for the future.



In Paraná, a farm labourer demonstrates the traditional method, still employed, of screening coffee beans to sift out foreign matter. Paraná has become a substantial coffee producer and its port, Paranagua, ranks second only to Santos, in Sao Paulo, as an exporter of coffee.

G. F. OSBALDESTON, *Vice Consul and Assistant Trade Commissioner, São Paulo.*

THE DEVELOPMENT OF the State of São Paulo has been so spectacular that it has overshadowed the progress being made in the southern states of Brazil. Many foreign firms, indeed, have come to look on São Paulo as *the* Brazilian market.

This idea has grown over the past four years because the foreign exchange controls have made it necessary for foreign exporters to concentrate on the São Paulo market. At the present São Paulo is serving as an entrepôt for the southern states. This situation could change with the introduction of the new foreign exchange control system which is expected this year.

The Southern States

- *Paraná*—This state has made astonishing progress in the last few years; its population has risen from 1,236,276 in 1940 to 2,967,000 in 1956. This growth has been accompanied by a large increase in agricultural production: between 1945 and 1951 the area under cultivation almost doubled to 1.6 million hectares. Coffee and cereals are the main crops, but Paraná grows substantial crops of beans, corn, rice and potatoes and is the major producer of Parana pine.

BRAZIL . .

Curitiba, the capital of the state, is the only large city, with slightly over 200 thousand people. It is situated on a plateau 3,000 feet above sea level and some forty kilometres from its port, Paranagua. Paranagua is the second largest coffee-exporting port in Brazil, ranking after Santos. It also handles large exports of maté, pine, plywood, hides, bananas, earthenware and paper. Twenty-eight shipping lines call regularly.

- *Santa Catarina* is a state of small land holdings. The principal crops are wheat, rye, tobacco, beans and rice. It has extensive forestry operations and produces over one-half of all Brazilian coal.

The most important cities are Joinville and Blumenau which each have a population of approximately forty thousand. Joinville is connected with the port of São Francisco do Sul by a canal system that can handle 500-ton coastal vessels. Blumenau has rail and road connections with its port of Itajai which is the most important port of the State. These two ports handle over 90 per cent of state imports and exports by water.

Joinville and Blumenau are both industrialized and have large textile and steel-fabricating plants. There are a number of other cities spread throughout the state with populations of over thirty thousand, but Joinville and Blumenau act as the distribution centres.

- *Rio Grande do Sul* is by far the most important of the three southern states. Its distribution centre is Porto Alegre, a well-equipped freshwater port with a population of some 500 thousand. It is rapidly becoming one of the most up-to-date cities in Brazil, with skyscrapers, new buildings and roads springing up on all sides.

Rio Grande do Sul produces over three-quarters of Brazil's wheat as well as a fifth of its rice. Its ranches support over ten million head of cattle, eight million sheep and four million swine. Nearly all of Brazil's wool comes from this state. According to the industrial census of 1950, Rio Grande do Sul had the second largest number of industrial firms of any state in the Union. With its 13,361 establishments it ranked next to São Paulo's 24,519.

the market in the south

Many foreign exporters fail to explore sales openings in Brazil's three southern states. The new foreign exchange laws expected this year may make this area a more attractive market, and Canadian businessmen might well keep in touch with developments there.

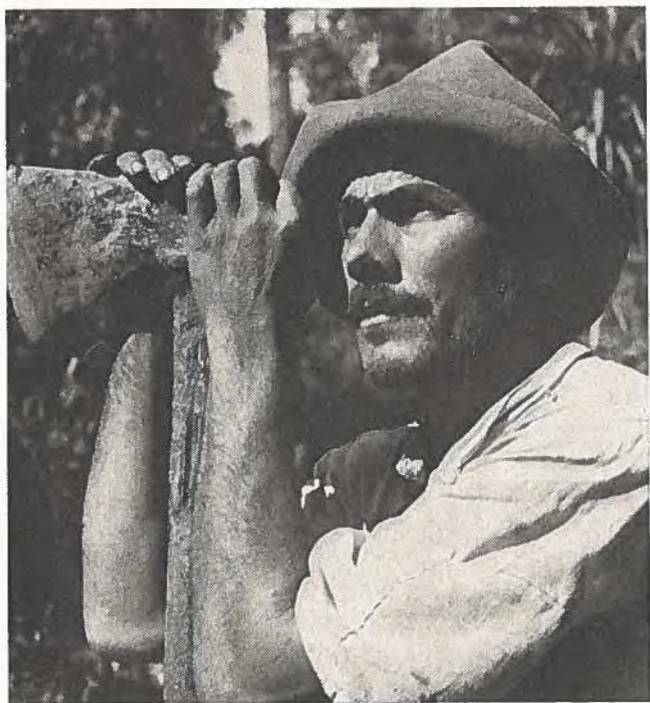
The greatest obstacles in the development of the southern states are the lack of power and of proper transportation facilities.

One of the reasons for São Paulo's prominent industrial position can be seen from the following table:

	Number of power plants	Installed capacity in kw., as at December 31, 1955		
		Thermal	Hydro	Total
São Paulo	237	265,999	991,129	1,257,128
Parana	76	21,881	47,338	69,219
Santa Catarina	98	13,444	45,393	58,837
Rio Grande do Sul	339	87,094	24,800	111,894

All of the southern states have plans for improving the supply of electrical power but it will remain a major problem for at least the next ten years.

The following table illustrates the paucity of transportation facilities in the southern states compared with São Paulo.



APRIL 27, 1957

RAILROADS IN SERVICE 1955

	Length in miles	per 1,000 square miles
São Paulo	4,723	46
Parana	1,046	13
Santa Catarina	882	23
Rio Grande do Sul	2,348	21

ROADS IN SERVICE 1955

	Length in miles	per 1,000 square miles
São Paulo	56,922	575
Parana	17,996	225
Santa Catarina	17,054	448
Rio Grande do Sul	21,396	189

Each of these states has laid out ambitious programs but the elimination of the problem will take many years.

Size of the Southern Market

Considered individually, none of the southern states can compare with São Paulo as a market, but collectively Paraná, Santa Catarina and Rio Grande do Sul represent a market equal to approximately 50 per cent of that offered by São Paulo. The following points tend to support this surprisingly high estimate.

- The southern states have a combined population of 9,601,000 compared with São Paulo's 10,585,000.
- Their state incomes (wages and salaries, profits, interest, rents and agricultural production) during 1955 totalled Cr.\$166,260 million compared with São Paulo's Cr.\$188,021 million.
- They had 22,088 industrial establishments in 1950 compared with São Paulo's 24,519. São Paulo has, of course, considerably exceeded this figure now.
- They imported through their ports from abroad in 1955 a total of 1,547,329 tons compared with São Paulo's 6,488,487 tons.

A typical lumberman in the state of Paraná, where large tracts of forest produce the well-known Paraná pine. In 1955 Brazil exported over 780 thousand metric tons of lumber; much of it represented timber grown in the South.

- A total of 12 per cent of the working population over ten years of age was employed in the extractive and manufacturing industries in 1950, compared with 20 per cent in São Paulo.

- They had an average 60.8 per cent literacy rate in 1950 compared with São Paulo's 65.4 per cent.

When these three states are considered on the national plane, we find that they produce a far greater proportion of the major Brazilian agricultural crops than their population leads one to expect. The industrial production of the southern states and São Paulo is certainly more advanced than that of any other comparable area in Brazil, such as the northwest or the central states.

If the three southern states and São Paulo are considered as a unit, one finds that in 1950 nearly one-half of all industrial plants in Brazil were located in this area and that nearly one-half of all the cultivated lands were to be found there. This is remarkable because this area represents less than one-tenth of Brazil's land mass and contains only one-third of its population.

Difficult to Sell Direct

At the present time it is difficult to sell directly to these markets. This situation exists mainly because of the present exchange control system. Portions of dollar and other foreign exchange for payment of imports are allocated by the Bank of Brazil for weekly auction at public stock exchanges in the principal cities. On the basis of states, São Paulo receives 30 per cent, Paraná 4 per cent, Santa Catarina 1 per cent, and Rio Grande do Sul 10 per cent. Therefore, the three southern states are allotted only 50 per cent of that given to São Paulo.

In addition, it is possible for firms in one state to purchase exchange certificates in other states. The São Paulo firms avail themselves of this opportunity and thereby reduce the amount of exchange taken up by the southern firms.

The reason that the São Paulo firms do this more frequently than firms in other states is that they have the resources to finance the payment of the exchange premiums or "agios". The southern firms do not have comparable resources.

São Paulo import firms are usually larger and devote a great deal of time to the study of agio fluctuations and the procuring of bids from literally every available source. Most southern firms are simply not large enough to undertake this task, nor to take the risk that when, for example, they have purchased goods at an agio of Cr.\$80,00, the next week the agio will have fallen and their competitors can purchase the same

product for an agio of Cr.\$65,00—leaving them hopelessly outpriced.

Selling through São Paulo

For these reasons, it has become common practice for southern firms to buy from São Paulo importers as the goods are required. It eliminates the prior payment of the agio and the tying up of capital and also reduces the possibility of ending up with high-cost goods because of a fluctuation in the agio.

On a recent tour of the southern states, I visited more than one hundred firms. I found that none of them had increased their imports in the past year and a large number had stopped importing completely.

If there is a change in the auction system eliminating the prior payment of agios and the uncertainty of the fluctuating rates, then the southern importers will come alive once again. At that time Canadian exporters should consider the establishment of an agent in Rio Grande do Sul who would service both Rio Grande and Santa Catarina.

At the present time it is best to concentrate on the São Paulo agents or representatives who are well connected in the southern states and are actually servicing this market. In that way you can be sure that your goods will at least be available to southern buyers. But it should be remembered that, from a selling point of view, most São Paulo firms behave more like order-takers when it comes to the southern markets. They are much more interested in the local market. A list of the São Paulo importers who have connections in the South is maintained in the office of the Trade Commissioner in São Paulo and it is from this list, whenever possible, that we recommend agents.

What Canadian Products Can Be Sold?

As I emphasized before, the economy of the southern states is based on agriculture and therefore agricultural machinery, fertilizers, insecticides, barbed wire, and clamps are of interest to this area even at the present high agio for dollar imports. There is also a limited market for automotive parts which are not yet produced in Brazil, such as differential gears, and as local industry gradually expands, there is an increasing demand for non-ferrous metals.

If the new foreign exchange system comes into force this year, it may allow dollar goods to compete on a more favourable basis with goods from other currency areas and in general ease the restrictions on imports. Then the sales potential of this area would increase substantially and the importance of São Paulo as an entrepôt diminish. At that time, the Canadian exporter should reassess the possibilities of the southern Brazilian market. ●

Selling Food Products in the Midwest

Review of trends in U.S. food retailing and forecasts up to 1960 may assist Canadian companies dealing in food products in their approach to the rich Chicago and Midwest market.

DALE L. KIRKLAND, *Office of the Deputy Consul General (Commercial), Chicago.*

A STEADY GROWTH OF SUPERMARKETS and their smaller cousin, the superettes, the growing popularity of "convenience products" of all types, the continuous introduction of new lines, particularly of quality and luxury foods—these have been the outstanding developments in the United States food market in the last two years. They are developments which merit study by the Canadian manufacturer of foodstuffs who has his eye on the neighbouring U.S. market.

● *Food Sales Up*—Food sales of all chain and independent grocery and combination stores reached a new high of \$31.7 billion in 1955, about 4.2 per cent above 1954, and 1956 sales were said to be running 5 per cent ahead of the previous year.

● *Growth of Supermarkets*—In 1939, surveys show, the supermarkets accounted for a meagre 4.4 per cent of grocery-store sales by volume. In 1954, they were doing 50 per cent of the business and they are still gaining. An estimated 2,260 new food stores were built in 1955 and virtually all were supermarkets.

● *"Convenience" Products Popular*—Retailer interest in what are called "convenience" products has been growing steadily. Examples are the popularity of pre-packaged fresh fruits and vegetables, frozen fresh meats and other frozen foods, dairy foods, etc. Fresh produce is, at the moment, the last department which self-service has not taken over entirely; the experts say that by 1960 we may expect a completely prepackaged, prepriced produce department.

● *Introduction of New Lines*—In 1928 the average food store handled about 800 different items of groceries and perishables. Today the average super-

market carries, at a conservative estimate, nearly 5,000 different items and by 1960 the prediction is that it will carry about 6,000. In 1955, new products accounted for 20 per cent of total sales. Most dramatic development has been in frozen foods: at present they account for about 4 per cent of total sales and the estimate is that they will constitute 8 or even 10 per cent of the total by 1960. If meats are marketed more and more in frozen form in the years just ahead, the percentage will go much higher.

● *Quality and Luxury Foods*—The American consumer is showing a preference for a wider variety and a better quality of food products. Dealers often refer to this tendency to buy more expensive foods as "trading up" and they attribute over half of the 4 per cent gain in food sales in 1955 to it. It is a factor in the gains made by imported foods and a trend that should encourage the Canadian exporter.

The accompanying table shows some of the leading food imports into the United States, their value, and Canada's relation to total import values and to the other suppliers.

Wholesalers and Brokers

One of the characteristics of this market which the Canadian exporter should understand is the change in wholesale as well as retail techniques. Wholesale grocers today supply about 25 per cent of the retailers' needs. Their number has not declined appreciably but the better wholesalers now account for a much larger share of wholesale sales. They offer the retailer advisory services but their success rests primarily on the lower prices they offer their retail accounts. One new technique has permitted them to service the retailer more efficiently and yet keep prices down—the "pre-print" order form. The wholesaler or his agent leaves with his retail accounts a book of these forms. When he wishes to re-order, the retailer merely fills in the quantity desired, quality, etc., and mails it directly to the wholesaler. *The Progressive Grocer*, 1956 edition, has this to say about the new method: "Retailers and wholesalers deserve equal credit for the widespread use of

Foodstuffs Imports into

Sample Commodities Exported into U.S. in 1955	Number of countries exporting to U.S.	Total value of U.S. imports	*Country supplying largest amount	Value of Canadian shipments to U.S.	Relative position of Canada
		U.S. \$	U.S. \$	U.S. \$	
Beef (bone included).....	4	162,656,103	Canada 819,454	Same	
Beef (boneless).....	6	5,047,807	Mexico 2,257,230	1,421,801	2
Veal.....	2	91,461	Canada 87,318	Same	1
Pork.....	4	10,684,369	Canada 10,675,777	Same	1
Mutton Goat Meat.....	4	134,003	Australia 87,870	667	4
Lamb.....	3	432,466	Australia 254,852	98,691	2
Venison.....	2	23,158	New Zealand 20,857	000	0
Beef (canned).....	13	27,959,099	Argentina 26,136,886	1,330	11
Hams, Bacon (not cooked).....	3	4,584,966	Canada 4,494,542	Same	1
Pork Sausage.....	8	518,154	Italy 376,327	60,937	2
Hams (canned, cooked).....	16	77,655,298	Netherlands 21,160,533	9,728,869	4
Pork, prepared.....	11	9,575,911	Netherlands 3,611,906	3,134,233	2
Butter.....	5	412,872	New Zealand 209,837	320	5
Cheese.....	21	24,000,000†		206,000†	
Eggs (chicken).....	5	1,019,460	Canada 793,236	Same	1
Beans (green, unripe).....	2	172,044	Mexico 169,058	000	0
Beans (red, kidney).....	2	5,379	Canada 4,560	Same	1
Beans (dried).....	27	2,281,426	Chile 919,990	306,025	2
Potatoes, white (certified seed).....	1	2,254,028	Canada 2,254,028	Same	1
Potatoes (white).....	2	971,333	Canada 731,688	Same	1

* Includes only shipments of \$250 and over.

† These are approximate figures, and because of the large number of countries and types of cheese involved, no relation is given.

the pre-print order forms that contribute to better buying and lower prices. Over 80 per cent of the merchandise purchases bought by the nation's independents from grocery wholesalers are now made by this method. It enables the wholesaler to reduce his margin by as much as one-third. It allows the retailer to devote more of his time to management and merchandising. He can make up his weekly order at a time of his own choosing, can consult with department heads as he makes up the order. It also gives him a guide to retail pricing, to stock arrangement, and often indicates approximate sales velocity of each item listed."

Many wholesalers, however, in streamlining their business and going in for specialization, have turned over to food brokers the control over many brands and products that find their way onto store shelves. Many of the new food products that have won acceptance recently owe their success to the efforts made by food brokers. This is particularly true of imports. Few foreign canners, manufacturers, or producers of food and grocery products can maintain a salaried sales force in the United States at anywhere near the same outlay as they make for food brokers. As a general rule, the broker covers a larger area than the wholesaler does

The United States

Sample Commodities Exported into U.S. in 1955	Number of countries exporting to U.S.	Total value of U.S. imports	*Country supplying largest amount	Value of Canadian shipments to U.S.	Relative position of Canada	
		U.S. \$	U.S. \$	U.S. \$		
Turnips and rutabagas.....	2	2,449,070	Canada	2,448,230	Same	1
Tomatoes (natural).....	6	4,920,794	Mexico	4,403,214	57,664	3
Onions.....	8	1,114,080	Mexico	727,735	1,413	5
Cabbage (fresh).....	3	23,047	Netherlands	18,682	3,757	2
Cucumbers (fresh).....	3	714,285	Cuba	631,244	53,165	2
Sauces.....	13	265,074	United Kingdom	89,325	000	0
Pickles (cucumber).....	7	153,434	Italy	99,078	000	0
Peas (canned).....	8	117,053	Canada	44,339	Same	1
Tomatoes (canned).....	8	6,164,727	Canada	6,146,850	000	0
Vegetables (canned, general).....	22	1,218,989	Japan	511,202	000	0
Apples (fresh).....	4	3,961,780	Canada	3,910,433	Same	1
Blueberries (fresh).....	1	1,954,132	Canada	1,954,132	Same	1
Grapes (natural).....	6	1,571,872	Canada	999,044	Same	1
Orange Marmalade.....	7	590,710	United Kingdom	555,521	22,955	2
Currant and Berry Jelly.....	10	742,136	Canada	348,310	Same	1
Jellies (other).....	12	271,254	United Kingdom	134,305	83,460	2
Apples (prepared or preserved).....	5	280,654	Netherlands	183,456	25,914	3
Mustard Seed.....	8	1,922,479	Canada	1,476,109	Same	1
Pears (green, ripe, brine).....	4	738,512	Argentina	546,041	163,546	2
Candy.....	27	8,836,006	United Kingdom	5,385,653	71,365	11
Honey.....	22	1,034,883	Mexico	676,433	3,221	6

and this too is an advantage. The services of the broker (or agent as he is called in the United States) are particularly useful for the exporter who wants to sell in sizable quantities.

It is interesting to note that the 11 Midwestern States have a total of 896 registered wholesale grocers and 766 registered grocers—or 20 per cent of the U.S. total in both categories.

Price the Chief Factor

To sell in the United States, a food product must compete with domestic and imported goods not only in

price but also in styling. For example, retailers here prefer square or rectangular containers to round ones because they stack and display better; they like new and brighter colours on packages; they look for pouring spouts or other improvements that give the product a competitive advantage.

The all-important factor, of course, is price. The broker or agent must know the exact price, duty and freight paid, before he can sell a product. The best way to approach this problem is to contact Mr. E. J. Cannon, of the United States Customs Service, Buffalo, New York, supplying necessary

information and samples to ascertain officially the duty and value for duty. The next step is to select a suitable distribution centre such as Chicago and find out from your normal carrier freight rates to this point. Add to this the approximate handling cost and commissions payable to agents or brokers. This then gives you an approximate laid-down price for your product in the United States.

Canadian firms with food products to sell might find it profitable to try out the Midwest market. If it is

not feasible to send down a company representative to explore sales possibilities in this area, the registered broker offers a good alternative and many Canadian companies have found his services valuable. ●

Among the sources consulted in preparing this article were *Facts in Grocery Distribution*, *Foodtown Study*, put out by the *Progressive Grocer*; *What the Public Spends for Grocery Store Products*, Food Publications, Inc.; *Are Brokers the Answer to Your Sales Problems?*, Food Marketing, and an address given by R. W. Mueller to the 1955 midyear meeting of the Grocery Manufacturers of America.

United States

Builders Use Canadian Granite

Many new buildings in greater New York feature Canadian granites and architects in other parts of the country are now showing interest. Our stone has characteristics and colours not available in the U.S. product and further promotion should pay dividends to Canadian suppliers.

C. S. COLLINS, *Office of the Deputy Consul General (Commercial), New York.*

CANADIAN GRANITE was almost unknown in the United States four years ago. For example, in 1952 less than \$40,000 worth of Canadian granite managed to find its way south of the border; in the first nine months of 1956 more than \$166 thousand worth reached this country. Prospects for even larger shipments to the United States appear promising.

Inquiries reveal that certain architects plan to use Canadian granite in the new buildings they are putting up in the greater New York area. One outstanding example is the Commercial Investment Trust building which is nearing completion on Madison Avenue in midtown Manhattan. The plan specifies "Peerless Black" granite for the entire facade of the nine-storey

structure; this granite comes from the Lake St. John district in Quebec. The builders will use approximately 45,000 square feet of it, valued at more than \$250 thousand.

Canadian Granite Gains Favour

An office building for the Connecticut General Life Insurance Co., now under construction in Bloomfield, Connecticut, will use \$150 thousand worth of "St. John's Grey", another variety of Canadian granite which is finding great favour here. City College in New York City is using "Canadian Blue" granite in its new library. Another building in New York which has used Canadian granite is The Bank for Savings, 22nd Street at Fourth Avenue—the upper portion of the exterior is "Saguenay Red" and the lower part "Chicoutimi Brown". Roger Kent, the well-known chain of men's clothing stores, has used "Chicoutimi Brown" for the exterior of its store on 45th Street near Fifth Avenue, and the Manufacturers Trust Co., Fifth Avenue at 43rd Street, has used "Peerless Black".

The growing popularity of Canadian granite is not confined to the Eastern States. A New York firm handling building materials is now supplying Canadian granite for the construction of a bank in North Carolina and will supply "Peerless Black" for a Greek Theatre memorial wall at the University of California in

Berkeley. Some of the characteristics of Canadian granite, especially its colours, are not found in U.S. granite.

Promotion Pays Off

The interest in Canadian granite which has developed during the past year or two is not accidental. It is due largely to the direct promotion done by several Canadian quarry operators who have established and maintained personal contact with U.S. architects and building contractors. Builders have begun to specify Canadian granite in the architects' plans for new construction.

It is not necessary nor desirable to make exclusive sales arrangements with any U.S. suppliers of building materials. About one hundred of the principal construction architects located in New York have their offices in the Architects' Building at 101 Park Avenue. Here a permanent showroom for building materials is maintained. Construction engineers, builders, designers, home-owners and architects from all parts of the United States and many foreign countries who use the services of these architects thus are able to select the materials they need. Suppliers of granite who display their samples at this showroom are making their product known to the largest group of buyers of building materials in the country. And more important, buyers see these samples at the *peak moment of their interest in the selection or specification of desirable materials.*

The facilities of this unique showroom have been available to suppliers since 1913; the Canadian supplier of building materials can exhibit his product here for a modest fee. One prominent importer and finisher of granite has been successful in persuading leading architects from New York to California to use Canadian granite. He claims that his success, in part, has resulted from the display in the Architects' Showroom of samples of the main varieties of Canadian granite.

The most successful local suppliers of Canadian granite import the stone in unwrought blocks and cut and polish the granite to the architect's specifications. They can sell more Canadian granite this way because the import duty is nine cents a cubic foot under paragraph 234A of the U.S. Tariff; polished granite is subject to an ad valorem duty of 14 per cent under paragraph 234A.

The New York office would like to hear from Canadian suppliers of granite interested in selling to this market. Further details about the Architects' Showroom, lists of architects, construction engineers, granite dealers and importers will be supplied on request. Simply write to the Canadian Consulate General, 620 Fifth Ave., New York City 20. ●

Trade Office Opened in Vienna

THIS MONTH the Canadian Trade Commissioner Service opens a trade office in Vienna, Austria. R. K. Thomson, formerly Commercial Secretary at the Canadian High Commissioner's office in Karachi, is being transferred to Vienna and will take over as Commercial Secretary at the Canadian Embassy there. In addition to covering Austria, Mr. Thomson will look after Canadian trade interests in Czechoslovakia. The territory which the new office will handle has an area of 80,000 square miles with a population of some 20 million.

Austria has depended on the dollar countries more and more for raw materials and agricultural products since the war and her export industries are being encouraged to earn dollars to pay for these imports. The most important Austrian exports include lumber, iron and steel, and paper; her principal imports are raw materials, machinery and equipment, automobiles, consumer goods, food, beverages and tobacco. Total exports in 1955 reached \$711 million and imports \$887 million.

Czechoslovakia, a highly industrialized country, imports industrial raw materials such as iron ore, base metals, wool, cotton, oil and rubber, mainly from the Soviet Union, and ships out large amounts of machinery, engineering tools and power plant equipment to all of the "People's Democracies" in Eastern Europe and to Mainland China. The postwar shift in her economy leaves greater scope for western suppliers of wheat, grain and foodstuffs than the Czech market provided before the war. Prague is also developing into a centre for airlines which link the West with the East.

Canada's postwar trade with Austria and Czechoslovakia has not been large but efforts to increase trade with Austria have met with some success. Austria still maintains restrictions against many products from the dollar countries although she recently liberalized imports of a number of dollar goods. In 1956 Canadian exports to Austria reached \$5.2 million; the principal commodities were grains, base metals, and other raw materials, such as asbestos and chemical products. Purchases from Austria totalled \$3.9 million in 1956. Canadian exports to Czechoslovakia during 1956 totalled \$12.1 million (mainly wheat and barley); the 1955 figure was slightly more than \$1 million. Czechoslovak shipments to Canada for 1956 reached \$5.7 million in value, an increase of about \$2.8 million over 1955. ●



Fairs and Exhibitions

Display of Canadian Goods at French Fairs

The FRENCH GOVERNMENT published on March 16 an official notice to importers renewing the scheme, established in 1955, which grants import licences for Canadian goods displayed at trade fairs in France throughout 1957. (Details of these operations were given in *Foreign Trade*, May 14, 1955, page 19.) The import licences will apply to the following French international fairs:

Bordeaux	June 16-July 1
Lille	May 4-19
Lyons	April 27-May 6
Marseilles	September 14-30
Metz	September 28-October 14
Paris	May 25-June 10
Strasbourg	September 7-22

It will also be extended to various specialized fairs which are not included in the above list, but only for goods not provided for in the French import control regulations.

To take advantage of this import scheme, the services of a French agent or importer are required to reserve space in advance at the French fairs. Approval of individual applications for import licences is based on an allowance of Frs. 25,000 (approximately \$70) per square metre of exhibit space effectively devoted to the display of Canadian goods. However, it is specified that, in the case of foodstuffs, imports shall be limited to a global quota for the year for each individual importer, regardless of the number of trade fairs at which he may be exhibiting during the year.

The procedure for obtaining trade fair licences is as follows:

- (1) The French agent or importer places an order with a Canadian firm for a quantity of goods to exhibit, giving instructions that they be shipped directly to one (or several) of the above listed French fairs where "bonded warehouse" facilities are provided by the French Customs.
- (2) The French agent or importer notifies the French Ministry of Economic Affairs of his intention to exhibit Canadian goods two months in advance of the opening date of the chosen fair.

- (3) Within ten days after the close of the fair, the agent or importer files an application for a licence with the Office of the Commercial Secretary, Canadian Embassy, Paris. This application follows the established form already familiar to the importer, and it must be accompanied by a pro forma invoice in duplicate showing quantities and values, and by a certificate issued by the fair authorities indicating the amount of space occupied by the exhibitor and the amount of space actually devoted to the display of Canadian goods.
- (4) If it is satisfied that the application relates to Canadian goods and that the other conditions have been met, the office of the Commercial Secretary will recommend the application to the French Ministry of Economic Affairs. The Ministry will then authorize issuance of the necessary import licence and exchange permit for payment in dollars.
- (5) The importer will then pay the Customs charges, clear the goods from the fair grounds, and dispose of them through the usual commercial channels.

The authority to pay in dollars is deferred until after the close of the fair, and is subject to compliance with the other aforementioned regulations. In these circumstances, exporters should take care that they accept orders under this procedure only from responsible French importers in whom they have confidence. Inquiries should be addressed to the Commercial Secretary, Canadian Embassy, 3 rue Scribe, Paris 9, France.

—R. CAMPBELL SMITH,
Commercial Secretary, Paris.

By the Sea—a Canadian First

"WE ARE DETERMINED to show the retail and wholesale trade concerns in the Atlantic Provinces and in Central and Western Canada that we are manufacturing quality goods," says a spokesman for

the clothing and footwear manufacturers in Canada's Atlantic Provinces. To display these goods, the manufacturers have organized a show—Atlantic Apparel and Footwear Exhibit—which will be held at the Nova Scotian Hotel, Halifax, May 7 and 8. More than 40 manufacturers from the Atlantic Provinces will exhibit skirts, lingerie, ties, scarves, cotton and woollen goods, work clothing, knitted goods, hats and caps and, in the leather field, shoes, work boots, gloves, handbags, and so on.

The show, jointly sponsored by the Atlantic Provinces Economic Council and the Atlantic Division of the Canadian Manufacturers Association, is expected to attract officials and buyers of national merchandising organizations from every part of Canada. For further details, write to A. M. Murphy, Chairman, Atlantic Apparel and Footwear Exhibit, 205 South Park Street, Halifax.

Atomfair in October

THE TRADE FAIR OF THE ATOMIC INDUSTRY to be held October 28-31 in the New York Coliseum is sponsored by the Atomic Industrial Forum and designed to provide business and technical management with a first-hand view of the latest developments in atomic energy research and application. The exhibits cover a range of products and services related to industrial or commercial uses of the atom. Most exhibitors will have in attendance technical representatives qualified to discuss product and service requirements with visitors. The general public is not admitted.

Approximately 80 per cent of the floor space available is offered to exhibitors in standard ten by ten foot booths; rates are \$3.50 per square foot for members of the Forum, their subsidiaries, divisions and affiliates, and \$4.00 per square foot for non-member organizations. During the fair, the Atomic Industrial Forum, the American Nuclear Society, and the Professional Group on Nuclear Science of the Institute of Radio Engineers will hold their annual meetings. For information on visiting or exhibiting, write to Atomic Industrial Forum, Inc., 3 East 54th Street, New York 22, N.Y.

Canada at Rancho Boyeros

CANADA, through the special courtesy of the management, was the only foreign exhibitor at the 1957 Cuban National Cattle Show, held at Rancho Boyeros from February 22 to March 4. Feature of the Canadian Government exhibit was a simulated colour TV set in which colour films on Canadian wheat, seed potatoes, cattle and agricultural machinery

were shown continuously. The stand was surrounded by interested crowds throughout the ten days of the fair.

The Rancho Boyeros Fair, an international agricultural show, is held every third year and this year was limited to domestic cattle breeders and a number of manufacturers. Among the products shown by the 32 commercial exhibitors were farm and road-building machinery, pumps and irrigation equipment, fertilizers and agricultural chemicals, trucks, tractors and automobiles, office equipment and machinery, telephones and interior telephone and sound systems, saddlery and agricultural hardware, dairy products and foods, and tires and rubber.

Ghent Features the Home

ALL KINDS OF MATERIAL used in the home-building industry—paint, wallpaper, doors, windows, kitchen and bathroom equipment, furniture, furnishing fabrics, air-conditioning equipment, prefabricated houses—will hold the spotlight at the 12th Ghent International Trade Fair, Belgium, September 7-22. If you would like to exhibit at or attend this show, you can obtain details from I. Wautier, Canadian Representative of the Ghent International Trade Fair, 427 Walmer Road, Toronto 10.

The Ghent fair has grown steadily—from only 77 firms in 1946 the exhibitor list rose to 650 in 1956, from 34 countries. The Belgian Government provides special facilities for foreign exhibitors and permits them to bring their products into the country with the minimum of trouble.



Part of the Canadian exhibit at the Royal Netherlands Industries Fair, April 2-11, which featured selected consumer durable goods, such as boats, outboard motors, power lawn mowers, etc., hockey sticks, and other products not visible.

How to Mark and Label Export Shipments

Marking and labelling regulations vary from one country to another but the more usual ones, and the purpose behind them, are discussed in this twenty-seventh article in our continuing series on the techniques of export trade.

H. V. JARRETT,
International Trade Relations Branch.

THIS SERIES ON EXPORT TRADE has stressed the importance of complying with import and sales regulations laid down in other countries. Among such regulations are those on the marking and labelling of goods or of their containers. Because of the varied types of marking regulations in force throughout the world, it is possible in a short article only to outline briefly the chief requirements an exporter may have to meet. Countries are named only to give examples of the various types of marking legislation in force. This should not be taken as a complete description of that country's requirements nor does it mean that similar ones do not apply in other countries not mentioned. The exporter may obtain detailed information on specific regulations by writing to the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Marks of Origin

An exporter writes: "I am making a shipment of Canadian-produced automobile tires to England. Must they be marked with the name of the country of origin and if so, is there any requirement on how the marking must be done?" This is typical of many of the questions received by the International Trade Relations Branch.

Marks of origin regulations are of two broad types. First, there is the regulation requiring that a mark of origin be placed on goods irrespective of any other consideration. This, for convenience, may be referred

to as a compulsory mark. Second, there is the regulation which requires a mark of origin only when, without it, a false impression is created about the origin of the goods. This is known as a corrective mark.

Compulsory Marks of Origin

Compulsory marks of origin are not as universally prescribed as people sometimes suppose. A few countries insist that all imported goods which can be marked must be marked. In others, this is required only for specified products.

Under the United States Tariff Act, all imported articles must be marked with the English name of the country of origin. Failure to do so makes the goods liable to an additional duty of 10 per cent ad valorem. Exceptions are made for articles incapable of being marked, those that cannot be marked without injury, or those that can be marked only at prohibitive expense.

Marks of origin are prescribed for imported goods in general in Argentina, Cuba, Uruguay and the Philippine Republic. In Chile all goods ordinarily consumed by the public must be marked to show the country of origin. Mexico requires an indication of origin for goods bearing trademarks registered in Mexico if the manufacturer wants full protection under the Mexican trademark law.

The United Kingdom has issued compulsory marking orders for an extensive list of products—and this brings us back to the problem of the Canadian tire exporter. The answer to his question is that, for this particular shipment, the tires must be marked either "Made in Canada" or simply "Empire". The mark must be moulded on the wall of the tire so as to be visible when it is fitted to any wheel. It must also be printed or stamped indelibly on the wrapper or other container (if any). Similar requirements apply to many (but by no means all) products imported into the United Kingdom. Generally speaking, the mark must include the actual name of the country of origin or, alternatively, indicate whether the goods are of "Empire" or "Foreign" origin.

Other countries which have fairly long lists of products on which the origin must be marked include Denmark, France and Norway. Many other countries prescribe marks of origin for a few products.

Corrective Marks of Origin

A false impression of the origin of goods may be created in a number of ways, often quite unintentionally on the exporter's part. It may arise because of similarity of place names, from including the address of the purchaser or import agent on a label, or even from the use of a particular language in describing the goods. Most countries prescribe the use of a corrective mark of origin in such instances, even if it is not otherwise required. The United Kingdom Merchandise Marks Act, for example, provides that where goods bear a trade description which includes a name resembling that of a place in the United Kingdom or the name of a British dealer or trader, a counter-indication of origin must correct the false impression thus created. In India, Pakistan and Ceylon, goods bearing descriptions in English but not produced in Britain are considered to be falsely described unless they bear a definite and adequate counter-indication of the true country of origin. Similarly, goods exported to Brazil bearing labels in Portuguese but not products of Portugal must show the true origin.

The exporter should take care in using trade descriptions with a regional connotation (e.g., English walnuts, Spanish onions, Roquefort cheese), since these may, if the goods do not come from the place

designated, either be prohibited or require a counter-indication of origin.

Method of Marking

The regulations usually specify the manner in which the marking should be done and sometimes the minimum sizes of lettering. The mark should, in any event, be legible, conspicuous and indelible. Where it is used as a counter-indication, it must be in close proximity to, and as conspicuous as, the mark it is intended to qualify. The name of the country alone is not always enough. Some countries require that the name be accompanied by such phrases as "made in" or "produced in". English or French wording for Canadian products is generally acceptable, but in some cases the language of the importing country must be used.

The responsibility for marking goods with the name of the country of origin does not always lie with the exporter. Sometimes the requirement is that the mark be placed on the goods before their sale in the country of import; in such cases it is the importer who is responsible for marking the goods. Nevertheless, it is advisable whenever a mark is required for the producer of the goods to provide it because often this can be done more easily during manufacture or preparation of the shipment for export.

Labelling

Many countries have detailed requirements for the labelling of such products as prepared foods, beverages, and pharmaceutical and toilet preparations. The purpose is to assure the purchaser of the quality and quantity of the goods he is purchasing. Labels may have to include the name and address of the manufacturer, list of ingredients, weight or volume of contents, and other relevant information. Frequently these descriptions must be in the language and weights and measures system of the importing country. In some countries, products of this kind must be registered with the authorities of the importing country and the registration number included on the label.

Shipping Marks

Marks and numbers put on outside containers should, of course, be large enough and legible enough to ensure that the goods reach their destination safely. They must also permit the containers to be clearly identified with the corresponding shipping documents. Some exporters suggest that in shipping goods that

These shipping cases filled with automotive parts are ready for their journey. Markings (seen on the left side of the cases), include dimensions and various weights. Most of them also carry, close to the address, a mark of origin.



might attract the pilferer, "blind" marks should be used which will not give away what is inside. These blind marks should be changed frequently. In the same way, advertising on the container sometimes draws unwelcome attention. When second-hand containers are used, the old shipping marks should be carefully removed to avoid confusion.

Some countries specify precisely the marking to be used. The specifications may include the size of the lettering, the position on the containers, the method of applying the marks (brush or stencil), the system in which weights and measures must be given, and so on. Often the use of any but stencilled marks is prohibited.

Cautionary marks are sometimes a problem in ports where the cargo is handled by illiterate dock-workers. In such cases, symbols that are understood everywhere can come to the rescue. For example, the universal sign for "This Side Up" is a wine glass.

Trademarks

Trademarks are valuable property and Canadian firms owning them may wish to protect them in the markets to which they are shipping. This involves many legal technicalities. A Canadian exporter who wishes to register his trademark abroad is well advised to seek the advice of his local patent and trademark attorney. Most of them have correspondents in other countries through whom to obtain information on the procedure involved and to effect registration.

In most countries the right to a trademark may be acquired by its use, irrespective of whether or not it is registered in the country to which the goods are exported. However, in some Latin American countries—and a few others—the right to a mark is conferred solely by registration. If goods bearing a trademark are exported to any of these countries, the original owner should register the mark there.

The use of the word "Registered" in connection with a trademark, when the mark has not been registered in the country of import, is prohibited in many cases unless it is followed by the name of the country in which it is registered.

Other Marks

Other marks which an exporter may have to use include hallmarks for precious metals, marks relating to quality and standard, date marks on perishable products, special marks for explosives and other dangerous materials, and so on. Any trade description attached to a product should, of course, be accurate.

The use of national symbols such as coats of arms, flags and the like is frequently restricted. The use of Red Cross (name or symbol) is prohibited by international convention.●

South Africa's Budget Presented

THE SOUTH AFRICAN BUDGET for the 1957-58 fiscal year, brought down recently, contained cheering news for Canadian businessmen selling to this market. The Minister of Finance announced that a further large sum of foreign exchange would be made available for the relaxation of import control and forecast that controls would disappear in 1958. In his speech Mr. Naudé said:

"Our current balance of payments is in any case so strong, and the prospects for increasing exports of gold, uranium, wool and other products so good, that a further relaxation of import control is in my opinion justified. I have therefore informed my colleague, the Minister of Economic Affairs, that I am prepared to grant a considerable increase in the amount which will be made available for imports . . . We hope that these relaxations will meet virtually the full requirements of the internal market. If no unexpected setback occurs, the justification for import control should disappear entirely in the course of 1958."

(Details of current relaxations appear in "Trade and Tariff Regulations" on page 27 of this issue.)

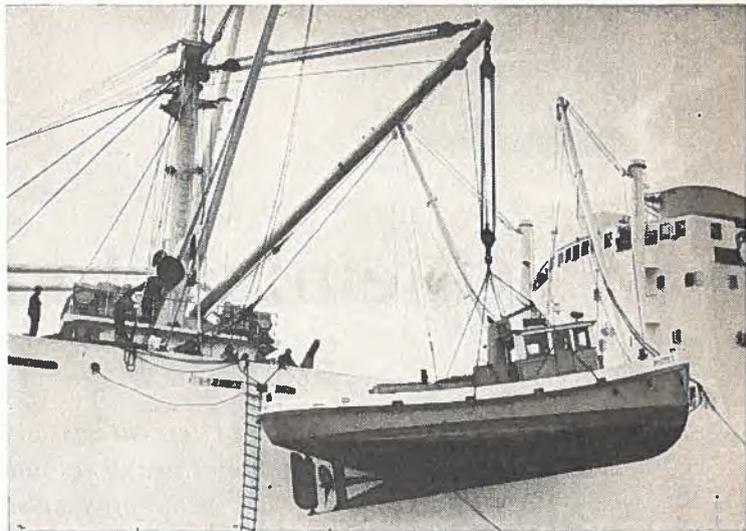
Mr. Naudé painted a bright picture of the Union's economy but laid stress on the necessity for strict control to avoid inflation. All sections of the economy continued to expand, with the notable exception of the building industry. The budget made provision, however, for more money for mortgages to assist in stabilizing conditions in that industry. In discussing the balance of payments, Mr. Naudé pointed with pride to the fact that for the first time in history South Africa's current exports (including gold) exceeded current imports, both visible and invisible. Exports rose by £44 million to nearly £413 million; imports at £494 million were only £14 million higher than last year. When gold production totalling £198 million and invisible imports are allowed for, the surplus on current account totals £10 million.

Revenues during the 1956/57 fiscal year were buoyant, resulting in a surplus of about £12 million. For the new fiscal year revenues are estimated at £286.5 million against expenditures of the same amount, after making some relatively minor tax changes.

—A. W. EVANS,
Trade Commissioner, Cape Town.

Canada in Foreign Markets

Canadian exporters are invited to contribute to this series photographs of their products in use or on sale in foreign markets. Photographs should be adequately captioned, protected for mailing, and addressed to: The Editor, "Foreign Trade".



In Tahiti—Pilote II is loaded aboard a freighter for her trip to the Tahitian port of Papeete, where she will be used for general harbour work. She was built in a Canadian shipyard.



In Syria—These farmers from the Aleppo district (some in traditional dress) are discussing the merits of a plough imported from Canada to help them modernize their farming.



In Singapore—Canadian trucks are used here for general haulage, on rubber plantations and in civil police work. This one is hauling away rock excavated from a new building site.



In Cuba—Work on a new highway continues throughout the night in Cuba. These men, smoothing the cement of a new curbing, are lighted at their work by a Canadian lamp.

Chemical Industry Prospers

Spain imports a wide variety of ingredients and essential raw materials to manufacture drugs and other chemical products. This sector of Spanish industry is expanding and Canadian exporters of basic chemicals might cultivate this market.

M. T. STEWART, *Commercial Counsellor, Madrid.*

THE CHEMICAL INDUSTRY IN SPAIN is playing a prominent role in the country's economic expansion and in recent years has progressed rapidly, despite initial shortages of electricity and basic raw materials. Growth had been spectacular since 1950 and output of chemicals has increased greatly in both volume and variety.

Although 7,500 firms reportedly produce chemicals and pharmaceuticals, only about 500 of these are of major importance. The plants operate mainly in the areas around Barcelona, Vizcaya in the north, and in and around Madrid. The following notes on some branches of the industry and some production figures (in metric tons) will illustrate the more outstanding developments.

● *Acids*

Spain's output of sulphuric acid now exceeds 900 thousand tons a year and she was able to export 30,000 tons in one year (1952) when there was a world shortage of sulphur. Production of nitric acid exceeded 46,000 tons in 1956; the explosives factories and metallurgical plants used 10,000 tons and the fertilizer industry the remainder. Chromic acid output has reached 30,000 tons, all from a recently constructed plant. The industry makes other acids such as citric, formic-oxalic and lactic—enough to meet local demand.

● *Explosives*

Formerly ammonium nitrate for making explosives had to be imported but a new plant meets the needs

of the explosives industry. Currently Spain uses 15,000 tons of explosives in its mining and quarrying industries and as powder for firearms and fireworks. Production of explosives for the armed services is also important.

● *Salts*

Spain has abundant deposits of high-quality common salt and production of sodium chloride exceeds 1.6 million tons a year, sufficient to meet home consumption and supply export markets.

Potash production (K_2O) totals 230 thousand tons and exports are an important source of foreign exchange. Spain also produces barium salts in large quantities and exports considerable amounts. Soda ash output reached 127 thousand tons in 1956 and caustic soda totalled 116 thousand tons—more than double the 1948 total.

● *Calcium Carbide*

Output of this vital industrial product has reached 56,000 tons and is increasing. However, shortages of power have limited production. There are several important firms making calcium carbide in Spain and they have sufficient capacity for the country's needs when the power situation is normal.

Two plants produce about 60,000 tons of calcium carbide, which they convert to calcium cyanamide for fertilizers.

● *Sulphur and Derived Products*

The most important source of the country's sulphur is pyrites produced in the Rio Tinto mines in the south of Spain, but unfortunately seams are becoming exhausted. Rio Tinto produced about 35,000 tons of lump sulphur in 1955 and 40,000 tons in 1956. Unrefined sulphur production totals 75,000 tons and refined sulphur some 30,000 tons a year. But despite special efforts to increase production, the output of sulphur fails to meet the needs of agriculture and industry.

A Belgian company in Spain which exports zinc blend operates a plant which reduces sulphur dioxide gases to elemental sulphur. This plant, which the Belgian company bought from Consolidated Mining and Smelting Co. of Canada, is capable of turning out about 20,000 tons a year. Price difficulties with the Government, however, have retarded production.

● *Carbon Disulphide*

Three factories of importance manufacture this product and annual output of these and 13 smaller plants totals an estimated 20,000 tons; the artificial silk and cil extraction industries consume the entire output.

● *Fertilizers*

In recent years the artificial fertilizers industry has increased production greatly in response to a government policy aimed at supplying nitrogenous fertilizers for its vast agricultural expansion program. It has set up a series of installations, some supported by private capital and others with state participation, through the National Industrial Institute.

Spanish agriculture currently uses more than 150 thousand tons of elemental nitrogen a year which is equivalent to about 750 thousand tons of fertilizer; consumption has risen 50 per cent over the last ten years. The sulphate of ammonia sold is guaranteed to contain at least 20.6 per cent nitrogen and the calcium nitrate about 15.5 per cent. At present the industry turns out about 40,000 tons of nitrogen a year—less than 25 per cent of the amount needed. Spain hopes to remedy this situation within a few years but the shortage of power has hampered progress and at present she imports large quantities of ammonium sulphate and ammonium nitrate.

The industry manufactures enough potash fertilizers to meet home needs, with a surplus left over for export. Superphosphate plant capacity totals about 1.8 million tons and present production is about 1.2 million tons a year. A new factory is in the design stage; it will add 100 thousand tons of superphosphate to the total and other plants are projected. Spain imports its phosphate rock from North Africa.

● *Insecticides and Plant Protection*

Production of agricultural and domestic insecticides is held up considerably by lack of raw materials of the newer types; they are not made in sufficient quantity or quality to cover present demands. DDT and BHC are both made in Spain in fair quantities, although sometimes she must import these chemicals. The local industry now manufactures some mercurial organic insecticides and 2-4D. Most farmers, however, still

cling to the use of old-type insecticides such as white oil emulsion and cyanide fumigation.

● *Pharmaceuticals*

The pharmaceutical industry has made consistent progress in recent years. Although statistics show that some 1,250 factories make these chemicals, only 10 per cent are important. Two large firms produce penicillin in Spain in collaboration with two large-scale international chemical corporations. Spain is said to make enough penicillin to meet her current needs but a third penicillin factory is being erected which is associated with a Danish drug firm. Another new factory, now being set up, will manufacture streptomycin.

In pharmaceuticals and fine chemicals, drug firms import the active ingredients and mix and package them locally; this accounts to some extent for the large number of factories. Although the industry will have to depend on imported ingredients for a long time to come, it has made impressive progress.

There are about 600 factories which make soap, perfumes and cosmetics and they employ more than 12,000 people. The plants turn out large quantities of these products; they are of good quality and variety.

Essential oils are an important Spanish product and annual output totals about 1,350 tons; chief oils are lavender, eucalyptus, rosemary and essence of thyme. Local industries use most of the essences produced but the manufacturers also export some, mainly to the United States.

● *Plastics*

Six factories make phenol formaldehyde type plastic raw materials and total production of phenol resins for plastics totals about 600 tons a year. Five factories produce about 400 tons of urea resins a year and four firms manufacture acrylic resins, using imported raw materials and reworking Spanish and imported scrap. Output of three factories manufacturing vinyl resins (PVC) reaches about 4,000 tons a year and they are building new capacity. Two factories make cellulose acetate.

Polyethylene and polystyrene are not yet made in Spain but there is a strong demand for these resins. A large United States corporation recently made a manufacturing arrangement for polystyrene with an important local group and domestic production may start in the near future.

Other modern factories are in operation and the Spanish plastics industry seems to have a bright future. Established companies are undertaking new projects and all plan to use mainly domestic raw materials.

● *Rubber Industry*

In Spain 845 firms, other than those which make tires, turn out a variety of rubber products; they employ about 25,000 workers. Progress in this industry has not been spectacular although development is steady, particularly in the manufacture of rubber footwear, much of which is exported. A shortage of raw rubber has slowed development; lack of foreign currency keeps imports below the amount needed—about 12,000 tons a year for all uses. Apart from lack of raw materials, the rubber industry is hampered because it has to use obsolete equipment; again not enough foreign exchange is available to buy necessary new machinery.

The National Industrial Institute hopes to alleviate the shortage of raw materials. It plans to build a synthetic rubber manufacturing plant at Huelva, which will have a capacity of 10,000 metric tons a year; another project for 8,000 tons is being considered.

Some of the main United States and European tire companies have factories in Spain, but all are large ones with more capacity than Spain needs at present.

● *Dyes*

Spain does not make enough dyes to satisfy its textile, leather, paper and rubber industries and has to buy dyes from France, Switzerland, Italy, Britain, Germany, the Netherlands and other countries. A number of important foreign dye manufacturers are linked up with local producers and about 25 factories produce dyestuffs of various kinds. Complex colours are imported but the local industry produces the simple colours such as sulphur blacks and azoics but often using imported intermediates. Annual production of dyestuffs (now about 1,700 tons) and of intermediates (about 750 tons) covers a wide range and will increase.

● *Imports*

The chemical and pharmaceutical industries have to import a wide variety of ingredients and essential raw materials but so far Canadian firms have not sold their products successfully to Spain. One notable exception is Polymer Corporation, which has developed an interesting market for several of its synthetic products. DBS figures show that Canada shipped \$694 thousand worth of medicinal preparations, synthetic resins, and drugs and chemicals n.o.p. to Spain in 1956, compared with \$303 thousand worth the year before.

German firms have always been prominent suppliers to Spanish industry; before the Civil War they shipped half of the country's imports of heavy and fine chemicals and ingredients. Germany lost her dominant position but has regained ground in the past few years; she now supplies about 25 per cent of total imports. ●

Markets for Greek Tobacco

GREEK TOBACCO PRODUCTION reached a record 96,550 metric tons in 1955, considerably above the prewar (1935-39) average of 44,000 tons a year. The last crop harvested in the fall of 1956 totalled an estimated 82,250 tons, according to official Greek statistics.

Increased production has resulted from renewed world demand for the country's dark aromatic tobacco; cultivation is more extensive and yields are up. Growers now can obtain financing more easily and this has stimulated their interest in the crop. Main production areas are in Macedonia and Thrace with smaller amounts grown in Agrinion and Thessaly. The latest crop is reported to exceed the 1955 crop in quality, but the poor growing conditions last year led to a decline in production.

Tobacco is Greece's most important foreign exchange earner. During 1955 record sales abroad of 55,000 metric tons earned almost \$77 million, equivalent to 42 per cent of the value of the country's total exports. Tobacco exports during the month of November 1956 of 20,351 tons (including ten tons of the new crop) brought the total for the first eleven months of the year to 34,714 tons. Exports during December exceeded the estimate of 15,000 tons, raising the total for the year to 51,000 tons valued at \$67 million.

Greek tobacco, better known as "Turkish", is sold all over the world and is mainly used for blending with Virginia and other types of leaf. West Germany, the United States, France and Italy are the principal customers; during 1956 these four countries purchased 20,067, 16,903, 4,516 and 4,602 metric tons respectively. Canada bought 97 metric tons last year at an average price of \$2.11 a kilo f.o.b. The average export price of Greek tobacco in 1956 was \$1.34 a kilo.

The Greek cigarette industry purchased 11,685 tons of the 1955 crop; growers were still holding a further 2,436 tons at the end of 1956. Tobacco merchants held the remainder of the 1955 crop, plus 1,551 tons of old stock (1954 and earlier) on December 31. The Agricultural Bank of Greece also had title to a small quantity (250 tons) of American-grade tobaccos from the 1952 crop on the same date.

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



Commodity Notes

Australia

APPLES, PEARS—The Australian Department of Trade announced recently that in 1957 more than three million cases of apples (200 thousand more than in 1956), and one million cases of pears will be shipped to Britain. The first shipment of pears was due to arrive in March and the first apples in April. An advertising campaign to promote the sale of apples and pears is to be launched in the British national and trade press—Sydney, March 27.

Chile

COPPER—It has been reported that, as a result of a shortage of water and hydro-electric power, the Braden Copper Company (an affiliate of Kennecott) expects to reduce the volume of minerals treated at its El Teniente mine from the end of March until the end of August. Currently, 33,000 tons of minerals are being treated daily, but it is estimated that the slowdown will reduce this figure by 27 per cent to 24,000. Production of refined copper is not expected to decrease to the same extent but, in all likelihood, will be 4,000 tons less—Santiago, March 26.

NITRATE—The nitrate industry is facing serious problems and some independent producers on the Iquique pampas may shut down operations soon. Legislation introduced in April 1956 permitted the proceeds of nitrate exports to be sold at the free bank rate, in return for sizable investments in the industry by the large producers. However, this has not helped the situation because the new free fluctuating rate has not risen sufficiently to compensate for the fall in the price of nitrate and the increased production and freight costs. The Iquique Chamber of Commerce is urging the Government to study the situation and take steps to remedy it—Santiago, March 26.

Federation of Rhodesia and Nyasaland

CHROME—Canadian importers of chrome will be pleased to know that greater Rhodesian supplies of this metal will shortly be available. Canadian

mining groups who have interests in the chrome mines of Southern Rhodesia will also be heartened by this news. Exports of chrome from the Federation in the past two years have suffered not from any scarcity of the mineral nor inability to produce it in large quantities, but rather from a critical shortage of freight cars to carry it to the coast for shipment to Canada and the United States. This situation resulted in stockpiling at all the mines and tied up a good deal of capital. Now, the Rhodesian Railways has been able to organize its freight car allocation program so successfully that it can transport 60,000 tons of chrome a month, 10,000 tons more than the current monthly production, and stockpiles are being reduced. So confident is the company of the availability of cars that it has announced a target for chrome exports in 1958 of 750 thousand tons. This should prove a welcome source of dollar funds for the Federation's expanding economy—Salisbury, March 26.

TEA—Nyasaland's tea exports in 1956 reached the record figure of 20 million lb., about three million more than for the previous year. The crop would have been even larger if labour had been more plentiful. Most of the tea was sold through London—Salisbury, March 26.

France

IRON AND STEEL—According to the first statistical returns available, production of the French iron and steel industry in 1956 was as follows: iron ore 54,685,000 tons, pig iron and ferro-alloys 11,480,000 tons, steel ingots 13,398,000 tons, rolling-mill products 9,329,000 tons, and tubes and pipes 730,000 tons. These figures are substantially higher than for the previous year, increases varying from 4.8 per cent for pig iron and rolled products to 6.4 per cent for steel ingots. The highest increases were in plates 26 per cent, wire and wire goods 10 per cent, and skelp for pipes 8 per cent.

Iron ore production rose by 6.6 per cent and exports totalled 13.6 million tons during 1956.

Statistics of exports of steel and rolling mill products for the complete year are not yet available, but during the first eleven months of the year they totalled 4.4 million tons (of which 3.3 million tons were rolled products)—Paris, April 5.

India

COFFEE—Production from the 1956-57 coffee crop is estimated at 37,800 tons. After providing for domestic consumption during 1957 and for a suitable carryover for 1958, the Government of India has decided to allocate 11,050 tons for export. An addition of 3,150 tons to the export allocation was announced earlier—Bombay, March 28.

Norway

ALUMINUM—Norway's largest producer of aluminum, the Aardal and Sunndal Verk, achieved a record production in 1956—62,565 tons of aluminum (approximately 42,000 tons in 1955), 35,835 tons of pig iron (approximately 30,000 tons) and 83,000 tons of limestone (53,000 tons). All these figures are the highest ever reached in the history of the company and represent a total value of Norwegian kroner 260 million, compared with kroner 175 million in 1955. The value of the foreign exchange income derived from the company's exports of these three commodities is estimated at approximately kroner 140 million (some 76 million in 1955). Norway's total production of aluminum in 1956 is expected to reach over 90,000 tons—Oslo, April 8.

South Africa

PINEAPPLE—A plant to can pineapples has been erected near Durban at a cost of £250 thousand. There are 8,000 acres in the vicinity planted to pineapples and this is expected to increase when the plant is in operation. The land, formerly used to raise sugar cane, has proved satisfactory for pineapple cultivation—Cape Town, March 22.

Sweden

PAPER AND BOARD—Swedish production of paper and board in 1956 reached a new record of 1,547,290 metric tons, compared with 1,494,096 in 1955 and 1,393,752 in 1954. Following are the 1956 production figures in the various categories: newsprint 414,794 metric tons, magazine paper 64,219, kraft paper 445,028, sulphite paper 140,102, greaseproof 34,086, fine papers 151,077, other paper 81,381, and paper board 240,603 metric tons.

Exports of paper and board last year, according to preliminary customs statistics, totalled 921 thousand metric tons, an increase of 11½ per cent

compared with the 1955 exports of 826 thousand tons. The increase was almost entirely accounted for by the rise of 50,000 tons in newsprint and 35,000 tons in kraft paper and kraft liner. Exports of board declined from 61,000 tons in 1955 to 58,000 in 1956—Stockholm, March 29.

PITPROPS—According to the *Swedish Timber Journal*, last year was not a good one for Swedish pitprop exporters. Because of the buyers' increasing restraint and the keener competition, total Swedish export sales reached only 270 thousand cubic metres solid measure, compared with 440 thousand in 1955, 330 thousand in 1954, 550 thousand in 1953 and one million in the peak year 1952. Of total Swedish exports, no less than 215 thousand cubic metres (80 per cent) went to West Germany. Shipments to the United Kingdom, although twice as large as in 1955, were small. Belgium and Turkey increased their purchases—Stockholm, March 29.

West Germany

MACHINERY—Preliminary calculations made by the Association of German Machinery Producers revealed that production of machinery in the Federal Republic and West Berlin reached a value of DM 17.5 billion (\$4,170 million) in 1956, an increase in value of 18 per cent over 1955. Exports in 1956 ran to approximately DM 5.9 billion (\$1,405 million), 23 per cent above the 1955 value. Employment in the machinery industry increased from 740 thousand persons in 1955 to 800 thousand by the end of 1956. The Association reports, however, that in general the number of orders on hand has decreased. Reduced investment activity at home because of credit restrictions will force machinery producers to concentrate on exports—Bonn, April 10.

Tours of Territory

A. B. BRODIE, *Commercial Secretary in Athens, Greece, will visit Turkey from May 20-30.*

M. P. CARSON, *Trade Commissioner in Singapore, will visit Brunei and North Borneo from May 6-16.*

C. F. WILSON, *Commercial Counsellor, Copenhagen, will visit Warsaw, Poland, from May 13-17.*

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. Brodie can be reached through his office in Athens, Mr. Carson at Singapore, and Dr. Wilson at Copenhagen.

Norway's Trade in 1956

Exports and imports both rose to record highs last year as Norway's trade boomed; Canada's sales to this market increased substantially. This analysis of trends in Norwegian trade over the past year will give the exporter some understanding of Norway as a potential market or as a competitor in world trade.

J. C. DEPOCAS, *Commercial Counsellor, Oslo.*

NORWAY'S FOREIGN TRADE increased in volume and value in 1956 compared with 1955 and reached a higher total than in any previous year. Commodity imports (excluding ships) rose 11.2 per cent to N.Kr.* 7,038 million and exports totalled N.Kr. 5,044 million, an increase of about 17 per cent. Including ships, the corresponding figures were N.Kr. 8,637 million (up 10.6 per cent) and N.Kr. 5,513 million (up 21.7 per cent). The result was a trade deficit of N.Kr. 3,124 million last year, compared with approximately N.Kr. 3,261 million the year before.

Net freight earnings reached N.Kr. 2,900 million as against N.Kr. 2,120 million in 1955; other net earnings reduced the balance-of-payments deficit on goods and services to N.Kr. 20 million, compared with N.Kr. 888 million in the previous year. The total deficit on current account fell to N.Kr. 150 million from N.Kr. 972 million in 1955.

Leading Exports and Imports

Fuels, ships, and ores and raw metals accounted for 70 per cent of the increase of N.Kr. 854 million in the value of total imports in 1956. Norway's expanding industrial output increases the demand for fuel, and the Norwegian merchant fleet, carrying the goods of foreign exporters, is the country's largest single earner of foreign exchange. Ores and raw materials are important for the export industries and for making products for the home market which would otherwise be imported.

On the export side, base metals and ships represented 55 per cent of the rise in the value of exports which totalled N.Kr. 991 million. There were smaller increases for other major exports, including fish, pulp

and paper, and feedingsuffs. Last year shipments of base metals valued at N.Kr. 1,200 million (an increase of N.Kr. 310 million) topped exports of pulp and paper which reached N.Kr. 1,060 million. Sales abroad of fish of all kinds totalled N.Kr. 761 million. This does not mean that fish or pulp and paper now contribute less than metals to Norway's economy. In fact, the opposite is true because the metallurgical industries depend heavily on foreign supplies of ores and other raw materials.

Norway's Trading Partners

Norway trades with every continent and nearly all countries of the world but most of her trade is carried on with Europe and North America. Together they supplied last year 90 per cent of her imports and took 83 per cent of her exports. Imports from European countries (valued at N.Kr. 6,507 million) represented 75.4 per cent of the 1956 total; figures for North America were N.Kr. 1,236 million, or 14.4 per cent. Similarly exports to Europe (at N.Kr. 4,091 million) represented 74.3 per cent of the total and sales of N.Kr. 492 million to North America made up 8.9 per cent.

To analyze Norway's trade with Europe, it seems useful to group these countries under more headings than simply Western and Eastern Europe, as used in the past. I have used below the following groups: the "People's Democracies" of Eastern Europe, the Messina countries which recently signed the Customs Union treaty (Belgium, Luxembourg, the Netherlands, France, Italy, West Germany), the countries at present studying the plan for a Free Trade Area, and others—(Finland, Spain, and Yugoslavia).

Norwegian Trade 1956

	IMPORTS		EXPORTS	
	(N.Kr. '000's)	%	(N.Kr. '000's)	%
With all countries	8,637,150	100.0	5,513,290	100.0
Total Europe	6,507,299	75.3	4,091,394	74.2
Eastern Europe	394,766	4.6	331,897	6.0
Messina countries	2,675,501	31.0	1,423,871	25.8
Other EPU countries	3,314,837	38.4	2,075,414	37.6
Spain, Finland, Yugoslavia	115,501	1.3	226,485	4.2
Others	6,694	0.1	33,727	0.6

Norway buys more from the Customs Union and Free Trade Area countries than she sells to them; in

* One Norwegian krone=\$0.1339 Canadian.

1956 her trade deficit with them totalled N.Kr. 2,490 million, or nearly 80 per cent of her deficit with all countries. Her imports exceed exports for most individual countries in the proposed Free Trade Area; this is particularly true of her trade with the United Kingdom, West Germany and Sweden, her leading trade partners. Taken together, these three countries account for more than 67 per cent of Norway's total trade deficit.

Trade with Canada

Norway's trade deficit with Canada increased last year to N.Kr. 382 million, (N.Kr. 298 million in 1955), with imports valued at N.Kr. 407 million and exports at N.Kr. 25 million. The bulk of Canadian shipments

consisted of ores and raw materials which Norway converts into base metals for export. For example, Norway bought N.Kr. 262 million worth of nickel-copper matte last year and exported nickel ingots valued at N.Kr. 229 million to a number of countries, including the United States, West Germany, Sweden, and the United Kingdom. It is much the same story for Canadian alumina, copper, and other metals.

Canada sells considerable quantities of wheat to Norway to meet domestic needs; in fact, she supplies about one-third of Norwegian requirements in competition with the Soviet Union and the United States. Other major Norwegian imports from Canada include rye, barley, flaxseed, asbestos, carbon graphite electrodes, nylon fish nets, and drugs and chemicals.

How the IFC Will Help Trade

With 47 member countries and about \$90 million available for investment, the IFC has joined the ranks of international organizations working in the economic field. Close relative of the World Bank, it will play a somewhat different role.

R. E. LATIMER,
International Trade Relations Branch.

A NEW INTERNATIONAL ORGANIZATION—The International Finance Corporation—set up to stimulate productive private investment in less developed areas, came into being about ten months ago. The establishment of this Corporation has not had—nor could it be expected to have—any immediate impact on Canadian exports. But if it succeeds in its objectives, there should be a substantial expansion of trading opportunities.

The immediate effect of investments made by the IFC (which is an affiliate of the World Bank) will be to increase the demand for equipment, materials and services for those private projects in which it invests. In the long run, this process of economic development and expansion, which brings with it higher standards

of living, will provide greater opportunities for international trade over the whole range of goods and services.

Differs from World Bank

To see how the Corporation's investments will mean opportunities for Canadian exporters, it should be considered against the background of international ventures in the field of economic development up to now. Throughout the postwar period, the encouragement of sound economic development, especially in those countries which need it most, has been recognized as a prerequisite for a strong, healthy international trading community. To aid in this development, the trading nations of the world set up the International Bank for Reconstruction and Development (the World Bank). This organization provides funds for the expansion and improvement of transportation and power facilities, for land reclamation, and for other basic development projects. The Bank makes these funds available in the form of loans which are guaranteed by the public authorities in the countries receiving them.

The Bank was not set up, however, to encourage and assist directly in the expansion of private investment, which is indispensable to economic development and greater trade. This is now the function of the Inter-

national Finance Corporation, which was organized to fill this gap in the present international financial machinery.

How the IFC Will Work

The IFC was the result of a number of years of planning and discussion and its Articles of Agreement finally were signed by the principal trading nations of the world last July 24. These countries initially subscribed \$78 million to its investment fund. The membership now totals 47 countries and the funds immediately available for investment exceed \$90 million.

Because, unlike the World Bank, the IFC is designed to assist in the development and expansion of purely private enterprises, it will supply them with venture capital without government guarantees. In the initial stages at least, the Corporation intends to concentrate on encouraging and assisting investors in the growth and expansion of individual enterprises in the less developed areas. Privately operated and controlled projects, such as mining, processing or manufacturing, are appropriate fields for IFC investment.

The IFC is not designed to compete with private investors but to encourage them. It is intended to function as a catalyst to private investment by demon-

strating that such investments, prudently made and properly managed, can be profitable and useful. Under the Articles of Agreement the Corporation is precluded from participating in a venture when sufficient private capital is available on reasonable terms. On the other hand, it will invest only after it is satisfied that a project is a sound business proposition. It will buy the same types of securities which prove attractive to private investors. In that way it eventually can sell its securities in established enterprises, turn over its interests to private investors, and make its funds available for new investment opportunities.

The IFC is based on a recognition of the essential and vital role of private investment in economic development throughout the world. To the extent that the new Corporation succeeds in its purpose, Canadian traders will benefit substantially from the resulting expansion in world trade. Canadian exporters should pay close attention to the Corporation's work so that they may take advantage of new trading opportunities which develop. Canadian firms which are considering the expanding or developing of enterprises abroad may find that the IFC can help them in these plans.

A booklet describing the functions of the International Finance Corporation can be obtained by writing to the Corporation at 1818 H Street N.W., Washington 25, D.C.

Trade Commissioners on Tour

M. R. M. DALE, formerly Commercial Secretary for Canada in Cairo, Egypt, will shortly begin a tour of Canada. He will visit the following places:

Vancouver, Victoria—May 13-24	Hamilton—July 8
Winnipeg—May 28-29	St. Catharines, Welland,
Montreal—June 3-14	Niagara Falls—July 9
Quebec—June 17	Brantford, London—July 10
Halifax—June 19	Windsor, Walkerville—July 11
St. John's—June 20-21	Sarnia—July 12
Toronto—June 24-July 5	Ottawa—July 15-19

W. D. WALLACE, formerly Commercial Secretary in Djakarta, Indonesia will shortly begin a tour of Canada. He will visit the following places:

Vancouver—May 1-10	St. Catharines, Welland—June 4
Winnipeg—May 21-22	Brantford—June 5
Toronto—May 24-31	Windsor, Walkerville—June 6
Hamilton—June 3	Sarnia—June 7

After he concludes his tour, Mr. Wallace will be posted temporarily to Ottawa.

G. F. G. HUGHES, formerly Commercial Secretary in Beirut, Lebanon, will shortly begin a tour of

Canada. He will visit the following places:

Montreal—May 27-June 7
Ottawa—June 10-14
Toronto—June 17-28

D. B. LAUGHTON, Trade Commissioner in Port-of-Spain, Trinidad, will shortly begin a tour of Canada. He will visit the following places:

Montreal—May 6-10	Saint John—May 21
Quebec—May 13	Fredericton—May 22
Halifax—May 15-16	Toronto—May 27-31
St. John's—May 17-18	

Businessmen in the various centres may get in touch with these officers through the Board of Trade in Brantford, Halifax, Montreal and Saint John; the Chamber of Commerce in Hamilton, London, Niagara Falls, Quebec, Sarnia, St. Catharines, Welland and Windsor; the Canadian Manufacturers Association in Toronto and Winnipeg; the Department of Industry and Development in Fredericton; the Department of Trade and Industry in Victoria, and the Department of Trade and Commerce in Ottawa, St. John's and Vancouver.

The Rayon Industry Plans Ahead

India plans to increase output of rayon yarns in the next five years and is taking steps to solve some of the basic problems of her rayon piece-goods industry. Exporters of rayon-grade pulp should watch how the plans develop; they might mean a larger market in India for their product.

WM. JONES, *Commercial Secretary, New Delhi.*

INDIA HOPES to more than triple her production of rayon filament and to double her output of staple fibre by the time the Second Five Year Plan ends in March 1961. The present capacity of the rayon industry is 22.3 million pounds of filament and 16 million pounds of fibre. During the 1955-56 fiscal year, however, production, at only 15.7 million and 13.2 million pounds respectively, fell below plant capacity. The development program includes plans to manufacture 30,000 tons of chemical pulp a year. Expansion of the industry will require the investment of Rs.240 million (about \$48 million) and will provide employment for 4,500 to 5,000 more workers.

How Capacity Will Be Raised

The plan to raise plant capacity for rayon filament to 68.3 million pounds (60 million of viscose rayon and 8 million acetate) is based chiefly on schemes for new units which the Government already has approved. The proposed new units are: Century Rayons, Bombay, 9.6 million pounds; M. J. Vaidya, Bombay, 8.0 million pounds; Kesoram Cotton Mills, Calcutta, 8.0 million pounds; Sahu Jain, Calcutta, 4.0 million pounds; and J. K. Commercial Corporation, Kanpur, 4.0 million pounds. Expansion of existing units will make up the remainder of the proposed increase: the National Rayon Corporation, Bombay, will boost output to 19.5 million pounds, Travancore Rayon to 7.2 million and Sirsilk, Hyderabad, to 8.0 million. Sirsilk will make acetate yarn and all the other units, existing and proposed, will produce viscose yarn. The only producer of staple fibre at present is the Gwalior

Rayon Manufacturing (Weaving) Company, which plans to double its current capacity of 16.0 million pounds over the next five years.

The plan spells out the need for raw materials to enable production to reach 60 million pounds of viscose rayon, 8 million pounds of acetate rayon and 32 million pounds of staple fibre. These needs are: rayon-grade pulp 47,200 tons, cotton linters 3,200 tons, alcohol 1.6 million gallons, caustic soda 42,000 tons, and sulphur 34,000 tons. The industry buys all its rayon-grade pulp abroad at present but the Government, through the National Industrial Development Corporation, plans to set up one or two units to make chemical pulp during the Second Plan. In 1956, Canada shipped 6,213 tons of dissolving sulphite pulp to India, an increase of 648 tons over 1955. Alcohol, cotton linters and even special grade caustic soda will all be produced in India but all of the sulphur will have to be imported.

Weaving Industry Uses Rayon

Most of the demand for rayon comes from the weaving industry, which mainly uses yarn ranging from 75 to 200 deniers. Rayon currently produced in India ranges from 100 to 150 deniers; coarser and finer yarns are imported. The Indian art silk-weaving industry operates about 40,000 power looms and about 150 thousand hand looms. Production capacity, on the basis of a single shift and 300 days a year, is estimated at 465 million yards; a power loom will turn out about 20 yards of material in one shift and a hand loom about five yards. The Government considers that the existing capacity is far in excess of the actual demand and plans no further expansion in the number of looms.

In fact, production of art-silk fabrics has been much below the estimated capacity of 465 million yards; current output is about 275 million yards a year. The industry consumes approximately 55 million pounds of yarn in a year. The Second Five Year Plan suggests a target of 350 million yards of art-silk cloth by 1960-61, an increase of about 20 per cent.

Rayon cloth is becoming increasingly popular with the urban middle-class population and their purchases usually equal production. Nevertheless, the weaving industry has to face fundamental difficulties and particularly the price and supply of yarn. When the import licensing authorities have to conserve foreign exchange, semi-luxury commodities such as rayon yarn are the first to feel the pinch. From time to time there are shortages and the price of yarn (and consequently of the finished product) rises. The high import duty, 36½ per cent ad valorem, adds to the problem.

India's Industry Faces Problems

The Government recognizes that the solution of these difficulties lies in developing the rayon yarn industry. In an attempt to supplement the production of the existing factories, the Silk and Art Mills Association in Bombay started negotiations recently with the Snia Viscosa group of Italy to set up a yarn production plant in this country.

The proposal called for an initial investment of Rs.60 million (approx. \$12 million), and an ultimate production of ten tons of rayon and ten tons of staple fibre a day. But the scheme has been held in abeyance; most of the mills are small units which would find it difficult to contribute their quota for a co-operative scheme of this type. The largest rayon textile firm controls 600 looms and the smallest 25 looms. The annual turnover of the former amounts to a little over Rs.10 million and the latter Rs.600 thousand.

Another major problem is that the rayon textile plants sorely need to be modernized. Most of the equipment was secondhand even in 1937 when the industry first started. Millowners complain that they are compelled to purchase locally-manufactured spare parts which do not conform to international specifications. Fortunately, the rayon piecegoods industry has not assumed the unwieldy proportions of the cotton textile industry, and changes should not be difficult.

Apart from the yarn consumed by the piecegoods industry, firms manufacturing knitwear, hosiery, embroidery, and gas mantles use about five million pounds of rayon a year. An important consumer of rayon is the rubber tire industry which needs rayon cord in substantial quantities. Although this demand is now entirely met by imports, provision is made for producing the cord during the next five years. It is estimated that the demand for rayon by the tire industry will increase from 3.5 million pounds at present to about 5.0 million pounds by the end of the Second Plan.

If developments in this field proceed according to the blueprint over the next five years, a larger market for rayon-grade pulp from Canada should result. ●

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 Ireland

J. BERNARD ROCHE, sales director, Irish Ropes Ltd., Newbridge, Co. Kildare, will arrive in Canada about May 20. Purpose of his visit is to promote sales of his company's fibre ropes and twines of all kinds. Itinerary includes visits to Toronto, Montreal, Halifax, and Charlottetown. Forwarding address is c/o Irish Export Promotion Board, 1015 Beaver Hall Hill, Montreal, Quebec.

► from Rhodesia and Nyasaland

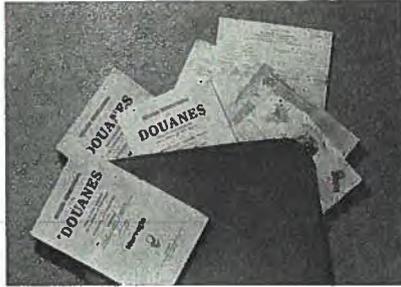
T. PRINGLE-WOOD, director, and T. S. WILSON, sales manager, of the Bulawayo branch of W. C. Macdonald & Co. Ltd., Salisbury, will visit Canada from May 1 to 10. The company is a well-established agency in the Federation, interested in general merchandise. Canadian firms may get in touch with these men through the Canadian Manufacturers Association in Toronto from May 3 to 8 and the Board of Trade in Montreal from May 8 to 10.

► from South Africa

W. NISSEN, of Messrs. W. Nissen (Pty.) Ltd., Cape Town, will visit Canada in August, arriving in Montreal on or about August 15. He is interested in obtaining sources of supply for hardware and electrical goods. His itinerary is not yet complete, but his forwarding addresses are c/o Belding-Corticelli Ltd., Montreal, and c/o Red Ball Parking Meters Ltd., Toronto.

► from the United Kingdom

H. P. R. SCOTT, joint managing director, Thomas Summerson & Sons Ltd., Mowden Hall, Darlington, will visit Canada during May to promote sales of the company's collapsible shipping containers made of aluminum alloy. Mr. Scott would like to meet representatives of companies which are large users of packing cases up to 16½ cu. ft. capacity. They may get in touch with him through the offices of the United Kingdom Trade Commissioners in Montreal, Ottawa or Toronto.



Trade and Tariff Regulations

Chile

IMPORTS OF RAW MATERIALS FOR DRUGS PERMITTED—In a recent meeting held by the Chilean Exchange Control Commission, it was decided that raw materials for the manufacture of drugs may now be allowed to enter the country on a "consignment" basis. It was also decided to reduce the local currency deposits payable by the Chilean importer from 30 to 5 per cent. These modifications were the result of frequent protests made by local pharmaceutical and drug manufacturers—Santiago, April 1.

France

IMPORT RESTRICTIONS INCREASED—Effective March 16th, certain emergency measures to restrain imports were introduced by the French Government. Among the new restrictions affecting certain Canadian exports is an increase in the Special Temporary Compensation Tax from various lower rates to a uniform rate of 15 per cent ad valorem. Import licences will only be issued subject to deposit by the importer of 25 per cent of the F.O.B. value of the goods involved. In addition, the validity period of import licences has been shortened from six months to three months.

India

IMPORT CONTROL ON TIRES RELAXED—The Government of India has announced that import quota licences for January-June 1957 are now valid for the import of all types of rubber tubes and tires except tractor and off-the-road types. The reason for this change is the country's current general shortage of tires and tubes—New Delhi, April 6.

Ireland

ANIMAL REMEDIES ACT PASSED—The Animal Remedies Act, 1956, the purpose of which is to protect farmers from exploitation by makers of quack animal remedies, was passed on December 12, 1956, and will come into operation on June 12, 1957.

The main provision of the Act is that details of the substances used in manufacturing an animal remedy, the proportions contained in it, the disease or ailment it is designed to treat, and the name of the manufacturer and packer must be shown on the label on the container and on any outer wrapping in which the material is offered for sale. This will enable the buyer to see at a glance what the remedy purports to do, what it contains, and who is responsible for it.

The Act also provides for the setting up of a consultative committee with which the Minister for Agriculture may consult if it is found necessary to control the manufacture, preparation, packing, import or sale of any animal remedy. This second form of control has been included in the Act in case the provision about labelling should not give adequate protection.

The Act also gives the Minister for Agriculture power to order an inspection of premises where animal medicines are being made up or prepared for sale and the inspectors have power to take samples for testing and analysis.

The Act applies to the following animals: horses (including ponies, asses, mules and jennets), cattle, sheep, swine, goats, dogs, cats and poultry (including domestic fowl, turkeys, ducks, geese and guinea fowl) of any age. The Minister for Agriculture has power to apply it to any other animal, whether domestic or in captivity—Dublin, April 10.

New Zealand

MOTOR VEHICLE IMPORTS INCREASED—New Zealand's allocation for motor vehicle imports in 1957 will be 5,000 more than originally announced (see *Foreign Trade* of October 13, 1956). The increased licences, which will involve a further sum of £2 million, will be available for vehicles from all sources *except the dollar area*. This will bring to 40,000 the number of new cars and trucks New Zealand will bring in this year, including about 2,000 from the dollar area.

A government spokesman has said that, in making the additional funds available, particular

attention had been given the depressed position of the United Kingdom car industry. There is little doubt that the bulk of the new licences will be issued for vehicles from the United Kingdom, but Australian and Continental manufacturers will also benefit—Wellington, April 4.

Norway

MORE DOLLAR IMPORTS LIBERALIZED—Effective April 1st, certain additional products may be imported into Norway from Canada and other dollar countries free from quantitative restrictions and without import licences. They are as follows:

Hydrogen peroxide; base metal plugs for wall attachments; wrapping machines; tobacco manufacturing machines; spooling, winding and plaiting machines for metal wire; fire engines, cartable and portable, with motor; glass manufacturing machines; certain accessories for motion picture projectors; material for incandescent lamps and electrical condensers—Oslo, April 5.

The original Norwegian dollar import liberalization measure was reported in Foreign Trade of August 18, 1956.

Philippines

PREFERENTIAL TREATMENT OF FILIPINO IMPORTERS—The Central Bank of the Philippines has announced its intention to give additional dollar allocations for essential commodities to importers who are Philippine citizens, and who have exclusive agencies. Named "foreign exchange support", the increased dollar quotas are intended to encourage foreign manufacturers to appoint Philippine nationals or companies as their agents in the Philippines. This incentive is in line with the Government's policy of channelling a larger share of business to Philippine citizens, and reducing the proportion of aliens in business.

As United States citizens and companies enjoy parity treatment in the Philippines by treaty, this foreign exchange support should also be extended to American importers in the Philippines.

The dollars to be used for the additional allocations of "foreign exchange support" will come from the US\$5 or \$6 million of quotas that the Central Bank recovered in 1956 by weeding out illegal importers—Manila, April 3.

Portugal

CEMENT, AMMONIUM SULPHATE AND SALT IMPORTS—As the result of the planned export of 300 thousand tons of cement and 5,000 tons of sulphate of ammonia, a law has been passed which will permit the import of similar quantities without payment of duty. In addition, the duty on 120 thousand tons of salt has been waived because of

unusually low production during the past year as a result of wet weather—Lisbon, April 3.

South Africa

IMPORT RESTRICTIONS RELAXED—The Minister of Economic Affairs for the Union recently announced further concessions in South Africa's import control regulations for 1957 as follows (for previous notice see *Foreign Trade* of December 22, 1956):

- (1) The general policy in regard to consumable stores remains unchanged with permits issued to meet importers' full requirements of raw materials and machinery.
- (2) For consumer goods, the preliminary allocation of 33½ per cent of 1948 imports has been increased to last year's level of 53½ per cent, with consideration being given to specialized firms which because of the nature of their business have been seriously hampered by import control.
- (3) Import permits will be issued automatically for the following additional items (previously confined to steel, lumber and selected textile piece goods):

Additional textile piece goods, tractors, films and photographic material (excluding cameras), cash registers, typewriters, weighing scales, industrial machinery, oil and grease, certain fencing materials, asphalt and bitumen, hearing aids, scientific and veterinary instruments, aircraft, farm lighting apparatus, elevators and outboard motors.

- (4) Importers' full requirements of commercial vehicles will be met by the issue of permits to provide for the replacement of vehicles sold.
- (5) It has been decided to raise the limit on passenger vehicles retailing at the coast at not more than £700 per unit to £800, and to relax control to such an extent that importers of this group of vehicles will now be covered on a replacement basis. In other words, their relevant import permits will be replaced to the extent that importers sell such vehicles. This relaxation also extends to vehicles purchased by visitors while abroad provided the vehicles have been in their own possession and use while abroad for at least two months.
- (6) Import quotas for certain makes of vehicles imported fully set up are to be increased by 40 per cent over last year's allocation.
- (7) The quotas for passenger vehicles with a retail price exceeding £800, but an F.O.B. price in the country of origin of less than £600, will be increased by 10 per cent.
- (8) The policy as regards passenger vehicles with a factory price of more than £600 F.O.B. remains unchanged. Passenger vehicles in this

category are at present on the so-called restricted list.

- (9) The allocation of quotas for the import of spare parts for motor vehicles and agricultural implements will now be discontinued and importers are free to apply for permits in respect of their full requirements.

West Germany

IMPORT QUOTAS FOR CANADIAN GOODS— Although many imports into West Germany from dollar countries have not yet been liberalized, special import quotas cover an increasing number of such goods.

Within the last few days, the Federal Ministry of Economics has announced a number of broad import quotas for all dollar countries as a means of maintaining price stability in the West German economy. The specific goods affected are:

- Wearing apparel of all kinds, such as fabrics, stockings, underwear, outer garments, and clothing accessories, as far as they have not yet been liberalized;
- Woven fabrics made of synthetic thread and/or fibres, as far as they have not yet been liberalized. Shoes of all kinds, as far as they have not yet been liberalized.

No time limit has been placed on the life of these three quotas and all types of wearing apparel, synthetic fabrics and shoes may be imported as long as the quotas remain in force.

Quotas have also been established for the following goods, but certain restrictive conditions have been laid down:

- Rubber-elastic fabrics may be imported from now until an unannounced value is reached, but not later than June 30, 1957;
- Leather and leather goods of all kinds and tanned and dressed furskins and fur articles, as far as they have not yet been liberalized, may be imported from now until an unannounced value is reached, but not later than August 31, 1957.

Canadian suppliers who wish to participate in these quotas must work through German importers. Connections established for this purpose need not necessarily be exclusive.

Imports of agricultural and fisheries products, particularly those which compete directly or even indirectly (e.g., canned salmon) with West German products, are still rather severely restricted. Limited import quotas have been established for some of these products but imports of certain ones, notably *canned fruits and vegetables*, are for the most part confined to small quotas established for the international trade fairs which are held in West Germany.

In order to use these so-called "trade fair quotas", German importers must receive authorization from foreign suppliers to exhibit on their behalf. Until the end of 1956 these quotas were in effect for industrial, agricultural and fisheries products, but since that date they have been discontinued for industrial goods.

The quota that has been established for Canadian agricultural and fisheries products for the trade fairs now stands at DM 3 million for each half-year period. The items under this quota which are of greatest interest to German importers are *canned fruits, vegetables and soups, canned salmon, and honey*.

There are certain restrictions on the use of the trade fair quotas. For example, only 10 per cent of the total quota (DM 300,000) may be used to import canned fruits, vegetables and soups, and only DM 50,000 may be used for honey.

Last fall, because of the poor domestic crop in West Germany, a special import quota was established for canned fruits and vegetables outside the trade fair quota arrangement. The circumstances which prompted this quota were considered to be unusual and it is doubtful whether further general quotas for these products will be issued in the foreseeable future.

Mild cured and frozen salmon imports were, until the end of 1956, confined to the trade fair quota system. In each half-year period the amount available for these two products was DM 300,000. At the end of February a special quota outside the trade fair system was set up for mild cured salmon from Canada and the United States. This quota has already been filled and it is reported that licences granted for imports from Canada amounted to DM 309,875 and from the United States DM 190,125. Although at present there is neither a trade fair quota nor a special quota for frozen salmon, there is a good possibility that a quota for the latter may be set up later this year.

On the whole, the Ministry of Food and Agriculture is endeavouring to discontinue trade fair quotas and substitute general quotas for them. The action which has been taken on mild cured salmon is part of this policy. At the end of June of this year it is expected that the trade fair quota for honey will also be discontinued and that a general quota may be established for it. It is most unlikely that the present quota arrangements for canned fruits and vegetables and canned salmon will be changed. Import opportunities for these items will, therefore, remain largely confined to the trade fair quota procedure.

—M. B. BLACKWOOD,
Assistant Commercial Secretary, Bonn.

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 Uruguay	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> <i>P.O. Box</i> 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	R. K. Thomson, Commercial Secretary or Canada	Opernring 2, VIENNA	<i>Mail:</i> (City Address)
Belgian Congo Angola, French Equatorial Africa	K. Nyenhuis, Canadian Government Trade Commissioner	Forescoin Building, LEOPOLDVILLE 1.	<i>Mail:</i> <i>Boite Postale</i> 373 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2706
Belgium Luxembourg	T. J. Monty, Commercial Counsellor K. G. Ramsay, Assistant 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> <i>Caixa Postal</i> 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> <i>Caixa Postal</i> 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> <i>Apartado Aereo</i> 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
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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, Assistant Commercial Secretary	3 rue Scribe, PARIS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> OPEra 42-30
Germany Federal Republic	B. A. Macdonald, 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. JAKARTA	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Gambir 499
Ireland	Commercial Counsellor 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, MEXICO, D. F.	<i>Mail:</i> Apartado 126-Bis <i>Cable:</i> CANADIAN <i>Tel.:</i> 36-27-90
	C. O. R. Rousseau, 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 710 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 33-2628
South Africa (Cape Province), St. Helena, Southwest Africa	A. W. Evans, 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 España, 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 Austria Czechoslovakia, Hungary	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)	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 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)	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
	C. R. Gallow, Consul and Trade Commissioner		
	H. E. Lemieux, Consul and Trade Commissioner		
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)	G. A. Newman, Deputy Consul General (Commercial)	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
	R. F. Renwick, Consul and Trade Commissioner		
United States (Michigan, Ohio)	M. J. Vechler, Consul and Trade Commissioner	Canadian Consulate, 1139 Penobscot Building, DETROIT 26	<i>Mail:</i> (City Address) <i>Tel.:</i> WOODward 5-2811
	A. A. Lomas, Vice Consul and Assistant Trade Commissioner		
*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	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
	A. G. Kniewasser, Commercial Secretary		
	W. G. Brett, Assistant Commercial Secretary		

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 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 1.039636

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent April 12	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Official	.05344	18.71	(1)
		Free	.02405	41.58	
Austria	Schilling		.03700	27.03	
Australia	Pound		2.1460	.466	
Belgium, Belgian Empire and Luxembourg	Franc		.01915	52.22	
Bolivia	Boliviano	Free	.0001289	7,758.	(17)
British West Indies	Dollar		.5589	1.8	(2)
	Pound		2.6825	.3728	(3)
	Dollar	British Honduras	.6706	1.49	
Brazil	Cruzeiro	Effective selling*			
		*Category I	.0157	63.67	*14 March
		Category II	.0113	88.39	(4)
		Category III	.0093	107.73	
		Official buying	.0524	19.09	(5)
Burma	Kyat		.2020	4.95	
Ceylon	Rupee		.2012	4.97	
Chile	Peso	Free	.001696	589.62	(15)
Colombia	Peso	Basic	.3848	2.6	(7)
		Free*	.1537	6.5	*11 April
Costa Rica	Colon	Official	.1713	5.83	
		Controlled free	.1449	6.9	
Cuba	Peso		.9619	1.04	tax 2% (4)
Czechoslovakia	Koruna		.1336	7.49	
Denmark	Krone		.1393	7.18	
Dominican Republic	Peso		.9619	1.04	
Ecuador	Sucre	Official	.06413	15.59	
		Free	.05359	18.66	
Egypt	Pound	Official	2.7621	.362	(6)
El Salvador	Colon		.3848	2.6	
Fiji	Pound		2.4167	.4138	
Finland	Markka		.004182	239.12	
France, Monaco and North Africa	Franc		.002749	363.76	(8)
French Colonies in Africa	Franc		.005498	181.88	(9)
French Pacific	Franc		.01512	66.14	(10)
Germany	D Mark		.2289	4.37	
Greece	Drachma		.03206	31.19	
Guatemala	Quetzal		.9619	1.04	
Haiti	Gourde		.1924	5.2	
Honduras	Lempira		.4809	2.08	
Hong Kong	Dollar	Free*	.1553	6.44	*5 April
		Official	.1677	5.96	
Iceland	Krona	Official	.05906	16.93	(6)
		Special selling	.0345	28.99	(11)
India	Rupee		.2012	4.97	
Indonesia	Rupiah	Basic	.08470	11.8	(12)
Iran	Rial	Certificate	.0127	78.75	
Iraq	Dinar		2.6933	.3713	
Ireland	Pound		2.6825	.3728	
Israel	Pound		.5344	1.87	
Italy	Lira		.001544	647.66	
Japan	Yen		.002672	374.25	

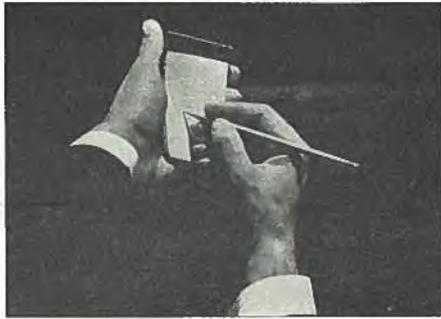
* Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent April 12	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free3005	3.33	
Mexico	Peso07695	13.	
Netherlands	Florin2514	3.98	
Netherlands Antilles	Florin5066	1.97	
New Zealand	Pound	2.6825	.3728	
Nicaragua	Cordoba	Effective buying1457	6.86	
		Official selling1364	7.33	
Norway	Krone1347	7.42	
Pakistan	Rupee2012	4.97	
Panama	Balboa9619	1.04	
Paraguay	Guarani	Official01603	62.38	(6) (13)
Peru	Sol	Certificate05062	19.76	
Philippines	Peso4809	2.08	
Portugal & Colonies	Escudo03357	29.78	(14)
Singapore & Malaya	Straits dollar3130	3.19	
Spain & Dependencies ...	Peseta	Basic buying04392	22.77	
		Basic commercial selling	.0586	17.07	(6)
		Free02470	40.49	
Sweden	Krona1859	5.38	
Switzerland	Franc2244	4.46	
Syria	Pound	Free2688	3.72	
Thailand	Baht	Free04676	21.39	(6)
Turkey	Lira3435	2.91	
Union of South Africa	Pound	2.6825	.3728	
United Kingdom ..	Pound	2.6825	.3728	
United States	Dollar961875	1.04	
Uruguay	Peso	Free2489	4.02	
		Basic buying6333	1.579	(6)
		Principal selling4587	2.18	(16)
Venezuela	Bolivar2871	3.48	
Yugoslavia	Dinar003206	311.92	(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.



Angola

DIAMOND CLASSIFYING CENTRE—According to a decree law published recently, the Angola Company is directed to establish a diamond classifying and valuation centre in Lisbon. The decree also includes provision for the creation of a new company with monopoly rights for the establishment of a diamond-cutting industry in Lisbon. As a result of this decree law, it is anticipated that the entire production of diamonds in Angola will pass through Lisbon—Lisbon, April 3.

Australia

ALUMINUM FOIL PLANTS—Two separate overseas groups are planning to establish Australia's first aluminum foil industry; foil is currently imported, mainly from Britain. A large United States aluminum firm has been discussing with Australian interests the joint establishment of a \$10 million plant in Sydney or Melbourne. The other group, composed of two British firms and one Canadian, plans an initial capitalization of about a million dollars for a plant in Sydney to make heavy and light-gauge foil, plus decorated and laminated foil—Sydney, March 25.

Brazil

DOLLAR LOANS—It is understood from unofficial sources that in 1956 Brazil received, or was authorized to receive, the largest total of dollar credits ever granted to a Latin American country. The loans, investments and technical aid totalled US\$438,141,000, which roughly equals 30 per cent of Brazil's export earnings during the year—São Paulo, March 21.

Chile

DEFICIT IN 1956—The Chilean Minister of Finance recently announced a deficit of 16,239 million Chilean pesos (Can.\$27,065,000). This, together with accumulated deficits brought forward and covering the years 1950-1955, makes a grand total of 62,427

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million Chilean pesos (Can.\$104,045,000). The Minister added that he hoped to reduce this enormous deficit from increased taxes to be received during the first half of this year—Santiago, March 28.

India

EXPORT OF NON-FERROUS SEMI-MANUFACTURES RESTRICTED—The Government of India will not permit any further exports of semi-manufactures of copper. Exports of semi-manufactures of brass and aluminum will be licensed freely until the end of June 1957 and of tinplate containers until the end of December 1957—New Delhi, March 20.

Italy

TRADE BALANCE—Preliminary trade statistics for 1956 indicate Italian imports totalling 1,980,694 million lire and exports totalling 1,347,279 million lire, giving a total trade deficit of 633,415 million lire. These figures show an increase over 1955 of 16.9 per cent for imports and 16.1 per cent for exports. The 1956 deficit of 534½ billion lire was 18.5 per cent higher than that in 1955—Rome, April 3.

South Africa

FOREIGN TRADE—South Africa's foreign trade increased sharply during the first eleven months of 1956. Imports at £459.5 million were \$15.3 million greater than in the same period of 1955; exports at £376.1 million climbed by £44.6 million—Cape Town, March 23.

FOREIGN EXCHANGE RESERVES—Contrary to the usual trend for the early part of the year, South African reserves of gold and foreign exchange rose to £135.7 million at the end of February compared with £131 million at December 31, 1956. Last year reserves fell by £9 million during the same period—Cape Town, March 23.