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cover This sturdy French peasant woman of Savoy takes obvious pride in the cattle on her farm. Farmers in France are benefiting today from higher milk prices in force since last September, and from support prices on dairy products. For a report on other aspects of farm production and on French agricultural policy and its objectives, turn to page two,

FRANCE

Adopts New Farm Policy

Through a sweeping new program to boost farm output and exports of farm products, France hopes to earn exchange to help pay for the raw materials and fuels she must have to continue her industrial expansion program.

V. F. WIGHTMAN,
Agricultural Attaché, Canadian Embassy, Paris.

A LONG-TERM PROGRAM FOR FRENCH AGRICULTURE developed by the Government early this fall is designed not only to raise farm income but also to increase exports and reduce imports of farm products in the years ahead. The latter objective recognizes the contribution which agriculture can make to the balancing of the foreign exchange accounts.

The steady deterioration of French foreign exchange reserves during 1957 and government action to reverse this trend were reported in *Foreign Trade* of September 28. The situation since then has improved only moderately. For the first nine months of 1957, the foreign exchange deficit outside the franc area totalled 441 billion francs (approximately \$1 billion) compared with 289 billion for the corresponding period of last year.

One result was that on October 28 the authorities extended "operation 20 per cent" to all French imports and exports. This arrangement, in force since August, formerly exempted certain imports of raw materials from the 20 per cent surcharge. By the end of the year, it is expected that no exceptions to this rule will remain; this will complete what is, in fact, a devaluation of the French franc from 350 to 420 to the U.S. dollar.

Because fuels and raw materials represent two-thirds of imports, France cannot afford substantial cuts in her purchases abroad if industrial expansion is to continue. She therefore has embarked on a program to expand exports; it is understood that the Third Modernization Plan, drawn up last year, is being revised to place greater emphasis on export industries. With this, the Government has put into effect a new system of target prices for the chief agricultural products. This method was adopted to influence the pattern of production to increase exports and decrease reliance on imports.

Earnings from Wheat Decline

The first and main jolt to the French exchange position came with the extensive frost damage to wheat in the winter of 1956. France reversed her position from a net exporter to a net importer of wheat and this cost an estimated \$200 million in foreign exchange. Year-end figures for 1956 clearly reflected this change: with grain exports halved in value from the previous year; the cost of grain imports rose from 6 to 57 billion francs. At the same time, supplies of meat and dairy products for export also dropped and more liberal imports were permitted to keep down food costs. Thus the ability of agriculture to contribute to balancing trade accounts was seriously impaired. Government planners have come to realize the part agriculture can play in paying for industrial raw materials.

This year, primarily because of the large wheat crop, agriculture will again make a significant contribution to exchange earnings. The Government has now turned to a policy of long-term price guarantees to raise livestock output.



Fewer fields of wheat like this one will be seen in France if the current government policy of putting a brake on wheat sowings succeeds. Objective is to get more land into pasture and coarse grains. Last year French farmers raised about 400 million bushels of wheat; about 70 million went to export markets.

With its program of target prices for 1961, the Government hopes to influence farmers to raise more livestock; to accomplish this it has increased target prices for beef, pork and eggs and also for feed barley and sugarbeets. The 1961 target price for wheat will decline slightly from the current high. To assure constant value, these target prices are tied to the indices for non-food retail costs, for industrial goods used on the farm, and for farm wages.

Beef Production Lower

Beef production has tended to decline recently, partly because of attempts to keep down urban food costs. Following a market crisis in the fall of 1953, cattle marketings remained high, permitting substantial exports. It is now evident that this outwardly favourable situation masked a reduction in breeding stock that led eventually to a drop of 6 per cent in beef production in 1956 and made imports necessary.

The tide now seems to have turned but time is needed to rebuild beef herds; the Government hopes to encourage this trend by gradually increasing the support price up to 1961. With the price incentive came other measures to assist production, such as subsidies for the creation or improvement of pastures, extension of the subsidy on lime, and government assistance for new breeding centers.

Plans call for beef production to increase by 35 per cent to 1.3 million tons by 1961, which should permit an export surplus of 125 thousand tons. It is understood that there are markets in neighbouring countries, particularly Germany. Government planners also hope

to increase output of veal, pork and mutton in the same proportion.

Outlook for Wheat

To get more land into pasture and coarse grains, the French Government has recently tried to discourage wheat growing. The wheat target price for 1961 is set at 3,200 francs a quintal; the present price is 3,350 francs a quintal. The purpose, in contrast to the reason for price increases for other products, is to place a brake on wheat sowings which have been increasing recently. The Third Modernization Plan (1957-61) calls for cutting back the area sown to wheat to four million hectares from almost 4.7 million this year. However, yields are rising and will likely offset any decrease in sowings. No one expects wheat production to fall below this year's total of 11.0 million tons unless yields are affected by natural causes such as the 1956 frost. The export goal for 1961 is set at 2.5 million tons.

The Government at present is studying a new four-year Grain Plan to replace the one which expires this year. The most significant feature is the rise in the marketing quota for wheat which producers can sell at the guaranteed price—from 6.8 million tons at present to 7.2 million for the 1958 crop and perhaps up to 7.5 million by 1961. The French state that increased quotas depend on the Common Market countries drawing up an agreement which offers expanded markets for wheat at prices which will approach those paid to domestic producers.

In the meantime, France will continue to dispose of her export wheat under the same terms as in previous years, whereby exports are subsidized by state contribu-

tions and by a levy on the wheat marketed by farmers.

Estimates for the 1957 crop place production at 11 million tons (almost 400 million bushels). This represents a new record comparable only with the 10.5 million tons harvested in 1954. The present export program covers two million tons (about 70 million bushels) of wheat; this figure may be revised upward next spring if crop prospects for 1958 are good. The export price of French wheat is relatively low because the need for foreign exchange has been an important influence on the amount of the subsidy on exports. The wheat has sold briskly so far and by November shipments had already attained half the export goal for this season. As a result, the Government decreased the subsidy on exports.

Principal markets are Germany and the United Kingdom. For the former, the Franco-German trade treaty covers the export of 50 thousand tons of wheat and 200 thousand tons of other grains, mostly barley. France has also been cultivating markets for flour and has placed a reported 200 thousand tons (wheat equivalent) in Egypt and smaller quantities in other markets of the Middle and Far East.

Greater Feed Supplies

Output of barley is rising and the 1957 crop is estimated at 3.6 million tons. Although below the record crop in 1956 (which resulted from farmers resowing wheat fields destroyed by frost partly to barley), the 1957 crop still represents a gain of 70 per cent over the last normal five-year average. This year, France expects to export about 800 thousand tons and a goal of 1.5 to 2 million tons by 1961 has been suggested. Obviously, the Common Market will offer large outlets for French barley.

Corn output has also made rapid strides because of the increased use of hybrids; this year's crop is up some 65 per cent over the last normal five-year average. The 1961 target price on corn is lower than the current price, not to discourage plantings but rather to bring corn prices more into line with other feeds. The forward price for barley is slightly higher than at present.

Dairy Products Encouraged

Other products each have their own special regulations; all key products now enjoy price guarantees and production goals. New milk prices came into force in September, raising the price paid producers by approximately 10 per cent to 27.70 francs a litre (nearly \$3.00 a hundred pounds) for the fall period; milk prices in France are on a seasonal basis, ranging from a winter high to a summer low. At the same time, support prices were established for a wide range

of dairy products. For example, the wholesale support price for butter in Paris is 68 cents a pound at present.

There is also a program for sugar beets which will play an important part in the plan to produce two million tons of refined sugar by 1961. France will provide 1.5 million tons of raw beet sugar and the remainder will come from raw cane sugar originating in the French West Indies and Madagascar. The forward price for sugar beets has not yet been set; the price will be allowed to rise from this year's which is already 15 per cent higher than last year's. Such an incentive for beet growers represents a major shift in French policy; for the past few years sugar beet production has been discouraged.

Because output had declined, France had to import sugar last winter at a time when both sugar prices and freight rates had reached record heights. At the same time foreign exchange reserves also were declining seriously. This experience has apparently convinced government planners that it is preferable to cover their needs within the franc zone by offering long-term guarantees to cane growers in the territories and sugar-beet growers at home.

Canadian Trade with France

These plans to increase home production are not likely to affect Canada's trade with France in agricultural products; actually both countries tend to produce the same products in sufficient quantities for their own needs. In 1956, our chief agricultural export to France was durum wheat; demand for it depends largely on how much is available from French North Africa. At the moment, the outlook for wheat sales is less promising than last year. However, if the consumption of alimentary pastes is great enough during the winter, additional quantities of durum may be needed in the spring to supply the market until the new crop is available.

Our steadiest market here is for oilseeds, principally flax. Exporters should note, however, that the Government has established a program to raise domestic output of oilseeds and decrease reliance on imports. Rapeseed sowings have increased and there was a record crop this year, but so far there has been little progress with flax.

The chief obstacle to the expansion of Canadian exports to France is the serious balance-of-payments disequilibrium and the consequent curtailment of imports from all countries. Exchange and import controls have been further intensified in recent months by the introduction of an exchange tax of 20 per cent on all imports. But because Canadian agricultural exports to France consist almost entirely of essential commodities, sales in the immediate future may depend primarily on price and supply. ●

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 Czechoslovakia—This shipment, shown in a Montreal airport, will be warmly welcomed when it touches down in Prague—it is made up of 6,600 lb. of Canadian polio vaccine.



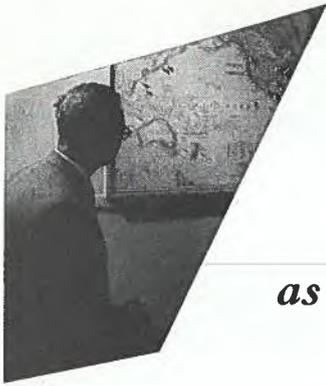
In the Belgian Congo—Ready to unload at an offset printer's shop in Elisabethville, this truck carries a load of mimeograph paper shipped to South Africa by a Canadian maker.



In Lebanon—A window display in Beirut features brake lining sets made in Canada from Canadian asbestos; the store is one of the largest distributors of this product in the city.



*—“Berita Harian”, Singapore
In Malaya—Eager for the news, these men have stopped on a Singapore street to read the new Malay-language newspaper, “Berita Harian”, which is printed on Canadian newsprint.*



as the businessman sees it

Revisiting the Caribbean Area

An experienced exporter takes a look at this area, where goodwill towards Canadians and their products runs high. How is this market shaping up, and what can Canadians do to obtain a larger share of it?

IVAN E. LENARD, M.I. Ex.,
Executive Director, International Patented Products.

RECENTLY I RETURNED from my fifth trip to the Caribbean area since the end of World War II. It was only natural that my main interest was the changes which had taken place there since my last visit three and a half years ago, rather than discovering which of these countries offer the best potential markets for Canadian goods.

In addition to visiting countries in the Caribbean area, I also spent some time in Central and South America, finding it possible to visit 17 countries in just over seven weeks. Here, however, I shall deal only with the Caribbean islands and British Guiana. Of these, Bermuda, the Bahamas, Jamaica, Barbados, Trinidad and British Guiana are British colonies. Haiti and the Dominican Republic are independent, and Puerto Rico is a part of the United States.

Travel Conditions Improve

Throughout this area, air transport and hotel facilities have improved a good deal in the last few years. Nearly all these countries have realized that if they are to compete successfully for the pleasure tourist's

dollars, they must offer first class accommodation. A large number of hotels have been built; most of them are air-conditioned and have swimming pools, terraces, balconies, etc. They range from luxury to modest establishments and on the whole this area now offers facilities comparable to those in North America or Europe.

Airline flights are more frequent and arrive and depart at more convenient hours; limousine transportation to and from airports has been vastly improved. Although a Canadian passport ensures a welcome in all countries, immigration and customs formalities at arrival and departure could certainly be simplified and some of the annoying delays eliminated. I feel that the many forms which have to be filled in could be standardized and in some cases done away with entirely.

Everywhere the tourist trade is becoming big business. The over-all benefits of this growth are not restricted to exporters who cater to the tourist industry but apply to all exporters, because the dollars earned from the tourist trade help to improve the balance-of-payments position of these countries. In fact, the continuing growth of the tourist business holds the best promise for the eventual complete removal of import controls which limit dollar purchases. This is borne out by the fact that the countries with a highly developed tourist industry—such as the Bahamas, Bermuda, and Jamaica—allow dollar imports to come in a bit more freely and grant import licences without too much trouble for goods that will benefit the tourist trade directly. This statement applies also to products required for building, furnishing and decorating hotels and resorts.

The relatively high world market prices for basic commodities such as sugar, coconuts, sea island cotton, citrus fruits, etc., have brought these islands a reasonable prosperity. With few exceptions, their economies are based on agriculture, although Puerto Rico, the Dominican Republic and, to a lesser extent, Jamaica and Trinidad have made great strides in industrialization.

Most of these countries are increasing their imports but Canadian exporters, it seems to me, are not obtaining as large a share of the business as they should. The market absorbs a large variety of products, including a long and varied list of highly manufactured consumer goods, and if businessmen put more effort behind the export merchandising of their products, they should increase their sales.

Check on Your Representatives

Importers, commission agents, and/or distributors handle most of the business. These merchants vary in size, ability and importance. Some second-rate distributors and agents hold valuable Canadian franchises and do a poor job for their Canadian principals. But there are a number of first-class agents in all these countries who scarcely deal in Canadian goods at all, though most of them are most anxious to obtain new Canadian contacts.

Some agents are highly specialized and others handle a variety of commodities. In many cases the old, well-established firms trade on past accomplishments and have become so prosperous that they are not as keen to go after new business or take a chance on opening new agencies as some of the newer, more aggressive firms.

A substantial number of Canadian exporters would be well advised to visit the area and review some of their present connections there with an eye to broadening their sales. The increased trade which might result from making some agency changes would more than pay the expenses of the trip.

Three Unrestricted Markets

The countries in this area can be separated into two main groups—those which do not impose import restrictions, and those which limit the free import of Canadian merchandise. The first group includes Haiti, the Dominican Republic, and Puerto Rico, and the second the British Colonies.

Of the countries in the first group, *Haiti* is the poorest. Current internal political problems have tended to slow down the pace of development and of foreign trade and both exports and imports have suffered. Except for staple food supplies and low-priced daily necessities, consumption is always limited in this small market.

The Dominican Republic is growing in importance as a potential outlet for Canadian exports. Stable economic conditions coupled with industrial diversification supported by the Government makes this a market which exporters who have not examined its possibilities recently should consider seriously. Demand for a great many commodities that Canada could supply is large.

In *Puerto Rico* some firms who cannot do business in the United States might find openings. Moreover, in certain instances this country can be used as a testing-ground before entering the continental U.S. market. This territory is becoming an expanding market not only for consumer goods but also for products used by industry. United States suppliers can, of course, ship to Puerto Rico without paying any customs duties but the U.S. tariff applies to Canadian goods. This means that only Canadian exporters who can compete with U.S. prices after paying the customs duty should seriously consider this market. But there is a small but growing demand for high-quality, high-priced merchandise or for products specifically designed for tropical conditions.

Market in the British Colonies

The British Colonies in this area all impose restrictions on imports of most Canadian goods, although the severity of these restrictions varies from colony to colony. Nevertheless, ways and means of overcoming this difficulty can usually be found. It is dangerous to generalize, but the exporter who is anxious to find new outlets or expand existing trade should be able to surmount these hurdles.

Bermuda and the Bahamas, which are outside the new West Indies Federation, have comparatively few import restrictions but offer a relatively limited market for goods not connected with the tourist industry. The number of outlets and the number of reliable direct importers is rather restricted. Nassau, the capital of the Bahamas, is becoming popular as the administrative headquarters for export operations because of the favourable tax laws. A number of U.S. and British firms with a large foreign trade have registered export offices in Nassau. The future possibilities of the free port in the Grand Bahamas cannot yet be measured. The development of new luxury residential areas will, however, offer great scope for exporters of building materials and home furnishings and the growing tourist industry should help to increase imports of food, liquor, hotel supplies and giftware.

Jamaica, Trinidad and Barbados will be the three most important centers of the newly created West Indies Federation. It will be a number of years before integration is complete and the full effects of it apparent to Canadian exporters. Tariff changes will certainly take place, particularly on commodities manufactured within the Federation.

The authorities will make every possible effort to diversify through the establishment of new industries and will give these industries a measure of protection. The Federation will also seek Canadian financial and technical assistance, but if Canadians are not interested in participating, U.S. companies will probably enter to fill the need. Opportunities to establish branch plants are not unlimited but there are a number of potentially lucrative investment possibilities.

Business in these three colonies is active and highly competitive. Generally speaking, the volume of trade is in the low-priced field and even after Federation becomes a fact, we can expect only a gradual increase in the standard of living. Sales and merchandising techniques are somewhat primitive compared with some of the Caribbean Republics and with the Latin American countries. This means that proper training and supervision of agents is essential, particularly in the introduction of new lines or new applications of the product. The market is also highly elastic in matters of price; in many commodities even a slight decrease in price can double or treble existing business. Advertising and promotion are limited by the limited facilities and a small promotion budget can have an impact far beyond that of a similar appropriation in markets of comparable size. In the final analysis, the right agent is the secret of developing volume business.

In British Guiana

British Guiana will not become part of the Federation on January first, though there is reason to believe it may join later; a clear indication of the future course should become apparent within the next two to three years. Demerara, with its rich, untapped mineral resources, is awaiting development. The future is bright but it will take decades before there is enough local and foreign capital to open up the interior. In the meantime, British Guiana remains a market where volume sales opportunities are restricted by the low standard of living.

The Agent Is Key

In general, I would suggest that exporters already doing business in the Caribbean area should keep a close eye on current developments and assess the performance of their local agents carefully. Those who are not doing business in these countries are probably overlooking an opportunity to increase their sales. Here is a market which offers Canadian manufacturers and producers excellent prospects—a market which is easily accessible, in an area where business and holidays can be combined, where Trade Commissioners stand ready to help, and where Canadian products are highly regarded. In fact, importers, distributors, retail merchants and consumers in this area would all welcome an increased flow of Canadian trade. ●

Federation Meat Packing Expands

MOST OF THE MEAT processed in the Federation of Rhodesia and Nyasaland passes through plants controlled by the government Cold Storage Commission. Products include fresh beef, fresh and frozen pork and a wide variety of canned, smoked, and spiced meats, both to meet local demand and provide a flow of pork products for export. The United Kingdom is the Federation's main market for canned ham and shoulder, frozen carcasses and other pork products. The growing domestic hog industry receives protection from restrictions on imports of canned pork but canned beef and other canned meats are allowed in freely from non-dollar countries; last year imports reached nearly 465 thousand pounds.

Pork production is receiving a great deal of attention from the Government which holds special courses for pig breeders to bring them latest feeding facts and breeding information. The Commission in charge of meat packing encourages farmers to produce the best possible quality ham, bacon and other products. "Large White" imported from the United Kingdom is the main foundation stock for today's pig crops but lately Swedish "Landrace" for crossing has gained the attention of breeders.

The Beef Section of the C.S.C. buys cattle for slaughter, processes the animals, grades the meat under government inspection, and sells the beef wholesale to the retail trade. To encourage producers to raise more and better livestock, the Commission recently upped its price for live cattle by 18.6 per cent and started auctions for cattle owned by Africans. Fixed retail prices on beef were also suspended in the cattle country of Southern Rhodesia to allow free competition in the industry.

C.S.C. plants waste nothing and use methods designed to keep spoilage at a minimum—a major problem in this tropical country. Hides are sold to tanners, horns go to make buttons, treated bones are used in sugar refineries, and blood and meat meal provide feedingstuffs; other leftovers are rendered into fertilizer. The Commission's plants are efficient and its full use of by-products has helped the whole industry. This development of a modern packing industry, with all its implications for producers and consumers, is yet another indication of the economic progress of this promising country.

—E.G. MCKRILL,
*Office of the Trade Commissioner,
Salisbury.*



Commodity Notes

Brazil

COCOA—Sales of Brazil's cocoa crop have been unexpectedly high this year and authorities are predicting that the whole crop probably will be sold by next April. It is estimated that the world crop in 1957 will total 800 thousand tons, a drop of 10 per cent from the preceding year. Consumption is expected to remain stable and currently totals about 900 thousand tons a year—Rio de Janeiro, Dec. 3.

TROLLEY BUSES—President Kubitschek has authorized the Finance Ministry to arrange for a licence in favour of the "Prefeitura" in Santos to cover the import of 50 trolley buses, with capacity for 100 persons each, for use in the city. It is hoped that the first units will be in operation within a year. It has also been announced that within a month trolley buses completely constructed in Brazil using 85 per cent national raw materials will be on sale in São Paulo. They are being manufactured under contracts with Westinghouse Electric International, Ohio Brass Corporation and Marmon Herrington—São Paulo, Dec. 5.

DIESEL BUSES—The "GEIA" (Grupo Executivo da Industria Automobilista) has approved plans presented by a São Paulo company for the manufacture of diesel rear-motor buses of the O-321-H type, carrying 85 passengers on urban lines and 46 on inter-municipality lines. Import licences have been obtained to buy those parts which are not yet being made in the country from Germany. Including the motor, the buses will be 50 per cent nationally produced—São Paulo, Dec. 5.

British East Africa

NIOBIUM ORE—Tanganyika has great prospects of becoming Africa's biggest producer of niobium, a mineral used for making high heat-resisting metals suitable for jet engines. The mine, owned by the Mbeya Exploration Company Ltd., is situated in the southern highlands. It has been developed since 1954 with capital provided by a Dutch group in collaboration with the British Government's Colonial

Development Corporation. The deposit is said to contain many millions of tons of niobium. The company has already set up a pilot plant, workshops, power station, offices, laboratory and living quarters. The pilot plant is capable of treating between 150 and 200 tons of ore a day and opencast mining sites have been prepared. The main problem which the pilot mill seeks to solve is finding the most economic method for separating the mineral from the host rock. On the results obtained, the future scale of production at the mine will depend—Salisbury, Dec. 3.

Finland

PAPER—During the first half-year of 1957, Finnish production of newsprint amounted to 332 thousand tons (273 thousand for the same period in 1956); production of other paper reached 266 thousand tons (223 thousand) and paperboard 177 thousand tons (128 thousand). During this period Finland exported 302,600 tons of newsprint (241,200), 150,400 tons of kraft paper (109,700), and 11,500 tons of board (9,800)—Stockholm, Nov. 29.

French West Africa

ALUMINUM—Public and private organizations concerned with the development of French West Africa have now reached agreement on the means for raising the necessary capital of approximately \$300 million to construct an electric generating plant at Souapiti (near Conakry) in French Guinea. It is expected that construction will begin early next year. Plans call for a dam and plant capable of producing three billion kwh. a year.

This plant will supply power for an alumina plant to be built by European interests at nearby Fria. In addition, Canadian interests are undertaking the construction of an alumina plant at Boke which will also use Souapiti power. The investment in these alumina factories and the necessary transportation facilities is expected to total about \$200 million.

In addition to the above plans, it is expected that eventually a consortium of aluminum manufacturers will install an aluminum plant in the Conakry region which will be capable of producing 150 thousand tons of aluminum a year. Of the total production, it is expected that 50 per cent will be available for the French market and the remainder for export—Paris, Dec. 6.

Mexico

TEXTILES—The President of Mexico recently presided at the official opening of a new plant owned by the large Mexican textile firm, Ayotla Textil. The opening of this factory is particularly significant because it is reported to be the first textile plant in the country to be equipped with machinery completely made in Mexico. Looms and other equipment were manufactured in the industrial city of Irolo, Hidalgo.

The Ayotla Textil group, with reported production of 26 million meters of cloth a year, is an important factor in the expanding textile industry. Principal production is of fine cotton fabrics such as poplin, gabardines, batiste and indianhead—Mexico, D.F., Dec. 3.

Netherlands

POTATOES—Indications are that the Dutch potato crop this year will amount to approximately 3.3 million tons, divided more or less evenly between industrial, table and fodder potatoes. Production in 1955 was 4.2 million tons and in 1956, 3.6 million tons. Diminishing acreage was responsible for the progressively smaller production. Except for seed potatoes, yields per hectare have been somewhat above normal, averaging from 20-28 tons per hectare. The quality of the crop has suffered heavily from blight and from second growth; losses of well over 50 per cent have been reported.

The quality of seed potatoes for export is expected to be about 240 thousand tons against 275 thousand in 1956 as a result of smaller acreage and lower yields. Since the country was faced last year with a surplus of 50,000 tons of seed potatoes, the smaller quantity this year is not expected to affect the export position adversely—The Hague, Nov. 27.

Rhodesia and Nyasaland

STEEL WIRE—The Federation's first steel wire drawing factory at Que Que, Southern Rhodesia, 175 miles from Salisbury, will commence production shortly. First products are to be reinforcing wire and fencing wire of all types, later progressing to other wire products. Production at the outset will be limited because raw material must be imported

at present. However in the near future a local mill will be able to supply all the steel needed and production will rise accordingly. Because the Federation is developing rapidly, the demand for wire products is expected to increase. The company intends to satisfy this demand and also to compete in the world market—Salisbury, Dec. 3.

Scandinavia

MECHANICAL PULP—A preliminary agreement has been reached between Scandinavian wood pulp producers to the effect that their production of mechanical pulp in 1958 will be cut by 25 per cent of their total capacity. An agreement was reached in April this year that the production of mechanical pulp for 1957 should be decreased by 10 per cent. This cut is necessary because of the relatively unfavourable development in the newsprint market, the principal outlet for mechanical pulp—Stockholm, Nov. 30.

South Africa

AUTOMOBILES—Commercial vehicles and passenger cars are continuing to flow in under the automatic import licence replacement policy currently being followed. It is expected that these imports will involve £55 million in foreign exchange in 1957, an increase of about one-third over 1956. Indications are that the number of imported commercial vehicles and motor cars will total 90,000 units by the end of 1957, or an increase of 20,000 units over the year before—Johannesburg, Dec. 7.

Sweden

PAPER—During the first nine months of the year, paper production amounted to 1,244,000 metric tons (against 1,142,000 for the same period last year), of which 320 thousand (300 thousand in 1956) was newsprint. On the domestic market, total deliveries of paper reached 470 thousand tons (440 thousand), while exports increased to 730 thousand tons, (660 thousand). The increased newsprint production has largely been sold in the export market which has increased by 20,000 tons. Larger domestic purchases of newsprint have been met by reducing stocks. The export of kraft paper has increased by 12,000 tons, of fine paper 10,000, and paperboard 17,000—Stockholm, Nov. 29.

DEEP FROZEN FOODS—Sweden is now the largest supplier of deep frozen foodstuffs to the United Kingdom, replacing the Netherlands and New Zealand. It is estimated that during this season, Swedish exports to the United Kingdom of deep frozen vegetables, fish and chicken will amount to 5,000 tons with a value of \$3 million—Stockholm, Nov. 29.



FURS

-- production in Scandinavia

Among Canada's competitors in the world's fur markets, the Scandinavian countries are well to the fore. As producers, they are not in the same class as Canada, the United States, or the Soviet Union. But Denmark, Norway, Sweden and Finland have all entered the fur-ranching business with emphasis on fox and mink, and are selling in many of the areas to which Canadian fur exports go.

Denmark

Wild Furs—Production of wild furs in Denmark is not large; in 1955 it totalled 5,000 blue, white, and silver fox, 362 thousand rabbit, 23,000 seal (including ringed, bladder-nosed, and harp seals), a few polar bear (from Greenland), fitch, otter, and stone and baum marten.

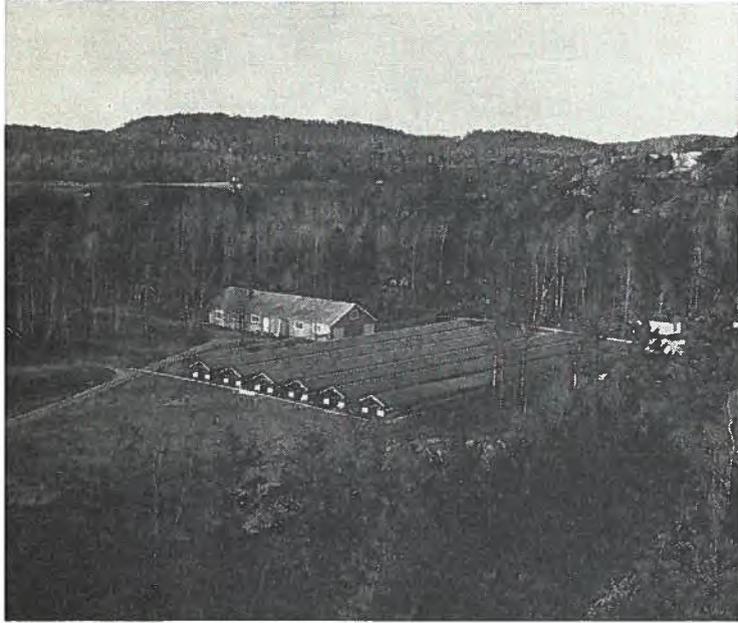
Fur Farming—The Danish fur-farming industry began shortly after the Norwegian experiment with Canadian silver fox in 1914 proved successful. Fox farming never reached the scale it did in other Scandinavian countries but was of great interest up to the Second World War. Stocks had to be disposed of then, chiefly because of lack of feed.

Since the war, interest in foxes has been almost completely supplanted by enthusiasm for mink, which have proved very adaptable to the Danish climate. The number of mink of all types on Danish fur farms has increased rapidly, reaching 504 thousand animals in August 1955. Mink production totalled 488 thousand skins in 1955, more than 1½ times the 1953 figure. Similarly the number of fur farms has gone up from 1,441 in 1952 to 2,069 in 1956. A large part of Danish fish exports are in the form of frozen fillets or canned fish, and this leaves quantities of fish offal

available for feeding to mink; in addition, in certain areas there are considerable hauls of industrial fish. In all, about 55 million pounds of feed are available for the fur animal population.

The industry in Denmark is well organized and has been progressive in providing instruction and assistance for the rancher. Dansk Pelsdyravlerforening (Danish Fur Farmers' Association) and its provincial affiliates sponsor field days, support research institutions and demonstration farms, and retain a number of field advisers. The Government also imposes strict regulations on the fur farmers in the interests of quality control. The association itself has issued regulations for killing and skinning of animals and stretching, drying and cleaning of skins.

Marketing—Dansk Pelsdyravlerforening owns Danish Fur Sales, the sole marketing authority for fur farmers in Denmark. Nearly \$5 million worth of pelts were handled by this agency in 1954-55 and some \$6.2 million worth in 1955-56. The pelts are divided into six groups in conformity with fixed standard measurements and within each they are graded into five quality groups and finally, by color, into five sub-groups. If the farmer does not wish to cope with grading, this



This mink farm is in Norway, one of the world's leading mink producers. In 1956 the country's 4,000 fur farmers produced an estimated 500 thousand mink pelts. Abundant supplies of fish offal help with the feeding problem.

job is done by the auction staff, who put the pelts up into bundles of 70 or 80. A proposal providing for sealing of pelts is being considered; this would make it possible to identify the farmer responsible in case of complaints. The association has also issued instructions for packing and forwarding pelts to auctions. In effect, control of the marketing agency by the breeders' organization has enabled the farmers themselves to influence its operations. A minimum price is set on each bundle offered and the goods may be withdrawn if the buyer's price does not meet or exceed it. The minimum price may be subsequently revised or the pelts regraded and reauctioned.

Exports—Denmark ships abroad mostly mink (94 per cent by value of total fur exports in 1955) and, as a member of the Board of Scandinavian Fur Farm Organizations, many of these are marketed under the SAGA label. Denmark, with the other Scandinavian countries, has become a serious contender in the New York market, especially in dark mink. In concert with her neighbors, she has aggressively advertised her mutation skins in Europe and enjoys a large share of the mink business done there.

Total exports in 1955 amounted to \$6.6 million, of which \$6.2 million were mink sales. Chief markets were the United States, the United Kingdom, West Germany, and France, in order of importance.

—C. F. WILSON,
Commercial Counsellor, Copenhagen.

Norway

Wild Furs—Norway has a number of species of wild fur-bearers but they are so scattered that little attempt is made to trap them commercially. They include bear, polar bear, beaver, badger, lynx, weasel, wolverine, red and white fox, wolf, Arctic hare, and squirrel. Wild mink exist but are seldom seen and the odd stray is usually an escapee from a fur farm. Seal—which, strictly speaking, should not be grouped with the above—are taken by Norwegian sealers each year on the ice off the coasts of Newfoundland and Greenland and in the Arctic Ocean. About 293 thousand were taken in 1955 but not all the skins were offered for sale.

Fur Farming—Fur farming in Norway began in the present century but did not develop seriously until the 1920's. Silver foxes were imported from Canada in 1914 and increased steadily in number until World War II, but had fallen to only 15,000 by 1955. The platinum fox originated in Norway in 1933 as a mutation in a silver fox litter. Blue fox has become more popular recently and Norway is the largest current producer, with about 70,000 in 1955. The popularity of all types of foxes except blue has declined drastically and its place has been taken by mink. Norway is now a major mink producer. The 225 thousand pelts produced in 1954 increased to an estimated 500 thousand in 1956. There are about 4,000 fur farmers in Norway, most of whom also carry on general farming.

As in other maritime countries, fishing is important and the offal from filleting and canning plants provides abundant and economical feed for fur ranchers. Slaughterhouse offal provides about 10 per cent of total needs and recent experiments have been conducted using fishmeal as a base for feed. A whale-meat diet has also been tried out.

The Norwegian Fur Breeders' Association is active and performs an important service by making the latest scientific data available to the individual farmer. It operates two experimental stations and encourages breeders to make use of scientific methods and to keep adequate genealogical records of their stock.

Marketing—The largest part of Norwegian production is sold through Oslo Skinnauksjoner S/L, where auctions are held from December through February. Norwegian skins enjoy a good reputation in the fur markets of the world and considerable numbers of foreign buyers are attracted to the sales.

Exports—Even though the cold winter climate makes the use of fur coats both popular and practical, the

bulk of Norway's production is exported; the major markets are in Western Europe and the United States. Exports of raw furskins in 1955 totalled \$6.9 million (mink, \$4.7 million), compared with \$5.0 million in 1954 (mink, \$2.7 million).

The Norwegians are actively campaigning, as the Danes are, for a larger share of the luxury market for furs in western Europe and have succeeded in making the SAGA emblem widely known abroad. New York also serves as an important outlet for dark mink.

—B. G. BARTON,

Office of the Commercial Counsellor, Oslo.

Sweden

Wild Furs—Many animals familiar to Canadians are indigenous to Sweden but are found in much smaller numbers; they account for little more than 5 per cent of the pelts produced. In total value of pelts taken, mink, squirrel and red fox are the most important. The total wild fur catch in 1954-55 was valued at some \$425 thousand.

The muskrat has only recently invaded Swedish territory, evidently from neighboring areas of Finland and the U.S.S.R. Two varieties appear to be present, the Canadian and that found in the southern United States. The Swedes are in a quandary about whether the animal should be protected as a valuable potential fur-bearer or eliminated as a menace to the fresh water fishing industry. Little is known about government control over the wild fur industry but sporting associations are active and the populace is "conservation minded".

Fur Farming—Fur ranching developed in Sweden on a relatively large scale during the 1920's and was based largely on methods used in Canada. Canadian mink were imported in the 1930's to form a nucleus of breeding stock and since that time there has been progress in improving strains. Recently some 500 animals, both standard and mutation, were imported from Colorado for this purpose. Fox farming has never been as important in Sweden as in other countries although small numbers of blue and silver varieties are raised.

Much of the southern part of Sweden is suitable for mink farming; the weather is fairly clement in the winter and feed is available from the fishing and livestock industries. The mink population increased 14 per cent in 1955 over 1954, with a consequent rise in production to 500 thousand pelts in 1955-56 (about three-fifths of which were standard dark mink), com-

pared with 400 thousand in 1953-54. Fox production, strangely enough, also increased from about 15,000 in 1953-54 to some 20,000 in 1955-56.

Marketing—As a member of SAGA, Sweden maintains a high standard of pelts marketed and the sale of inferior ones is discouraged. Most of them are sold through the two fur auction houses that are active in Stockholm.

Exports—The bulk of Sweden's fur crop is exported; the main markets are the United Kingdom, the United States, and West Germany. Exports, chiefly of mink, reached \$10.5 million in 1955, a rise of some 75 per cent from the 1953 level of \$6 million. The SAGA organization has contributed greatly to the increase in Sweden's exports of mink and has provided keen competition for North American pelts in Europe and the United Kingdom.

—A. P. BISSONNET,

Commercial Secretary, Stockholm.

Finland

Wild Furs—Most wild fur animals found in Finland are indigenous to the forested part rather than the plains; the more important species are squirrel, hare, muskrat, weasel, and marten, but lynx, red fox, wolverine and bear are also found in smaller numbers. Some 2.5 million squirrel pelts are taken in the best years and as many as 270 thousand muskrat, some of which, incidentally, originally came from Canada.

Fur Farming—Finnish fur ranching is dominated by mink breeding and mink stocks in 1955 increased by about 20 per cent over the previous year. The principal producing area is the small province of Swedish Osterbotten, from which comes about 50 per cent of total Finnish production. In the vast northern part of the country production is expected to increase from the present 7 per cent of the national total because of the growth of ranching in the communities of Himanka and Gamlakarleby. Even though there is now a trend toward larger units, the bulk of pelts come from small farms. Production totals about 140 thousand pelts, most of which are exported. Many Finnish breeders belong to the Board of Scandinavian Fur Farm Organizations, and market fine pelts under the SAGA label.

In recent years, Finnish mink farmers have developed various new mutations. The basic factor in many of these is the Finnish Socklot Pastel which, with a Royal Pastel, produced the now-famous Finlandia

Topaz. About 6,000 of the latter were produced in 1955 and many were sold abroad as breeding stock at prices ranging from \$250 to \$500 per animal. Finnish mink have won awards at fur shows all over the world, including the United States. Fox farming has declined in Finland as elsewhere; production in 1955 decreased nearly 50 per cent from the previous year.

Total production of main ranch-raised species in 1955-56 is reported by the Finnish Fur Breeders Association at 110 thousand standard dark mink,

16,000 pastels, 16,000 silverblu, 2,000 silver fox, and 3,000 blue fox.

Exports—Finland, notwithstanding the fact that she is a major producer, is a net importer of furskins. Exports in 1955 were valued at \$1.8 million, \$1.4 million of which were mink pelts. Of lesser importance were muskrat, squirrel, and silver and blue fox.

—A. P. BISSONNET,
Commercial Secretary, Stockholm.

PULP AND PAPER

Colombia Offers Growing Markets

Measures taken to restrict imports do not affect pulp and newsprint purchases from Canada. Demand for pulp to supply the local paper manufacturing industry is growing and all newsprint used comes from foreign suppliers.

W. B. McCULLOUGH,
Commercial Counsellor, Bogotá.

COLOMBIA OFFERS A GOOD MARKET for a wide range of pulp and paper products. Canadian exporters should note that this country has adopted new exchange control regulations and set up new tariff groupings which treat imports of most of these products favourably. Although Colombia has faced pressing payments problems in the past two years, the Government in recent months has made determined efforts to control the situation. (For further details see the report on Colombia in our November 23, 1957 issue.)

The so-called 60-40 plan, announced early this year, has helped the country settle its commercial arrears and since June, all tariff items have been grouped into three lists—free, licensed, and prohibited. Through the use of exchange certificates, Colombian banks can now remit dollars promptly to pay for current imports.

Importers, however, must present the customs manifest verifying that the goods ordered have entered the country before the bank can remit the exchange involved. Obtaining the manifest takes at least 15 days and usually longer for points in the interior.

The 30-day or 60-day terms of D.O.P. shipments usually give the importer enough time to obtain the necessary documents and exchange certificates so that the bank can pay promptly. The current rate on exchange certificates has moved up from 4.80 to 5.23 per U.S. dollar, and the rate on free dollars remains at about 5.96 pesos.

Conditions of Entry

The free import list includes all pulp, cardboard and waste imported for local manufacture; various cardboards; paper in rolls or sheets, compressed paper, reinforced paper; papier maché; paper for magazines, cigarettes, stencils, patterns, etc.; bond paper and newsprint.

Paper products that require a previous licence include ordinary cardboard, glossy cardboard, ordinary wrapping paper including kraft, certain manufactured papers in rolls and sheets.

The prohibited import list includes paper in rolls and sheets manufactured as glossy, waxed, oiled, carbon,

wallpaper, toilet paper, notepaper and envelopes in boxes; paper bags of all kinds; suitcases; notebooks; all stamped paper and cardboard articles such as plates, jars, etc., paper mats, tablecloths and napkins.

Newsprint and Pulp Imports

Last year, Colombia imported 27,688 metric tons of newsprint, of which Canada supplied 12,128 metric tons. Other suppliers were the United States (7,943 tons), Japan (4,369 tons), and Sweden (1,704 tons).

Two important developments in May and June of this year should be noted; the Government placed newsprint on the free import list and lifted its press censorship. In the past, there were no quantitative restrictions on newsprint but some publishers in 1956 did find it difficult to obtain import licences or to locate supplies. There is no newsprint production in Colombia; Canadian exporters can compete for the above volume for an indefinite period.

Up to the end of August this year, preliminary statistics show that Colombia had imported 11,454 metric tons of newsprint, of which Canada had supplied 5,781 tons. During the month of August, arrivals at ports totalled 4,684 tons (2,982 tons from Canada).

Since June, importers have had to pay for newsprint in exchange certificates at 4.80 to 5.23 pesos per U.S. dollar, against the old official rate of 2.50 pesos per dollar. Because of this substantial increase of cost in pesos, most dailies in Colombia increased their prices on September 1 from 15 to 20 centavos a copy. Imports of pulps of all classes in 1956 totalled 22,273 metric tons, of which 20,735 tons consisted of unbleached sulphate grade. Imports of bleached sulphite amounted to only 857 tons and mechanical groundwood 220 tons. It is estimated that demand for these products should rise about 20 per cent above last year.

At the beginning of this year, the Colombia pulp and paper industry consisted of two paper mills in production; projects to build six plants to make either pulp or paper were being discussed. One of these plans called for production of newsprint by mid-1958. But we understand that all of these new projects have now been shelved or abandoned, either because of a lack of capital or because of import restrictions on machinery.

Of the two mills in production, the largest is Carton de Colombia, located near Cali and an affiliate of the Container Corporation of America. This mill produces a range of paper, cardboard of all kinds, and various types of cartons for packaging. The firm is an important customer for Canadian unbleached sulphate pulp. ●

DECEMBER 21, 1957

Norway Sells Steel to Canada

STEEL PRODUCTS have now displaced sardines and anchovies at the top of the list of Norwegian imports into Canada. Purchases began in 1956 and have increased in the first half of this year to \$493 thousand, compared with \$294 thousand for the same period of last year. Products sold here comprised angles and beams \$246,161, shapes \$207,191, steel castings \$28,933, and iron and steel rope \$10,788.

Production of both iron and steel in Norway has expanded rapidly in recent years. In 1956 production of pig iron reached 185,446 tons as against 123,332 tons in 1955 and only 38,121 tons in 1938. During these same years Norwegian production of steel totalled 287,104 tons, 170,912 tons and 68,316 tons respectively. In steel it was not until 1953 that total tonnage passed the 100 thousand mark.

For many years Norway did not build any coke blast furnaces because the country had no coking coal and could buy it only at prohibitive prices. With the advent of electric power, methods for smelting electrically were worked out, and electric pig iron furnaces were erected as early as 1910. However, it was only in 1924 that the desired success was obtained when the first so-called Tysland-Hole furnace, designed by two Norwegian engineers, was installed. A closed low-shaft furnace with Sjødeberg electrodes, it can operate on cheap reduction materials such as a mixture of coke and coke breeze.

At present, iron production is from the ELKEM electric pig iron furnaces of the three-phase closed Tysland-Hole type, designed to produce 60,000 tons of hematite pig iron with a power consumption of 18,000 kw. The electrodes are of the continuous Sjødeberg type with a diameter of 5 feet. The furnace pot is 41'6" in diameter.

Steel is made by both the basic electric arc method and the acid Bessemer process. The steel works are designed to produce from 90,000 to 100 thousand tons of electric steel, and from 180 thousand to 200 thousand tons of Bessemer steel annually. The electric steel is cast into ingots of five tons, and the Bessemer steel into three-ton ingots.

Current Norwegian plans forecast continued expansion in output of both steel and iron.

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

Africans Buy Used Overcoats

South Africa offers a growing market for Canadian second-hand overcoats. Main demand is for good-quality coats and the exporter must be careful not to supply inferior grades. Outlook for expanding sales seems to be bright.

I. V. MACDONALD, *Assistant Trade Commissioner, Johannesburg.*

CANADIAN EXPORTERS may not be selling many refrigerators to Eskimos these days but they are doing a similar thing—selling overcoats to Africans in the Union of South Africa. What at first thought seems a rather unlikely market has opened up in recent months, following the groundwork of enterprising Canadian traders with the co-operation of the Foreign Trade Service. A substantial turnover should develop as South African importers of used overcoats gain confidence in the Canadian product. The local trade reacted satisfactorily to initial shipments and already a fairly large quantity of Canadian secondhand overcoats has passed through the trade to the African population, which provides the main market.

Contrary to common belief, South African winters are often uncomfortably cold, especially in the higher altitudes, where heavy snowstorms halted road and rail traffic for several days last winter. Even in the South African summer, evening temperatures on the high veld fall low enough to stimulate sales of North American secondhand overcoats. The coats reach the retail market in South Africa at a price most Africans can afford.

Caution Recommended

Canadian exporters in a position to supply secondhand overcoats in quantity would be well advised to investigate South African sales opportunities carefully. They must also be prepared to observe the strict ethics of this trade. It takes only one serious dispute over quality to end a Canadian supplier's prospects in this market and damage the reputation of the whole Canadian industry at the same time. Great care should be taken with the grading of secondhand overcoats according to usual trade standards and the shipper should exercise strict control to make sure the goods are shipped according to order. Any comments or recommendations from South African agents or customers should be carefully considered.

It is almost impossible for an unknown foreign exporter working alone to interest South African buyers in secondhand overcoats; he needs the services of a local representative who can accept responsibility and possibly display samples. The first step in cultivating the South African market for used overcoats is to contact a suitable agent with the help of the office of the Canadian Trade Commissioner in Johannesburg. The prospective agent usually tests the market with a small trial order, either on his own account or for one of his customers. The standard set by the initial shipment soon becomes known throughout the wholesale and retail trade; above-average material carries a powerful advertising message for the Canadian supplier. Prices quoted should include provision for the agent's commission, which is usually 5 per cent. Individual buyers may negotiate terms of payment but the most usual are payment against documents and frequently through a New York confirming house.

Regulations Favour Imported Overcoats

Exporters should note that South African import regulations permit buyers to import used overcoats but exclude entirely other forms of secondhand clothing. In fact, the regulations favour imports of used overcoats; they are on a "priority list" which allows buyers to purchase up to double the value of the nominal import quota held. The regulations specify that the F.O.B. value per coat must not exceed 32s. (approximately \$4.40) and place a tariff on secondhand overcoats of 25 per cent ad valorem or 4s., whichever is the greater. The government regulations state that each shipment of used clothing must be accompanied by a certificate of fumigation obtained in Canada.

Sales and Shipping Procedures

The exporter should pack coats for the South African market in bales of 25 or 50—the quantities preferred by the wholesale and retail trades. Africans are



At a secondhand clothing store, an African customer gives smiling approval to a used overcoat from Canada. Already several shipments have gone forward to South Africa.

clothes conscious and the greatest demand is for No. 1 quality coats. There is also a market for No. 2 men's overcoats, military overcoats, and for men's and women's lightweight waterproof coats. There is little or no market for No. 3 overcoats as wearing apparel.

Because secondhand clothing lacks uniformity, the exporter should not attempt to obtain bulk orders on the basis of small sample lots. Even a completely random sample cannot give an adequate idea of the quality of the entire lot; a small trial order of, say, 50 to 100 coats is recommended as a first step. This procedure may present a small obstacle if the agent does not hold an import permit and must persuade a potential customer to risk an import permit on an initial shipment from an unknown firm.

One precaution is necessary for dealers in used clothing who may include military overcoats in their shipment: all military insignia and badges must be removed. An

export permit is not needed to send military clothing to South Africa but one is required for sales to the so-called "area countries", which include Hong Kong and nearby Portuguese Macao, and all Soviet Bloc countries.

A Good Potential Market

South Africa is gradually reducing quantitative controls on imports and it is anticipated that, in the near future, import permits will not be necessary for secondhand overcoats. This step may be of little practical significance because customers for secondhand coats already appear to possess permits of sufficient value to cover their requirements. Canadian exporters with coats to offer at the present time should not hesitate because of the minor restrictions of the import permit system.

There is some possibility that the Government will allow imports of other types of used clothing in the future and this would widen the scope for Canadian sales. Unfortunately, other types of used clothing would tend to compete much more with South Africa's growing clothing industry. These manufacturers have recently sought increased protection and it is less likely that the authorities will allow in used clothing now prohibited. Yet the outlook for sales of Canadian used overcoats to the growing African population is bright and our ability to supply the coats may prove the only limitation to much greater sales.

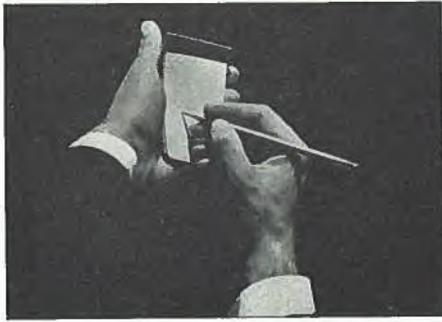
Uranium in Greenland

The Danish Minister of Finance has requested that the Finance Committee grant D.Kr.2 million (about \$280 thousand) to allow prospecting for uranium to continue in southern Greenland as part of the Five Year Plan drawn up for geological investigations in the territory.

Prospecting carried out so far has revealed previously unknown deposits of uranium and thorium. Concentration in the samples examined seems to indicate that the deposits are sufficiently rich in the metals for economical exploitation; the new finds are located in relatively accessible areas.

Although a number of questions remain to be solved, the results so far achieved seem encouraging and in the opinion of the Finance Minister fully justify the continuation and expansion of the investigations in the Skovfjord area in southern Greenland.

Of the D.Kr.2 million requested, approximately D.Kr.1.25 million will be used to buy special drills, bulldozers, and other equipment. Expenses for the drill team (including transport and maintenance) will absorb the remaining D.Kr.750 thousand.



General Notes

Australia

AIR PROSPECTING TECHNIQUE—The Australian Bureau of Mineral Resources has developed an important new technique for prospecting by air for uranium. It involves the use of two scintillographs, one fitted in the fuselage and one about 200 feet below the aircraft. Two advantages result from towing a second scintillograph: first, it helps distinguish between broad areas of weak and insignificant radioactivity and small areas of high radioactivity which might be of economic importance; and second, it gives a simultaneous recording of radioactivity at two different levels which makes it possible to obtain an estimate of the grade of the surface radioactive deposit. The towed scintillograph travels in a bomb-shaped fiberglass container five feet long; its signals are carried through the towing cable to a recording instrument in the aircraft—Sydney, Nov. 28.

Ceylon

RUBBER LANDS REPLANTED—The Rubber Rehabilitation Board has decided to call for applications for replanting worn-out rubber lands in 1958. The Board, which now spends about rupees 20 million in subsidizing the replanting scheme, proposes to replant between 20 and 25 thousand acres during next year. This is part of its program to complete the replanting of 150 thousand acres of worn-out rubber lands by 1960—Colombo, Nov. 25.

Finland

FOREIGN TRADE—Finnish exports totalled 142.2 billion markkas (\$426 million) in the first three quarters of 1957, compared with 126.5 billion (\$380 million) in the same period of 1956; imports rose to 154.5 billion markkas (\$463 million) from 147.9 billion (\$444 million). Finland's trade with the Soviet Union during the first nine months of this year has increased considerably; exports have risen from 22.2 billion to 27 billion markkas (\$67 million to \$81 million) and imports from 20.4 billion to 27 billion markkas (\$61 million to \$81 million).

Exports to the United Kingdom have increased from 27.8 billion to 32 billion markkas (\$83 million to \$96 million) and imports have decreased from 31.3 billion to 25.4 billion markkas (\$94 million to \$66 million); the balance of trade with the United Kingdom is now in Finland's favour. West Germany, in third place, increased exports from 11.3 billion to 13 billion markkas (\$34 million to \$39 million); her imports from Finland fell from 17.4 billion to 15.6 billion (\$52 million to \$37 million). Finnish exports to the United States decreased from 9.2 billion to 7.5 billion markkas (\$27 million to \$22 million) but imports rose from 8.6 billion to 10.3 billion markkas (\$26 million to \$31 million)—Stockholm, Dec. 5.

India

NEW ELECTRO-PLATING PROCESS—The National Metallurgical Laboratory has developed a new, simple and cheaper process of electroplating aluminum with various metals. The process uses an immersion iron layer for electroplating which is said to reduce the number of pre-plating steps and to give a better plated finish with good adhesion to the base metal. The plated articles can be polished mechanically or electroplated with other metals, such as chromium, gold, silver, etc., in the usual way. This process is available for commercial exploitation—New Delhi, Nov. 26.

Japan

TOURIST INDUSTRY—Foreign visitors to Japan in 1956 numbered more than 113 thousand (up from 103 thousand in 1955 and 22,000 in 1950); 45.5 per cent came from the United States, 11.5 per cent from Taiwan, 11 per cent from the United Kingdom, 6.6 per cent from the Philippines and 2.4 per cent from Canada. Visitors spent an estimated \$55 million or about \$763 each. According to a survey conducted by the Japan Tourist Association, United States visitors spent about 50 per cent of their money for food, drink and hotel accommodation, 21 per cent for transportation, 18 per cent for souvenirs

and 7 per cent for entertainment. Prewar, most visitors to Japan arrived by sea but now more than half come by air—Tokyo, Dec. 5.

Northern Ireland

TURBINE WORKS—The British Thomson-Houston Company recently completed ahead of schedule its new £8 million turbine factory at Larne which it started building in January 1954. The new plant is described as the largest turbine works in Europe and is designed to produce large turbo-alternators for generators of 30,000 kw. or more. The factory is a self-contained manufacturing unit with its own commercial and engineering department, drawing offices and auxiliary services; it will eventually employ about 3,000 workers—Belfast, Nov. 25.

Norway

POWER PLAN WITH RUSSIA—Negotiations between Norway and Russia for development of water-power resources at the border in the Pasvik River in Finnmark have resulted in a proposal which is to be placed before the authorities in the two countries. According to this proposal, a Norwegian hydro-electric power station is to be built at Skogfoss with a capacity of about 65,000 kilowatts, and a Russian power station at Skoltefoss with a capacity of some 45,000 kilowatts. The Norwegian development would almost treble the waterpower available in Finnmark, thereby completely meeting present requirements and also providing additional power for new industries—Oslo, Dec. 4.

Peru

DEVELOPMENT LOANS—From 1948 to July 1957, the World Bank has made available to Peru loans totalling U.S.\$41 million. Agriculture has received the greatest share of the funds (U.S. \$31 million) to buy farm machinery and finance irrigation and livestock improvement programs. Foreign development capital has also helped to finance road construction projects, modernize port facilities, and build a new cement factory in northern Peru—Lima, Nov. 23.

Rhodesia and Nyasaland

SEARCH FOR MINERALS—The sterling equivalent of \$10 million has been spent since 1947 by mining companies to investigate exclusive prospecting areas in Southern Rhodesia, according to a recent announcement by the Minister of Mines. This is apart from the money spent on investigating claims and ore bodies in other areas. Intensive exploration has been going on during this period in almost all areas of the Colony and the number of proved

deposits of various minerals makes an impressive list. The extensive deposits of spinning asbestos, lithium, metallurgical chrome and iron are among the world's top grades. The broad front along which the mining industry is developing is encouraging at a time when copper prices are unsteady. Southern Rhodesia's proved metals include gold, copper, coal, limestone, corundum, graphite, bismuth, tantalite and columbite. In addition, there is intensive prospecting for radioactive ores, and one company is prospecting for industrial diamonds—Salisbury, Nov. 28.

RADIOACTIVE SURVEY MAPS—The U.K. Atomic Energy Authority has published the first set of results of its aerial survey for radioactive minerals in Southern Rhodesia. These maps are mainly for the benefit of small prospectors and will show localities where strong radioactivity was recorded. The actual cause of the radioactivity has not been investigated but is thought to be deposits of uranium minerals. It is expected that many small prospectors will take advantage of this "first time ever" offer to the small man. The maps are comparatively cheap at \$1.10—Salisbury, Nov. 15.

NEW FERTILIZER FACTORY—A new £3,500,000 fertilizer plant, expected to begin producing before the end of 1957, will have an eventual output of 250 tons of granulated fertilizer a day. The main raw materials are rock phosphate and sulphuric acid. The plant, which was started 18 months ago, will extend over 25 acres when it is finished—Salisbury, Nov. 15.

South Africa

BALANCE OF PAYMENTS—Net current balance of payments showed a surplus of £1 million for the first six months of 1957 compared with a deficit of about £23 million in the same period of 1956. Unofficial figures to the end of the third quarter of the year indicate that this favourable trend is continuing. Imports in the first ten months rose about S.A. £40 million over the same period of 1956 to S.A. £460 million but exports—including transfer of new gold—totalled S.A. £557.0 million—Johannesburg, Dec. 4.

Sweden

LOG SORTING BY TELEVISION—The Lumber Floating Association of Northern Sweden is doing research work on a new system of sorting logs by television. The logs are lifted out of the water and the markings on them read by television. Each log is then directed to the right section for bundling by an electric sorting system. It is hoped to introduce this system at Sandslan lumber-sorting plant, one of the largest in the world—Stockholm, Dec. 6.

New England Takes New Direction

Offering research facilities and skilled labour, New England has attracted precision, electronic and defence industries to replace her declining traditional trades. High incomes, business confidence, and liberal attitude towards imports make this a good market, especially for Canadians.

F. B. CLARK, *Trade Commissioner, Boston.*

THE NEW ENGLAND STATES are maintaining a high level of business activity and the program for industrial expansion and trade promotion should avert any serious decline in 1958. Statistics covering employment, retail trade and bank savings reflect job opportunities in balance with applications, and household incomes are high enough for a substantial food budget, a number of charge accounts, and regular savings. Despite this prosperity, Boston—the principal trading center for Massachusetts, Rhode Island, New Hampshire, Vermont and Maine—is in need of urban renewal. The city proper is losing population and the tax rate is the highest in the country. Some projects to remedy annoying parking and traffic conditions are in progress and several new buildings are planned, but these improvements are insufficient to reduce the spread of obsolescence. Boston port authorities are renovating piers and storage depots to withstand the added competition expected from the St. Lawrence Seaway project. The World Trade Center in Boston is determined that the port shall be the

first stop on the eastern seaboard for freighters with imports from Canada and Western Europe.

The economic strength of this region lies more in the people than in the land. Yankees are hardy folk, skilled craftsmen and shrewd traders. These traits have helped them to develop an area not heavily endowed with natural resources. In minerals, New England is the poorest of all regions in the United States. The most important are stone, slate and gravel, the markets for which are limited because of shipping costs. The production of mineral fuels is negligible.

Poultry-Raising Important

Agriculture has always been a minor contributor to the economy because only 17 per cent of the land area in the five states is used for crop land, pasture and range—far below the national average. Nevertheless, Massachusetts and Rhode Island are among the top five states for high agricultural returns. Acreage is small but crops are high in market value. Poultry raising ranks first, with an average annual return of \$225 million; the turkey population of 1½ million birds accounts for part of this. Apples are the only important tree fruit; the 1957 crop of 2.8 million bushels was above average and 74 per cent over the previous year. Maine contributes 25 per cent of the national total of fall potato production. Vermont continues to have more cows than people but the figures are close as dairy herds dwindle. Other agricultural products are sweet corn, hay (11 per cent less in 1957), cranberries (5 per cent over the ten-year average), and blueberries (25 per cent up in Maine).

Fishing and Lumbering

New England ports continue to receive more fish from foreign sources than from their coastal fishermen. The trawler fleet operating from the huge Boston fish pier is reduced to about eighty vessels and the New England portion of the important groundfish fillets market in the United States has declined to 45 per cent. Canada and Iceland supply most of the remainder. The lobster trade from the Canadian Atlantic provinces is limited more by supply than demand. Opposition to the import competition has taken the form of concerted demands for tariff protection and financial assistance from the Federal Government. However, the industry is beginning to realize that a shift to modern methods is at least part of the prescription for survival.

Although New England has a high proportion of woodland, lumber output is small because most of the trees have no commercial value. There is twice as much hardwood as softwood, but less than 60 per cent of both species is cut. An organization with an annual budget of a million dollars, financed and sponsored by lumber and paper companies, is trying to discover some commercial use for the huge unused timber stands.

The style of architecture in New England favours wood as a building material so the area is an important customer for Canadian lumber.

Pattern of Industry Changed

With the exception of a few important survivors, the transfer of the textile trade to other regions in the United States is complete. Before 1940 textiles and other soft-goods manufacturers employed 65 per cent of the working force. Now the new companies producing industrial and military products of a technical nature and durable consumer goods have become the principal employers. Leather and shoe production is gradually declining, although the 134 thousand pairs turned out in the first eight months of 1957 represented a 33 per cent share of domestic production.

With the transfer of and decline in the traditional trades, state and public organizations considered that industries in need of research facilities and a steady supply of skilled help, including engineers and scientists, would be interested in locating in New England. These advantages were emphasized to firms engaged in all forms of scientific manufacturing, electronics, atomic energy, precision instruments, missiles, etc., and a united effort achieved good results. Established corporations expanded, new firms moved in, and together they secured an estimated 10 per cent of the top military contracts since 1950. In fiscal 1957 Armed Forces contracts to New England firms totalled \$296 million. Any military cutbacks soon affect the entire regional economy—as evidenced in the summer months when defence spending was reduced and contracts extended. But the big drive for missile supremacy is now in progress and this is expected to accelerate fourth-quarter sales for 1957.

Foreign Trade Opportunities

Metropolitan Boston is one of the important markets of the nation, serving a population of 7.3 million. Growth has been gradual but these people have a relatively high income and employment is fairly constant. The foreign supplier will welcome the observation that a more liberal attitude towards imports is evident. The World Trade Center is promoting, and succeeding with, the proposition that international trade is a two-way affair and that local business will benefit with extra exports if foreign customers can share in this market. Department stores and supermarkets are co-operating in the regular sales promotion of foreign products. Port of Boston authorities expect a revival of activity, thanks to these forces whole-heartedly in support of trade.

Canadian traders should profit the most from additional business resulting because they are no more than a day away and can make a personal inspection of

opportunities. They can also offer prompt delivery by any means of transport that the purchaser prefers. New England customers are very selective, typical of an industrial region where most of the people reside in or adjacent to an urban area. Clever promotion and advertising may be needed to introduce a consumer product because alert and aggressive domestic rivals provide stiff competition. These market characteristics would also appear in any sales campaign directed at Toronto and Montreal, so Canadian firms have a working knowledge of what to expect and thus have an advantage over European exporters.

Canadian Opportunities Analyzed

More specialty food products from Canada should be on the shelves in the gourmet sections of the supermarkets and department stores. A window streamer in a downtown Boston drug store featured Canadian marmalade at an attractive price and the clerk reported favourable sales. While New England confectioners realize satisfactory business in Ontario and Quebec, sales of Canadian candy bars in Boston are improving. There are opportunities for attractive and novel items of women's wearing apparel, winter sports attire, and all sorts of athletic and recreation equipment.

Farm products are needed to bolster the domestic supply in this industrial area. Canadian peat moss is in demand for the poultry trade and suburban gardens, hay inquiries are numerous, blueberry offers are needed, and with the exception of this crop year, fresh and processed apple supplies sell well. An interested agent or importer in Boston can be found for fishery products of almost any variety and pack.

A Canadian Trade Fair sponsored by the Department of Trade and Commerce will be held in Boston in April 1959. The Commercial Division of the Canadian Consulate General in Boston would like to receive offers for merchandise early in 1958 so that all negotiations for representation or distribution can be completed in time to profit from this trade promotion.

Commercial Forecast

Canadian traders doing business in Boston should not fear any serious decline in orders and the uninitiated are invited to participate in this market.

New England has recuperated from the decline of her traditional trades and many think she is in an even better position. The confidence expressed by Prudential Insurance in proceeding with a huge \$100 million building project in central Boston has encouraged other investment dreams to materialize. With the new trend towards tolerance of imports and a steady growth of people with purchasing power, the New England market should be a promising one for Canadian merchandise. ●

India

Adjusts Its

Import Policy

Shrinking foreign exchange reserves have forced Government to tighten controls and limit imports to goods needed for development projects. This is affecting Canadian and other exporters.

CH.
✓
JOHN H. NELSON,
Assistant Commercial Secretary, New Delhi.

FOREIGN EXCHANGE RESTRICTIONS first came into effect in India in 1939 and shortly after a policy for controlling import trade was framed. Since the beginning of the First Five Year Plan in 1951, India's objective has been to use her foreign exchange resources as far as possible to further development projects. Since then the import control policy has changed in only two respects—the degree of restrictions and the nature of the goods to which restrictions apply. The import control policy is changed each six months and these changes are dictated by the state of the Indian economy at the time. Until the fiscal year 1955-56 (ended March 31), this system worked well and kept India's imports and exports, balance of payments, and foreign exchange reserves under control. From 1953-54 on, in fact, imports into India rose steadily in value. During 1956-57 they went up 21 per cent in value but the foreign exchange reserves declined by about 31 per cent.

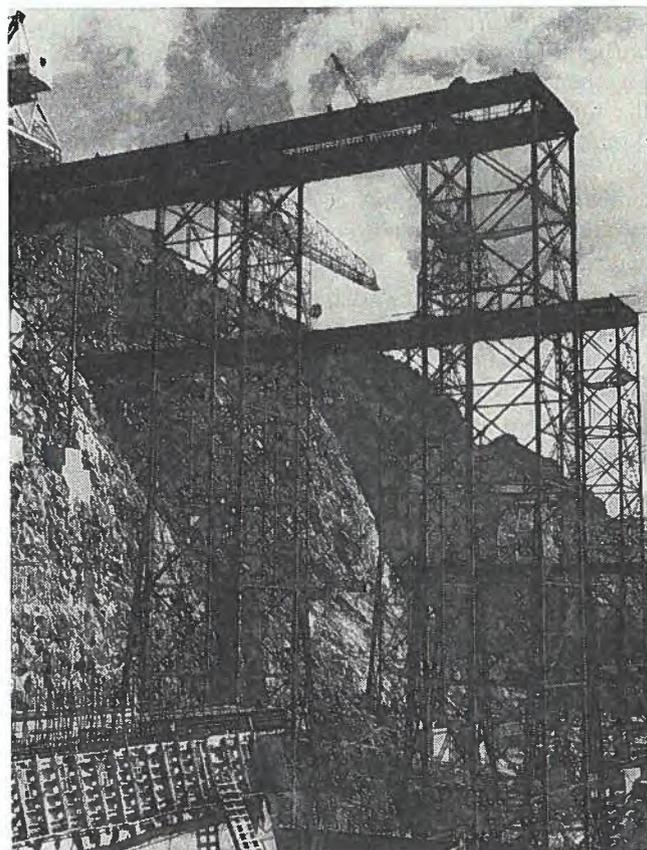
Part of the explanation for this drain on the reserves is that the Second Five Year Plan began on April 1, 1956. Its basic objective is to industrialize the country and the import restrictions were accordingly

liberalized to permit the Government, private enterprise, and especially small entrepreneurs to bring in large quantities of machinery, equipment and raw materials to meet the Plan targets. In the late fall of 1956 it became evident that the value of imports had increased beyond the amount which the Government had forecast. As a result, the foreign exchange reserves were being depleted at a dangerous rate.

When the import control policy for January-June 1957 was announced, it was found to contain few changes, except for a reduced quota for some consumer goods. Because India had a favourable balance on her trade with the dollar area and this trend was expected to continue, a scheme was introduced to permit importers to use soft currency licences up to 50 per cent of their face value, or Rs.5,000, whichever was higher, to import from the dollar countries. This scheme has been continued for the October 1957 to March 1958 licensing period.

Deferred Payments Stressed

Shortly after the January to June 1957 policy was announced came the first major move to restrict the



Projects for developing power, coal output and steel, and transportation programs, have first call on India's hard-pressed foreign exchange reserves. The Bhakra Dam is one such project; photograph shows the 300-foot fabricated steel structure currently in use at the site as work progresses.

INDIA'S FOREIGN TRADE*

April-March	Exports and		Balance '000,000 of Rs.
	Imports '000,000 of Rs.†	Re-exports '000,000 of Rs.	
1952-53	6,640	5,777	(-) 863
1953-54	5,739	5,279	(-) 460
1954-55	6,563	5,935	(-) 628
1955-56	6,788	5,973	(-) 815
1956-April	580	392	(-) 188
May	667	447	(-) 220
June	631	464	(-) 167
July	584	417	(-) 167
August	648	496	(-) 152
September	820	496	(-) 324
October	687	530	(-) 157
November	681	556	(-) 125
December	677	554	(-) 123
1957-January	780	553	(-) 227
February	708	544	(-) 164
March	794	540	(-) 254
1956-57	8,237	5,987	(-) 2,268
1957-April	907	478	(-) 429
May	852	528	(-) 324

†Rs. 5=Can. \$1, approx.

*Source: Journal of Commercial Intelligence and Statistics, Reserve Bank of India Bulletin.

outward flow of foreign exchange. This was deferred payments. Importers were obliged to obtain deferred payment terms on all offshore purchases of capital goods and heavy electrical equipment. In the Government's view, acceptable terms were 30 per cent at the signing of the order and the remaining 80 per cent over a period of seven years. The length of the credit could be reduced if it was proved that a project could save or earn larger amounts of foreign exchange if payments were made more quickly. In a subsequent amendment, acceptable terms were defined as 5 per cent at the signing of the contract, 10 per cent during construction, 5 per cent on completion, no payments for two years, and 80 per cent over the succeeding three years. If a construction period is not involved, the terms are 20 per cent on delivery and 80 per cent in seven years after delivery.

No Licences Issued

A new import trade control policy was announced at the end of June for the period July to September 1957. The announcement of a policy for a three-month period rather than the usual six enabled the authorities to relate it to the fiscal rather than the calendar year. At this time the issuance of all import licences was stopped, except to actual users who required materials and goods to carry on production. The intent was also to slow down momentarily the rate of imports and to give the import licensing authorities an opportunity to assess the amount of unused licences in the hands of importers.

India's currency is backed by holdings of gold coins and bullion and foreign securities which are largely held in sterling balances. The Reserve Bank of India

Act provides that the currency must be backed by Rs.115 crores (approximately Can.\$230 million) of gold, and Rs.400 crores (approximately Can.\$800 million) of foreign securities. During the July to September import licensing period, it was found that the securities reserves had fallen below the statutory level. A provision in the Act which permitted the reserves to be lowered to Rs.300 crores (approximately Can.\$600 million) was invoked.

Restrictions Are Intensified

At the end of September, the import licensing policy for the period October 1957 to March 1958 was announced. Because of India's foreign exchange difficulties this policy was very restrictive. The import of consumer goods was either completely banned or the quotas were reduced to permit only token amounts to enter. All goods such as base metals, iron and steel, etc., were removed from Open General Licence and placed on quota licences. The import of capital goods was more tightly controlled. At the present time, in addition to the approval of a capital project by the Development Wing of the Ministry of Commerce and Industry, the approval of the Chief Controller of Imports and Exports, New Delhi, is also required if machinery and equipment are to be imported. When a project has been approved—and final approval is usually subject to getting suitable deferred payment terms—the Chief Controller issues a "Letter of Authority". Canadian business firms should not enter into any negotiations with Indian firms for the sale of capital equipment until the latter furnish proof that they have received such Letters. This does not apply to negotiations with the Indian Government.

Bank Act Amended

Despite these restrictions on imports, India's foreign exchange reserves continued to decline at an alarming rate. At the end of October, it was realized that, with the reserves dwindling by approximately Rs.8 crores or Can.\$16 million a week, the legal minimum for the currency backing would be reached in a matter of weeks. An Ordinance was issued to amend the Reserve Bank of India Act, making the minimum reserves to be held Rs.115 crores in gold and Rs.85 crores (approximately Can.\$170 million) in foreign securities. The reserve backing of the Indian currency is traditional. Many countries do not have any backing for their currency; hence these reserves are more important in meeting foreign commitments than for backing the currency.

What does this mean to India? First, the various measures to control imports and reduce the drain on foreign exchange have not had time to take full effect. However, it is expected that the combination of restricted imports, deferred payments and some foreign

assistance will improve the situation. Within India, it is felt that the Second Five Year Plan will continue. All projects have been re-examined and priorities placed on them. Projects covering power, coal, steel and transport have been designated as the "core" of the Plan and their foreign exchange needs will have top priority. Other projects are being examined for their usefulness to the economy and their ability to earn or save foreign exchange.

Effect on Canadian Trade

What does this mean to Canada? Exporters of consumer products will have only a limited scope in the Indian market until the foreign exchange position improves and import restrictions on their products are relaxed. The market for many manufactured goods and raw materials, although restricted in some cases,

still depends on price and deliveries. The restrictions in this category fall on goods and materials which are either considered non-essential or are available from domestic sources. In terms of value, the largest market in India today is for capital projects in the "core" of the Second Five Year Plan. It is also the most difficult market because of the deferred payment requirements. Most purchases in this category are made on government account through tenders, and tender notices require that suppliers quote their cash as well as deferred payment terms. It may often be difficult, if not impossible, for Canadian firms to offer the deferred payment terms requested. However, successful tendering requires quotations for both. The deferred payment terms should reflect what is currently available from the money market and acceptable for export insurance.



Trade and Tariff Regulations

Bahamas

DOLLAR IMPORT LICENSING—There appears to be misunderstanding in business circles in Canada about the operation of dollar import restrictions in the Bahamas. On the whole, dollar import licensing in the Bahamas is more liberal than in other British West Indies territories.

A number of basic products, such as potatoes, all fish except fresh, meat, milk, newsprint and kraft paper, are under world open general licence in the Bahamas and thus may be imported without restriction from all sources. All other products are subject to licence but most may be imported into the Bahamas freely from Canada and the United States without use of the British West Indies Trade Liberalization Plan. A few products which may be obtained readily from the United Kingdom or other non-dollar sources are restricted entry from dollar sources. Among these are motor vehicles, toilet preparations, alcoholic beverages, electrical household appliances and various grocery products. A

few other items are listed as not licensed from dollar sources. This list consists of such products as bicycles, cement, some steel products, guns and batteries. However, even products on these two lists are sometimes permitted import under the Trade Liberalization Plan, if they are not available from non-dollar sources or if dollar supplies are substantially lower in cost.

At present the Bahamas import a good deal more from the United States than from Canada. In 1956 imports from the United States amounted to £6.7 million compared with imports from Canada of only £900 thousand. There are many additional trading opportunities for Canadian businessmen in the territory.

Canadian firms requiring further information regarding import licensing in the Bahamas for individual products should contact the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Brazil

TARIFF NEGOTIATIONS—Beginning in January 1958, Canada will participate in negotiations with Brazil regarding Brazil's new Customs Tariff which became effective in August 1957. Canadian exporters are invited to indicate products on which they wish the Government to seek modifications in the Brazilian Tariff, and to indicate the extent to which any increases from the former levels of the tariff may affect the trade. Communications on this matter should be addressed to the International Trade Relations Branch, Department of Trade and Commerce, Ottawa, as soon as possible. It should be noted that these particular negotiations will not involve any concessions being made in the Canadian Tariff.

The forthcoming negotiations with Brazil are taking place under the auspices of the Contracting Parties to the General Agreement on Tariffs and Trade. The purpose of these negotiations is to enable the countries affected to examine the new Brazilian Tariff and related regulations and, where appropriate, to obtain compensation for increases in the rates previously bound by Brazil under the GATT.

The Brazilian Tariff introduces a new nomenclature and ad valorem rates, replacing the specific rates previously in force. Duties on many items have been substantially increased. Other administrative regulations affecting imports have been considerably simplified and several additional surtaxes have been consolidated. In addition, the new tariff law simplifies Brazil's auction exchange system by replacing the previous five categories by two new categories for imports. In assessing the incidence of the new tariff rates, exporters may take account of these modifications in the auction exchange system.

Information on the new Brazilian Tariff and exchange auction system was published in *Foreign Trade* of September 28, 1957. Complete details are available from the Department of Trade and Commerce.

Ceylon

LIABILITY UNDER INCOME TAX REGULATIONS

—Canadian firms interested in exporting to Ceylon are advised that, in certain circumstances, it is possible for them to become subject to Ceylon income tax. The liability to Ceylon income tax arises under Sections 34 and 35 of the Income Tax Ordinance which provides for the levy of income tax on profits on the sale of goods in Ceylon by a non-resident trader (or manufacturer) through the instrumentality of a person in Ceylon. A person in Ceylon is said to be instrumental in effecting a sale if such

a sale could not have been made without some action on the part of such person in Ceylon. Profits earned on goods shipped on consignment will therefore be subject to tax. Where the sales made in Ceylon are on the basis of principal to principal, or the person on whose behalf the agent in Ceylon is acting is not the owner of the goods, there will be no liability to Ceylon income tax.

Profits which are liable to income tax are also liable to profits tax if the profits earned during the year exceed Rs.50,000 or 6 per cent of the capital employed.

New Zealand

DRY CELL BATTERIES MARKING ORDER—The New Zealand Dry Cell Batteries Marking Order (No. 2), 1957, which comes into force on December 31, 1957, requires every dry cell battery to bear an indication of the country in which it was manufactured or produced. This indication of origin must appear on an imported dry cell battery at the time it is imported and on one made in New Zealand at the time of its manufacture.

The indication must be applied to each dry cell battery in a form which can be seen, either by letters clearly stamped or printed on the side of the battery, or by transfer or label in contrasting colour on the side of the battery.

The order does not apply to any dry cell battery shown to have been imported into or manufactured in New Zealand before December 31, 1957.

Singapore

IMPORTS COMPLY WITH WEIGHTS AND MEASURES STANDARDS—In a Notice to Importers dated November 14, 1957, the Acting Controller and Registrar of Imports and Exports, Singapore, announced that goods imported into the Colony of Singapore must comply with the standards as given in the Weights and Measures Ordinance of Singapore.

The notice advises importers that goods from foreign countries for sale in the Colony of Singapore must be clearly marked with the units or standards of capacity or weight which are laid down in the Weights and Measures Ordinance. Goods marked with a foreign standard: for example, "1 Pint U.S.A. Standard", must also be clearly marked with the equivalent in the Imperial Standards as provided in the ordinance.

Switzerland

NEGOTIATIONS WITH CANADA BASED ON NEW TARIFF—The Department of External Affairs announced today that Canada will participate in the tariff negotiations which are to be conducted with

Switzerland under the auspices of the General Agreement on Tariffs and Trade in Geneva commencing in May 1958. These negotiations are to be held in order that Switzerland may become a member of the GATT.

It is expected that the negotiations between Canada and Switzerland will be rather limited in scope. They will, however, provide an opportunity for the first time under GATT to seek some tariff concessions from Switzerland, which is already a valuable market for wheat and a number of other Canadian products.

The negotiations will be held on the basis of a modernized Swiss customs tariff which has been drawn up, but not yet brought into effect. Detailed information regarding the new Swiss tariff on individual products may be obtained from the Department of Trade and Commerce, Ottawa.

Canadian business firms and others interested in the negotiations are invited to submit their views to the Government, if possible by January 20. Representations regarding tariff concessions that Canada might seek to obtain from Switzerland should be addressed to the International Trade Relations Branch of the Department of Trade and Commerce. Representations concerning the Canadian tariff should be directed to the Tariff Section, Department of Finance.

Canada and Switzerland exchange most-favoured-nation tariff treatment under a Treaty of Friendship, Commerce and Reciprocal Establishment of 1855 between the United Kingdom and Switzerland, to which Canada adheres. However, this Treaty does not provide for the legal binding of tariff rates.

Switzerland maintains relatively few import restrictions and does not discriminate against dollar imports. In 1956 Canadian exports to Switzerland amounted to \$34 million and imports from Switzerland to \$22 million. Canada is one of Switzerland's principal suppliers of wheat and a number of industrial raw materials. Switzerland also provides a small but regular market for a wide range of Canadian manufactured goods. About one-third of Canada's total imports from Switzerland consist of clocks, watches and parts. Most other imports from Switzerland are similarly in the consumer goods category.

The rates of duty in the current and new Swiss Customs tariffs respectively on some selected items of interest to Canada are as follows:

Commodity		Rate of Current Tariff	Duty Draft Tariff
Wheat, not denatured	in Swiss francs per 100 kg. in cents per bushel	3.00	3.00
		18	18

Commodity		Rate of Current Tariff	Duty Draft Tariff
Peas, whole, dried	in Swiss francs per 100 kg. in cents per 100 pounds	0.90	0.90
		9	9
Fur skins, undressed	in Swiss francs per 100 kg. in cents per 100 pounds	0.50	0.50
		5	5
Fur skins, dressed	in Swiss francs per 100 kg. in cents per 100 pounds	30.00	45.00
		305	457
Asbestos, crude	in Swiss francs per 100 kg. in cents per 100 pounds	0.30	0.05
		3	$\frac{1}{2}$
Synthetic resins, crude	in Swiss francs per 100 kg. in cents per 100 pounds	3.00	3.00 and 15.00
		30	30 and 150
Aluminum, primary	in Swiss francs per 100 kg. in cents per 100 pounds	65.00	65.00
		660	660
Copper wire in coils	in Swiss francs per 100 kg. in cents per 100 pounds	5.00	8.00
		50	80
Synthetic rubber	in Swiss francs per 100 kg. in cents per 100 pounds	0.50	0.20
		5	2
Calculating machines	in Swiss francs per 100 kg. in dollars per 100 pounds	300.00 to 800.00	450.00 to 900.00
		30.50 to 81.30	45.70 to 91.45

Tour of Territory

J. H. BAILEY, Commercial Secretary in Paris, France, plans a tour of French West Africa and will visit Dakar and St. Louis, January 30-February 3, Conakry, February 4-5, Abidjan, February 6-9, and Bamako, February 11-12.

W. G. HUXTABLE, Assistant Trade Commissioner in Singapore, will visit Thailand for two weeks, beginning January 6, 1958. Businessmen who would like Mr. Huxtable to undertake assignments for them should get in touch with him at his post as soon as possible.

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. Bailey can be reached at his office in Paris, and Mr. Huxtable at Singapore.

Foreign Commercial Representatives in Canada

ARGENTINA

Washington—Economic Counsellor, Argentine Embassy, 1600 New Hampshire Avenue N.W.

AUSTRALIA

Montreal—Australian Government Trade Commissioner, 1255 Phillips Square.
Vancouver—Australian Government Trade Commissioner, 643 Hornby Street.

AUSTRIA

Ottawa—Minister, Legation of Austria, 445 Wilbrod Street.
Toronto—Austrian Trade Delegate, Suite 616, 62 Richmond Street West.
Vancouver—Austrian Trade Delegate, Room 111, 525 Seymour Street.

BAHAMAS

Toronto—Assistant Trade Commissioner, Victory Bldg., 80 Richmond Street, West.

BELGIUM

Montreal—Consul General of Belgium, 709 Sun Life Bldg.
Toronto—Consul of Belgium, 696 Yonge Street.

BOLIVIA

Montreal—Consul General of Bolivia, 783 Stuart Avenue.

BRAZIL

Ottawa—Brazilian Embassy, 305 Stewart Street.
Montreal—Commercial Attaché, Brazilian Government Trade Bureau, Room 302, 400 St. James Street West.

BRITISH WEST INDIES, BRITISH GUIANA, AND BRITISH HONDURAS

Montreal—Trade Commissioner for British West Indies, British Guiana, and British Honduras, Suite 460, 1510 Drummond Street.

CHILE

Montreal—Consul General of Chile, Suite 131, 3445 Cote des Neiges Road.
Vancouver—Consul of Chile, 1575 West Sixth Avenue.

CHINA

Ottawa—Counsellor, Embassy of the Republic of China, 201 Wurtemberg Street.
Vancouver—Consul General of China, 510 Hastings Street West.

COLOMBIA

Ottawa—First Secretary and Consul, Suite 29, Roxborough Apartments.
Montreal—Consul General of Colombia, 1572 Summerhill Avenue.
Toronto—Consul of Colombia, 372 Bay Street, 22nd floor.
Vancouver—Consul of Colombia, 1575 West Sixth Avenue.

COSTA RICA

Montreal—Consul General of Costa Rica, 1465 Mackay Street, Apt. 4.

CUBA

Montreal—Consul General of Cuba, 1572 Summerhill Avenue.

CZECHOSLOVAKIA

Ottawa—Commercial Counsellor, 171 Clemow Avenue.
Montreal—Commercial Section, Czechoslovak Consulate General, 1305 Pine Avenue West.

DENMARK

Ottawa—Royal Danish Embassy, 451 Daly Avenue.
Montreal—Consul, Royal Danish Consulate, Room 815, Keefer Bldg., 1440 St. Catherine Street West.
Toronto—Secretary (Commercial), Royal Danish Consulate, 114-118 Danforth Avenue.

DOMINICAN REPUBLIC

Ottawa—Consul General of the Dominican Republic, 20 Bower Street.
Montreal—Consul General of the Dominican Republic, Apt. 4, 3201 Forest Hill Avenue.

ECUADOR

Montreal—Consul General of Ecuador, 3575 Addington Avenue, N.D.G.

EGYPT

Ottawa—Commercial Secretary, Egyptian Embassy, Roxborough Apts., Apt. 39.

EL SALVADOR

Montreal—Consul General of El Salvador, 4972 Victoria Avenue.

FINLAND

Ottawa—Attaché, Legation of Finland, 140 Wellington Street.

FRANCE

Ottawa—Commercial Counsellor to the French Embassy, 464 Wilbrod Street.
Montreal—Commercial Counsellor of France, 1510 Mackay Street.
Toronto—Commercial Counsellor of France, 185 Bay Street.

GERMANY

Ottawa—First Secretary (Commercial Affairs), Embassy of the Federal Republic of Germany, 1 Waverley Street.
Montreal—Consulate General of the Federal Republic of Germany, 1501 McGregor Street.
Toronto—Consulate of the Federal Republic of Germany, 77 Admiral Road.
Vancouver—Consulate of the Federal Republic of Germany, National Trust Bldg., Room 303, 980 West Pender Street.
Winnipeg—Consulate of the Federal Republic of Germany, 424 Wellington Crescent.
Edmonton—Consulate of the Federal Republic of Germany, 11618 100th Avenue.

GREECE

Ottawa—Commercial Attaché (Honorary), Royal Greek Embassy, Suite 110, Chateau Laurier.

GUATEMALA

Montreal—Consul General of Guatemala, 3467 Wilson Avenue.

HAITI

Ottawa—Embassy of Haiti, 130 Sparks Street, Suite 6.
Ottawa—Consul General of Haiti, 649 Rideau Street, Apartment 5.
Montreal—Consul of Haiti, 1405 Bishop Street.
Halifax—Consul of Haiti, 50 Sackville Street.

HONDURAS

Montreal—Consul General, Consulate General of the Republic of Honduras, Apt. 16, 439 Grosvenor Avenue, Westmount.
Toronto—Vice Consul (Honorary), 108 Cumberland Street.
Vancouver—Consul (Honorary) of the Republic of Honduras, 3789 West 50th Avenue.

INDIA

Ottawa—First Secretary (Commercial), Office of the High Commissioner for India, 200 MacLaren Street.

INDONESIA

Ottawa—First Secretary (Commercial), Indonesian Embassy, 275 MacLaren Street.

IRAQ

The Legation of Lebanon is in charge of Iraqi interests. See address below.

IRAN

Ottawa—Third Secretary, Legation of Iran, 333 Chapel Street.

IRELAND

Montreal—Irish Trade Representative (Irish Export Promotion Board), 1015 Beaver Hall Hill

ISRAEL

Montreal—Consul of Israel (Commercial), 1555 McGregor Street.

ITALY

Ottawa—Commercial Attaché, Embassy of Italy, 172 MacLaren Street.
Toronto—Italian Trade Commissioner, Suite 403, 34 King Street East.

JAPAN

Ottawa—First Secretary (Commercial), Embassy of Japan, Room 701, Metcalfe Bldg.
Toronto—Consulate of Japan, 180 University Avenue.
Vancouver—Consulate of Japan, 510 Hastings Street West.
Winnipeg—Consulate of Japan, Suite 618-620, Royal Alexander Hotel.

LEBANON

Ottawa—Legation of Lebanon, 470 Wilbrod Street.

LUXEMBOURG

Montreal—Consul General of the Grand-Duchy of Luxembourg, 4832 Western Avenue.

MEXICO

Ottawa—Embassy of Mexico, Room 706, 88 Metcalfe Street.
Montreal—Consul General of Mexico, Room 513, Castle Bldg., 1410 Stanley Street.
Toronto—Consulate of Mexico, Room 309, 20 Carlton Street.
Vancouver—Consulate of Mexico, Room 509-510, 407 Granville Street.

MONACO

Montreal—Consul of Monaco, Room 35, 35 Notre Dame Street West.

NETHERLANDS

Ottawa—Commercial Counsellor, Embassy of the Netherlands, 12 Marlborough Avenue.
Montreal—Netherlands Consulate, 1103 Castle Bldg., 1410 Stanley Street.
Toronto—Netherlands Consulate, 159 Bay Street.
Vancouver—Netherlands Consulate, 475 Howe Street.

NEW ZEALAND

Montreal—New Zealand Trade Commissioner, Room 609, Sun Life Bldg.

NORWAY

Montreal—Trade Commissioner of Norway, Norwegian Consulate General, 1410 Stanley Street.

PAKISTAN

Ottawa—Commercial Secretary to the Pakistan High Commissioner, 505 Wilbrod Street.

PERU

Ottawa—Second Secretary, Embassy of Peru, 539 Island Park Drive.

PHILIPPINES

Vancouver—Consul, Philippines Consulate, 615 West Pender Street.

POLAND

Ottawa—Commercial Attaché of the Polish Legation, 580-582 Chapel Street.

PORTUGAL

Ottawa—Embassy of Portugal, 285 Harmer Avenue.
Halifax—Consulate of Portugal, P.O. Box 355.
Montreal—Consulate of Portugal, 4393 Esplanade Avenue.
Toronto—Consulate of Portugal, 2 Toronto Street.
St. John's—Consulate of Portugal, King's Bridge Court, Apartment 2E.

SPAIN

Ottawa—Commercial Attaché, Spanish Embassy, 149 Daly Avenue.

SWEDEN

Ottawa—Secretary, Royal Embassy of Sweden, Suite 704, 140 Wellington Street.
Montreal—Trade Commissioner, Royal Consulate General of Sweden, 1511 Bishop Street.
Vancouver—Trade Commissioner, Royal Consulate of Sweden, Dominion Bank Bldg.

SWITZERLAND

Ottawa—First Secretary, Swiss Embassy, 5 Marlborough Avenue.
Montreal—Consul General of Switzerland, 1572 McGregor Street.
Toronto—Consul of Switzerland, 600 University Avenue.
Vancouver—Consul of Switzerland, 402 West Pender Street.
Winnipeg—Consul of Switzerland, 210 Mitchell-Copp Bldg., 334 Portage Avenue.

THAILAND

Toronto—Consul of Thailand, 199 Bay Street.
Vancouver—Consul of Thailand, 5416 Marguerite Street.

TURKEY

Ottawa—Commercial Counsellor, Turkish Embassy, 197 Wurtemberg Street.

UNION OF SOUTH AFRICA

Ottawa—Commercial Secretary, Office of the High Commissioner for the Union of South Africa, 15 Sussex Drive.

UNION OF SOVIET SOCIALIST REPUBLICS

Ottawa—Commercial Counsellor, Embassy of the USSR, 24 Blackburn Avenue.

UNITED KINGDOM

Ottawa—United Kingdom Senior Trade Commissioner and Economic Adviser to the High Commissioner, 56 Sparks Street.
Edmonton—United Kingdom Trade Commissioner for Alberta and Northwest Territories, Imperial Bank Bldg., Jasper Avenue.
Halifax—United Kingdom Trade Commissioner for the Atlantic Provinces, 65 Spring Garden Road.
Montreal—United Kingdom Trade Commissioner for Quebec, 1111 Beaver Hall Hill.
Toronto—United Kingdom Trade Commissioner for Ontario, 119 Adelaide Street West.
Vancouver—United Kingdom Trade Commissioner for British Columbia and Yukon Territories, 540 Burrard Street.
Winnipeg—United Kingdom Trade Commissioner for Manitoba, Saskatchewan, and Northwest Ontario, 504 Main Street.

UNITED STATES

Ottawa—Commercial Attaché, Embassy of the United States, 100 Wellington Street.
Calgary—Consul of the United States, Toronto General Trusts Bldg.
Edmonton—Consul of the United States, 214 Empire Block.
Halifax—Consul General of the United States, Bank of Nova Scotia Bldg.
Montreal—Consul General of the United States, 1558 McGregor Street.
Niagara Falls—Consul of the United States, Newman Hill, Falls Street.
Quebec—Consul of the United States, 1 Ste. Genevieve Avenue.
Saint John—Consul of the United States, 204 Union Street.
St. John's—Consul General of the United States, King's Bridge Road.
Toronto—Consul General of the United States, 360 University Avenue.
Vancouver—Consul General of the United States, 355 Burrard Street.
Windsor—Consul of the United States, Canada Trust Bldg.
Winnipeg—Consul General of the United States, 402 Tribune Bldg.

URUGUAY

Ottawa—Chargé d'Affaires a.i., The Roxborough Apts., Apt. 66.

VENEZUELA

Ottawa—Commercial Attaché, Embassy of Venezuela, Roxborough Apts., Apt. 21.
Halifax—Consul, Room 401, Roy Bldg., Barrington Street.
Montreal—Consul General of Venezuela, 2052 St. Catherine Street West.
Vancouver—Vice Consul of Venezuela, 525 Seymour Street.

YUGOSLAVIA

Ottawa—Embassy of the Federal People's Republic of Yugoslavia, 17 Blackburn Avenue.
Toronto—Consul General of the FPR of Yugoslavia, 377 Spadina Road.

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

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

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

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

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

For conversion to United States dollar equivalent multiply by 1.03059.

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent December 9	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Official	.05391	18.55	(1)
		Free	.02677	37.36	
Austria	Schilling		.03732	26.80	
Australia	Pound		2.1790	.4589	
Belgium, Belgian Empire and Luxembourg	Franc		.01941	51.52	
Bolivia	Boliviano	Free	.0001121	8920.6	
British West Indies	Dollar		.5674	1.76	(2)
	Pound		2.7237	.3671	(3)
British Honduras	Dollar		.6810	1.47	
Brazil	Cruzeiro	General Category*	.01249	80.04	*Nov. 16 (4)
		Special Category	.00476	210.06	
		Official buying	.05285	18.92	
Burma	Kyat		.2038	4.91	
Ceylon	Rupee		.2043	4.89	
Chile	Peso	Free	.001431	698.81	(5)
Colombia	Peso	Certificate	.1815	5.51	
Costa Rica	Colon	Official	.1728	5.77	
		Controlled free	.1462	6.84	
Cuba	Peso		.9703	1.03	tax 2%
Czechoslovakia	Koruna		.1348	7.42	
Denmark	Krone		.1405	7.12	
Dominican Republic	Peso		.9703	1.03	
Ecuador	Sucre	Official	.06469	15.60	
		Free	.05645	17.71	
Egypt	Pound	Official	2.7863	.3588	(6)
El Salvador	Colon		.3881	2.58	
Fiji	Pound		2.4538	.4075	
Finland	Markka		.003032	329.81	
France, Monaco and North Africa	Franc		.002311	432.71	(7)
French colonies in Africa	Franc		.004622	216.36	(8)
French Pacific	Franc		.01271	78.68	(9)
Germany	D Mark		.2310	4.33	
Ghana	Pound		2.7238	.3671	
Greece	Drachma		.03234	30.92	
Guatemala	Quetzal		.9703	1.03	
Haiti	Gourde		.1941	5.15	
Honduras	Lempira		.4852	2.06	
Hong Kong	Dollar	Free*	.1650	6.06	*Nov. 25
		Official	.1702	5.88	
Iceland	Krona	Official	.05958	16.78	(6)
India	Rupee		.2043	4.89	
Indonesia	Rupiah	Effective buying	.04273	23.40	Nov. 22 (6)
		Effective selling	.03416	29.27	(6)
Iran	Rial	Certificate	.01280	78.07	
Iraq	Dinar		2.7169	.3680	
Ireland	Pound		2.7238	.3671	
Israel	Pound		.5391	1.85	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent December 9	Units per Canadian dollar	Notes (See below)
Italy	Lira001558	641.85	
Japan	Yen002696	370.92	
Lebanon	Pound	Free3071	3.26	
Mexico	Peso07763	12.88	
Netherlands	Florin2559	3.91	
Netherlands Antilles	Florin5156	1.94	
New Zealand	Pound	2.7238	.3671	
Nicaragua	Cordoba	Effective buying1470	6.80	
		Official selling1376	7.27	
Norway	Krone1358	7.36	
Pakistan	Rupee2043	4.89	
Panama	Balboa9703	1.03	
Paraguay	Guarani	Official01617	61.84	(6) (10)
Peru	Sol	Certificate05107	19.58	
Philippines	Peso4852	2.06	
Portugal & Colonies Singapore and Malaya	Escudo03386	29.53	(11)
Spain and Dependencies	Straits dollar3178	3.15	
	Peseta	Controlled free02310	43.29	(6)
Sweden	Krona1876	5.33	
Switzerland	Franc2264	4.42	
Syria	Pound	Free2710	3.69	
Thailand	Baht	Free04662	21.45	(6)
Turkey	Lira3465	2.89	
Union of South Africa	Pound	2.7238	.3671	
United Kingdom	Pound	2.72375	.367140	
United States	Dollar9703125	1.03059	
Uruguay	Peso	Free2317	4.36	
		Basic buying6369	1.57	
		Principal selling4629	2.16	(6) (12)
Venezuela	Bolivar2896	3.45	
Yugoslavia	Dinar003234	309.21	(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. Brazil: Exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 48.64 cruzeiros per U.S. dollar, depending on product.
5. 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.
6. Additional rates are in effect.
7. France: Territory includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
8. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
9. New Caledonia, New Hebrides, Oceania.
10. Official rate applies to exports and essential imports. For non-essential imports there is a surcharge of 25 guaranis per U.S. dollar.
11. Portugal: approximately same rate for Portuguese Territories in Africa.
12. 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 are divided into eleven categories for exchange rate purposes. Depending on the product, the export rates which 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.



Businessman's Bookshelf

Metals and Men—the Story of Canadian Mining

by D. M. LeBourdais. 416 pages. \$8.50.

MOST GENERAL READERS, and certainly all mining men, who take up this book will soon respond to the author's enthusiasm for his subject. He chooses to write principally about the discovery and development of Canadian mines—fascinating stories of prospectors and promoters and the recorded achievements of geologists, metallurgists, mining engineers, and mine managers.

Beginning with the Cariboo gold rush in the middle of the last century, this story of Canadian mining unfolds in a series of spectacular booms across the country from west to east. The Kootenays, "Chickamen Stone", the Cayuse country, the Klondike, Sudbury Basin, Cobalt, Porcupine, Kirkland Lake, Noranda, and east of Rouyn are discussed first. Then the reader retraces his steps along the Canadian Shield for the story of Manitoba mining and back again to new Ontario for the chapters on the Haileybury heritage and the Falconbridge discoveries. Finally the book records mining development in what the author calls "North of Sixty" and the Maritimes (including all of eastern Quebec to Ungava Bay). The book ends with chapters on asbestos, iron ore and uranium and other rare metals.

Published by: McClelland and Stewart Ltd., 25 Hollinger Rd., Toronto 16, Ontario.

Fraser's Canadian Trade Directory 1957

Fraser's Trade Directories Ltd. 1,848 pages. \$10.00.

LATEST EDITION of this annual directory of Canadian manufacturers and foreign firms represented in Canada appears for the first time as a single hard-covered volume. It contains 125 thousand address changes, deletions, new listings and alterations. Sixty-four pages larger than the previous edition, the 1957 directory includes 6,500 product headings, an alphabetical list of 12,500 Canadian firms, 15,000 trade names, and a section listing 10,000 foreign companies and their Canadian representatives.

A market data section brings together useful information about the Canadian market and about services available to exporters and importers. Included are lists of cities and towns in Canada with over 1,500 population, transportation companies, utilities, banks, telephone and telegraph companies, Canada's Foreign Trade Service Abroad, etc. The directory includes wholesalers, distributors, and manufacturers' agents with their street addresses, as well as manufacturers.

Order from: Fraser's Trade Directories Ltd., 1520 Mountain St., Montreal, Quebec.

Grain Crops—a Review

Commonwealth Economic Committee. 196 pages. \$0.95 postpaid.

THIS STUDY REVIEWS in convenient form world production and consumption of and trade in wheat and wheat flour, corn, barley, oats, rye and rice, with special reference to the Commonwealth countries. Output of wheat was down somewhat from some earlier years, the report notes, but production of corn, barley and rice set new records.

During 1956, trade in grain rose 25 per cent above the previous two years to 51 million tons, mainly because of increased shipments of wheat from North America. But trade in barley, corn and rice was also exceptionally large. Europe bought more wheat and feed grain from North America and corn from the United States. Nearly all barley-exporting countries contributed to the record shipments of this grain. Burma and the United States sold more rice, reflecting the greater demand in Asian countries. Pakistan and India were large customers for wheat and flour; Japan cut rice imports but increased barley purchases.

The report covers supplies on hand, price trends and markets for the major grains and also summarizes government measures affecting grains in certain countries, including import duties.

Order from: The United Kingdom Information Office, 119 Adelaide St. W., Toronto, Ontario.