Established in 1904

foreign trade

OTTAWA, MARCH 15, 1958 Vol. 109, No. 6

cover The chart on our cover illustrates graphically the almost unchanged value of our foreign trade in 1957 compared with 1956. It also shows the pattern of Canadian import and export trade, and the import or export balance, over the past ten years, and introduces the statistical study of 1957 trade figures on page two.

CANADA

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Canadian Trade Remains Stable

√ *Small rise in value of exports counterbalanced by slight fall in value of imports.*

√ *Record import balance of 1957 cut by about $150 million in year just ended.*

√ *Forest products continued to be leading export, with non-ferrous metals second.*

√ *Iron and steel goods constituted over one-third of total imports.*

JAMES PICKETT, *External Trade Section, Dominion Bureau of Statistics.*

AFTER two years of exceptionally rapid expansion, Canadian foreign trade in 1957 showed relatively little change from the record high of the previous year. The value of total exports (domestic exports plus re-exports) rose by about 1½ per cent, but the value of imports declined by somewhat less to give a virtually unchanged total. However, because of the record size of total trade, the relatively small changes of 1957 were sufficient to reduce the record import balance of 1956 by nearly $150 million. Volume changes took the same direction as the value changes, as imports declined slightly more than exports increased. A rise of about 3 per cent in import prices combined with unchanged export prices to produce a slight deterioration in the terms of trade.

The moderate changes in Canadian trade were in line with other developments in the domestic economy and the tendency toward levelling-off was also evident in trade and economic activity abroad. Although the value of world trade was also greater than in 1956, the rate of increase was much lower and world exports in the first nine months of 1957 were moving at an annual rate of some 4 per cent above 1956; the increase in 1957 was thus likely to be roughly half of the 1956 rise.

Developments Affecting Exports

In Canada, business investment in 1957 in machinery, equipment and industrial construction was not the strong factor in expansion that it was in 1956. This fact is reflected in the small decline in imports of iron and steel products. The total volume of production showed little change, as a sharp fall in crop production offset increases in mining, construction and services; manufacturing output averaged close to the 1956 level. Mineral production had the largest increase and the major export gains were made by petroleum, uranium and nickel.

On the basis of preliminary figures, Canada's share of world trade in 1957 was something just over 5 per cent—a proportion exceeded only by United States, the United Kingdom and the Federal Republic of Germany. In contrast to the previous year when there was a general increase in exports to and imports from almost all the leading countries in Canadian trade, the 1957 pattern was somewhat more varied. Exports to the United States increased but those to the United Kingdom declined, and the value of imports from the United Kingdom rose but from the United States fell slightly. Imports from Commonwealth countries (excluding the United Kingdom) increased as exports to these countries declined and the increase in exports to Latin America exceeded the increase in imports from this area.

U.S. Is Leading Market

The United States was once more Canada's leading trading partner, supplying over 70 per cent of our imports and taking about 60 per cent of our exports. The decrease in imports from the United States approached 4 per cent and this, with a more than 2 per cent increase in exports, reduced the import balance by about one-seventh. Movements in the main commodity groups of exports were diverse, with increases in animal products, iron and steel goods, non-ferrous metals, non-metallic minerals and miscel-

Summary Statistics of Canadian Trade

	Calendar Years 1953	1954	1955	1956	1957	Change from 1955 to 1956 %	Change from 1956 to 1957 %
VALUE OF TRADE			$'000,000				
Total exports	4,173	3,947	4,351	4,863	4,936	+11.8	+1.5
Imports	4,383	4,093	4,712	5,705	5,630†	+21.1	−1.3
Total trade	8,556	8,040	9,063	10,568	10,566†	+16.6	−0.0
Trade balance	−210	−146	−361	−842	−694†	....	....
PRICE INDEXES			1948=100				
Exports	118.3	115.1	117.7	121.3	121.3*	+ 3.1	0.0
Imports	109.4	109.5	110.5	113.0	116.5†	+ 2.3	+3.1
Terms of trade	108.1	105.1	106.5	107.3	104.2†	+ 0.8	−2.9
CONSTANT DOLLAR VALUES			$'000,000 of 1948				
Total exports	3,531	3,432	3,701	4,014	4,069*	+ 8.5	+1.4
Imports	4,006	3,738	4,265	5,049	4,833†	+18.4	−4.3
Total trade	7,537	7,170	7,966	9,063	8,902†	+13.8	−1.8

*Preliminary.
†Estimated.

laneous commodities more than compensating for declines in agricultural products, fibres, textiles, forest products and chemicals.

Exports of forest products, notwithstanding the relative decline in each of the main categories in the group (newsprint paper, planks and boards, and wood pulp), were still the largest by a wide margin. Non-ferrous metals, at about half the level of forest products, were second, followed by iron and steel goods, and non-metallic minerals. Among the leading commodities, planks and boards, which were affected by the fall in construction activity, recorded the biggest decline for the second successive year. Only copper, among all the leading commodities, suffered a larger decrease.

Of the other leading exports, uranium had the largest absolute and relative gain, with exports almost twice the 1956 figure. Nickel and aluminum advanced moderately but exports of iron ore fell off slightly. Petroleum was up by about one-third, with tanker traffic between Vancouver and California for the year as a whole accounting for roughly 15 per cent, the same proportion as in 1956. However, as the effects of the Suez crisis receded and freight rates were readjusted, the flow from Vancouver fell off and it dried up completely in the last three months of the year. Partly for this reason, the proportion of exports going to the West Coast fell from three-quarters in the first half of the year to under two-thirds in the second half, while oil going to the mid-northern states rose from one-quarter to well over one-third of the total.

The decline in imports from the United States was most apparent in iron and its products and non-

Direction of Canadian Trade

	1955	1956	1957	1955	1956	1957
	Value in $'000,000			% of total		
TOTAL EXPORTS TO						
United States	2,612	2,879	2,943	60.0	59.2	59.6
United Kingdom	774	818	743	17.8	16.8	15.1
Other Commonwealth and Ireland	251	255	245	5.8	5.2	5.0
Other Europe	383	531	555	8.8	10.9	11.2
Latin America	162	177	228	3.7	3.7	4.6
Others	168	202	222	3.9	4.2	4.5
TOTAL IMPORTS FROM						
United States	3,452	4,162	3,722*	73.3	73.0	71.2*
United Kingdom	401	485	486*	8.5	8.5	9.3*
Other Commonwealth and Ireland	210	222	227*	4.4	3.9	4.3*
Other Europe	204	297	291*	4.3	5.2	5.6*
Latin America	319	362	351*	6.8	6.3	6.7*
Others	126	179	154*	2.7	3.1	2.9*

*January to November 1957 only.

Leading Commodities in Canada's Trade

DOMESTIC EXPORTS

Commodity	*Calendar Year* 1955	1956	1957
		$'000,000	
Newsprint paper	666	708	715
Wheat	338	513	380
Wood pulp	297	305	292
Planks and boards	385	326	282
Nickel and products	215	223	248
Aluminum and products	213	236	230
Copper and products	175	206	169
Petroleum and products	40	115	155
Iron ore	100	144	152
Fish and fishery products	125	130	130
Uranium ores and concentrates	27	46	128
Asbestos and products	98	104	109
Grains (other than wheat)	105	128	102

IMPORTS

Commodity	*January to November* 1955	1956	1957
		$'000,000	
Machinery (non-farm)	407	583	591
Petroleum, crude	214	249	283
Automobile parts (except engines)	229	261	241
Electrical apparatus, n.o.p.	207	239	231
Rolling mill products (steel)	114	219	211
Farm implements and machinery	163	221	193
Pipes, tubes and fittings	46	114	140
Petroleum products, n.o.p.	132	141	138
Engines and boilers	102	121	129
Fruits	110	123	127
Automobiles, freight and passenger	102	160	124
Coal	98	120	112
Cotton products	79	94	96

ferrous metals. Fibres and textiles was the only leading commodity group to make any significant gain and the others were either virtually unchanged or down slightly from 1956. Iron and steel goods accounted for just under two-fifths of total imports, and the decline in this group reflected mixed trends among the various categories in it. Non-farm machinery, the leading one, did little more than hold its own, as did rolling mill products and internal combustion engines. Imports of pipes, tubes and fittings, on the other hand, increased sharply; imports of passenger automobiles and parts and farm implements declined considerably.

Exports to Britain Declined

Canada's export balance with the United Kingdom, our second leading trading partner, shrank further in 1957 as a result of the fall in exports and the rise in imports. This decline accentuated the trend of 1956 when, although imports and exports both increased, the former rose more than the latter. Among the leading commodity groups, exports of agricultural products (the largest group), animal products, non-ferrous metals and non-metallic minerals all declined. The largest absolute and relative decline was in agricultural products, largely because of a sharp drop in wheat and barley sales. The fall in non-ferrous metals, the second largest group, reflected the decline in aluminum exports, which fell by more than one-fifth, and the decline would have been greater but for moderate increases in copper and nickel. Exports of forest products, third among the commodity groups, increased moderately as a result of gains made by newsprint paper and planks and boards.

Imports from Britain Rose

Iron and steel goods constituted the largest group of imports from the United Kingdom and increased by about one-fifth to account for almost all of the total increase. Most of the leading commodities in this group showed increases, with pipes, tubes and fittings gaining by about one-half, passenger automobiles by one-quarter, and non-farm machinery by about one-fifth. Imports of rolling mill products, contrary to the general trend and to a sharp advance in the previous year, fell slightly. Among the other commodity groups, only wood products and paper and miscellaneous commodities increased significantly and both non-ferrous metals and non-metallic minerals declined noticeably. Fibres and textiles, the second largest group of imports from Britain, remained reasonably steady, reflecting a slight decline in wool fabrics and an even smaller increase in wool noils and tops. Aircraft and parts, which accounted for more than a quarter of miscellaneous commodities, had the largest relative gain of all import commodities and almost doubled the 1956 total.

Trade with Europe Larger

Canadian trade with Europe exceeded the record of 1956, but not by a wide margin. Exports and imports both increased, the former a shade more than the latter, and the export balance with Europe remained relatively unchanged. This compares with a 30 per cent rise in the export balance in 1956, when wheat sales increased sharply. In 1957 wheat sales to Europe fell even more than those to the United Kingdom because of a decline in demand from the regular markets in Western Europe and an even greater fall in the special Soviet and Eastern European market that had been responsible for over one-quarter of European exports in 1956. Other grains declined also, as did copper. Nickel and asbestos were the principal commodities to record significant gains—both about one-third.

As in other industrial regions with which Canada trades, our major imports originating in Europe are in the iron and steel group. Of the main commodities in this group, our imports of rolling mill products

Leading Countries in Canada's Trade

DOMESTIC EXPORTS

Country	Calendar Year 1955	1956	1957
		$'000,000	
United States	2,559	2,819	2,869
United Kingdom	769	813	738
Germany, Federal Republic	91	134	152
Japan	91	128	139
Netherlands	48	55	70
Italy	28	38	63
Belgium and Luxembourg	53	58	60
France	43	53	58
Norway	47	58	56
Australia	58	48	49
Union of South Africa	56	65	48
Mexico	37	39	43

IMPORTS

Country	January to November 1955	1956	1957
		$'000,000	
United States	3,162	3,865	3,722
United Kingdom	372	455	486
Venezuela	175	189	232
Germany, Federal Republic	51	83	90
Japan	32	55	55
Belgium and Luxembourg	26	49	42
Jamaica	15	24	38
Netherlands Antilles	28	35	36
France	22	30	34
Brazil	28	32	32
Arabia	7	22	30
Italy	17	23	30

declined somewhat but those of non-farm machinery increased by almost one-third. Shipments of passenger automobiles also rose by about one-third and thus increased even more sharply than imports of British cars. The increase in imports of passenger automobiles from both Britain and Europe and the decline in imports from the United States are reflected in their relative shares of the Canadian market for foreign cars. In 1956 cars from the United States accounted for 70 per cent of the market, British cars for 19 per cent and European cars for 11 per cent. By contrast, during the first eleven months of 1957, cars imported from the United States made up 49 per cent of the Canadian market, from Britain 32 per cent, and from Europe 19 per cent.

Exports to and imports from the Federal Republic of Germany, still Canada's leading trading partner in continental Europe, both increased somewhat in 1957 and the export balance was slightly greater. The same was true of France and Italy, but exports to Belgium and Luxembourg increased as imports declined.

Jamaica Our Largest Commonwealth Supplier

The fall in exports to the Commonwealth included a marked decline in exports to the Union of South Africa and relatively little change in exports to Australia. These two countries provide the largest Commonwealth markets for Canadian goods. The South African decline was largely due to a sharp reduction in the sale of aircraft and parts. In the Australian market, the sale of automobile parts was almost halved, but shipments of passenger automobiles and aluminum went up by roughly the same proportion. Aluminum also figured largely in exports to India and here again sales were doubled. The export of rolling mill products to India increased fourfold; the delivery of locomotives and parts, which were supplied under the Colombo Plan and which were the principal export in 1956, fell off more than ninefold. Exports to Jamaica included a significant rise in non-farm machinery.

Jamaica was the largest Commonwealth source of Canadian imports, largely because alumina exports to Canada almost doubled in 1957. Unrefined sugar is also imported from Jamaica in quantity; we bought some $4 million more in 1957 than in 1956. The value of unrefined sugar coming from Australia showed a similar increase, although it came close to being cancelled out by the fall in purchases of raw wool. Raw wool purchases from South Africa also dropped, as did imports of flax, hemp and jute fabrics from India.

Sales to Latin America Increased

Mexico was the principal destination for Canadian exports to Latin America and this market again expanded in 1957. Sales of newsprint paper and rolling mill products, the most important commodities going to Mexico, were, however, virtually unchanged. Venezuela was almost as large a market as Mexico for Canadian goods and exports to it expanded somewhat more than those to Mexico. The sharpest export gain in this region, however, was in Panama where sales increased more than threefold, almost entirely because of very high exports of used ships. Argentina and Brazil each roughly doubled their imports from Canada, but exports to Colombia and Peru fell slightly.

Canada's largest supplier in Latin America is Venezuela, with imports concentrated heavily on petroleum. The value of petroleum imports went up by nearly one-sixth over 1956. Imports from most other Latin American countries declined, with the sharpest fall in Mexico where purchases of raw cotton, which had doubled in the previous year, decreased sharply.

Trade with All Other Countries

Japan accounted for more than one-half of Canada's trade with all other countries; imports from Japan declined somewhat but exports rose by about one-tenth. For the first time, Arabia appears among Canada's twelve leading suppliers with an increase of approxi-

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mately one-third in sales to Canada. Imports from Arabia are overwhelmingly concentrated on petroleum and the increase results from a change in statistical treatment. Much of the Arabian oil which finds its way to Canada is piped first to the Lebanon and Syria, and whereas the relevant proportion had previously been credited to these countries, all oil originating in Arabia is now credited to Arabia. Total imports of oil from the Middle East in fact declined in 1957.

Commodity Changes Analyzed

Although exports to all countries changed relatively little in 1957, the main commodities, when grouped on the basis of component material, showed considerable and diverse movements. Agricultural and vegetable products and forest products, which between them accounted for almost 50 per cent of total domestic exports, fell by about 5 and 4 per cent respectively. These declines were, however, more than offset by increases in other groups, notably in iron and steel goods (up 10 per cent), non-ferrous metals (20 per cent) and non-metallic minerals (7 per cent). Forest products, notwithstanding their relative decline, were still responsible for 30 per cent of the total of domestic exports and continued collectively to rank first. Agricultural products, which rose by about 30 per cent in 1956, yielded second place to non-ferrous metals which accounted for over 20 per cent of the total.

The decline in agricultural and vegetable products was, of course, due mainly to the smaller sales of wheat (which continued to be the second leading export) and other grains. Wheat sales fell by more than 25 per cent and the smaller decline in the group total resulted from marked increases in the export of seeds and tobacco. The animal products group made a measurable advance during the year, largely because of a more than 300 per cent increase in the export of cattle. Exports of newsprint paper advanced moderately but, although it continued to be the most important single commodity, this advance was not sufficient to offset declines elsewhere among forest products, notably in planks and boards and wood pulp.

Iron ore, reflecting recent increases in productive capacity, continued to be the leader in its group and exports increased by just over 5 per cent. Pigs, ingots, blooms and billets rose substantially and non-farm machinery and passenger automobiles went up by over 30 per cent. Among non-ferrous metals, aluminum exports declined moderately and copper more sharply, but an increase in nickel and uranium, shipments of which more than doubled, more than compensated for these adverse movements. The non-metallic minerals were again dominated by crude petroleum which increased by about one-third. In the miscellaneous commodities group, aircraft and parts declined by one-fifth, and used ships increased more than threefold to record one of the largest relative gains.

Import Movements Moderate

On the basis of available detailed statistics which so far cover only the first eleven months of 1957, import movements were more moderate and compact than export changes. Increases and decreases were about evenly distributed among the leading commodity groups, with the changes nowhere exceeding 4 per cent. Animal and agricultural products, non-metallic minerals and chemicals increased and all other leading groups declined. Despite a small decline, iron and steel goods were still by far the most important imports in value and accounted for over one-third of the import total. This, related to the moderate changes recorded by other groups, explains the relatively small change in imports as a whole, and changes in the leading commodities in the group reflected the domestic levelling-off in industrial investment. Non-farm machinery rose by just over 1 per cent and rolling mill products by over 3 per cent, but mining and metallurgical machinery fell by over 8 per cent. Imports of scrap iron were halved and freight and passenger automobiles fell off by about one-fifth. Engines and boilers increased moderately and farm implements and machinery fell by over 10 per cent. Pipes, tubes and fittings moved markedly against the general trend and increased by some 23 per cent.

Among other leading commodities, imports of sugar, which rose by almost 50 per cent, manufactured wood, books, aluminum, petroleum and aircraft and parts all rose but those of rubber, fish, raw wool, unmanufactured wood, paper, electrical apparatus, coal, glass and glassware and stone experienced moderate declines. Brass and copper, which fell by over 10 per cent, and refrigerators and parts, which fell by over 20 per cent, experienced sharper than usual declines.

Tours of Territory

A. B. BRODIE, Commercial Secretary in Athens, Greece, will visit Ankara and Istanbul in Turkey during the last half of March.

L. D. BURKE, Assistant Commercial Secretary in Lima, Peru, plans a ten-day visit, beginning March 17, to the principal centres of southern Peru.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Mr. Brodie can be reached at his office in Athens, and Mr. Burke at Lima.

South Africa

Market for Packaged Foodstuffs

What types of Canadian packaged foodstuffs sell best in the South African market and what are the problems in increasing sales?

Here is a market study that answers these questions in down-to-earth fashion.

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

SOUTH Africa continues to offer a good market for a variety of Canadian packaged foodstuffs, despite import control and the tremendous ten-year growth of the Union's own food-producing and processing industries. In 1956 processed foodstuffs shipped from Canada to South Africa reached a total value of $658 thousand and in the first eleven months of 1957, $639 thousand, compared with $597 thousand in the same period of 1956.

Canada's exports of foodstuffs to South Africa are dominated at present by sardines and canned salmon, with smoked salmon and fresh-frozen salmon achieving a considerable and growing importance. South Africa is now Canada's first export market for smoked salmon, second (after Jamaica) for sardines, and about fifth as a market for canned salmon, according to the latest trade returns. But it is also Canada's third market for candy, fourth for canned vegetables, and fifth for chocolates. Many of the Canadian packaged foodstuffs sold in South Africa—for example, chocolates, canned fruits, canned soups, tomato juice, canned vegetables, sauces, etc.—are produced domestically in abundance and at very favourable costs. Yet there is still a consumer demand for the premium-quality Canadian products, despite relatively high retail prices. It is unlikely that Canadian canned goods can recapture the pre-eminence they enjoyed here before World War II, but they profit from a residue of goodwill which could be further exploited.

What Are the Problems?

Because of the tariff, transportation costs, and import control on consumer goods, South Africa is not an easy market for Canadian food products. On the other hand, import control on consumer goods is gradually disappearing and may possibly be removed altogether during 1958 if the balance-of-payments position is satisfactory. Already import permits are fairly easy to obtain and are not a major obstacle to the trade in packaged foodstuffs.

South African food and drug regulations must be observed and these are particularly strict for canned fruit, jam, fish and meats. For example, sodium benzoate cannot be used as a preservative and the maximum for sulphur dioxide is one hundred parts in one million. Tins need not comply in size with South African standards but they must be correctly labelled. Meats and fish are inspected by the South African

In a Johannesburg store, a shop assistant recommends the fine quality of Canadian canned salmon to a value-conscious buyer. Salmon has become one of our best sellers in this market.

SOUTH AFRICAN TARIFF ON CANADIAN PACKAGED FOODSTUFFS

South African Tariff No.	Product	Rate of Duty
16 (*b*)	Cream of tartar substitutes	2d or 30% whichever is the greater.
19 (*c*)	Lobster, caviar (tinned)	25%
(*d*)	Fish paste	6d per lb.
(*e*) (i)	Fish (tinned, other than caviar, lobster, fish paste, etc.)	1½d per lb.
(ii)	Fish (not tinned including smoked, fresh, frozen)	2d per lb.
21 (*a*)	Infant and diabetic food	Free
(*d*)	Cod liver oil with malt and other tonic foods	15%
22 (*b*)	Tinned fruits	2½d per lb.—GATT 2d or 30% (max. 2½d) whichever is the greater.
	(Drained glazed cherries, sweetened, free).	
27	Jams, jelly powders, cake powders, etc.	2½d or 30% whichever is the greater.
29	Macaroni, spaghetti, vermicelli	" " " "
30 (*c*) (i)	Tinned meats	1½d per lb.
31	Meat pastes	3d. or 20% whichever is the greater.
36 (*a*)	Pickles and condiments	2½d per lb.
46 (*b*)	Tinned vegetables (except tomatoes, cucumbers, cabbage), 2½d per lb.	20% all sources.
	GATT Asparagus	15%
	Mushrooms	Free
	Truffles	Free

Bureau of Standards; fruit and vegetables by the Department of Agriculture. The South African customs tariff is not an insurmountable obstacle: it ranges from duty-free entry of diabetic foods to 30 per cent duty on macaroni and jams. Canadian canned salmon and sardines receive a preferential rate of 1½d. per pound. The import of rice, including wild rice, (except cooked rice in tins), is reserved to the Government Rice Control Board which confines its purchases to bulk shipments.

Quality Products Sell Well

With the possible exception of sardines, which are largely bought by South African Coloureds, most of the Canadian products with good sales possibilities in South Africa fall into the semi-luxury class suited to the European quality market. These consumers will, if necessary, pay considerably higher prices for a well-introduced imported product and they are brand-conscious. It is chiefly this discriminating buyer who has made possible the export from Canada (and other countries) to South Africa of canned fruit, vegetables, soups, jams, fish pastes, and chocolate candy, in competition with well-advertised and low-priced South African products. However, Canadian exporters should not lose sight of the broader South African market, including the fast-developing native consumer whose tastes are often surprisingly refined.

There are many retail outlets in the Union for the better-class packaged foodstuffs, especially in the larger cities where specialty shops range in size from super-markets to "exclusive" groceterias serving the more fashionable suburbs. The latter carry up to 9,000 different products, from Danish sausage and French cheese to United States grasshoppers in chocolate, canned rattlesnake and Russian caviar, as well as a complete range of the usual foodstuffs. In a

SOUTH AFRICA'S IMPORTS OF PACKAGED FOODSTUFFS

	1955		1956		1957 (January/June)	
	Quantity	Value	Quantity	Value	Quantity	Value
	lb.	£	lb.	£	lb.	£
Confectionery	504,674	61,659	1,011,464	137,987	365,535	67,063
Extracts and essences	—	459,913	—	451,372	—	207,542
Fish, dried, salted and cured	2,917,459	137,222	3,040,698	139,059	1,235,324	64,122
Fish, other preserved, including sardines, pastes and salmon	6,168,856	931,317	6,938,229	985,966	4,014,267	596,921
Foods, prepared, including patent and proprietary	1,310,631	174,587	2,084,795	273,010	1,325,354	181,894
Fruit, preserved	923,508	97,583	927,527	92,623	751,977	82,910
Jams	26,415	2,108	257,974	19,069	455,862	34,208
Jelly, custard and pudding powders	5,557	1,372	16,008	1,772	22,547	2,724
Meats, preserved	3,154,474	475,718	3,635,875	454,742	1,365,538	170,394
Milk, condensed	242,359	10,416	333,122	15,164	152,028	7,088
Milk, desiccated	945	246	244,542	23,636	7,207	505
Vegetables preserved	1,791,190	198,023	5,082,829	341,806	2,003,652	147,396
Foodstuffs, n.o.p. including baby foods, diabetic foods, tonic foods, etc.		752,520		895,775		503,470
TOTAL VALUES		3,302,684		3,831,981		2,066,237

few cases the specialty shops are part of a chain serving a number of South African centres.

What South Africans Want

Many Canadian producers of canned foodstuffs are already exporting to South Africa and are represented. However, this office continues to receive inquiries from reputable South African trading firms seeking Canadian principals—especially for sardines, canned salmon, maple sugar, infants' foods, etc. Canadian firms wishing to establish representation and sales for these and other food products in South Africa should not hesitate to contact agents and/or buyers, and the Canadian Trade Commissioners in Johannesburg and Cape Town will be pleased to assist. The usual rate of commission to manufacturers' representatives is 5 per cent of the F.O.B. value, but one prominent British exporter allows 7½ per cent on jams, 5 per cent on vegetables, and a further 5 per cent discount to wholesalers. Canadian exporters might well explore sales opportunities for the following, in addition to the products mentioned in the report:

Apples, canned, solid pack	Farinaceous products, quality
Applesauce	Food extracts
Baby foods	French dressings
Beans, kidney	Gooseberries
Blackberries	Hops, packaged
Blueberries	Jams
Caviar, red	Lobster, canned or frozen
Cheese spreads	Maple sugar
Cherries (in syrup or water)	Maple syrup
Chinese-type foods	Mincemeat
Chocolate, cooking	Molasses
Clams, smoked	Mushrooms, canned
Confectionery	Relish, for hot dogs
Consommes	Seasonings
Cranberry sauce	Soups
Diabetic and dietetic foods (especially jams)	Tonic foods

In fact, it is difficult to place limits on what types of imported foodstuffs the rich South African market will absorb. Even soda crackers and Graham wafers are imported—from the United States.

Competition from Domestic Industry

With an abundance and a large variety of agricultural products, it is natural that the food processing industry has become a major one in South Africa. The value of agricultural products processed now exceeds £150 million a year and the value of the finished products is probably at least double this amount. Production of canned fruit alone has risen steadily to over 10,000 tons. The food-processing industry employs about 90,000 workers, of whom about one-fifth are white.

Tinned fruits and vegetables and jams are the leading products but the industry also turns out pickles, sauces, macaroni, baby foods, frozen foods, chutney, breakfast foods, soups, jelly powders, cake mixes, etc. Many international brands of processed foodstuffs are produced in South Africa by subsidiaries of overseas firms or under licence. Attempts are being made to improve the quality of low-priced canned goods made here, and in some cases foreign experts are engaged to devise more appetizing formulas and raise standards.

South Africa is in fact a prominent exporter of processed foodstuffs; the value of sales abroad last year exceeded £30 million. Of total domestic production, 95 per cent of canned fruit pulp is exported, 75 per cent of canned fruits and juices, 40 per cent of canned vegetables, and 35 per cent of jams and marmalades. South African rock lobster, tinned and frozen, is in strong demand in the United States where approximately $5 million worth is sold each season.

Salesmanship Is Needed

This article has dealt chiefly with packaged foodstuffs, but Canadian foods in bulk and Canadian food additives, beverages, etc., can also be sold in South Africa —examples are wheat, whisky, chewing gum, soya bean oil, cream of tartar substitutes, powdered milk and sausage casings, all of which were imported into South Africa from Canada in 1956. Whether the Canadian share of the market for packaged food specialties can be expanded depends largely upon the selling efforts of Canadian producers and their South African representatives, and on the extent to which they are able to capitalize—through advertising, salesmanship and pricing—on the conviction among South African consumers that "Canada Means Quality".

Exporters who would like to have a list of competitors' prices for many of the imported packaged foods sold in the South African market should write to the Editor, "Foreign Trade", Department of Trade and Commerce.

Christmas Trees for Chicago

Four hundred and twenty-five carloads of Christmas trees arrived in Chicago in 1957, compared with 361 in 1956. Over 90 per cent of the trees were from Canada.

The most popular type of tree is balsam fir though the sales of Scotch pine, grown mainly on Michigan plantations, increase each year. A bundle of balsam fir (from three to six trees) sold for approximately $2.00 on Dec. 17. Prices for six-foot Scotch pines ranged from $2.00 to $2.50 on the 17th.

With the expansion of U.S. plantations, Chicago dealers predict that U.S. Christmas trees will become increasingly important on the Chicago market. Producers in the Maritime Provinces are urged to begin thinning their trees to allow better-shaped trees to develop. Steps taken now may ensure future success on the competitive Chicago market.

Farming by Contract

Contract farming, which promises a sure return with a limited risk, is becoming more and more popular in the United States—as the booming broiler industry proves.

TIN

W. C. HOPPER, *Commercial Counsellor, Washington.*

CONTRACT farming is receiving widespread attention from farmers and those engaged in providing services to them both in the United States and in Canada. Farmers' co-operative organizations across the border are showing growing interest in it and its possibilities. And although no one thinks that contract farming will solve all agricultural problems, experts feel that it will be extended to many more products.

For many years, most of the vegetables used for canning have been grown under contract with processors. Today these processors are, more and more, taking greater control of the production of the crops they need. In Idaho, some potato processors are contracting with growers for their potato output. Fruit, in general, is not yet grown under contract, although a great volume is contracted to processors after the harvest. Some processors themselves grow what they need for their canning and freezing operations.

Broiler Industry Provides Example

Perhaps the most striking example of contract farming is the broiler industry, which began about 1923. In the 35 years since it has grown phenomenally, increasing by about 10 to 20 per cent a year. Commercial broiler areas have sprung up all over the United States and at least half of the 48 states have a substantial output.

About 90 per cent of all the broilers sold in the United States are today produced under some form of feed contract. Credit from the feed manufacturers entered the picture early and in many regions even ten to twelve years ago, all but about 10 per cent of

Is It a Good Thing?

Is contract farming a good thing for farmers? This is a question many farmers in the United States and in Canada are asking. Earl F. Crouse, vice-president of the Doane Agricultural Service, Incorporated, made the following observations in a recent article on this aspect of farming by contract:

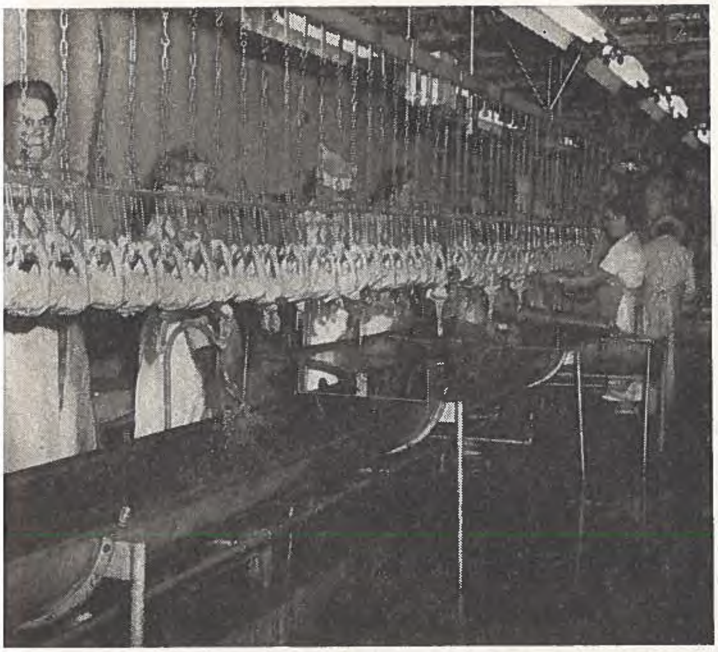
"As a whole, agriculture stands alone as the only major industry that still clings to its glorious past and holds out for a 'free price'. The poultry industry has shown us a better way.

"Supply and demand set the price under a contract system of production the same as they do in a free price system of production. The big difference which can be quickly observed is that supply fluctuates in direct response to demand as expressed through the contract rather than price fluctuating in direct response to supply as revealed by market receipts.

"Costs assume an entirely different role under a contract system of production. Traditionally, a farmer has always invested large sums of his own or borrowed money in production, then when his products are ready to sell, he takes them to market and asks, 'What am I bid?'

"Yet, the farmer is always at a disadvantage when he goes to market because he has to sell in order to get money to replace his operating capital, pay off his labor, and retire his debts.

"Production contracts eliminate the gamble of market price fluctuations. Operating margins and costs are determined before the wheels of production begin to turn. Instead of the farmer spending his money, then throwing himself on the mercy of the markets with a 'What am I bid?', he may say, 'What is the contract price? I know my costs and if you'll tell me what you'll pay, I'll tell you whether or not I am interested.'"



—USDA Photograph

Broilers move along the main dressing line in processing plant in Gainesville, Georgia. Contract production, plus lower processing and marketing costs, have resulted in phenomenal growth of the broiler industry and of per capita consumption.

output was on a credit basis. Much of it carries a guarantee to the producer against out-of-pocket losses.

In most cases, all the producer does is provide the chicken house and feed the chickens. He usually is paid so much a pound, the rate varying with his efficiency. He gets a sure return and takes only a limited risk. The feed company or poultry processor usually owns the chickens, furnishes the feed, tells the producer pretty much what to do, and has him deliver the chickens on call. Starting with commercial flocks of 500 to 1,000 birds, it is not uncommon to see flocks of 10,000 to 15,000 produced four times a year. One man today can handle highly mechanized units of 40,000. Broilers are produced in nine weeks or less, at costs substantially below those of even a few years ago.

Two Methods of Integration

Integration has been accomplished in two ways. In some cases there is vertical integration, with control beginning with the production of hatching eggs and following through to the processing and sale of the finished birds. In others, the development is a horizontal one, with a co-operative relationship between hatcheries and processors. Both plans appear to be working satisfactorily.

Contracting has resulted in (1) constant efforts by the hatcherymen to produce superior-type broiler chicks; (2) constant improvement in feed performance; (3) lower processing and marketing costs, and (4) extremely attractive prices to consumers, with a resulting increase in consumption from two pounds per person in 1940 to 16 pounds in 1956.

Broiler growers under contract are closely supervised and given intensive training in improved management practices and the whole industry has profited.

Other Operations Included

Turkeys are also being produced under contracts with feed companies. They are now year-round fare and with the increase in production, prices have fallen and per capita consumption has almost doubled.

Cattle too are being produced in this way. The result may be that the commercial once-a-year feeding operation, so prominent in the Midwest, may eventually disappear. In the West and in the South and East, commercial feedlots are becoming more and more evident. A large feedyard in Phoenix, Arizona, is one example. Here a crew of 17 men feed up to 35,000 head at a time and the turnover approaches 290 thousand head per year in peak periods. The whole operation is a way to sell large quantities of feed and make a living on the feed markup.

Contract farming has also started with hogs. Hog raisers produce hogs under a variety of transactions with feed companies. In many cases, the feed dealer owns the hogs; in others, he furnishes only the feed and credit and contracts to take the hogs at a price agreed upon. Meat packers are also becoming interested in the production of hogs under contract. Some packers hope contract farming will do for hogs what it has done for poultry.

It is reported that in Kansas City, St. Louis and Omaha, packers have signed contracts with farmers to produce hogs, and other packers may soon do the same. Under the contract, the packing companies make a deal with a farmer to buy all his hogs at a set premium over the average market price on the delivery day. The packer can pay this premium because, under the contract, the farmer follows expert advice on breeding and feeding. As a result, he gets leaner pork which brings higher retail prices.

A reported attempt is being made in Kansas and nearby states to produce eggs under contract. The frozen orange juice industry in Florida is an integrated operation and milk-marketing orders are a form of contracting. ●

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Fairs and Exhibitions

Canadian Woods Score in Chicago

HUNDREDS of business visitors welcomed the Canadian lumber industry to the *National Association of Home Builders Show and Convention, Chicago, January 19-23.* Located at the apex of three aisles in the Sherman Hotel, the striking exhibit was a busy information centre and showplace for Canadian woods. Included in the exhibit were all commercial species of lumber, both softwood and hardwood, for home-building and industrial use; building boards such as hardwood plywoods, softboards, hardboards, chipboards and veneers; cedar shingles, and wallpaper. The show provided an excellent opportunity to display finishing materials to builders faced with home buyers conscious of price and quality.

The success of the exhibit can be gauged by the number of serious inquiries received for Canadian suppliers and prices. About 110 firms requested this information. Because each company asked for data on a number of lumber species, over 500 separate trade inquiries were received to pass on to Canadian firms. This favourable response from lumber dealers in the Chicago area should encourage more Canadian firms to participate in 1959.

The single Canadian firm which exhibited this year on its own was a West Coast company specializing in hand-cut cedar shakes. This firm sells over $1 million of its products to the United States, principally California. Its lively display drew large and interested crowds to the Western Red Cedar Shingle Bureau in the Sherman Hotel, where booth personnel (the president of the company and his assistants) cut cedar shakes by hand.

Displays such as this one in a show which attracts some 30,000 contractors and other persons in the trade from all over the United States should stimulate further sales to a country which has already shown an active interest in Canadian woods.

Showrooms for Canada

ATOMIC ENERGY—Governments of countries with an atomic industry or manufacturers of products derived from atomic energy are invited to exhibit at the *2nd International Exhibition of the Peaceful Uses of Atomic Energy, Geneva, Sept. 1-14.* Exhibitors must have their applications in before March 31 and they must be accompanied by a deposit of 50 per cent of the charge for the space requested. Information on space and rates can be obtained from: Atoms for Peace, 1 Place du Lac, Geneva, Switzerland.

HYDRO-CARBIDES AND NEW POWER SOURCES—Organizations in Canada concerned with hydro-carbides and methane gas will be interested in the *3rd International Exhibition of Hydro-Carbides and New Sources of Power*, and the *7th National Exhibition of Methane, Piacenza, Italy, September 11-21.* Information about these exhibitions can be obtained by writing to: Ente Manifestazioni Fieristiche Piacentine S.p.A., Piazza Cavalli n. 35, Piacenza, Italy.

PRODUCTIVITY—Methods or products in use to speed industrial production will be on display at *The Production Exhibition, London, May 12-21.* The exhibits will include aids to production such as electronics and automation, use of new materials and resources, atomic energy, work study, education, industrial welfare, research and development—any ways in which services or products can improve production in industry. Live examples of actual production processes are particularly effective, the sponsors say. Address inquiries to: Andry Montgomery Limited, 32 Millbank, London, S.W.1.

European Shows for Buyers

SPORTS EQUIPMENT—Canadian importers of French sporting goods will be interested in the fair in the Bois de Vincennes, Paris, called the *9 éme Salon du Plein Air, Sports et Camping, April 18-May 4.* Customers can see the very latest sports equipment conceived by French designers. Complete information about participants or visits to the show can be obtained by writing to: Salon des Sports et du Camping, 149 rue Saint-Honoré, Paris 1, France.

MACHINE TOOLS, WATCHMAKING—*The Swiss Industries Fair, Basel, April 12-22,* the most extensive of the Swiss fairs, covers much more than machine tools and watchmaking though these, with tools for the electrical industry and textiles, are listed as among the most important of the export exhibits. Exhibits will range from ceramics and applied art to building machinery, and from furniture to foodstuffs. More than 2,300 exhibitors are expected to take part. In addition to commercial displays, a special show will be devoted to atomic energy. Address all correspondence to Swiss Fair, Basel 21, Switzerland.

GLASSWARE—Sweden's famous glassware will be on display for buyers only at the *Swedish Glassware Fair, Helsingborg, May 4-10.* Domestic and ornamental pieces from 15 Swedish glassworks will give buyers an idea of the latest in Swedish glass created by leading artists and craftsmen. Hotel rooms can be reserved in Helsingborg and Malmö if application is made before April 15. For further information, write to the Swedish Glass Export Association, Vasagaten 12, Stockholm, Sweden.

United States Invites Foreign Exhibitors

FINE CONSUMER GOODS, HANDICRAFTS—Close to the Orient, Washington State offers an ideal merchandise mart for products from the "Pacific Rim" countries. The *Washington State International Trade Fair, Seattle, April 11-20,* will be a showcase of fine fabrics and exotic objects of all kinds. Toys, sporting goods, fashion accessories, clothing, china, and handicrafts for which the Orient is famous will be on hand to satisfy the discriminating buyer. The sponsors state that buyers drawn from all parts of the United States, Alaska, Hawaii and Canada write millions of dollars worth of orders a year as the direct and indirect result of the fair.

Exhibitors are being given the opportunity to sell souvenirs this year to help stimulate interest in their country and in their product. Advance and current publicity covers all media and is distributed to retail buyers in countries in the Pacific area. Additional details may be obtained from: The Manager, Washington State International Trade Fair, 215 Columbia Street, Seattle 4, Washington.

GENERAL EXHIBITS—The Minnesota World Trade Association, composed of representatives of all industries in the state actively engaged in world trade, is sponsoring an *International Trade Exhibition, St. Paul, May 7-11.* In addition to showing goods from all over the world, the Association is holding its annual World Trade Conference to bring together persons trading with other countries to discuss export problems. Those interested in exhibiting or in attending the conference should write to: Paul C. Sharp, President, Minnesota World Trade Association, World Affairs Centre, University of Minnesota, Minneapolis 14, Minnesota.

SUPER MARKET SUNDRIES—New lines of non-food articles for sale in super markets will be on display at the *International Super Market Sundries Exposition, New York, October 20-23.* For details write to: The Exposition Management Corporation, 51 East 42nd Street, New York 17, N.Y.

Vertical Shows in the United States, 1958*

NAME	1958 DATE	PLACE	APPLY TO
National Food Distributors Exposition	August 11-14	Sherman Hotel, Chicago, Ill.	E. J. Martin, Executive Vice-President, 100 East Ohio St., Chicago 11, Ill.
National Electronics Conference	October 13-15	International Amphitheatre, Chicago, Ill.	International Atomic Exposition Inc., c/o Raber-Freil, Architects Bldg., Philadelphia 3, Pa.
National Frozen Food Distributors Association	October 26-29	Statler Hotel, New York, N.Y.	Strauss, Spigler, Kline Corp., 1809-10 Finance Bldg., Philadelphia 2, Pa.
National Shoe Fair	October 26-30	Palmer House and Conrad Hilton Hotel, Chicago, Ill.	G. E. Gayou, Secretary, Palmer House Hotel, Chicago, Ill.
Retail Paint and Wallpaper Distributors Convention	November 18-20	Auditorium, Cleveland, Ohio.	Irwin E. Douglas, Executive Vice-President, Retail Paint and Wallpaper Distributors Association, 34 North Brentwood Blvd., St. Louis 5, Mo.

*Canadian exhibitors are accepted at all of these shows.

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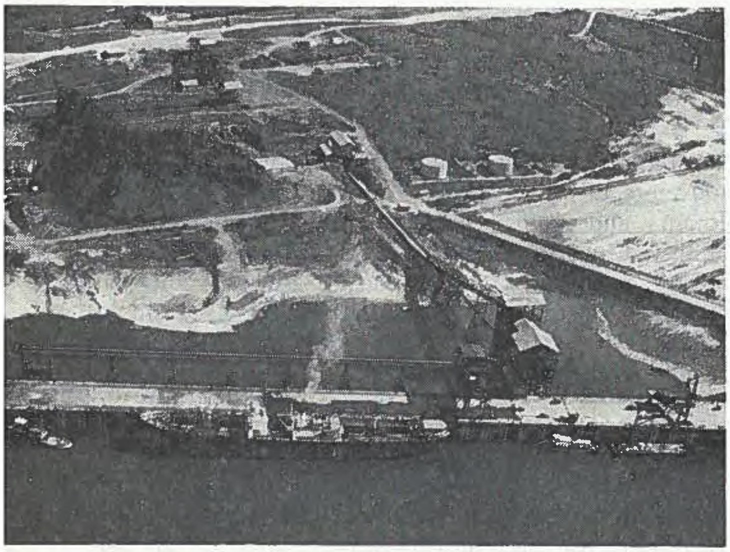


This ship is loading iron ore at Puerto Ordaz on the Orinoco, about 100 miles down-river from the Cerro Bolivar deposits. The Venezuelan Government is building a steel mill nearby.

Venezuela's Iron Ore Production Booms

as exports, mostly to the U.S. and Europe, soar to a possible 15 million tons in 1958. Canada sells to the same markets, but world demand is readily absorbing the output of both countries.

R. E. GRAVEL, *Commercial Secretary, Caracas.*

THE Orinoco in its eastward course to the sea roughly bisects Venezuela. Not far from its south bank the land begins to rise in rounded hills, precursors of the mountains of the Sabana Grande far to the south. Just before the river dissipates into a web of channels at the lowlands near the sea, it is met by the Caroni River flowing in from the south. From Guayana, the surrounding area, Venezuela gets her iron ore.

Development of this ore has moved at a swift pace. In 1949, the country was not producing any. The next year the hills around El Pao in eastern Venezuela yielded 198,952 metric tons. In 1956, the El Pao and Cerro Bolivar fields together sent over 11 million tons of ore to the loading ports on the Orinoco River. Total reserves are estimated at over two billion tons.

The ore generally occurs as a crust on the tops and upper slopes of the hills and is merely removed from the surface.

Two Companies Producing

At present the industry consists of two operating companies. Iron Mines Company of Venezuela, a subsidiary of the Bethlehem Steel Company, was first in the field when it began to work concessions of 8,600 hectares around El Pao. In 1956 this company produced more than three million tons of ore. A railroad takes the ore some 40 miles from the mine site to the loading point near San Felix where the Caroni meets the Orinoco.

The other producer is the Orinoco Mining Company, a subsidiary of United States Steel. It operates the famous Cerro Bolivar deposits and sends the ore (hematite and limonite), by rail about 100 miles to Puerto Ordaz on the deep Orinoco. The ore from Cerro Bolivar is sulphur-free and the average iron content is 63 per cent (dry analysis). In 1954 production totalled 5,208,812 tons and in 1956 over 8,000,000. There are said to be over 500 million metric tons of proven high-grade reserves in this field.

Venezuelan and American capital are joining in a third company, Mineroferroviaria de Venezuela C.A., to exploit the concessions held by Transwestern de Venezuela. The 6,000 hectares of this concession centre around the deposits of El Trueno, south and west of Cerro Bolivar. The ore at this site, appearing as hematite, is said to be 59 per cent pure iron. This development includes a railroad to ship the ore northward to Ciudad Bolivar, the Angostura of colonial days.

It is interesting to compare the advance in iron ore production with that in oil, Venezuela's dominant industry. In terms of 1956 prices, the production value of non-ferrous minerals (almost all oil) increased 88 per cent from 1950 to 1956. In the same period, total mineral production increased 1,230 per cent and almost all this increase reflects advances in iron ore production.

Output Sold Abroad

All the ore mined today is exported; sales in the first six months of 1957 were valued at Bs.171,584,762, accounting for 4.2 per cent of total exports. The outlook for future sales is excellent. World iron and steel production is increasing and the varying rates of increase in different countries will probably mean a greater diversification of Venezuela's sales. At present, most of the ore is sold to the United States. Over the last decade, United States iron and steel production has not advanced as quickly as that of other countries, notably in western Europe: European production increased 351 per cent between 1946 and 1956. The Japanese iron and steel industry is quickening pace, and total production in Latin America is moving ahead at a rate of about 10 per cent per year. In 1956 the United States produced 38 per cent of the world's steel and 29 per cent of its iron ore, compared with 55 per cent and 50 per cent ten years earlier. This does not suggest a decline in the United States iron and steel industry. In 1946 it was geared to top wartime production when many of the world's production centres had almost ceased operation. Nevertheless, the smaller U.S. share of world production is a valid factor in market forecasting and even now, as the table below shows, appears to be affecting sales of Venezuelan iron ore:

SALES OF VENEZUELAN IRON ORE

	*1956 (12 months) Bolivars**	*Jan.-June 1957 Bolivars**
United States	215,071,939	139,977,394
United Kingdom	14,271,960	13,846,843
Germany	12,562,975	10,864,163
Japan	1,771,459	
Italy	3,703,144	6,896,125
Total	247,381,477	171,584,525

*Rate of exchange: one bolivar=$0.2939 Canadian.

The table brings out the fact that both Britain and Germany bought nearly as much iron ore in the first six months of 1957 as they did in all of 1956. Italy bought almost twice as much. The United States is still absorbing and probably always will absorb the bulk of Venezuela's iron ore exports, but although it is increasing its imports from Venezuela, it is doing so at a slower rate than other countries. Until the world's steel producers have overtaken the steadily advancing demand, there seems to be no obstacle to the continuation of this trend.

Canadian Sales Compared

Data on Canadian sales of iron ore to other countries show that our European markets are almost identical with those of Venezuela, and there is the same heavy concentration on sales to the United States.

SALES OF CANADIAN IRON ORE

	Jan.-June 1957 $	*1956 (12 months)* $
United States	25,930,633	113,516,437
United Kingdom	4,352,939	18,506,953
Germany	1,097,943	6,850,962
Japan	474,551	2,075,500
Italy	147,443	161,647
Norway		1,000
France	281,635	
Netherlands	854,064	
Total	33,139,208	141,112,499

There is little doubt that for years to come the mills of the world will be taking increasing quantities of ore from both Venezuela and Canada. Rich ore deposits are being depleted, especially in the United States, and demand continues to increase. Iron and steel plant production capacity in the United States during 1956 totalled 128,363,090 tons and it is estimated that it will reach 152 million tons by 1961. An analysis by United States Government authorities forecasts average annual imports for the decade 1955-65 at 64 million tons a year and 103 million tons for the decade 1965-75. Sources of imports for these periods are forecast as follows:

FORECAST OF U.S. IMPORTS OF IRON ORE

Origin 1955-65	*Millions of tons*
Canada	20
Venezuela	25
Other Latin America	5
All other countries	14
	64
Origin 1965-75	
Canada	40
Venezuela	40
Other Latin America	9
All other countries	14
	103

Most of Venezuela's output will continue to be sent abroad, but a growing part will be withheld to supply a domestic smelting industry. A government-sponsored mill is now being erected near Puerto Ordaz, the Orinoco's booming ore port. Not far from this site, the Venezuelan Government is harnessing the falls of the Caroni in a great power project. A railroad from the Naricual coal deposits nearer the coast is being pushed into the area to complete a complex well adapted for steel production.

The mill proper is being constructed in conjunction with Innocenti, the famous Italian firm. The construction men plan a two-stage operation. The first complete unit will allow for an output of 650 to 700 thousand tons a year. Operations are to begin in 1958 and one of the first finished products will be pipe, which is currently imported in great quantities for oil and gas distribution. At full capacity, the complete project should put out about 1.2 million metric tons a year. The plant will cost about $342 million.

This nucleus of industrial potential on the banks of the Orinoco may possibly mean a development of that area comparable to the burgeoning of the oil-rich west. All the elements—water transport, power, coal, rich ore—are at hand and a reasonably diversified production complex should emerge. Aluminum production and fabrication could readily be added to the iron and steel output because considerable reserves of bauxite are found in the area. Manganese too occurs. With foreign markets for her rich ore apparently assured and with her own growing industrial potential, Venezuela looks for the rapid growth of her eastern states and increasing prosperity for the nation as a whole.

If You Want to Change Agents . . .

. . . you should first be aware of problems that may arise. In Europe, tightly-knit trade associations may make it unwise to terminate an agency agreement. A look at Swiss practices may be illuminating.

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

THE choice of an agent in any export market is important, and particularly in a small, compact market such as Switzerland. In addition to investigating a prospective agent's reliability and understanding of the product, the exporter must choose a representative familiar with and well regarded by the firms that will be buying from him. Cartels operate at all levels of Swiss business. In addition, importers—agents and representatives—belong to an association of all firms in the same line of business, and membership in the appropriate association is usually important as an entrée to the trade. These associations act as clearing-houses of information and also set up rules of operation.

It follows that if the exporter wishes to change his Swiss agent, he should first think about it carefully. Any other suitable agent will probably know about the relationship of the present agent to his principal and it is important, therefore, that the agreement be terminated amicably if possible. If the trade generally believes that a Swiss agent has received unfair treatment from an exporter, a prejudice against that exporter and his products could arise. A new agent should not be approached until the present agreement has been cancelled.

Swiss Law and Agency Contracts

Canadian manufacturers wishing to change agents should take into account the Swiss Federal Law on Agency Contracts of 1949. Some of the main clauses of this law are:

- Where the sphere of activity of the agent is in Switzerland, the relationship in law between the principal and the agent shall be subject to the laws of Switzerland.

- Where the agency contract is not concluded for a specific period or term, and where no such term is deducible from its purpose, it may, during the first year of its effectiveness, be terminated by either party at the end of the calendar month following the tendering of notice. Any agreement providing for a shorter term of notice must be in writing.

- Where the agency relationship has continued for not less than one year, it may be terminated at the end of any calendar quarter, subject to two months' prior notice. It is permissible, however, to agree upon a longer term of notice, or on another date for the expiry of such notice.

• Either the agent or the principal may terminate the contract immediately at any time on cogent grounds.

• A claim for commission on repeat orders from customers secured as such by the agent during the term of the agency relationship shall, unless otherwise agreed or customary, exist only if such orders are received before the termination of the agency contract.

• On termination of the agency contract, all claims of the agent for commission or reimbursement shall expire.

• In respect to contracts which are to be fulfilled wholly or in part only after termination of the agency relationship, a later date of maturity of the claim for commission may be agreed upon in writing.

• Where the agent has, by his work, materially extended the principal's clientele, and where substantial advantages accrue to the principal or his legal heirs, successors, or assigns from the business relationship with the clientele so acquired, even after the termination of the agency relationship the agent or his heirs shall, unless it would be inequitable, have an inalienable right to appropriate commission.

• The claim shall not exceed one year's net earnings from the contractual relationship, calculated on the basis of the average of the last five years or, where the relationship has not existed so long, on the basis of the average of the entire duration of the contract.

• No claim shall exist where the agency relationship shall have been terminated on grounds for which the agent is responsible.

Swiss Market Is Competitive

Frequently, unsatisfactory sales are the reason for wishing to change agents, but the exporter should first make a thorough investigation; this may not be entirely the agent's fault. Although Switzerland is a relatively free market, it is also a highly competitive one and price and quality are the ruling factors in obtaining a share of it. If a product is uncompetitive compared with goods of similar quality at a lower price from other sources, there is little or no object in changing agents—assuming that a suitable one was chosen in the first place.

Past experience indicates that, in the long run, it is not sound policy to change an agent unless there is some compelling reason for doing so. The importance of painstaking deliberations in the initial selection cannot be over-stressed; the Commercial Section of the Canadian Embassy is prepared to assist exporters in making a choice. •

Swiss Demand for Leather Rises

CANADA'S POSITION as a supplier of upper leathers to Switzerland has improved in recent years. Swiss imports last year of Canadian side upper, glove and similar leathers totalled about 900 thousand square feet valued at $320 thousand, or more than 3½ times the amount shipped in 1950. This market is attracting more attention because the industries making shoes, upholstery and leather goods and the bookbinding trade are increasing their demands.

In recent years Swiss buyers of leather have obtained about 70 per cent of it from the 60 domestic tanneries which produce mainly sole leather. The imports, consisting chiefly of upper and special leathers, come principally from the United States, West Germany and Uruguay, followed by the United Kingdom, France, and Canada. In 1956 imports reached a postwar record of 2,172 tons.

Switzerland's current import tariffs on leather are among the lowest in the world; the duty on medium-weight, quality side upper leather amounts to slightly more than 1 per cent ad valorem. As you would expect, competition is keen, with the products of a prosperous domestic tanning industry on sale and with imported leathers available from all over the world.

Only a few of the larger Swiss consumers of leather buy direct from the domestic producers or foreign suppliers. They usually purchase through brokers in main commercial centres such as Basel and Zurich. Only a few of these are well established and fully experienced leather brokers and commission agents. Importers expect a sales commission of 4 to 7 per cent from overseas suppliers and between 3 and 5 per cent from European exporters.

A proposed increase in the duty on leather in the new Swiss Customs Tariff may have some effect on the volume of imports. At the present time, side upper leather is dutiable under Item 181 of the tariff at S.Fr.20.00 per 100 kilos gross weight. Under the new tariff, the duty is expected to be substantially increased—probably to S.Fr.80-130 per 100 kilos gross weight. This would correspond to a 5-9 per cent ad valorem duty. Quality grades will be less affected and for specialty leathers there should be little change in domestic competition. The outlook for increased sales of Canadian leathers is favourable, provided that our prices and quality remain competitive.

—N. W. BOYD,
Assistant Commercial Secretary, Berne.

May we help you in . . .

Selling Lumber in the Midwest

The Chicago office of the Trade Commissioner Service, with the Forest Products Division of Trade and Commerce, has developed a technique of alerting Canadian lumber firms to opportunities in the Midwestern market.

G. F. OSBALDESTON,
Assistant Trade Commissioner, Chicago.

THE Midwestern States offer a big and worthwhile market for lumber products—a market that merits the close attention of Canadian exporters. A study of 1955 and 1956 lumber imports from Canada into the United States through Midwestern Customs Districts reveals just how big this market is. Nor do the figures in the table tell the whole story, because Canadian shipments destined for this region also enter at other customs ports.

Methods of Assistance

Helping Canadian firms to capitalize on this demand is one of the special tasks undertaken by the staff of the Canadian Trade Commissioner's office in Chicago. Our efforts have met with some success.

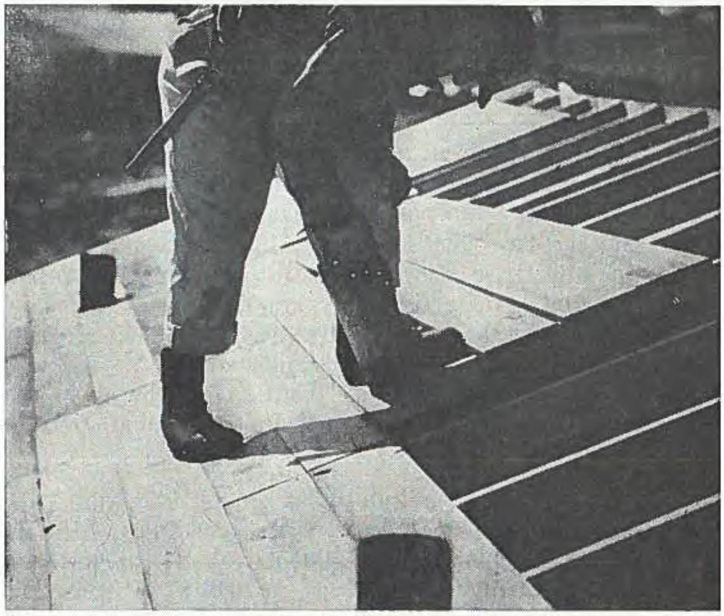
Perhaps your company has filled an order that we brought to your attention. If so, you probably know the methods we use in assisting Canadian lumber firms, but you may not have made full use of the service offered. It may be helpful to explain more fully what this office is prepared to do and what information it needs to work on.

The Chicago office has developed an extensive list of lumber importing firms in the eleven Midwestern States in its territory. We secure information on these firms by one of the following methods or by a combination of them:

(a) Personal visits by the Trade Commissioner.
(b) Letters requesting information.
(c) Telephone calls.
(d) Trade directories, credit information, etc.

The basic information secured includes: the name of the buyer; whether the firm imports Canadian lumber or whether it is interested in importing it; the species and specifications of lumber that it might buy. All this information is indexed under the name of the company and also by lumber species.

From these visits and letters, many U.S. firms have come to know the Trade Commissioner's office as a source of information on Canadian suppliers. On request, we distribute to U.S. companies lists of Canadian suppliers prepared by the Forest Products Division of the Department of Trade and Commerce. The Forest Products Division has compiled these from the information submitted by firms completing the *Exporters' Directory* form sent out by the Department



Western spruce has become one of the best sellers among Canadian lumber products in the U.S. Midwest. This carpenter is using it to roof in a house in a suburban housing project.

Lumber Imports into the Midwest

Commodity	CUSTOMS DISTRICTS MICHIGAN *1956* MFBM	*1956* $	*1955* MFBM	*1955* $
Fir Hemlock Rough	60	4,183	73	4,824
Fir Hemlock Dressed	1,112	78,804	573	40,685
Douglas Fir Rough	5,759	389,379	365	30,673
Douglas Fir Dressed	42,528	2,967,002	60,151	4,195,300
Fir, n.e.s., Rough	112	9,133	256	19,809
Fir, n.e.s. Dressed	5,400	392,576	7,361	525,295
Hemlock Rough	476	34,512	104	9,145
Hemlock Dressed	4,325	348,789	5,361	402,090
Spruce Sitka	31	2,204	....	....
Western White and Englemann Spruce	42,350	3,284,949	57,559	4,240,862
Spruce, n.e.s.	41,957	3,830,428	51,542	4,424,585
Northern Pine	8,753	1,239,680	14,898	1,818,196
Pine, n.e.s.	10,895	917,968	11,690	999,175
Larch	489	37,049	541	38,333
Cedar Siding	400	70,951	50	8,148
Cedar, n.e.s.	3,902	745,735	3,857	497,784
Lumber, n.e.s.	324	37,986	242	25,369
Maple, Birch, Beech Flooring	507	86,776	817	130,847
Maple, Birch and Beech Ex Flooring	40,142	8,043,651	47,233	8,207,720
Sawn Planed Hardwood, etc.	2,334	293,809	2,661	322,429

Commodity	DULUTH SUPERIOR *1956* MFBM	*1956* $	*1955* MFBM	*1955* $
Fir Hemlock Rough	140	11,055	21	2,054
Fir Hemlock Dressed	3,792	280,929	2,547	213,791
Douglas Fir Rough	534	50,512	195	17,845
Douglas Fir Dressed	305,293	21,857,064	310,692	22,837,162
Fir, n.e.s., Rough	87	8,353	....	....
Fir, n.e.s., Dressed	....	....	18	1,173
Hemlock Rough	24	2,081	20	1,366
Hemlock Dressed	22,535	1,734,422	9,670	849,658
Spruce Sitka	3,068	325,108	2,211	226,126
Western White and Englemann Spruce	333,200	26,751,515	375,927	31,072,324
Spruce, n.e.s.	454	38,842	1,729	137,946
Northern Pine	2,938	327,254	5,582	632,915
Pine, n.e.s.	33,546	3,047,065	27,900	2,409,042
Larch	309	21,938	131	12,763
Cedar Siding	5,167	1,047,577	5,386	1,274,780
Cedar, n.e.s.	15,800	1,268,065	18,677	1,166,246
Lumber, n.e.s.	512	58,064	173	18,558
Maple, Birch and Beech Ex Flooring	13	8,163	17	9,574
Sawn Planed Hardwood, etc.	2,351	140,163	4,403	267,679

or from data obtained directly from the Canadian firm.

In addition, the Forest Products Division acts as a storehouse of information on Canadian sources of supply. When it receives an inquiry for a lumber product that cannot be furnished by a firm on the prepared list, it endeavours to locate a suitable supplier.

On the whole, Canadian firms have been on their toes in acknowledging these inquiries and either sending offerings to the U.S. firms or letting us know that they are not interested. The importance of replying to such inquiries is obvious.

Processing a Canadian Offer

When a Canadian firm writes asking the assistance of the Chicago office in marketing lumber, we refer to our index of U.S. firms. This index shows the products on which these American firms want to receive quotations. We then visit or write to each, informing them of the Canadian offering and suggesting that they contact the Canadian firm directly if they wish to buy. If this initial approach proves unsuccessful, we then extend our inquiry to other U.S. firms, such as those listed in trade indexes, who may be interested in the product.

These efforts do not always result in orders. Frequently the difficulty is price or specifications. But we do feel that when our survey is complete, the offering has been brought to the attention of a representative group of buyers in this area.

In contacting local firms, the Trade Commissioners are constantly on the alert for possible new uses for Canadian lumber products. When we unearth a trade inquiry in the territory, it is promptly brought to the attention of Canadian firms who have completed an *Exporters' Directory* form or who have told the Forest Products Division that they want to export.

Co-operation Needed

If we are to help a Canadian firm, it must do three things:

- Complete an *Exporters' Directory* listing, giving details about the type of lumber it has for export.
- Ask the Forest Products Division of the Department in Ottawa for an "export offering" form and fill it out. Send it back to the Division, which will forward it to the Chicago office.
- Reply promptly to letters received from U.S. firms containing requests for offerings.

The Chicago office has spent a good deal of time and effort on securing basic information on the many possible outlets for Canadian lumber in this area. Perhaps we can help you. ●

Australia: *automotive industry grows*

Manufacturers of vehicles and parts being encouraged, through tariffs and import controls, toward 100 per cent "Australianization" of the industry; hope to become principal suppliers to the South Pacific and parts of Africa and South East Asia. Canada's share of the market has been diminishing as this program proceeds.

H. STEWART HAY, *Assistant Commercial Secretary, Sydney.*

THE automotive industry, Australia's largest, produced £A164 million worth of passenger and commercial units in 1965. Today Australians own more commercial vehicles per capita than any other people and rank fourth in ownership of passenger vehicles. More than 200 thousand new vehicles were registered in 1956-57, bringing the total to more than 2,270,000. About 70 per cent of these were passenger cars, making the ratio 4.4 persons per car and 13.5 per commercial vehicle.

Canada's Share Cut

Despite this obvious Australian desire to ride and the equally obvious ability to pay for it, Canada's sales of automotive vehicles and parts to Australia have dropped from more than $17 million in 1951-52 to less than $11 million in 1956-57. In fact, imports from all countries except West Germany are down, because of a government-sponsored move toward self-sufficiency or "Australianization" of the industry. Total imports of vehicles and parts dropped from nearly £A85 million in 1951-52 to £A53 million in 1956-57 and at the same time the registration of new vehicles rose from 199 thousand to 209 thousand a year. Yearly registration hit a peak of 234 thousand in 1951-52 but then dropped back, because of tighter credit and higher sales tax. The Australian market is still important to Canadian firms, however, especially the market for parts to be assembled locally.

IMPORTS OF VEHICLES AND PARTS
from leading suppliers
(£A '000)

	1956-57	*1955-56*	*1954-55*	*1953-54*	*1952-53*	*1951-52*
United Kingdom	*38,200	56,004	58,743	44,932	21,306	66,200
United States	* 6,600	8,571	8,648	4,467	4,284	7,092
CANADA	* 3,200	4,099	3,822	6,113	6,317	6,667
France		2,690	2,218	920	200	2,756
Germany		4,879	3,343	592	106	913
Italy		608	652	363	42	922
Other British		8	41	36	25	12
Other foreign		246	234	101	89	341
Total	53,002	77,105	77,701	57,523	32,369	84,902

*Estimated.

These Holden cars, designed and manufactured in Australia, are lined up on the dock at Melbourne, waiting to start the first stage of a journey to South East Asian markets.

The trend toward Australianization—complete manufacture at home—is being fostered by tariff and import controls on the one hand, which have encouraged a higher domestic content, and by dollar controls and British preferential tariffs on the other, which have encouraged North American companies to set up Australian subsidiaries. Of the 212 thousand vehicles available last year, it is estimated that 6,000 were imported fully assembled, 109 thousand were assembled chiefly from imported parts, and 97,500 were substantially made in Australia. This is in contrast to prewar when the Australian content of any car never exceeded 50 per cent.

Volkswagen Sales Doubled

British-made cars, which had an early advantage because of sterling area restrictions on dollar spending, are being cut out of the market by the Holden, a product of General Motors-Holden's Ltd., and by Volkswagens, which have about 45 per cent domestic content. The Holden, Australian-designed for Australian conditions, is the country's most popular car. The following table shows clearly how every other maker has lost ground to the producers of these two cars.

PERCENTAGE OF MARKET HELD BY LEADING PRODUCERS

	Jan.-Mar. 1957	*1956*	*1955*
General Motors-Holden's Ltd.	44.5	39.3	34.3
British Motor Corp. (Aust.) Pty. Ltd.	17.1	16.0	19.6
Ford Motor Co. of Aust. Pty. Ltd.	14.3	15.3	18.0
Volkswagen (Aust.) Pty. Ltd.	6.2	5.9	3.0
Standard Motor Co. (Aust.) Pty. Ltd.	4.8	6.0	7.1
Rootes (Aust.) Ltd.	4.4	4.6	5.0
Chrysler (Aust.) Ltd.	3.9	4.2	4.9
International Harvester of Aust. Pty. Ltd.	2.6	2.7	2.2
Others	5.2	6.0	5.9
Total	100	100	100

Potential Exporter

As the industry becomes tooled for mass production, experts believe that it must look for foreign markets. The export of an estimated 6,000 units in 1956-57 could easily climb to 24,000 units by 1965, a spokesman for the industry said recently. Most of these vehicles would likely go to New Zealand and the Pacific islands, with some exported to Africa, Singapore, Malaya, Thailand, Hong Kong and Fiji. In fact, Australian makers hope to become the main suppliers to most of these markets. They have an obvious geographic advantage and their prices, though still high by North American standards, have tended to go down. A standard six-cylinder Chevrolet sells for the equivalent of $4,525.

G.M.-Holden has spent £A47.75 million on development since the war, bringing capacity to 100 thousand units a year, and it plans to spend a further £A21 million to bring capacity to 125 thousand units. Ford of Australia, associated with Ford of Canada, recently completed an £A43 million development program and plans to expand further. Volkswagen Australia Pty. Ltd. has made Australia its manufacturing base for the South Pacific and plans to increase capacity to 25-30,000 per year. Present domestic content of Volkswagens is to be raised at the same time from 45 to 100 per cent.

Other companies such as Renault, Fiat and Rover, which directly or indirectly already have Australian operations, are planning to manufacture. Still other overseas firms, including German and Japanese makers, have been showing interest in establishing in Australia. Every firm is increasing the Australian content of its products under tariff pressure.

The industry, which in 1956 employed 53,000 persons, has grown to such proportions that it is important to the well-being of the economy that sales be kept reasonably stable.

Room for Secondary Suppliers

If the current trend continues, Australia will gradually become self-sufficient in motor vehicles except for special types, though some Canadian makers expect the country to remain an important market for parts. Total demand by 1962 is estimated at 300 thousand units per year and domestic production is expected to meet it. The industry is concentrated in the hands of several big manufacturers and their changing shares of the market reflect keen competition. There should be ample scope for extension of the manufacture of components, but it might prove difficult for further vehicle manufacturers to enter the field.

Data for Exporters

The International Trade Relations Branch of the Department of Trade and Commerce has prepared bulletins covering shipping documents and customs regulations of the following countries: Bolivia, Brazil, Chile, Colombia, Cuba, Dominican Republic, Egypt, France, Western Germany, Greece, Guatemala, Haiti, Indonesia, Israel, Mexico, Netherlands, Netherlands Antilles, Nicaragua, Norway, Panama, Peru, Surinam (Netherlands Guiana), Sweden, United States and Venezuela.

If you wish copies, write to the Branch. Data on other countries will be compiled from time to time and will be added to this list.

Commodity Notes

Chemical Pulp

SWEDEN—Production of chemical pulp in 1957 increased by about 100 thousand metric tons from 3.2 million in 1956. Preliminary figures show that exports decreased by 35,000 tons from 2.1 million tons in 1956. Increased domestic consumption was not large enough to compensate for the fall-off in exports; the result was an increase in Swedish stocks. The fall in exports is ascribed to less stockpiling in the purchasing countries and to the fact that world production capacity has increased more than consumption, causing tension on the market.

Prices for Swedish paper pulp decreased in 1957, though prices for dissolving pulp remained unchanged. A further decrease in prices is expected in 1958. The quantity of paper pulp for export is expected to remain unchanged, though dissolving pulp will probably increase at the same rate as in 1957. Domestic consumption in 1958 is expected to increase—Stockholm, Feb. 6.

Citrus Fruit

SOUTH AFRICA—Exports from June 1 to October 31, 1957, totalled 7.5 million cases, or almost one million cases above the total shipments for the same period last year. Lemon exports were higher by 47 per cent, orange and grapefruit shipments by 15 per cent and 12 per cent respectively, and Mandarins, a minor element in the trade, dropped sharply, by about 43 per cent—Johannesburg, Feb. 3.

Copper Ore

INDIA—Production of copper ore in India during the quarter ending September 1957 was 98,352 tons, according to the Indian Bureau of Mines. Output for the first nine months of 1957 was 299,723 tons, an increase of 16,131 tons compared with the corresponding period of 1956. All of it comes from the Singhbhum district of Bihar State—Bombay, Feb. 18.

Grain

UNITED KINGDOM—A sample survey carried out by the Ministry of Agriculture shows that at the end of November 1957 about 50 per cent of the 1957 wheat crop in England and Wales remained unsold on farms; at the same time in 1956, the percentage unsold was 53. About 38 per cent of the 1957 barley crop also remained unsold, compared with 43 per cent the year before. Approximately 48 million bushels of wheat were in store (unsold) on farms in England and Wales in November 1957, and about 46 million bushels of barley—London, Feb. 11.

Hardboard

BURMA—Burmese industrialists will soon produce hardboard from bamboo by a cheap and efficient process patented by the Union of Burma Applied Research Institute. The finished hardboard is of U.S. or British standards (6,000 lb. per square inch) and is termiteproof. A few small plants have begun to install the presses and equipment and it is hoped to make regular sales to Singapore and Malaya at extremely competitive prices—Singapore, Feb. 21.

Jeeps

AUSTRALIA—The Kaiser Corporation of the United States has announced plans to begin manufacturing jeeps in Australia. The project envisages a company with more than one-half Australian capital, and a production target of 5,000 vehicles a year. To begin with, at least 20 per cent of the vehicles will use local components. After three years, the plan is to produce a 100 per cent Australian product—Sydney, Feb. 5.

Lawnmowers

NEW ZEALAND—During 1956-57 New Zealand factories produced 19,707 hand lawnmowers and 41,664 motor mowers. Handmower production dropped by 8,200 units compared with 1956, continuing the down-trend started in 1955. Output of motor mowers climbed by nearly 10,000 in the same period and annual production has jumped by about 133 per cent since 1955.

Imports of handmowers declined from 25,262 in 1952 to 781 in 1956. Imports of other types, including motor mowers, increased to 5,235 in 1956, but the first six months of 1957 showed a substantial drop to only 637—Wellington, Feb. 11.

Motorcycles

WEST GERMANY—With exports of approximately 238 thousand motorcycles, motor-scooters, and motor-bicycles amounting to DM151.8 million (about $36 million) for the year 1956, the Federal Republic of Germany now leads world exporters in this field, followed by the United Kingdom (about 59,000 motorcycles), Italy, France, and Austria. Main customers for the German products are the Benelux countries, Britain, Sweden, and the United States—Bonn, Feb. 20.

Petroleum

BRAZIL—A second well sunk by Petrobras in the northern State of Alagoas, Brazil, has struck oil, but its extent and commercial value have not yet been ascertained. Petrobras has also announced that a pioneer well sunk in Bahia has proved successful, yielding gas and oil at a depth of 1,761 metres. The new well, far from other wells in the state, may mean the discovery of a new field—Rio de Janeiro, Feb. 4.

Plasmofalt

JAMAICA—A plasmofalt plant, said to be the third in the world, has recently begun production in Jamaica. Plasmofalt, manufactured from crude oil and molasses, can be used for road surfacing—Kingston, Feb. 19.

Plywood

BRAZIL—A contract has been signed in Japan for the construction of a plant in northern Brazil to make plywood from Amazon hardwood. Under the contract, Watarai Nikai Seisakusho & Co. Ltd. of Akita will supply machinery and modern equipment, and Commercial Madeireira São José of Porto Alegre will supply the capital and installations. A new process will be used in preparing the plywood employing a new type of glue manufactured in Brazil—Rio de Janeiro, Feb. 28.

Polythene

AUSTRALIA—A new $5 million polythene plant near Sydney is expected to save Australia about $4 million a year now spent on imports. An additional $2 million expansion program is already in progress, doubling the plant's capacity to take care of the growing Australian market.

Polythene is produced in one-eighth-inch cubes, in which form it is sold to plastics manufacturers. Another form of polythene granules, combined with carbon black, is also being produced; it is used in the manufacture of agricultural pipes. The raw material of polythene is ethylene made from industrial alcohol, a byproduct of the Australian sugar industry—Sydney, Feb. 13.

Records

JAMAICA—A factory has recently been opened in Kingston to manufacture gramophone records. The company will produce records of 78, 45 and 33⅓ r.p.m. Full production is expected early in the year—Kingston, Feb. 24.

Sugar

PERU—Estimated production of Peruvian sugar for 1957 is 683,148 tons, of which 496 thousand tons will be exported. The industry had a prosperous year because of the improvement in world prices although labour costs rose substantially. The bulk of Peru's sugar exports during the year went to Bolivia, Chile, Japan and the United Kingdom—Lima, Feb. 19.

Tennis Machine

AUSTRALIA—Australia is exporting a robot machine capable of producing nearly every type of stroke in the game of tennis. The machine is powered by a ½ h.p. electric motor, can easily be pushed to any part of a tennis court, and holds 45 balls which can be fired at different velocities and velocity ranges by making simple adjustments. It is used by tennis coaches and schools throughout Australia—Sydney, Feb. 16.

Wool

URUGUAY—Wool shipments from October 1, 1957, to January 31, 1958, totalled 24,701 bales, compared with 77,273 bales in the same period of the previous season. Principal shipments have been to Holland, Russia, Britain, and Germany. The market was sluggish from December to mid-January, but since then, demand has become quite active, with a sustained market; it is now reported that some 60,000 bales have been sold for export, of which 50 per cent are destined for Russia—Montevideo, Feb. 24.

Index to *Foreign Trade*

The index to Volume 108 (July-December 1957) of "Foreign Trade" is now ready. If you would like a copy, write to the Editor, "Foreign Trade", Department of Trade and Commerce, Ottawa.

Norway's Trade Pattern Alters

Metals and metal products displaced fish and fish products as Norway's leading group of exports in first nine months of 1957. Imports in general rose, but purchases of wheat dropped sharply, as figures on trade with Canada show.

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

NORWAY'S balance of trade as well as services for the first three quarters of 1957 showed a surplus of about 100 million kroner, compared with a deficit of 29 million for the corresponding nine months of 1956. This is better than the forecast made in the national budget and New Year's messages of government officials, bankers, etc., a year ago. The authorities assumed then that import prices would rise much more than export prices and that the trade deficit would increase. They did not expect that the increase in net freight earnings, if any, would be greater than the import surplus, even when ships are included.

The foreign trade picture in Norway at the end of September in the last three years was as follows:

	1955	*1956*	*1957*
	(in thousands of kroner)		
Norwegian imports (not including ships)	4,696,743	5,117,082	5,608,969
Norwegian exports (not including ships)	3,200,167	3,676,912	4,033,609
Imports of ships	1,131,414	1,283,878	1,261,699
Exports of ships	164,014	363,236	294,545
Excess of imports (not including ships)	1,496,576	1,440,170	1,579,360
Excess of imports (including ships)	2,463,976	2,360,812	2,546,514

Where Norway Buys

The import figures went up largely because of a rise in value of imports of petroleum products (from Kr.507 million to 624 million, for a smaller tonnage), yarn and thread, manganese ore, nickel matte, fresh fruits and vegetables, wearing apparel and shoes, machinery and vehicles. Imports of wheat, barley and corn decreased sharply; wheat purchases fell from 269,057 tons in the first three quarters of 1956 to 177,905 tons in 1957.

Europe continued to supply 75 per cent of Norway's imports, excluding ships, during this period. A breakdown of sources works out as follows:

From	*%*
Italy, France, West Germany, Belgium, Netherlands, Luxembourg (Common Market countries)	31
Other countries of proposed European Free Trade Area	38
Other European countries	6
United States and Canada	14
Central and South America	6
All other countries	5

Export Pattern Changes

Norway's export pattern has been changing. Until 1956, fish and fish products and forest products were, with shipping, the chief foreign-exchange earners. Abroad, Norway was known best for its fish products and pulp and paper. Now the metals group leads all others, as the following table illustrates:

NORWEGIAN EXPORTS

	1957 9 months	*1956 9 months*
Ores and metal scrap	*124,656	*141,440
Metals, ingots, etc.	1,025,994	860,030
Total metals	1,150,650	1,001,470
Fish, fresh, frozen, canned, etc.	560,892	553,305
Oils and fats	278,252	201,590
Fishmeal, etc.	133,226	164,155
Total fish and fish products	972,870	919,050
Pulp and paper waste	430,228	409,452
Papers, all kinds	415,974	367,372
Lumber and logs	53,993	43,924
Total forest products	900,175	820,748
Chemicals	107,889	96,611
Fertilizers	205,550	179,802
Total four groups	3,490,771	3,017,681
% total exports (excluding ships)	86	82

*In thousands of kroner.

Cheap electric power makes it possible for the Norwegian electro-metallurgical industry to expand even though ores and concentrates (with the exception of iron and steel) must be imported. Since the war this industry has received a new impetus; the Government built a modern steel plant at Mo in Rana and developed the Aardal & Sunndal Verk, now the largest aluminum plant in Norway. Output from these two plants, nearly all of which goes to foreign markets, has raised the metals group to first place among Norwegian exports.

Norway also exports a number of agricultural products such as milk, butter, cheese and eggs. In the first nine months of 1957 sales abroad of these four reached Kr.63.6 million, compared with Kr.40.1 million for the first nine months of 1956.

Customers and Commodities

About 75 per cent of Norwegian exports went to European countries, but trade with this area showed a deficit of Kr.1.9 million for the first nine months of 1957 compared with Kr.1.8 million in 1956. Some 29 per cent of exports went to the six countries in the European Common Market and 38 per cent to the others in the proposed Free Trade Area. Germany and the United Kingdom continued to be the leading single customers—and also the leading suppliers.

Among the chief commodities exported were:

Fish—Over half the exports of fish, valued at Kr.560 million, went to non-European countries, especially Nigeria, Brazil, and the United States. Canada bought canned fish (anchovies and sardines) and also salted herring.

Pulp and Paper—European countries were the leading buyers of mechanical wood pulp, cellulose pulp, newsprint, wrapping paper, and greaseproof paper; the United Kingdom buys the largest amounts.

Metals and Metal Products—Europe ranks as by far the largest market for raw iron ore, ferro-silicon, ferrochrome, ferro-manganese, ferro-silico-manganese, copper, aluminum and zinc; the United States is the leading buyer of nickel.

Trade With Canada

According to Norwegian statistics, imports from Canada in the first nine months of 1957 were valued at Kr.295,018,000 as against Kr.324,869,000 a year earlier, a decrease of Kr.29,851,000, mainly as a result of smaller imports of wheat and other grain in this period. Exports to Canada rose from Kr.14,842,000 to Kr.15,208,000. A large proportion of imports from Canada consists of ores and concentrates for Norwegian industry. Norway and Canada are competitors in all the main groups of Norwegian exports and this fact limits Canadian purchases.

Norway's main exports to Canada are anchovies, canned sardines, herring and small steel shapes, which together make up about 85 per cent of the trade.

Canada's exports to Norway are likely to increase further with the progress of the Norwegian electrometallurgical and electro-chemical industry. Canada supplies all the nickel and copper matte, and also copper ore, zinc ore, alumina for the aluminum industry, and flaxseed. All these raw materials are delivered to Norway in Norwegian ships and many are exported after processing. Wheat and other grain are also important Canadian exports to Norway.

A survey of the trade during nine months of the year gives some hint of what the results for 1957 will be. There is nothing which points to a change in commodity trade, but perhaps in the last quarter of the year the balance of trade and services may be affected adversely by a decrease in net freight earnings. When new contracts on a time-charter basis were signed in 1956, freight rates were at their highest and these contracts are now running out.

Coming to Canada on Business

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

▶ from South Africa

R. D. HERRING, director S. Woolf & Company, Johannesburg, plans to arrive in Vancouver about March 15 for a tour of Canada. He wishes to license Canadian firms to use a new method of coating metal products with plastic, and to obtain agencies for S. Woolf & Company to handle builders' hardware, domestic hardware, fancy goods, arms and ammunition, sporting goods, cycle accessories and automotive accessories. Mr. Herring can be reached in care of Stewart Smith Canada Limited, Sun Life Building, Montreal.

▶ from the United Kingdom

J. J. HUMPHREYS, of Humphreys Bros. Ltd., Umbro Works, Wilmslow, Cheshire, will visit Canada during April to survey the market for his company's products and to meet with buyers and possible agents for sportswear and sports equipment.

Businessmen who wish to meet him should get in touch with the United Kingdom Trade Commissioner in Vancouver, Toronto, Montreal or Halifax, or the United Kingdom Trade Correspondent in St. John's, Newfoundland.

Trade and Tariff Regulations

Denmark

TRADE LIBERALIZATION EXTENDED—Effective from February 26, 1958, the Danish Government has transferred to the ordinary free list a number of items imported from dollar countries. Import licences are no longer required for such products coming from the dollar area, the OEEC countries or Finland. Because import licences previously were granted freely for some of the commodities now transferred to the ordinary free list, it is not expected that Danish imports from dollar sources will rise substantially. Nevertheless, the increased liberalization provides Danish importers with the opportunity to look to dollar countries, as well as to others, for the most advantageous sources of supply.

Of particular interest to Canadian exporters to Denmark is the fact that in the food and feedstuffs group, feed grains no longer require import licences. There are some minor items such as peach kernels, vanilla extracts, and waxes of animal or vegetable origin that may be of interest.

In the raw materials group, Canadian asbestos exports to Denmark are now licence-free. Other items of interest include iron and steel scrap, ferro-alloys, primary iron and steel, joints, girders, angles, hoops, strips, rails, mineral waxes and paraffin.

Manufactured goods of interest include yarns and threads, and synthetic fibres.

The total list of commodities which were added to the free list for dollar imports, as of February 26, is as follows:

Food and Feedingstuffs

Barley, unmilled
Maize, unmilled
Oats, unmilled
Barley, maize and oats mixed, unmilled
Edible nuts
Kernels, from apricots and peaches
Vanilla extracts
Waxes of animal or vegetable origin

Raw Materials

Silkworm cocoons
Floss silk and silk waste
Raw silk, not thrown
Asbestos
Iron and steel scrap
Pit coal
Coke
Briquettes—except of lignite
Mineral waxes, paraffin, ceresine
Extracts and essences, not fragrant
Abrasive cloths and papers
Pig iron, in blocks, bars, etc.
Ferro-alloys
Ingots, blooms, slabs, billets and equivalent primary forms of iron and steel
Joists, girders, angles, shapes of iron and steel
Plates and sheets, uncoated
Hoops and strips
Railway and tramway rails

Manufactured Goods

Synthetic fibres for spinning, waste
Gelatin and isinglass; glue other than casein, cellulose, etc.
Dental wax and other prepared waxes
Yarns and threads—except suture materials, fishing nets and paper yarn
Coated sheets and plates
Accessories to rails
Iron wire, not stranded, unwrought
Steel wire with breaking strength 120 kg. per sq. mm. and more
Fittings, malleable cast iron
Mouldboards and ploughshares, unwrought
Crude axles and hubs
Mouldboards and ploughshares, wrought
Electric meters which record on a counter or on recording paper
Binoculars
Mounted lenses, including reading glasses
Photographic and film cameras; shutters and finders
Projectors, enlargers
Hectograph gelatine

Steel wire with breaking strength of 120 kg. or more per square millimetre remains under import licence control, but with licences granted freely—Copenhagen, Feb. 28.

Indonesia

NEW REGULATIONS AFFECTING IMPORTS—The Indonesian authorities have announced certain decisions which appear to have a restrictive effect on imports into that country from Canada and from all other sources. Among these decisions is a new requirement for importers to make a guarantee deposit of 100 per cent of the C. & F. price of the goods they wish to import, when applying for an import licence. The previous deposit requirement was 20 per cent. In addition, Indonesian banks are prohibited until further notice from granting credit facilities for consumer goods, while the advances granted for raw and auxiliary materials included in a special list may not exceed 50 per cent of the purchase price, taking into account the cost of the foreign exchange certificate. For certain listed capital goods the amount of advance may be determined at the discretion of the Exchange Bank—Djakarta, Feb. 19.

Iraq

1958 IMPORT PROGRAM FOR HARD CURRENCY COUNTRIES—Iraq's program for imports of commodities from hard currency countries for the calendar year 1958 has just been announced. (Hard currency countries include Canada, the United States and the Central and South American countries.) The total allocation for imports from these countries for 1958 remains at approximately the same figure as for previous years, viz.: ID18,940,000 for 1958; ID18,980,000 in 1957; and ID19,205,000 for 1956.

Important changes in the new import programs include an increase in the quota for milk powder and food for babies to ID200 thousand from ID100 thousand in 1957. The 1958 allocation for batteries is increased from ID50,000 to ID150,000.

The allocations for Iraq's 1958 import program from the hard currency area includes the following commodities of interest to Canadian exporters: timber and plywood; carpentry fittings and mountings (hinges, locks, etc.); wire netting (for windows, etc.); nails and screws, bolts and nuts; passenger cars (saloon); lorries, pickups and buses; auto spare parts and accessories; tires and tubes; garage and workshop equipment; hand tools and instruments; batteries (for cars and others); industrial machinery and accessories; belting for machinery and accessories; drugs, medicines and pharmaceuticals; penicillin and other antibiotics; insecticides, disinfectants, etc.; human blood; milk powder and food for babies; household electric appliances; construction electrical appliances and materials; electric fans; refrigerators and accessories; radio parts, valves and radiograms; photographic films and cameras; oil-heating stoves and accessories; oil cooking stoves, ranges and accessories; oil lamps, lanterns, lux lamps and accessories; funnels for lamps; glassware and chinaware; writing paper (white); newsprint paper; fountain pens and propelling pencils; books, periodicals and other printed matter; unworked aluminum; various chemicals; wheat; miscellaneous articles.

(The complete schedule of commodities with their quota limits may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.)

Ireland

IMPORT DUTY ON SECTIONS FOR BEEHIVES—The Government of the Republic of Ireland has imposed a new customs duty on sections for beehives and component parts (other than component parts made of wax) of such sections. The Imposition of Duties (No. 18) (Sections for Beehives) Order, 1958, imposes a duty of 50 per cent ad valorem full rate; 33⅓ per cent ad valorem preferential rate, applicable to the United Kingdom and Canada only. The new duties are effective February 12, 1958. A duty-free licensing provision is attached to this order—Dublin, Feb. 14.

CUSTOMS DUTY ON DRIED PEAS—The Government of the Republic of Ireland has raised the customs duty on dried peas. The Imposition of Duties (No. 17) (Dried Peas) Order, 1958, increases the duty from 2d. per lb. (Full), 1⅓d. per lb. (Preferential—United Kingdom and Canada) to 6d. per lb. (Full), 4d. per lb. (Preferential—U.K. and Canada). The new duties are effective February 13—Dublin, Feb. 11.

United States

IMPORTS OF WILTON AND VELVET CARPETS AND RUGS UNDER STUDY—The United States Tariff Commission has announced that a hearing will be held on June 10, 1958, to determine whether "wilton and velvet carpets, rugs and mats, and carpets, rugs, and mats of like character or description, classifiable under paragraph 1117(a) of the Tariff Act of 1930" are, as a result in whole or in part of the duty or other customs treatment reflecting concessions granted thereon under the General Agreement on Tariffs and Trade, being imported into the United States in such increased quantities, either actual or relative, as to cause or threaten serious injury to the domestic industry producing like or directly competitive products.

Interested parties desiring to appear and be heard at the hearing should notify the Secretary of the Commission, in writing, at least three days in advance of the date set for the hearing. His address is Tariff Commission Building, 8th and E Streets, N.W., Washington, D.C.

Accommodation for Brussels Fair

Canadian businessmen who intend to visit the Brussels World's Fair this year are advised to make their hotel reservations as soon as possible. The Fair expects 30 million visitors and this will place considerable strain on available hotel accommodation in Brussels. Certain travel and transportation agencies have taken blocks of space for the benefit of their clients. Canadian visitors requiring hotel accommodation should therefore request the travel agency or transportation company to secure and confirm reservations before they leave Canada.

Assistant Trade Commissioners Posted

Nine new Assistant Trade Commissioners recently completed their training in Ottawa. Three of them have already finished a tour of Canadian industry and have been assigned to posts abroad; the other seven are making the tour now and will leave for their new posts in the spring.

RAYMOND C. ANDERSON *was born in Wetaskiwin, Alberta, and graduated from the University of Alberta with a B.A. degree in 1952 and an LL.B. in 1957. He will be posted to São Paulo as Assistant Trade Commissioner.*

ROGER A. BULL *was born in New York. He graduated from the University of Toronto with a B.A. degree in 1954 and attended Oxford University from 1954-57 as a Rhodes scholar. He will be posted to Detroit as Assistant Trade Commissioner.*

GEORGE E. B. BLACKSTOCK, *born in Toronto, received his B.S.A. (Economics) degree from the Ontario Agricultural College in 1955. Mr. Blackstock has been posted to Buenos Aires as Assistant Commercial Secretary.*

CLAUDE T. CHARLAND *was born in Quebec City and received his B.A. degree from Loyola College in 1954 and his B.C.L. from McGill University in 1957. He will be posted to New Orleans as Assistant Trade Commissioner.*

NEIL L. CURRIE, *who was born in Turtleford, Saskatchewan, graduated from the University of Western Ontario with a B.A. (Economics and Political Science) degree in 1957. He will be posted to Bogotá as Assistant Commercial Secretary.*

ROBERT H. GAYNER *was born in Lethbridge, Alberta, and received his B.A. degree from the University of British Columbia in 1952. Mr. Gayner will be posted to Manila as Assistant Trade Commissioner.*

GILLES P. MORIN *was born in Ville Montmorency, Quebec. He received his B.A. degree from the Seminary of Quebec in 1953 and B.Sc.Soc. and M.A. (Economics) degrees from Laval University in 1955 and 1957. He will be posted to Washington as Assistant Commercial Secretary.*

BARRY C. STEERS *was born in London, Ontario, and graduated from the University of Western Ontario with a B.A. (Economics and Political Science) degree in 1951. He has been posted to Singapore as Assistant Trade Commissioner.*

ROBERT G. WOOLHAM *was born in Toronto and graduated from the Ontario Agricultural College in 1956 with a B.S.A. degree. Mr. Woolham has been posted to Tokyo as Assistant Commercial Secretary.*

foreign trade service abroad

* No Foreign Trade Officer at this post. Bentley's Second Phrase Code is used by Canadian Trade Commissioners

Territory	Officer	City Address	Mail and Cables, Office Telephone
Argentina	C. S. Bissett Commercial Counsellor	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 33-8237
Argentina	Agricultural Secretary		
Australia (Capital Territory, New South Wales, Queensland, Northern Territory) Dependencies	J. C. Britton Commercial Counsellor for Canada H. S. Hay Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY	*Mail:* *P.O.* Box 3952 G P.O. *Cable:* CANADIAN *Tel.:* BW 5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	T. G. Major Commercial Counsellor for Canada	83 William Street MELBOURNE	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* MU 4716
Austria Czechoslovakia, Hungary	R. K. Thomson Commercial Secretary for Canada	Opernringhof Opernring 1 VIENNA I	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 34-55-54
Belgian Congo Angola, French Equatorial Africa	K. Nyenhuis Canadian Government Trade Commissioner	Forescom Building LEOPOLDVILLE 1	*Mail:* Boîte Postale 8341 *Cable:* CANADIAN *Tel.:* 2706
Belgium Luxembourg	L. H. Ausman Commercial Counsellor K. G. Ramsay Commercial Secretary J. R. Roy Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 11-33-88
Brazil	V. L. Chapin Commercial Secretary C. M. Kerr Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	*Mail:* Caixa Postal 2164 *Cable:* CANADIAN *Tel.:* 42-4140
Brazil	C. E. Butterworth Consul and Trade Commissioner Vice Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	*Mail:* Caixa Postal 6034 *Cable:* CANADIAN *Tel.:* 36-6301
Ceylon	W. R. Van Commercial Secretary	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	*Mail:* P.O. Box 1006 *Cable:* CANADIAN *Tel.:* 91341
Chile	H. M. Maddick Commercial Secretary	Canadian Embassy 6th Floor Av. General Bulnes, 129 SANTIAGO	*Mail:* Casilla 771 *Cable:* CANADIAN *Tel.:* 64189
Colombia Ecuador	P. A. Savard Commercial Secretary and Consul	Canadian Embassy Avenida Jimenez No. 7-25 Office 613 BOGOTA	*Airmail:* Apartado Aereo 3562 *Surface Mail:* Apartado 1618 *Cable:* CANADIAN *Tel.:* 30-065
Cuba	G. A. Browne Commercial Secretary	Canadian Embassy Edificio Ambar Motors Avenida Menocal 16 HAVANA	*Mail:* Apartado 1945 *Cable:* CANADIAN *Tel.:* UO-9457
Denmark Greenland, Poland	C. F. Wilson Commercial Counsellor	Canadian Embassy 4 Trondhjems Plads COPENHAGEN	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* Tria 1602
Dominican Republic Puerto Rico	W. B. McCullough Commercial Counsellor	Canadian Embassy Edificio Copello 408 Calle El Conde CIUDAD TRUJILLO	*Mail:* Apartado 451 *Cable:* CANADIAN *Tel.:* 8138

Territory	Officer	City Address	Mail and Cables, Office Telephone
Dominican Republic—*con.*	J. J. B. Mountain Assistant Commercial Secretary (Fisheries)		
Egypt Aden, Sudan, Cyprus, Ethiopia, Saudi Arabia, Yemen	D. S. Armstrong Commercial Secretary	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Tel.:* 23110
France Algeria, French West Africa, Morocco, Tangier, Tunisia	R. Campbell Smith Commercial Counsellor	Canadian Embassy, 35 Avenue Montaigne, PARIS 8e	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* BALzac 99-55
	A. L. Neal Attaché		
	J. H. Bailey Commercial Secretary		
Germany Federal Republic	J. A. Stiles Commercial Counsellor	Canadian Embassy 22 Zitelmannstrasse BONN	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* Bonn 21971
	S. G. Barkley Commercial Secretary		
	Commercial Secretary		
Germany	E. H. Maguire Consul	Canadian Consulate 69 Ferdinandstrasse HAMBURG	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 326149
	J. M. T. Thomas Vice Consul		
Ghana Gambia, Nigeria, Sierra Leone	M.B. Bursey Commercial Counsellor	Office of the High Commissioner for Canada E 115/3 Dodowah Road ACCRA	*Mail:* P.O. Box 1639 *Cable:* CANADIAN *Tel.:* 4824
Greece Israel, Turkey	A. B. Brodie Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 74044
	L. D. R. Dyke Assistant Commercial Secretary		
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	Wm. Van Vliet Canadian Government Trade Commissioner	5 Avenida 10-68, Zone I GUATEMALA CITY, C.A.	*Airmail:* P.O. Box 400 *Surface Mail:* P.O. Box 444 *Cable:* CANADIAN *Tel.:* 5590
	R. M. Dawson Assistant Trade Commissioner		
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	*Mail:* P.O. Box 826
Hong Kong Cambodia, China, Laos, Vietnam, Macao Taiwan	C. M. Forsyth-Smith Canadian Government Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Tel.:* 28336
	W. M. Miner Assistant Trade Commissioner		
	T.M. Pope Assistant Trade Commissioner (attached for temporary duty)		
India	B. A. Macdonald Commercial Counsellor	Office of the High Commissioner for Canada 4 Aurangzeb Road NEW DELHI	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Tel.:* 40191
	J. H. Nelson Assistant Commercial Secretary		
India Calcutta, Madras, Goa	T. F. Harris Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	*Mail:* P.O. Box 886 *Cable:* CANADIAN *Tel.:* 255154
	W. J. Collett Assistant Trade Commissioner		
Indonesia	M. B. Blackwood Commercial Secretary	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* Gambir 1313

Territory	Officer	City Address	Mail and Cables, Office Telephone
Ireland	H. A. Gilbert Commercial Secretary for Canada	66 Upper O'Connell St. DUBLIN	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 44251
Italy Libya, Malta, Yugoslavia	S. G. MacDonald Commercial Counsellor K. F. Osmond Commercial Secretary J. G. Ireland Assistant Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 861-951
Japan South Korea	J. L. Mutter Commercial Counsellor W. G. Pybus Commercial Secretary R. G. Woolham Assistant Commercial Secretary	Canadian Embassy TOKYO	*Mail:* Canadian Embassy *Cable:* CANADIAN *Tel.:* 48-4116
Lebanon Iraq, Jordan, Persian Gulf area, Syria	C. O. R. Rousseau Commercial Secretary	Canadian Legation Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Tel.:* 30794
Mexico	C. J. Van Tighem Commercial Counsellor D. B. Laughton Commercial Secretary A. A. Lomas Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D. F.	*Mail:* Apartado 25364 *Cable:* CANADIAN *Tel.:* 25-15-60
Netherlands	B. C. Butler Commercial Counsellor W. R. Hickman Commercial Secretary B. Horth Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 61-41-11
New Zealand Fiji, French Oceania, Western Samoa	L. S. Glass Commercial Counsellor J. MacNaught Assistant Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg. WELLINGTON	*Mail:* P.O. Box 1660 *Cable:* CANADIAN *Tel.:* 70-644
Norway Iceland	J. C. Depocas Commercial Counsellor	Canadian Embassy Fridtjof Nansens Plass 5 OSLO	*Mail:* P.O. Box 1379—Vika *Cable:* CANADIAN *Tel.:* 33-30-80
Pakistan Afghanistan, Iran	H. J. Horne Commercial Secretary J. D. Blackwood Assistant Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Rd. KARACHI	*Mail:* P.O. Box 3703 *Cable:* CANADIAN *Tel.:* 50322
Peru Bolivia	D. H. Cheney Commercial Secretary L. D. Burke Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin, LIMA	*Mail:* Casilla 1212 *Cable:* CANADIAN *Tel.:* 72760
Philippines	H. L. E. Priestman Consul General and Trade Commissioner W. J. Jenkins Vice Consul and Assistant Trade Commissioner	Canadian Consulate General Ayala Building Juan Luna Street MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Tel.:* 3-33-35
Portugal Azores, Cape Verde Islands, Madeira, Portuguese Guinea	Richard Grew Commercial Counsellor	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 53117

Territory	Officer	City Address	Mail and Cables, Office Telephone
Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	W. J. Millyard Canadian Government Trade Commissioner	Offices 110-113 Central Africa House Corner First St./Gordon Ave. SALISBURY	*Mail:* P.O. Box 2133 *Cable:* CANTRACOM *Tel.:* 26571
Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	M. P. Carson Canadian Government Trade Commissioner W. G. Huxtable Assistant Trade Commissioner B. C. Steers Assistant Trade Commissioner	Rooms 4, 5 and 6 American International Building Robinson Road and Telegraph St. SINGAPORE	*Mail:* P.O. Box 845 *Cable:* CANADIAN *Tel.:* 30631-2
South Africa (Natal, Transvaal, Orange Free State), Madagascar, Mauritius, Mozambique, Reunion	K. F. Noble Canadian Government Trade Commissioner I. V. Macdonald Assistant Trade Commissioner	Mutual Building Harrison Street JOHANNESBURG	*Mail:* P.O. Box 715 *Cable:* CANTRACOM *Tel.:* 33-2628
South Africa (Cape Province), St. Helena, Southwest Africa	M. R. M. Dale Canadian Government Trade Commissioner	602 Norwich House The Foreshore CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANTRACOM *Tel.:* 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor	Canadian Embassy Edificio España Avenida de Jose Antonio 88, MADRID	*Mail:* Apartado 117 *Cable:* CANADIAN *Tel.:* 47-54-00
Sweden Finland	A. P. Bissonnet Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	*Mail:* P.O. Box 14042 *Cable:* CANADIAN *Tel.:* 67-92-15
Switzerland	B. I. Rankin Commercial Counsellor N. W. Boyd Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 4-63-81
United Kingdom (South of England, East Anglia, Scotland)	H. L. Brown Minister (Commercial) G. H. Rochester Commercial Counsellor (Timber) D. A. B. Marshall Agricultural Counsellor W. Gibson-Smith Commercial Secretary S. G. Tregaskes Commercial Secretary	Office of the High Commissioner for Canada Canada House Trafalgar Square LONDON, S.W.1	*Mail:* (City Address) *Cable:* SLEIGHING *Tel.:* Whitehall 8701 *Cable:* TIMCOM
United Kingdom (Midlands, North England, Wales)	A. W. Evans Canadian Government Trade Commissioner	Martins Bank Building Water Street LIVERPOOL	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* Central 0625
United Kingdom (Northern Ireland)	H. A. Gilbert Canadian Government Trade Commissioner	36 Victoria Square BELFAST	*Mail:* (City Address) *Tel.:* 21867
United States Delaware, Maryland, Virginia, West Virginia	Dr. W. C. Hopper Commercial Counsellor Wm. Jones Commercial Secretary W. A. Stewart Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* DEcatur 2-1011
United States (Connecticut, New Jersey, Pennsylvania, New York), Bermuda, Liberia	S. V. Allen Deputy Consul General (Commercial) C. R. Gallow Consul and Trade Commissioner H. E. Lemieux Consul and Trade Commissioner	Canadian Consulate General 620 Fifth Ave NEW YORK CITY 20	*Mail:* (City Address) *Cable:* CANTRACOM *Tel.:* JUdson 6-2400

Territory	Officer	City Address	Mail and Cables, Office Telephone
United States (Massachusetts, Maine, Rhode Island, Vermont, New Hampshire)	F. B. Clark Consul and Trade Commissioner	Canadian Consulate General 532 Little Building 80 Boylston Street BOSTON 16	*Mail:* (City Address) *Tel.:* HAncock 6-4320
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	R. F. Renwick Consul and Trade Commissioner G. F. J. Osbaldeston Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Avenue CHICAGO	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* RAndolph 6-6033
United States (Michigan, Ohio)	M. J. Vechsler Consul and Trade Commissioner J. R. Midwinter Vice Consul and Assistant Trade Commissioner R. A. Bull Assistant Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	*Mail:* (City Address) *Tel.:* WOodward 5-2811
United States California (the ten southern counties), Clark County in Nevada, Arizona, New Mexico	T.M. Burns Consul and Trade Commissioner	Canadian Consulate General 510 West Sixth Street LOS ANGELES 14	*Mail:* (City Address) *Tel.:* VAndike 2233
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	Consul and Trade Commissioner	Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* JAckson 5-2136
*United States California, (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4	*Mail:* (City Address) *Tel.:* SUtter 1-3039
*United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1, Washington	*Mail:* (City Address) *Tel.:* MUtual 3515
Uruguay Paraguay Falkland Islands	C. B. Birkett Commercial Counsellor	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	*Mail:* Casilla Postal 852 *Cable:* CANADIAN *Tel.:* 96096
Venezuela Netherlands Antilles	R. E. Gravel Commercial Secretary W. G. Brett Assistant Commercial Secretary R. D. Sirrs Assistant Commercial Secretary	Canadian Embassy Edificio Pan American Avenida Urdaneta Puente Urapal, Candelaria CARACAS	*Mail:* Apartado 9277 *Cable:* CANADIAN *Tel.:* 54-3431
West Indies (Barbados, Tobago, Trinidad, Windward and Leeward Islands) British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	R. G. C. Smith Commissioner for Canada P. T. Eastham Assistant Trade Commissioner	Colonial Building 72 South Quay PORT-OF-SPAIN	*Mail:* P.O. Box 125 *Cable:* CANADIAN *Tel.:* 34787
West Indies (Jamaica) Bahamas, British Honduras	H. E. Campbell Canadian Government Trade Commissioner M. S. Strong Assistant Trade Commissioner	Barclays Bank Building King Street KINGSTON	*Mail:* P.O. Box 225 *Cable:* CANADIAN *Tel.:* 2858

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 1.0204.

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 3	Units per Canadian dollar	Notes (see below)
Argentina	Peso	Official	.05444	18.37	(1)
		Free	.02570	38.91	
Austria	Schilling		.03769	26.53	
Australia	Pound		2.2070	.4531	
Belgium, Belgian Empire and Luxembourg	Franc		.01965	50.89	
Bolivia	Boliviano	Free	.0001132	8833.9	
British West Indies	Dollar		.5747	1.74	(2)
	Pound		2.75875	.3625	(3)
British Honduras	Dollar		.6895	1.45	
Brazil	Cruzeiro	General Category*	.007334	136.35	*Feb. 12 (4)
		Special Category	.0032631	300.63	
		Official buying	.05339	18.73	
Burma	Kyat		.2058	4.86	
Ceylon	Rupee		.2069	4.83	
Chile	Peso	Free	.001445	692.04	(5)
Colombia	Peso	Certificate	.1592	6.28	
Costa Rica	Colon	Official	.1745	5.73	
		Controlled free	.1475	6.78	
Cuba	Peso		.9800	1.02	tax 2%
Czechoslovakia	Koruna		.1361	7.35	
Denmark	Krone		.1419	7.05	
Dominican Republic	Peso		.9800	1.02	
Ecuador	Sucre	Official	.06534	15.30	
		Free	.05994	16.68	
Egypt	Pound	Official	2.8141	.3554	(6)
El Salvador	Colon		.3920	2.55	
Fiji	Pound		2.4854	.4023	
Finland	Markka		.003063	326.48	
France, Monaco and North Africa	Franc		.002334	428.45	(7)
French colonies in Africa	Franc		.004668	214.23	(8)
French Pacific	Franc		.01284	77.88	(9)
Germany	D Mark		.2332	4.29	
Ghana	Pound		2.7588	.3625	
Greece	Drachma		.03266	30.62	
Guatemala	Quetzal		.9800	1.02	
Haiti	Gourde		.1960	5.10	
Honduras	Lempira		.4900	2.04	
Hong Kong	Dollar	Free*	.1680	5.9540	*Feb. 21
		Official	.1724	5.8005	
Iceland	Krona	Official	.06018	16.62	(6)
India	Rupee		.2069	4.83	
Indonesia	Rupiah	Effective buying	.03758	26.61	*Feb. 21 (6)
		Effective selling	.03006	33.27	
Iran	Rial	Certificate	.01293	77.30	
Iraq	Dinar		2.7440	.3644	
Ireland	Pound		2.7588	.3625	
Israel	Pound		.5444	1.84	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent March 3	Units per Canadian dollar	Notes (see below)
Italy	Lira		.001573	635.72	
Japan	Yen		.002722	367.38	
Lebanon	Pound	Free	.3101	3.22	
Mexico	Peso		.07840	12.76	
Netherlands	Florin		.2584	3.87	
Netherlands Antilles	Florin		.5207	1.92	
New Zealand	Pound		2.7588	.3625	
Nicaragua	Cordoba	Effective buying	.1485	6.73	
		Official selling	.1407	7.19	
Norway	Krone		.1372	7.29	
Pakistan	Rupee		.2069	4.83	
Panama	Balboa		.9800	1.02	
Paraguay	Guarani	Official	.008954	111.68	
Peru	Sol	Certificate	.04477	22.34	
Philippines	Peso		.4900	2.04	
Portugal & Colonies	Escudo		.03420	29.24	(10)
Singapore and Malaya	Straits dollar		.3219	3.11	
Spain and Dependencies	Peseta	Controlled free	.02333	42.86	(6)
Sweden	Krona		.1894	5.28	
Switzerland	Franc		.2287	4.37	
Syria	Pound	Free	.2740	3.65	
Thailand	Baht	Free	.04748	21.06	(6)
Turkey	Lira		.3500	2.86	
Union of South Africa	Pound		2.7588	.3625	
United Kingdom	Pound		2.75875	.362483	
United States	Dollar		.9800	1.0204	
Uruguay	Peso	Free	.1911	5.23	
		Basic buying	.6452	1.55	
		Principal selling	.4673	2.14	(6)
Venezuela	Bolivar		.2925	3.42	
Yugoslavia	Dinar		.003266	306.18	(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. Portugal: approximately same rate for Portuguese Territories in Africa.
11. 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

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Edited by Howell Davies. 950 pages. $3.50.

THE 34th edition of this Handbook, a guide to the countries and resources of South and Central America, has been thoroughly revised and the chapters on Mexico and Cuba recast in a new form. In a preface, the editor acknowledges the co-operation of government officials, commercial agents, banks and private companies in keeping this publication reliable and up-to-date.

A 36-page introduction gives a wealth of factual information on the climate and peoples of Latin America, the gaining of independence and later history, seasons for visits, mail rates, etc.

About 40 maps are included, eight in full colour, showing shipping routes, railways, canals, and central areas of the large cities. A comprehensive index enables the businessman, traveller or researcher to locate immediately any vital information he may seek. There are also chapters on air and steamship services, petroleum in Latin America, and insurance.

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Year Book and Guide to East Africa: 1958

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