



foreign trade

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OVER Times have changed; the ornate taste of the Victorian days--symbolized in the elaborate lettering of "1892"--has given way to the streamlined style of 1952". The Department too has adapted itself to the times--but its motto, "Service", remains unaltered.

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Department of Trade and Commerce,
Under the authority of
The Right Hon. C. D. HOWE, Minister, and
WM. FREDERICK BULL, Deputy Minister.

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No. 551 .C.

TO HIS EXCELLENCY



*The Right Honourable Sir Frederick Arthur Stanley,
Baron Stanley of Preston in the County of
Lancaster, in the Parage of Great Britain
and Ireland, Knight Grand Cross of the most
Honourable Order of the Bath,*

GOVERNOR GENERAL OF CANADA,

*Approved
3 December 1891*

*By a Committee of the Privy Council ON MATTERS
OF STATE referred for their consideration by your
Excellency's command.*

PRESENT:

*By:
John J. Fisher*

*The Honourable
Sir John S. D. Thompson in the Chair.
Mr. Bowser
Sir A. P. Caron
John Cassin
John Haggart
J. A. O'Connell
J. M. Daley*

May it please your Excellency

This impressive-looking document was official "birth certificate" of the Departme

Copy to the Secretary of State - 3 Decr-1892
 Copy to the Minister of Justice 5 Decr-1892
 Copy to the Minister of Trade & Commerce 6 Decr-1892
 Copy to the High Commr of London, 9 Decr-1892 add 24/12/92
 " " Minister of Finance 12 Decr-1892
 Extract to the Canadian Revenue 12 Decr-1892

30 Nov. 92

Canada Gazette (Extra)
 3rd December 1892

The committee on the
 recommendation of the Minister of
 Justice advise that the act of the
 Parliament of Canada passed in the
 50th year of Her Majesty's reign,
 chapter 10, intitled "an act respecting
 the Department of Trade and Commerce"
 be brought into force on the third day
 of December A.D. 1892, and that a
 Proclamation do issue bearing such
 date into force and effect on the day
 of Dec 3/92
 Geo S Thompson

Approved Dec 3/92
 Stanley of Preston

Trade and Commerce, dated December 3, 1892,
 approved by Lord Stanley of Preston.

Ministers of Trade and Commerce 1892-1952

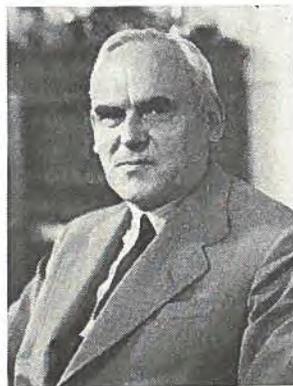


HON. SIR MACKENZIE BOWELL

Dec. 5, 1892-Dec. 12, 1894

HON. W. B. IVES	Dec. 21, 1894—June 23, 1896
RT. HON. SIR RICHARD CARTWRIGHT ..	July 13, 1896—Oct. 6, 1911
RT. HON. SIR G. E. FOSTER	Oct. 6, 1911—Sept. 21, 1921
HON. H. H. STEVENS	Sept. 21—Dec. 29, 1921
HON. J. A. ROBB	Dec. 29, 1921—Aug. 17, 1923
HON. THOMAS A. LOW	Aug. 17, 1923—Nov. 16, 1925
HON. J. A. ROBB	(Acting) Nov. 16, 1925—July 13, 1926
HON. J. D. CHAPLIN	July 13—Sept. 25, 1926
HON. JAMES MALCOLM	Sept. 25, 1926—Aug. 7, 1930
HON. H. H. STEVENS	Aug. 7, 1930—Oct. 27, 1934
HON. R. B. HANSON	Nov. 17, 1934—Oct. 23, 1935
HON. W. D. EULER	Oct. 23, 1935—May 9, 1940
HON. JAS. A. MACKINNON	May 9, 1940—Jan. 19, 1948

RT. HON. C. D. HOWE
Jan. 19, 1948—



Sixty Years of Service

The Department tells its story.

IT was not, perhaps, the best year to launch a new Department. When, on December 3, 1892, Lord Stanley of Preston gave Royal Assent to the act setting up the Department of Trade and Commerce, the skies were clouded. In the next four years, Canada was to have four Prime Ministers. Economically, 1893 was to be remembered as "a year of commercial disturbances and financial depression". Wheat fell to a new low—64½ cents a bushel; the square timber trade began its decline.

The establishment of the Department at such a moment constituted a vote of confidence in the future. Energetically, Sir Mackenzie Bowell and his staff of four attacked the tasks at hand. Trade and Commerce absorbed the former Departments of Customs and of Inland Revenue and took over from the Department of Finance supervision of the Commercial Agents abroad. The Minister embarked, in 1893, on a one-man Trade Mission to Australia, prototype of many succeeding missions. The wheels began to turn.

Old Tasks and New

To read the year-by-year record is to see the Department expand with the country. Some of its functions in the 1890's it continues to carry out today. The eight Commercial Agents of 1892 have been succeeded by the 103 Trade Commissioners and Assistant Trade Commissioners of 1952. They still search for export markets, though not for the "buggy covers and buggies" that found eager customers in Trinidad and Tobago sixty years ago. Administering the "acts relating to the regulation of trade", a responsibility taken on in 1892, remains with the Standards Branch today. And by 1898, the Department was issuing monthly reports on trade figures, changes in tariffs, etc.—the germ of the comprehensive statistical and information service of 1952.

Certain tasks the Department has tackled under the stimulus of special need and laid them aside when the need disappeared. Time was when it took responsibility for payment of Crude Petroleum and of Lead Bounties and administered the provisions of the Chinese Immigration Act. Today, a special division is supervising Canada's contribution to the Colombo Plan. And a few of the fledglings that began life under the Department's wing—the National Research Council, for example—have launched out on their own or, like the Canadian Travel Bureau, found another home.

Channels of Communication

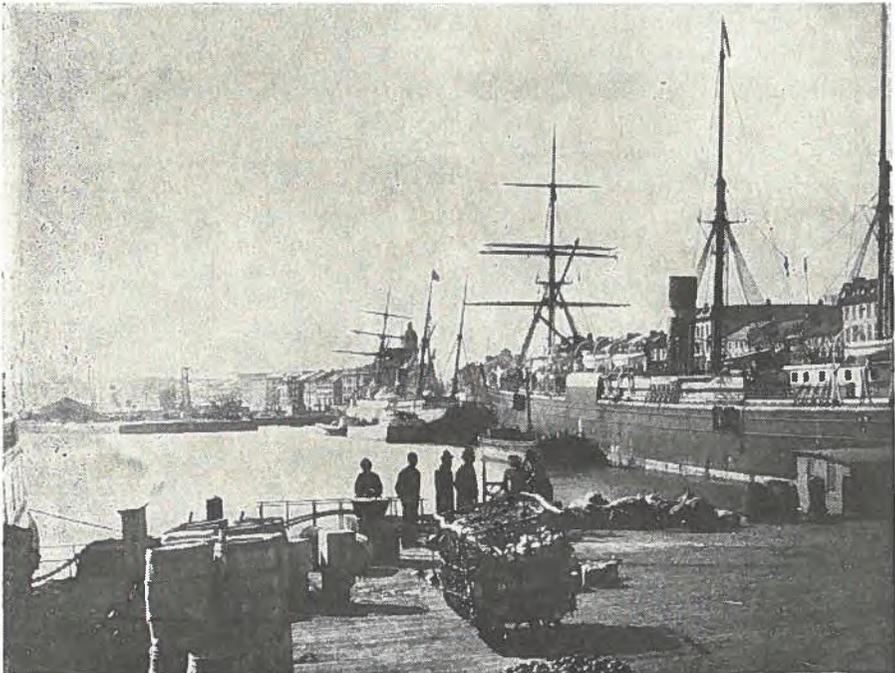
The Department, like any normal child, seems to have passed through well defined stages in its progress towards maturity. First came the primary stage that began about 1898 and lasted, with minor interruptions, until the First World War. By 1898 total trade (\$302.8 million) topped by \$43 million that of any previous year. Trade in grain and grain products alone increased by \$20 million, and wood pulp was "attracting considerable attention". The following year the Deputy Minister noted "trade openings" in Australia, the West Indies, along the Mediterranean,

in China and Japan. But, he cautioned the exporter (and this has a modern note) he must supply products of high quality and study the customer's requirements.

Steady growth in trade brought a need for an expanded foreign trade service and saw offices set up in many countries. It became important to open channels of communication between the Trade Commissioner abroad and the businessman at home. In 1904, to provide that medium of communication, the *Weekly Report* began to appear, forerunner of today's *Foreign Trade*. Trade inquiries received by the Department jumped from 19 in 1898 to 1,664 in 1906. To help the Trade Commissioners do an efficient job, the *Exporters Directory*, a complete reference on Canadian exporters and their products, was issued to Trade Commissioner offices abroad. Such a directory had been foreshadowed in an 1894 report from Sir Charles Tupper, then High Commissioner in London. By 1910, the Department was announcing that "foreign tariffs of all countries are kept on file"—the beginning of today's busy International Trade Relations Branch .

Under Stress of War

The Annual Report for 1912-13 proudly announced that "for the first time in Canada's history, the value of the total trade passed beyond the billion dollar mark". The observant Deputy, however, noted "some storm signals". That storm broke a few months later and the Department, now a sturdy adolescent, played for the first time a part in the great drama of war. Many special assignments came its way. There was the Apple Advertising Campaign, to influence the Canadian consumer to buy a crop that could not be sold abroad. There were special orders to place and ship:



—C.P.R. Photo.

Montreal Harbour in the early 1890's, the time the Department was founded.

the gift of a million bags of flour to the British people; blankets and shirts for the Italian Army; blankets for the French Army. The toy trade faced extinction because German supplies were cut off, and the Department held a Toy Fair to encourage Canadian production.

Neither the Trade Commissioners nor the Ottawa officers forgot that peace would bring intense competition for export markets. In 1916 the Department sent out a commission of businessmen to study postwar trade possibilities in Britain, France, Belgium and Italy—and duly published their report. In 1918, it recognized the need for up-to-date, comprehensive statistics as a factor in economic progress by establishing the Dominion Bureau of Statistics. And four days before the Armistice a second Trade Mission was set up, with headquarters in London, to “render important service generally with the purpose of securing for the agricultural and other productions of Canada their appropriate share in the markets of the world”. It concluded its work in 1921; by that time, nearly all the Trade Commissioner offices were functioning again.

Depression and Revival

Except for a minor recession in 1921, the twenties witnessed a steady expansion in Canada's total trade rising, in 1928-29, to a peak of \$2.6 billion. That was the response to the challenge of the Deputy Minister of 1924, who asked “What is Canada's greatest need today?” and answered his own question in one word—“Trade”.

The thirties brought the problems of maturity as depression settled on the world. The Department threw itself into the work of finding desperately needed markets. The Imperial Economic Conference at Ottawa in 1932 brought forth the Empire Preferential Tariff Agreements; in 1935-36, new trade agreements were negotiated with some 15 countries. One of the busiest spots in the Department in these years was the Foreign Tariffs Division, preparing data on tariffs and customs laws for use in such negotiations and explaining restrictions and regulations to the harried businessman.

These difficult years did not see all growth within the Department checked. To aid the Trade Commissioners abroad, about 1933 the Department began to appoint Commodity Officers here at home—forerunners of two important branches today, the Commodities Branch and the Agriculture and Fisheries Branch. It created also a special Economics Division. Its function, then as now, was the important one of reviewing continuously general business conditions in Canada, studying new influences that may affect the economy as a whole or various industries or regions, and surveying special problems.

The Changing Task

The coming of a second war again turned the Department to special tasks. It assumed responsibility for several wartime agencies—the Shipping Priorities Committee, the Canadian Shipping Board, the Export Permit Branch, the Canadian Export Board, and continued its work with Trade Routes & Steamship Subsidies. Many of the Trade Commissioners abroad were kept busy advising the Government here on questions of supply. But the urgent needs of the moment did not blind it to the claims of the future. The 1944 Annual Report says: “It has been the constant aim of the Department throughout the war to ensure so far as possible that channels of trade to customary export markets are kept open . . . and that trade contacts are thus maintained”. An important part of the work too was seeing that available supplies were equitably distributed among Canada's foreign customers.

In the midst of these many duties, the officers of the Department found time to blueprint a postwar re-organization and expansion. It began with informal discussions, but by the early 1940's took on form and substance.

In August 1943 an Export Planning Division was set up to "study the needs of foreign countries which Canada could supply". A year later, giving effect to its belief that trade is a two-way street, Canada became one of the first countries in the world to establish an Import Division. The Trade Commissioner Service was re-named and expanded; Commodity Officers were co-ordinated in the Commodities Branch; Area Officers were appointed to study and assume responsibility for trade with various territories. Special services were provided by the Export Credits Insurance Corporation and by the Industrial Development Division. In fact, a year after the war ended, the Department had emerged in what is largely its present form.

And there, for the moment, the story of sixty years of service ends. The small Department of 1892 with its staff of four has grown into the Department of today with its specialized services, its staff of 1,809,* its offices in 40 countries. It has seen Canada's trade reach, in 1951, a total of \$8 billion and, studying the record of the past and the achievement of the present, it predicts an even brighter future.

* DBS included.

Trade Commissioner Service

Promoting Trade Abroad

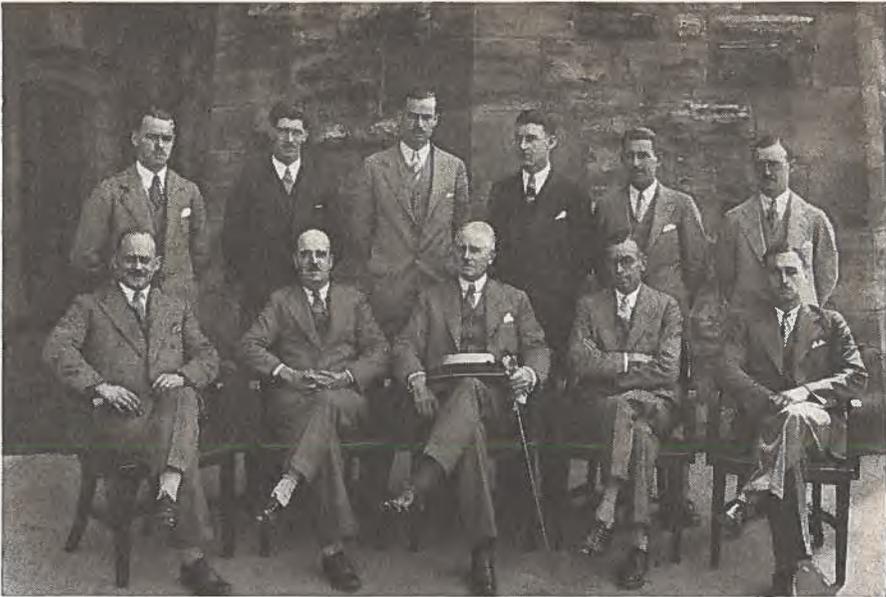
FUNCTION: "*To establish agencies at points with which trade can be cultivated and to send out gentlemen acquainted with the capabilities of this country to cultivate trade abroad.*"—Appropriation Bill of 1885, appointing the first Commercial Agents.

IN 1885, when the House of Commons first approved a \$10 thousand appropriation to employ Commercial Agents abroad, Canada was embarking on a spectacular expansion at home. The Canadian Pacific Railway was nearing completion; the campaign to attract overseas settlers to the empty acres of the West was being stepped up. But the country, in appointing these agents, was looking to the day when foreign markets would be vitally important to the Canadian economy.

Today Canada's export trade totals nearly \$3,900,000,000 as compared with only \$89,200,000 in 1885. One of the important factors in this record has been the Trade Commissioner Service, which now maintains 49 offices in some forty countries, staffed by 103 Trade Commissioners and Assistant Trade Commissioners.

Expanding the Service

When the new Department of Trade and Commerce came on the scene in 1892, eight Agents were at work—five in the West Indies, two in Great Britain, and one in France. Three years later the first full-time salaried Agent, John S. Larke, was posted to Australia. Within the next



Class of '29—Training for the Trade Commissioner Service in 1929, these young men posed for a picture with the Deputy Minister, F. C. T. O'Hara, and the Director and Secretary of the Service, C. H. Payne and H. W. Cheney. They are, front row (l. to r.): W. H. Brighton (deceased), Mr. Payne, Mr. O'Hara, Mr. Cheney (now Asst. Director, T. C. Service) and B. C. Butler (Consul and Trade Commissioner, Detroit). Back row (l. to r.): G. A. Newman (Consul and Trade Commissioner, New Orleans); A. J. Tingley; W. F. Bull (now Deputy Minister); B. A. Macdonald (Commercial Counsellor, Bonn); P. M. Belanger, and H. L. Priestman (Commercial Secretary, Ireland, and Trade Commissioner, Northern Ireland).

decade the framework of the Trade Commissioner Service as we know it today began to emerge. In 1904 F. C. T. O'Hara became the first Superintendent of Commercial Agencies and in the next few years Agents gradually gave place to career Trade Commissioners. Men were sent out to new fields: France and South Africa, 1902; Japan, 1904; Cuba, 1909; Germany and New Zealand, 1910. In 1911, the branch was transformed into the Commercial Intelligence Service, a name that endured until 1945. Then, when growing demands on the facilities of the Department made a re-organization necessary, other branches were set up and the corps of Trade Commissioners became the Trade Commissioner Service.

The Trade Commissioner sometimes serves under another title. This change came about when Canada began to maintain Diplomatic Missions of her own in other countries. Whenever a Trade Commissioner is posted where there is a Canadian Diplomatic Mission, he takes the title either of Commercial Secretary or of Commercial Counsellor, according to his own seniority rank in the Service.

By 1921, the original \$10 thousand budget for the Commercial Agents of 1885 had jumped to \$230 thousand; by 1931, to \$700 thousand. The Trade Commissioners of that day (63 of them by 1934) were charged with finding markets for a country which had changed from a minor trading nation into one of the four or five largest exporters in the world. But until the middle thirties there were still few restrictions on trade and promotion of Canadian products abroad was a relatively straightforward business. The Second World War boosted industrial expansion still higher and made the finding of postwar markets for this increased production all-important.

Many of the services which the Trade Commissioner performs for the business community are well known. In essence, his job is, as the 1925-26 report of the Deputy Minister phrased it, "to bring together the domestic seller and the foreign buyer . . . and to co-operate with the commercial community to build up the volume of Canada's foreign trade". It needs to be added, however, that despite their original title, Trade Commissioners are *not* sales agents; they bring seller and buyer into touch with one another.

Here are some of the major functions of the Trade Commissioner today:

- Advising on the requirements of the market in his territory, sales prospects, advertising media, and marketing techniques.
- Assisting Canadian exporters in finding suitable agents, distributors, or buyers.
- Giving information on credit standing of overseas and Canadian firms, and reporting (in confidence) on activities of overseas organizations acting for Canadian business houses.
- Furnishing guidance on trade regulations in his territory, such as customs tariffs, documentation, marking and packing, etc.
- Reporting regularly to the Department on economic and trade conditions in his area. (Many of these reports appear week by week in *Foreign Trade*.)

Some of those who have been long in the Trade Commissioner Service look back with a touch of nostalgia to the time when, as one of them puts it: "trade promotion was a lively occupation with prompt satisfaction. . . and a sense of immediate accomplishment". Those simpler days disappeared in the late thirties, when governments began to resort to various forms of trade controls. This trend increased during the war and has not yet disappeared.

Today's Trade Commissioner often finds himself spending time, not only in trying to establish new agencies for exporters, but also assisting Canadian firms already trading with a country to obtain import licences. He must study constantly customs regulations, exchange controls, quotas, import and export restrictions, currency problems, and other technical matters. He must keep the Department continuously advised about these and related problems.

Backing Him Up

In this complex task, the Trade Commissioner is aided by the organization backing him up at home. Providing that support was, in part, the purpose behind the re-organization of the Trade Commissioner Service in 1945. Out of it came the Commodities Branch, the technical specialists whose function is described on page 667 of this issue, and later, the Agriculture and Fisheries Branch (page 673). The enlarged International Trade Relations Branch continues to work closely with the Trade Commissioner Service. (See page 676).

At this time too, Area Trade Officers were appointed. Just as the Commodity Officer concentrates upon a certain group of *products*, the Area Trade Officer concentrates upon a certain *territory*. Four of them now serve in the Department—one covering Asia and Middle East; one, Commonwealth; one, Europe, and one, Latin America. The Area Officer gathers and studies information of all kinds about his territory; co-ordinates the work of Trade Commissioners there; acts as liaison between them and other officers of the Department or other branches of government.

The Area Trade Officer welcomes foreign businessmen who come to Canada and makes contacts for them; he assists Canadian businessmen going abroad in arranging their itineraries, and supplies introductions.

Concrete Achievements

Despite restrictions and regulations, Canada's export trade is growing steadily—and the Trade Commissioner Service plays a vital part in that expansion. During 1951, for example, the office in Caracas, Venezuela, promoted substantial orders for purebred cattle. In Bogotá, Colombia, the Trade Commissioner was intimately associated with the arrangement of contracts for building three new ships in Canada. In Turkey, as a result of personal investigation, the Commercial Secretary arranged for orders to the value of about \$1 million to be placed with a Canadian manufacturer. The Department's files are filled with many letters from manufacturers and exporters, testifying to the help which they have received from the Trade Commissioner in the marketing of their products.

The Canadian Trade Commissioner Service rests on solid foundations. It stands ready at all times to assist Canadian exporting and importing firms, and to aid foreign companies who wish to make direct contact with the Trade Commissioners in the field.

Commodities Branch

Technical Specialists to Serve Trade

FUNCTION: To serve as a link between industry and commerce in Canada and the Trade Commissioners abroad, and to help businessmen in varied ways.

THE Commodity Officers who serve in this branch are, in simplest terms, a group of technical specialists—a liaison between business here and the various Trade Commissioner offices abroad. Thoroughly familiar with the various trades, these officers understand their needs. They keep in continual touch with industry and the market in Canada. They study the special interests of various industries; they visit plants; they attend trade association meetings. They conduct a two-way correspondence with industry and the distributive trades here in Canada and with the Trade Commissioners in foreign countries. They analyze the information gathered, intent upon discovering market opportunities and promoting Canadian exports.

Commodity Officers as such were first appointed after the last war. At that time the Foreign Trade Service was reorganized and it became apparent that the task of providing information for the increasing number of Trade Commissioners was growing more complex. It was no longer possible for Trade Commissioners to be familiar with the entire range of Canadian exports, nor could they acquire the technical knowledge needed for effective trade promotion. In their posts abroad, moreover, they could not hope to keep up with the continual changes in the Canadian industrial scene. Obviously, a constant flow of information to the Trade Commissioners was essential if they were to overcome these handicaps. Technical specialists were therefore recruited and the Commodities Branch came into being in 1948.

Commodity Officers can help Canadian businessmen in many ways. They can be of special assistance under circumstances like the present, created by the emergency defence programs. They can explain the nature and intent of certain government regulations. They can suggest appropriate contacts on various problems, provide introductions, and arrange appointments. They are, in all respects, the first and logical recourse of a Canadian businessman approaching the Department.

Other Functions

The Commodity Officers have other functions. Because they are technically competent to interpret trade developments, they are able to make an important contribution in many fields of government work. They supply Ministers and other departments of government with information on business trends. They act as technical authorities in the administration of export control, whether it is exercised for supply or for strategic reasons. They contribute to continuing surveys of the Canadian balance of payments on commercial account with foreign countries. They supply briefing material for use in international discussions in the North Atlantic Treaty Organization and the Organization for European Economic Co-operation.

A number of the Commodity Officers are closely concerned in the work of such international organizations as the Rubber Study Group, the International Sugar Council, and the Tin Study Group. They brief Canadian representatives at the international conferences of these commodity study groups. In this general field, the opportunity is provided for close collaboration between government and commercial experts of all participating countries and valuable contacts are established with world authorities on the commodity under discussion.

Drawing on many sources of information, the Commodity Officers are well able to assist with a variety of special surveys and they work in close liaison with the economic research sections in the various departments of the Canadian Government.

Various Sections Set Up

The Commodity Officers are organized in various sections dealing with broad groups of industries. For instance, there is a section concerned with industrial plant and equipment which covers also primary and secondary metal products. Another section deals with automotive and construction machinery, including agricultural equipment. Other sections cover forest products, chemicals, textiles and leather, durable consumer goods, beverages and imported food materials. All of these sections concern themselves primarily with the technical aspects of supply of raw materials and the production and distribution of commodities.

The Branch contains other sections which render special services to the Canadian exporter and importer. One important division, which deals with transportation and communications problems, is discussed on page 670 in this issue. It works in close co-operation with commodity specialists because foreign trade promotion frequently involves shipping problems. Then there is the Export and Import Permits Division, responsible for the processing of applications for permits to import or export commodities which are controlled under the authority of the Export and Import Permits Act. Here again, the closest possible working arrangements exist between the administrators of these controls and the commodity specialists.

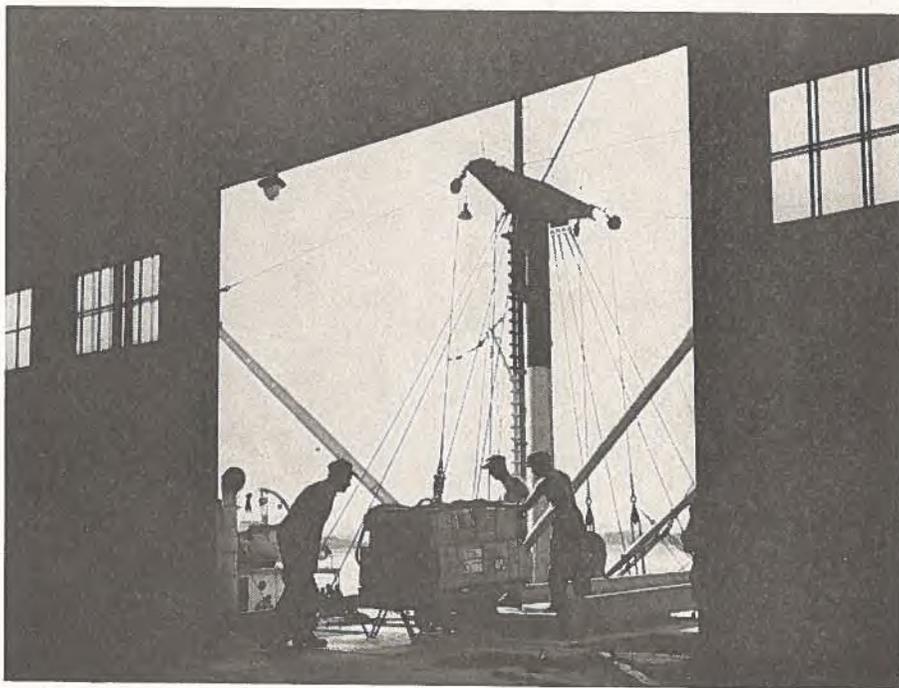
Additional sections have specialized functions. One prepares and maintains up-to-date directories giving information about Canadian importers and exporters for use in the Trade Commissioners' offices abroad.

Another establishes allocations and releases vouchers to exporters participating in the British West Indies Token Import Plan. Still another section performs similar work for the U.K. Token Import Plan.

Foreign trade promotion undertaken by the Commodity Officers is supervised by the director of the Export Division and the director of the Import Division, and the director of the Branch co-ordinates their work.

One or two illustrations may give the reader an idea of the scope and variety of the work of the Branch. For example, in the struggle to obtain steel it was important to promote interest among European steel producers in supplying the Canadian market. This involved not only the establishment of agency connections but even making representations at diplomatic levels to assure a maximum volume of shipments to Canada. During 1951, the resulting flow of steel was of the utmost importance to Canadian industry. The Branch, with the co-operation of the Trade Commissioners, has helped Canadian industry to obtain foreign export allocations and licences for such materials as fats, oils and coarse fibres, and has helped to expedite delivery of engineering goods and mill products. The United Kingdom Token Import Plan and the British West Indies Token Import Plan were themselves initiated within the Export Division.

The businessman unfamiliar with the trade promotion methods of the Department need only address a general inquiry to the Commodities Branch to set the machinery in motion. The Branch will then send a questionnaire to the firm applying, seeking information on its method of business, its interests, its business standing, etc., mainly for the benefit of the Trade Commissioners abroad. Soon after, the Commodity Officer gets in touch with the firm and makes detailed inquiries about its wishes and interests. Correspondence with the Trade Commissioners abroad follows, and perhaps an exchange of letters between the firm concerned and other sectors of the Department. From these various sources, a review of market opportunities is compiled and the Foreign Trade Service alerted to act in the firm's interest. The result: increased business for Canada.



Transportation and Communications Division

Transportation and Foreign Trade

FUNCTION: *To facilitate the shipment of merchandise comprising Canadian external trade, and to co-ordinate and serve as a link with overseas interests, Trade Commissioners abroad, government departments, transportation and allied industries concerned.*

BEFORE 1948, a section within the Trade Commissioner Service handled transportation questions. As the number of inquiries on transport, shipping, and related problems grew, however, the decision was taken in 1948 to establish a Transportation and Communications Division. The section formed the nucleus of the new Division. In the four years since it was set up, the Division has doubled in size to cope with the increasing demands on its services.

Primary Responsibilities

In brief, the Division concerns itself with the major aspects of transportation and communication as they touch on trade. This involves a study of the following:

- Shipping, air, rail and road transport.
- Activities of ancillary services such as agents, freight forwarders, brokerage houses, marine insurance companies, etc.



—C.P.R. Photo.

This engine of 1891, complete with spark-catcher, helps to illustrate . . .

• Reference material on freight rates, to deal with inquiries in this field. In certain cases, the Division makes representations to carriers for rate adjustment. Similarly, other problems affecting the movement of goods into or out of the country are studied as occasion demands.

Shipping matters naturally rank high among the activities of the Division. It gathers and keeps up-to-date information on ships' sailings and vessels on berth. It compiles and makes available to the public lists of principal Canadian trade routes, showing steamship companies, agents, and services for each area. It reviews constantly not only Canadian trade routes but also transportation facilities throughout the world, aided by data received from Canadian offices abroad and other sources. This information covers foreign port regulations, foreign exchange restrictions affecting shipping, port dues and taxes, port congestion and conditions abroad, foreign government taxation and reciprocal taxation agreements affecting shipping.

To carry out its task effectively, the Division maintains a close liaison and exchanges information with other departments of government and agents of foreign governments concerned in foreign trade. It works particularly closely with the Canadian Maritime Commission, the National Harbours Board, and other official or semi-official organizations dealing in maritime matters.

New Tasks Assigned

Since its inception in 1948, the Division has, from time to time, taken on new assignments. In the past two years, for example, the study of principles governing control and allocation of merchant shipping relating



—C.P.R. Photo.

... transportation progress when contrasted with this modern type Diesel.

to commodity supply in the event of an emergency, and other NATO planning, has become an important part of its work. In conjunction with other branches of government, a number of surveys on these subjects have been completed.

Recently the Division enlarged its sphere of activities to include packaging. Its interest stems from the fact that proper packaging helps to sell goods. For this reason, the Division is investigating packaging materials and techniques, especially as applied to export shipments, and is examining use of various materials and how they stand up to rough handling. In this, it works hand in hand with the Department's Commodity Officers interested in production and packaging materials, other government departments and commissions, and with the Canadian Packaging Association.

Special Sections

Other sections within the Division have their specific responsibilities. The Traffic Section, for example, attends to the shipping of departmental and some other government cargoes; arranges passages for members of the department and others travelling on government business and, on request, looks after foreign officials visiting Canada. Foreign officials coming to Canada under the Colombo Plan have increased considerably this phase of the Section's work. Another Section compiles and maintains the Canadian Trade Services Directory. Packed with reference material and information on Canada's foreign trade, this Directory goes only to Department offices at home and abroad.

The communication traffic of the Department is another of the Division's responsibilities. This is handled by the Cable Office, which looks after cryptic messages and ordinary code communications. In addition, the Office studies telecommunication and postal services abroad, with a view to improved service for Canadians using these.

Thus, through its close contacts with the Trade Commissioners in many countries abroad and with the shipping, rail and road transport industries, the Division is in a position to assist Canadian exporters and importers in solving their traffic problems in this complex world.

Trade Mission of '93

An attack of measles once prevented an on-the-spot promotion of Canada's trade with the Fiji Islands. It happened during Sir Mackenzie Bowell's return journey from his Trade Mission to Australia in 1893. Because measles had been raging in Sydney, N.S.W., the health officer refused to allow passengers to land at Suva. (A measles epidemic in 1875 had decimated the native population.)

Sir Mackenzie undertook the mission because Canada had recently agreed to subsidize for ten years the Canadian-Australian Steamship Line and wished to stimulate trade between the two countries. In his five weeks in Australia, he travelled to coaling centres, gold mining camps, sheep stations, fruit-growing districts, etc.

In making his report back at home, the Minister wrote: "That a large and profitable trade will spring up between the two countries, if proper enterprise be shown by those interested, there can be no doubt. In order the better to accomplish this it is necessary that a thorough business man who understands the trade of Canada should be stationed in Australia, as an agent of Canada". This recommendation was acted on when, in 1894, an agent was posted to Australia.

Agriculture and Fisheries Branch

Marketing Fish and Farm Products

FUNCTION: To promote Canadian exports and assist imports of agricultural and fisheries products.

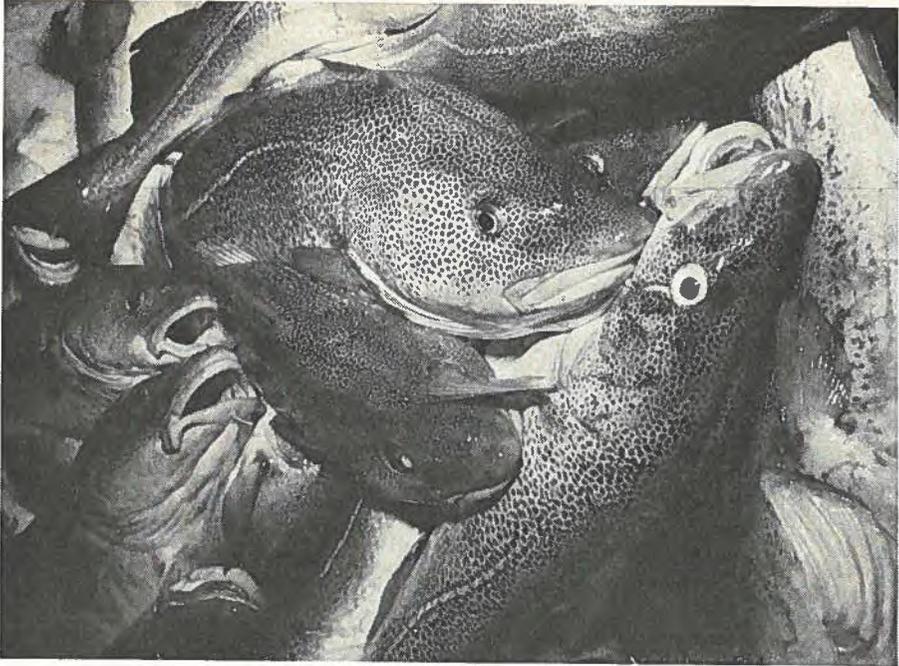
BEFORE 1950, those engaged in trade promotional work on agricultural commodities, other than wheat and coarse grains, formed a part of the Commodities Branch of the Department. However, because of the important position which agriculture holds in the Canadian economy, and because a substantial amount of Canadian agricultural production is exported, it was thought advisable that a separate Branch be established to deal with these products. In this way also, a closer liaison could be maintained with the Department of Agriculture. The Agricultural Commodities Branch was therefore set up at the beginning of 1950. For similar reasons, the Fisheries Section of the Commodities Branch was amalgamated with the Agricultural Commodities Branch at the beginning of 1952 and the present name adopted. The centralization of the food and agricultural activities of the Department was completed with the transfer of the Wheat and Grain Division to this Branch in April.

Primarily, the Branch helps Canadian exporters to find markets for their products abroad and Canadian importers to locate sources of products which they wish to buy from other countries. In co-operation with other Branches of the Department, and particularly the Trade Commissioner Service, this Branch advises Canadian firms about market conditions in other countries, competition from other suppliers, import and exchange restrictions, and other related matters. In turn, it keeps the Trade Commissioners informed of production and price trends in Canada, products available for export, and sources of supply. Trade inquiries for agricultural or fisheries products, either for import or export, are handled by this Branch.

Recent Projects

A few examples will show something of the scope and variety of the Branch's work. Here are some of the recent projects:

- Review of current export markets for salt fish. As a result, an allocation was made for the import of salt cod into Spain and other similar arrangements are pending.
- Study of possible markets for lard. Result: sales of over half a million pounds of lard to the U.S., Germany, and the British West Indies.
- Arrangements made for shipping 25 purebred Berkshire pigs to the Trinidad Department of Agriculture. Dollar value of the shipment was not large, but the pigs were well received by buyers. As a result, further sales, not only of pigs but of other types of livestock, may go through.
- Contacts made with fur dealers in Hong Kong by the Branch and the Trade Commissioner there. Result: a small but steady trade in furs with that colony.
- Successfully arranging that the Ceylon Government obtain part of its requirements for skim milk powder in Canada. At times when Canadian prices are reasonably competitive, further sales to Ceylon may be forthcoming.



—N.F.B. Photo.

Studying markets for fish and helping to supply them is part of the work.

These illustrations by no means cover the activities of the Branch. In many ways, it looks after the exporters' interests. Here is a case in point. Uruguay for many years has been an important market for Canadian certified seed potatoes, and the Uruguayan Government purchases the country's requirements by tender. The Branch here, in co-operation with the Canadian Agricultural Secretary in that country, advises Canadian exporters of the requirements of such tenders when they are issued and keeps them informed of developments in the potato industry in that country.

The United States is an important outlet for Canadian rutabagas. With this fact in mind, the Agriculture and Fisheries Branch several months ago requested the Assistant Agricultural Secretary in Washington to make a survey of the southeastern States with a view to increasing sales in that area. The report was circulated to those interested in this trade and has proved most helpful.

A Present Problem

Special problems arise from time to time. The outbreak of hoof and mouth disease, for instance, has added considerably to the Branch's work. Because of the closing of the American border to imports of Canadian livestock and fresh meats, heavy surpluses of beef and pork are being built up. The Branch is exploring all available export outlets in an endeavour to dispose of these surplus stocks. Branch officials played a considerable part in the negotiations which resulted in the arrangement for shipping a substantial quantity of Canadian meat to the United Kingdom, in lieu of an equivalent quantity of beef and pork which New Zealand was to have supplied to the United Kingdom under its long-term contract with that country. The New Zealand meat which would have gone to the United Kingdom is now being sold in the United States.

The United States embargo on imports of Canadian livestock means that a considerable number of dairy cattle which farmers expected to sell to American buyers will now remain in Canada, thus increasing the milk supply. This, and the fact that the United Kingdom apparently does not intend to purchase cheese in Canada this year, will undoubtedly mean a surplus of certain dairy products. The Agriculture and Fisheries Branch, in co-operation with the Trade Commissioner Service, is trying to expand and extend export markets for these expected surpluses.

A number of other countries too have imposed import restrictions on various Canadian agricultural commodities because of the outbreak of hoof and mouth disease here. These restrictions vary considerably and, in addition to keeping exporters informed of them, the Branch is making every effort to have some of the more severe ones relaxed wherever possible.

Another phase of the Branch's work stemming from the outbreak of hoof and mouth disease is the administration of Canadian import controls on livestock and meats. These were imposed recently to reserve the Canadian market for domestic producers of meats in surplus supply here.

Continuing Studies

All Trade Commissioners in fish-producing or importing countries report to the Branch regularly on fish matters. In addition, four Fisheries Trade Commissioners who are located in important markets report on developments in their areas. The Fisheries Section of the Branch analyzes this information and passes it on to the industry and to provincial and federal government officials across Canada.



—N.F.B. Photo.

Wheat and wheat products head the list of Canada's agricultural exports.

Similarly, nine Agricultural Trade Commissioners located in important markets for Canadian agricultural products (or in countries which produce and export commodities which are competitive with Canada) report to the Branch on economic conditions and agricultural developments in those countries. Here again, the information received is analyzed and given to those most interested. The Department of Agriculture publishes most of this material in *Agriculture Abroad*, *Overseas Report*, and *Spot News from Abroad*. Reports by Trade Commissioners in countries other than those covered by the Agricultural Trade Commissioners come in from time to time and they are handled in the same way. Much of the material on agriculture and fisheries received from abroad is also published in *Foreign Trade*.

Recently, the Agriculture and Fisheries Branch and the Department of Agriculture undertook a study of selected agricultural products involving a number of countries. This means a continuing exchange of information on these products between the Branch and the Department of Agriculture on the one hand, and on the other, the Trade Commissioners in the countries that were selected as outlets for Canadian products or countries which produce and export the same products in competition with Canadian suppliers. From this study, a wealth of useful information is emerging, information which should help considerably in assessing the competitive position of Canadian agricultural products.

International Trade Relations Branch

Trading Practices and World Policy

FUNCTION: *To collect and digest information about tariffs and foreign laws affecting trade; to take part in negotiations and consultations with other governments on matters affecting foreign trade policy.*

THE International Trade Relations Branch, in its present form, is the result of many years of evolution. Shortly after the 1914-18 war, a Foreign Tariffs Division was set up to collect and digest world customs regulations, so that the flood of inquiries from exporters about foreign laws and tariffs affecting their products could be answered. In 1940, a Commercial Relations Division was organized to deal with matters relating to commercial agreements and problems arising out of wartime and post-war trade policies. These two divisions were combined in 1945. Six years later, their functions were expanded and consolidated in the present International Trade Relations Branch.

The Branch is directly concerned with negotiations and consultations with other governments on matters affecting Canadian foreign trade policy. It deals with questions arising out of trade relations and treaty obligations. Specific difficulties experienced by Canadian exporters because of exchange



This Branch has been closely associated with negotiations for the reduction of trade barriers under GATT. Here is Rt. Hon. C. D. Howe, Minister of Trade and Commerce (third from left), who chaired the Canadian delegation to the 6th session of GATT in Geneva, 1951.

or other trade controls in foreign markets are investigated by the Branch with the co-operation, where necessary, of Commodity Officers, Area Officers, Trade Commissioners, and of other branches of government.

Answering Exporter's Questions

Detailed, accurate and up-to-date information about tariffs and the multitude of trading regulations in the world today is not easy to obtain. Original sources are rarely available to individual exporters. Questions are many and varied. What documents need accompany shipments to Brazil? What veterinary precautions must be taken in selling cattle to Cuba? How must the country of origin be marked on exports to the United States? What is the tariff on automobiles in Argentina? Will Germany grant import licences for flaxseed? Will Brazil allow importers to pay in sterling? How can a Canadian product qualify for the preferential tariff in South Africa? These are only a few examples.

An encyclopaedic body of data is gathered and kept current for some 200 separate customs areas. The Branch tries to maintain exhaustive records on each of the countries. This heavy task of collecting, classifying and analyzing material is broken down into five main geographical divisions, and a senior tariff research officer is placed in charge of each. Data are kept up-to-date by reference to official gazettes and publications, by studying reports from Trade Commissioners, and by reference to reports of international agencies. It is made available to traders in answer to requests for specific information or is, on occasion, supplied in leaflet form. Information on current topics is published from time to time in *Foreign Trade*.

A principal function of the Branch is the preparation of material for use in the negotiation of trade agreements with other countries. In recent years, these negotiations have usually been conducted on behalf of Canada by officials of three departments—Trade and Commerce, which prepares and presents the concessions that Canada requests from other countries; Finance, which is concerned with tariff concessions that Canada may be asked to make, and External Affairs, which is concerned with Canada's international relations in their broadest aspects. To determine what requests should be made, to support them in negotiation, and to estimate what proposed concessions may be worth to this country, the Department of Trade and Commerce must have at its disposal a body of tariff data and trade statistics collected over a considerable period.

The Branch has been closely associated from the beginning with all the multilateral negotiations for the reduction of trade barriers under the General Agreement on Tariffs and Trade. The third round of these negotiations, lasting seven months and involving countries responsible for three-quarters of the world's trade, was concluded in April 1951, at Torquay, England.

Involved also is the study, on a continuing basis, of trade possibilities for all kinds of Canadian products in the light of the tariffs, economic conditions and commercial policies of other countries. Sources of information include requests or representations from Canadian producers and exporters, and detailed reports from other branches of government and from Canadian Trade Commissioners throughout the world.

In a broader manner, the Branch conducts research into current international developments as they affect Canada's foreign trade, and carries on investigations and advises on problems touching on trade relations with other countries. The commercial and economic aspects of Canada's international obligations, such as those arising from participation in the Organization for European Economic Co-operation, represent another aspect of the Branch's work. Comprehensive reports on trade and economic conditions in foreign countries are prepared for use at international conferences and for the briefing of Canadian trade or diplomatic representatives in other countries. The Branch co-operates with trade associations and business research organizations, as well as with academic institutions and individuals engaged in commercial research.

SIR CHARLES REPORTS

"I am glad to find that I receive an increasing correspondence from Canada, relating to trade matters, and . . . I shall be glad to at all times to receive, and to answer . . . any inquiries. I am generally able to secure valuable information as to the prospects of developing any new trade, or as to the best means of extending branches of commerce . . .

"In the case of such inquiries, it may often be desirable that small samples of the goods should be sent to me; it will be readily understood, however, that I have no accommodation for bulky articles. A few samples, however, placed at my disposal might often help in obtaining reliable information . . . I have endeavoured during the last year or so, to obtain lists of the leading firms engaged in different lines of business in Canada and in this respect I am much indebted for the valuable assistance rendered to me by your Department. I have also been able to obtain the names and addresses of the leading importers of different produce in different parts of the United Kingdom."

—*Sir Charles Tupper, High Commissioner for Canada in the United Kingdom, 1894.*

Information Branch

Telling the Story

FUNCTION: *To provide information about Canadian trade and the work of the Department of Trade and Commerce; to conduct advertising campaigns on behalf of the Department; to prepare publications and to produce publicity material.*

PUBLICATION of the *Weekly Bulletin* carrying reports by Commercial Agents on world markets—Distribution of lantern slides to Commercial Agents abroad illustrating industrial life in Canada—Distribution of circulars in Newfoundland and (in Spanish) in Mexico, outlining services offered by Commercial Agents—these activities of the 1900's were among the first publicity efforts of the Department to assist the promotion of Canadian trade. By 1927 the work was becoming so important that a special Publicity and Advertising Division was set up. Its purpose was "to meet the increasing demand from Canadian and foreign publications for information and interpretive material relative to both external and internal trade; and to place such advertising as is considered desirable in Canadian and foreign publications".

That same year, 1927, an office was set up in London to carry on publicity designed to promote the sale of Canadian goods in the vital United Kingdom market. In 1938 all Canadian publicity services in the United Kingdom (exhibitions, advertising, publicity and films) were placed under an Advisory Committee on Publicity. The High Commissioner was named chairman and members included the Chief Trade Commissioner, a representative of the Exhibition Commission, and representatives of other Canadian government departments with offices in London.

The Information Field

In 1945, after the hiatus in the Department's normal activities created by the war, the Commercial Intelligence Service and related divisions were re-organized and brought together as the Foreign Trade Service. Under the new organization, the Publicity and Advertising Division was renamed the Trade Publicity Division; it became the Information Branch in 1950.

The name Information Branch is appropriate because the basic function is to promote trade by the use of brochures, advertising and the press, to provide general information about Canada's trade and the work of the Department, and to make sources of information available to the press.

The Branch supplies material for writers for newspapers, publications and radio, or directs them to the best source within the Department. It issues press releases for the Department; distributes addresses by the Minister and senior officers that are of interest to the public, and supplies photographs of departmental officers.

"Foreign Trade" and "Commerce Extérieur"

The principal medium for distributing trade information is *Foreign Trade*, the Department's weekly magazine. First published in 1904 as the *Weekly Report*, the magazine, throughout its 48 years, has brought to

(continued on page 682)

CANADA



IS COMING THROUGH!!

STAND BY HER

In YOUR FAITH Lies HER STRENGTH

THE PROOF OF THE CASE:---

In 1924

A young state cannot afford to waste its capital, and it is almost as important under existing conditions to balance trade returns as it is to balance the national budget.

Dominion Finance:

Canada did not increase her national debt in 1924. On the contrary by careful financing she had \$35,993,594 to apply to the reduction of her national debt at the close of the fiscal year.

Trade:

Canada more than balanced her trade returns. In the calendar year 1923, the trade balance in her favour was \$124,788,608. For the last twelve months available, ending October, 1924, her trade advantage has jumped to \$270,522,760.

Agriculture:

The year's crop, though less than the phenomenal one of 1923, is above the average for the preceding five years (1918-22). A rise in agricultural prices has equalized conditions for the farmer as they have not been in several years past, thus promoting national harmony. The numbers of farm live stock show an increase over last year. The dairying output is mounting rapidly.

Fisheries:

The 1924 catch has been more profitable than that of 1923 by over a million dollars.

Mines:

Production in 1923 was 16 per cent. above that of 1922. In the first half of 1924 the value of metals produced went up to \$47,000,000, compared with \$39,000,000 in the same months of 1923. The mining industry as a whole will be well above the level of 1923 in 1924.

Deposits:

This has increased to \$1,274,427,867 by September 30, 1924. Savings deposits in the Ontario and Manitoba Provincial Savings Office systems have increased by over \$10,000,000 during 1924.

Insurance:

Life insurance in force in Dominion companies, which is a barometer of thrift, has gone up from \$2,934,843,848 at the end of 1921 to \$3,433,489,876 at the end of 1923. Fire insurance in Dominion companies, which is an index to property values, has likewise increased from \$6,020,513,832 at the end of 1921, to \$6,713,750,805 at the end of 1923.

Canada is not spending more than she earns. Her dollar is the only currency in the world quoted at a premium over the U.S. dollar since the war.

A Foreign Opinion—

"Fundamentally and basically Canada is in a much more favorable situation than the United States, whose trade channels are choked with two-thirds of the world's gold supply, and where minor business flurries during the past year or two have but served to retard progress toward the ultimate goal of general business activity and broad prosperity."

ROGER W. BABSON, Babson Statistical Service, Boston.

A Great Financier's Judgment—

"The name of Canada stands high throughout the World. Its credit is excellent. Its resources and natural advantages are very great. It is producing a fine, sturdy, upstanding race of men and women. To be a Canadian is an excellent trade-mark everywhere. The greatness of Canada's future is beyond question."

OTTO H. KAHN, at the Empire Club, Toronto.

STAND BY CANADA---For Canada is Coming Through!

Issued Under Authority of Hon. Thos. A. Low, Minister of Trade and Commerce, Ottawa.

(This 1925 advertisement, run in Toronto "Saturday Night", gives an interesting summary of the Canadian economy 27 years ago.)

PLACING YEAR. AND GARRISON ATTACHED THEM TO CANADA
have increased their net operating revenues in 1924 by
over a million and a half.

The housing scarcity which was so serious as a result of the cessation of building during the war has now been fairly met and the nation is free to turn its capital into more immediately productive channels.

Employment:

Canada began the year 1924 on a considerably lower level than the United States, but has ended the year considerably above the latter. In January, 1924, our index number was 88.7. In November it was 93.0.

Canadian businessmen news of markets and business conditions from Canadian Trade Commissioners around the world. It carries also articles on specific commodities and subjects by specialists in the Department, as well as regular sections on trade, tariff and other regulations.

Growing with the Department, the *Weekly Report* was renamed the *Weekly Bulletin* in 1915. Four years later the first full-time editor, D. S. Douglas, was appointed. In 1922, as the official organ of the Commercial Intelligence Service, it became the *Commercial Intelligence Journal*. The following year saw the publication of the first French version, known today as *Commerce Extérieur*. With the formation of the Foreign Trade Service after the last World War, the *Journal* was renamed *Foreign Trade* and became the responsibility of the Information Branch.

Trade Promotion

In trade promotion the Information Branch supplements the activities of the Canadian Trade Commissioners. On behalf of the Department, it conducts advertising campaigns in Canada and abroad on a scale dictated by prevailing needs and conditions. Before the Second World War the Department was active in the "Canada Calling" campaign to sell Canadian products in the United Kingdom. In the immediate postwar years, the "One-third of Your Dollar" and "C.Q.P." (Continuity of supply, Quality that is uniformly high, Prices that are fair and competitive) campaign was designed to interest Canadians in export trade.

Brochures and pamphlets on Canadian exports and imports and on Canadian trade and industry in general are produced in the Branch. These are distributed to businessmen throughout the world through the Department's trade offices, and at foreign trade fairs in which Canada participates. The Branch has produced several films featuring Canadian export products, and in addition encourages the foreign circulation of films produced by Canadian industries.

"Promotion through Print" might well be the slogan of the Information Branch. Wherever the trade of Canada can be assisted and promoted by the publication of commercial data, there is the field of the Information Branch.

Translation Bureau

Ici on parle français

FUNCTION: *To translate it all into French.*

No story of the Department of Trade and Commerce would be complete without a note on the Bureau of Translation. The tale is worth telling, though short. They do all translation into French—speeches, press releases and the whole of *Foreign Trade* each week, keeping pace with the English edition.

Canadian Government Exhibition Commission

Canada Exhibits at Home and Abroad

FUNCTION: *To plan and organize exhibits and displays for Fairs in which Canada participates. To administer the Canadian International Trade Fair.*

FOR more than a hundred years, exhibitions and fairs at home and abroad have played an important part in the life and development of Canada. As early as 1851 Canada was represented in the great international exhibition held in the Crystal Palace, London, England. The "Canadian Court" displayed sleighs, buffalo robes, saddles, birchbark canoes, agricultural products—and even false teeth made in Canada!

After Confederation, Canada continued to send displays to one or more fairs and exhibitions every year without appointing any one agency to plan and organize these exhibits. By 1901 the Government recognized that the need for a permanent organization was growing acute. It was then that the Prime Minister, the Rt. Hon. Sir Wilfrid Laurier, and the Hon. Sydney Fisher, Minister of Agriculture, set up the Canadian Government Exhibition Commission, headed by a Commissioner of Exhibitions.

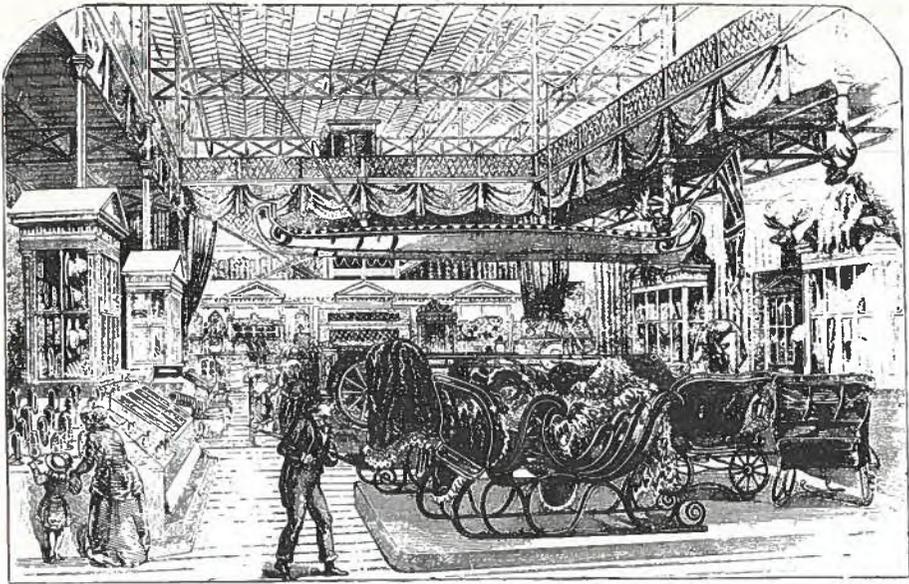
Four Major Functions

The Commission remained under the jurisdiction of the Department of Agriculture for 16 years, when it was transferred to the Department of Immigration and Colonization. The third move came in 1927, when the Department of Trade and Commerce assumed responsibility for it.

Through the years, the Commission's primary task has not changed but it has broadened in scope and become more complex. Under terms of reference established in 1946, the Commission has four major responsibilities:

- Making recommendations on policies governing international exhibitions and fairs, and on participation in them.
- Planning, organizing and administering Canadian exhibits in all fairs and exhibitions abroad in which the Government of Canada decides to participate.
- Advising and securing the co-operation of Canadian exporters in exhibiting in fairs and exhibitions abroad.
- Planning, organizing and administering all international fairs and exhibitions sponsored by the Government in Canada.

In all trade exhibits, the Commission works through a committee of the Department of Trade and Commerce. For example, the Commission recommends to the committee that Canada participate in the Milan International Trade Fair. The committee discusses the pros and cons of this recommendation and the general theme which the exhibit might carry out. If the committee approves, the machinery of design and construction goes into action. When the display is completed, the Commission holds a preview and the exhibit is photographed. It is then broken down into its component parts, shipped to its destination, and erected on the site by an officer of the Commission. Cultural and informational exhibits are dealt with in the same way through the Interdepartmental Committee on Canadian Information Abroad.



Here is a drawing of the "Canadian Court", part of the Crystal Palace exhibition of 1851, as reproduced in "The Illustrated London News" of that day. Sleights, buffalo robes and birchbark canoes took a prominent place.

Today the Commission is headed by a Director. Associated with him are the assistant director, the superintendent of exhibits, and the chief designer, who direct the work of administrative personnel, designers, architects, draftsmen, sign writers, painters and carpenters. The main office of the Commission is in Ottawa, but it also maintains two branches: one in London, England, to service exhibits in the United Kingdom and on the continent, and one in Toronto to administer the Canadian International Trade Fair.

Designing the Exhibits

Times have changed since the buffalo robes, sleights, canoes, and false teeth were dispatched to the 1851 Exhibition at the Crystal Palace. Since 1948, Canada has participated in an average of thirty Fairs a year, and each year the Commission designs and builds about 19 major exhibits.

Each exhibit presents a unique problem and the designer must keep in mind the special conditions under which it will be displayed. The Colombo Plan Exhibition held in Colombo, Ceylon, last February is a good example. Canada's exhibit had to be a small pavilion, suitable for a tropical country, yet both distinctive and economical. The answer was a semi-prefabricated structure of laminated cedar wood and aluminum, and of open-air design. The exhibit for the British Industries Fair, 1952, highlighted what Canada has to offer and the opportunities for opening branch plants here. For the Brussels Fair, the Commission arranged a special exhibit of furs as well as the general exhibit.

In New Directions

One of the Commission's newer assignments is preparing displays for the Canadian Showroom at Rockefeller Center in New York. The Showroom was set up to promote present and potential exports to the United States. Displays are changed every two months and material for them

provided through the combined efforts of the Commodity Officers and the industries concerned. In December and January, the theme of the displays was winter sports goods of all types; in February-March, handicrafts; in April-May, textiles. The coming months will see the following industries covered: June-July, wood and woodenware products; August-September, footwear and wearing apparel; October-November, foodstuffs.

For Government Departments

The Commission works closely with many departments of Government, designing special exhibits for them. For the Department of Labour, it prepared a display to encourage the hiring of handicapped workers; for the Department of Agriculture, an exhibit of dressed poultry and eggs shown at the Poultry Fact-Finding Conference in Kansas City; for the Armed Forces, a display shown at the Canadian National Exhibition and featuring all phases of Canada's defence, training and opportunities for a career in the services, equipment, etc.

For medical and social work conventions, the Commission arranges displays covering many of the activities of the Department of National Health and Welfare; for the Civil Defence organization, it has built a model of a domestic air raid shelter.

Even these illustrations do not cover all phases of the Commission's work. An important part of its job is advising and assisting Canadian firms who are exhibiting abroad. It answers inquiries from foreign countries about fairs and exhibitions in Canada. It makes arrangements for securing space in exhibitions and shipping the displays. All these services are part of its main interest—keeping Canada in the eyes of the world and promoting its interests.



This modern display was designed by the Canadian Government Exhibition Commission for the 1952 British Industries Fair, London. Motif of the exhibit was Canada as a continuing market for British products.

Statistics for Canadian Business

FUNCTION: . . . "To collect, abstract, compile and publish statistical information relative to the commercial, industrial, social, economic and general activities of the people, to collaborate with all other departments of the Government in the compilation and publication of statistical records of administration . . . and to take the Census of the Dominion."

—Statistics Act of 1918.

THE Dominion Bureau of Statistics, when it was set up under an Act of Parliament in 1918, might well have adopted as its motto "From many, one". Before its birth, official statistics were collected and published by several government departments, each acting primarily in the sphere for which it was responsible. This meant duplication of effort and thus a waste of time and money, and the various fields of statistics were unevenly covered. The Bureau was established to provide a uniform and efficient method of collecting statistics and to eliminate any overlapping. Statistical work of the Federal Government was centralized there and an integrated system of statistics developed.

The Foreign Trade Picture

The history of Canada's foreign trade statistics provides a good example both of the confused situation which existed before the Bureau came and of the improvements effected by its work. From Confederation on, the Customs Department collected statistics of Canada's foreign trade and published them annually. These records were only a by-product of tariff administration and their arrangement and presentation was designed with the needs of tariff administration in mind. But, because the business community felt increasing need for additional information on foreign trade, the Department of Trade and Commerce began in 1892 to publish a second set of trade statistics. These were based on the customs records but provided additional information on trade by countries. Items were re-grouped to make analysis simpler. By 1900 both Trade and Commerce and Customs were publishing annual and monthly trade reports which largely duplicated one another. In addition, in 1905 the newly-established Census and Statistics Office included in the *Canada Year Book* a section on foreign trade on a scale which constituted not a summary but a *third* original treatment of this material.

The matter was clarified in 1918, when the Dominion Bureau of Statistics assumed sole responsibility for the publication of trade statistics. At first, the Customs Department continued to compile the data in a manner determined by discussions with the Bureau, and the Bureau edited and published all trade reports. The extension of mechanical methods of compilation made it more efficient to transfer the work of compilation to the Bureau in 1938. Today, statistics of foreign trade are compiled and published in the Bureau from primary data collected by customs officers.

The Bureau did more than eliminate duplications: it was able to make it easier to compare trade statistics with statistics in other fields. In pre-D.B.S. days, items in the trade returns were shown under seven headings only: Mines, Fish, Forest, Animals, Agriculture, Manufactures, Miscellaneous. In 1918-19, trade returns were, for the first time, classified by

component material. This means that they were grouped according to the material of which they are wholly or mainly composed. This permitted comparisons between the main foreign trade totals and statistics of production, price movements, and other matters. The range of detail was extended to permit direct comparisons for more important individual commodities, although the items in the import classification remained somewhat limited by the tariff framework.

Two different views of foreign trade are presented by the reports now published. Monthly reports give information on trade by commodities and show, for each of the commodities in the classification, the total quantity and value of trade and the quantity and value of trade in the commodity with each individual country. Quarterly reports record trade by countries, showing for each foreign country the value and quantity of trade recorded for every statistical commodity. This permits quick and easy study of either the commodity or the country aspects of Canada's foreign trade. Special preliminary reports and bulletins provide advance summaries of trade information each month, and a final annual report summarizes and analyzes the statistics. This final report also provides complete statistical detail with comparative figures for previous years and supplementary information on tariff revenues.

Besides compiling and publishing information, the Bureau does analytical work. In the foreign trade field, for example, special indexes of export and import prices are prepared. Using these indexes, movements in the prices of exports and imports can be compared with those of the domestic price level, or they can be used to remove the effects of price change in comparing trade values for different years, an important step in analyzing trade figures for recent periods. Values adjusted for changes in price are also published in index number form to indicate changes in physical volume of Canada's trade. A semi-annual review of Canada's trade summarizes and interprets the detailed statistics, and draws attention to the more important changes revealed by them. And annual reports on the balance of international payments fit commodity trade into the general picture of Canada's international transactions.

How DBS Helps Business

International trade is only one of the many fields in which the Bureau provides invaluable information for the businessman. In 1920, it was issuing about twenty publications in the course of a year. Today it publishes about 400 a year, not counting special publications such as the 1951 Census bulletins.

Here are some of the services which DBS gives business:

- Statistics on production, inventories and consumption of important commodities.
- Figures on wholesale and retail prices and on wholesale and retail domestic trade.
- Data on employment, wages, and income.
- Information on the size, composition and education of the Canadian population.
- Annual national accounts, giving information on the country's total production and on the earning, distribution and spending of the national income.

In addition to providing this wealth of information, the Bureau answers many special requests. By writing in and outlining his problems and his interests, the businessman can often get general information broken

down on a regional or product basis in such a way as to make it more useful for his purpose. Naturally, the files of the Bureau contain a lot more information than ever appears in its publications.

One of the DBS publications with which the public is best acquainted is the *Canada Year Book*. This evolved from a privately-published volume which appeared in the year 1867. It emerged as a government publication in 1886, became the *Canada Year Book, Second Series*, in 1905, and came under DBS in 1918.

Today, in effect, the *Canada Year Book* summarizes the annual statistical harvest of the Bureau. It presents the salient statistics in a way that brings out their relationships and significance.

What the Census Yields

Every ten years, the Bureau is charged with the exacting task of taking the Census. This goes far beyond a mere counting of heads—it yields also a rich harvest of enlightening statistics on the growth and condition of the nation and its people. Such data are invaluable aids to government, business and countless individuals in planning wisely and soundly for the future. The 1951 Census figures on the size and characteristics of the population in different areas will in some instances, for example, necessitate the revision of production quotas and the adjustment of sales territories. The data on housing and household equipment and the data on the occupations and earnings of the labour force will likewise prove valuable in dealing with marketing and other problems.

The “machine age” has had its impact on the work of the Bureau. By improving on the machines used, the staff there has constantly broadened the scope and increased the accuracy of its statistics, and shortened the time necessary to process factual raw material into comprehensive social and economic yardsticks. In its early days the Bureau had hand-fed tabulating and sorting machines. In 1930-31 it developed a combined tabulator-sorter that was the first machine of its kind in the world. Operated by compressed air, it did the job of the earlier machines in about one-fiftieth of the time. For the 1951 Census, the Bureau used a new and versatile electronic statistical machine.



In his first annual report the Dominion Statistician of that day noted that “The statistics of a nation are, in point of fact, the quantitative expression of the character and activities of the people, and hence are of the most profound significance”. The broadened scope and improved quality of the information available today, and the increased need for factual material to guide decisions serve to underline the truth of this statement.

(Left) Photo shows the complicated wiring panel in the new electronic statistical machine. Machine is wired according to the information which it is desired to tabulate.

Standards Branch

Setting Up Trade Standards

FUNCTION: *To ensure accurate weight and measure of commodities for sale; to license the export of electrical energy and piped fluids; to ensure accuracy of meters and devices used for the sale of electricity and gas; to formulate and administer regulations governing truthful labelling of commodities or the use on commodities of the national trade mark.*

CLEARLY defined standards of length, weight and volume, maintained with the highest degree of precision, are fundamental to successful international trading. Without these, it would be difficult, perhaps impossible, to buy and sell around the world. Maintaining Canada's standards is the work of the Standards Branch of the Department, in conjunction with the National Research Council.

The Branch was created in 1947 to co-ordinate administration of the Weights and Measures, Electricity Inspection, Gas Inspection, Precious Metals Marking, and Electricity and Fluid Exportation Acts.

The oldest of these, Weights and Measures, was passed in 1872. To enforce it, inspectors in 22 districts across Canada regularly check scales, gasoline pumps, containers, linear measures (such as those used for fabric sales), and other weighing and measuring devices or machines. Normally, all these devices are first checked at the factories where they are made. They are checked again, once a year, at retail outlets where they are used. Realizing the importance of correct weight or measure in building up good customer relations, some merchants ask for more frequent inspections.

Electricity and Gas Inspection

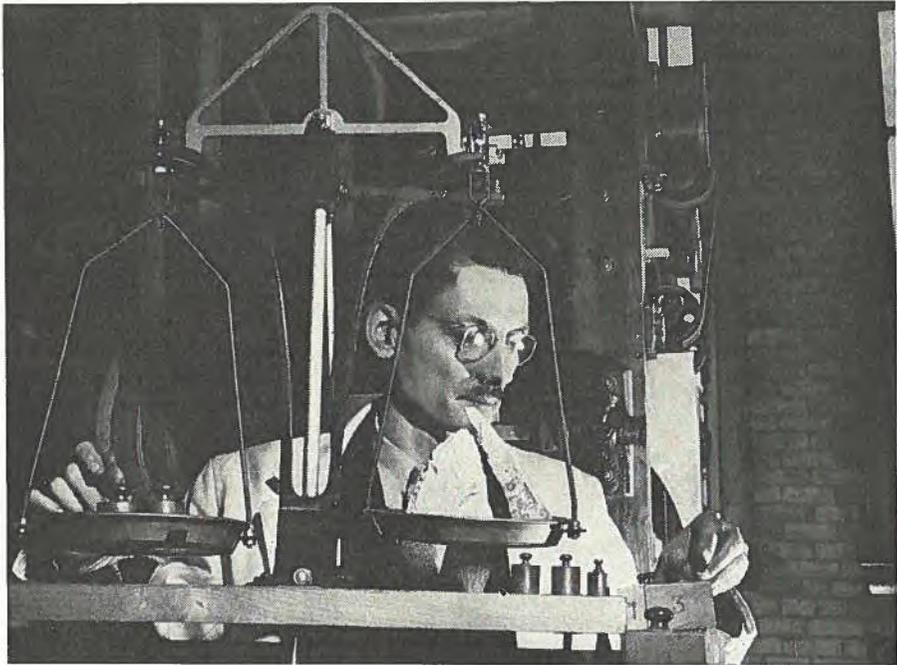
To ensure accurate measurement of electricity and gas for sale, the Gas Inspection and Electricity Inspection Acts were passed in 1873 and 1896 respectively, when use of these two forms of power assumed real and growing importance. The basic responsibility in both fields is the periodic inspection of metering equipment. There is, however, the equally important task of seeing that meters are of an approved type before they are made in, or imported into, Canada. The growing production and use of electric power and the assured future of natural gas present increasingly complex problems in the design, approval and testing of metering equipment. These two services are operated from 21 district offices across Canada. Unlike scales, meters are not inspected at factories, but are brought to central points in each district for checking. Each meter is inspected every six years and, in addition, spot checks of installed meters are made from time to time.

Electricity and Fluid Exportation

The Branch also administers the Electricity and Fluid Exportation Act, passed in 1907, which controls the export of power by wire or pipeline. Because of oil and gas developments in Western Canada, many problems have arisen. If exports are authorized, the approval, calibration and subsequent inspection of adequate measuring devices will present new problems, in addition to those of metering for large volume domestic consumption.

In force since 1913, the Precious Metals Marking Act requires that articles of gold, silver, platinum and palladium, and articles described as containing these metals, be marked to disclose the actual metallic content. This applies to both domestic and imported articles. By inspection of quality marks and trade marks, assays for metallic content, and by constant checking of advertisements, the Branch works to protect the consumer.

Protection for the buyer is also provided under the National Trade Mark and True Labelling Act, 1949. The Act provides for the formulation of regulations which will indicate how any particular product shall be labelled. Because of the complexity and number of consumer products on the market today, a regulation involves lengthy and careful consideration. A start has been made, however, and regulations covering hosiery,



fur and fur-trimmed garments, and turpentine have been issued. Discussions on other commodities are continuously being held with trade organizations, and where overall agreement is reached, regulations will be issued.

National Trade Mark

The use of a national trade mark, "Canada Standard" or the initials "C.S.", is also provided for in the National Trade Mark and True Labelling Act, if the specifications prescribed for a certain commodity are followed by the manufacturer. Acceptance by manufacturers of these specifications is purely voluntary, but mandatory if the national mark is used.

Recognized standards are undoubtedly an aid in selling commodities. The Branch hopes that the development and use of a national mark can provide this assistance.

The Standards Laboratory is located at the National Research Council. Here reference standards are kept and their accuracy in relation to international standards maintained. Against these, local or field working standards, used by inspectors of Weights and Measures and Electricity and Gas, are checked regularly. The Laboratory approves, after extensive tests, weighing, measuring, electrical and gas measuring equipment designed for trade use in Canada, and also does test work for industry. With increasingly complex equipment being submitted for calibration and approval, the work and importance of the Standards Laboratory has increased greatly in recent years.

Export Credits Insurance Corporation

Protecting the Canadian Exporter

FUNCTION: *"To promote the revival of trade by establishing a corporation to insure against loss caused by insolvency, delays in collection, and transfer difficulties in connection with the export of Canadian-produced goods." (Preamble to the Act).*

IN 1944, with the end of the war in sight, Canada began thinking about her postwar trade future. When the materials of war no longer rolled from her expanded industrial plants, markets must be found for the products of peace. Already Canada could discern eager purchasers.

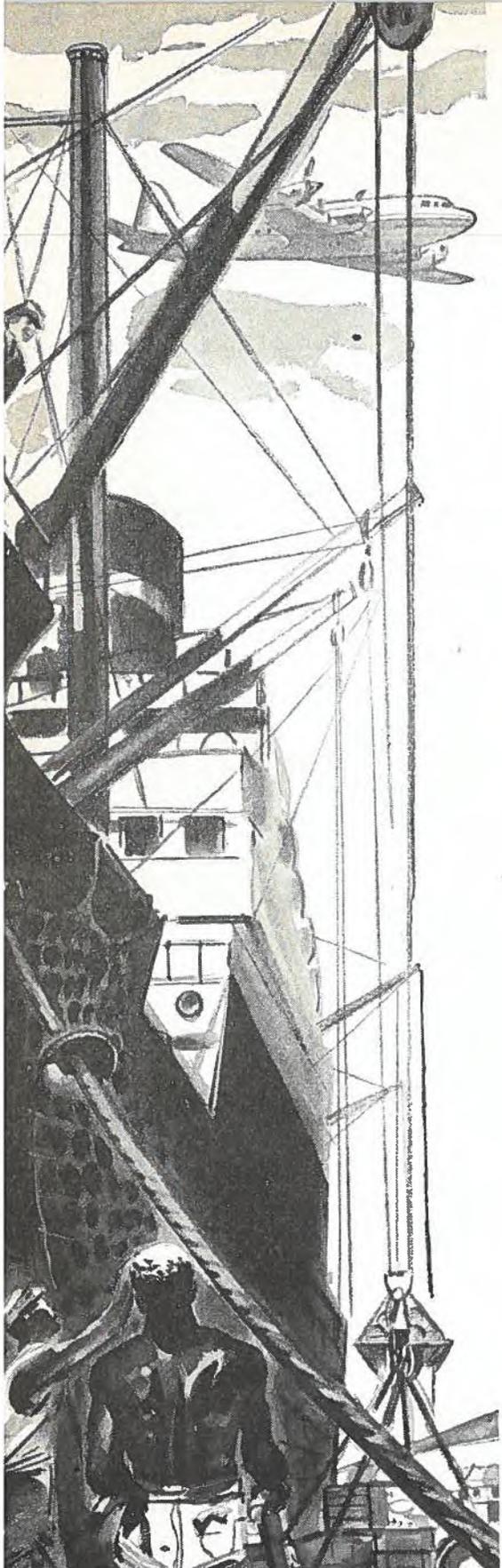
It seemed simple, but difficulties loomed large. Countries held in the iron vice of a conqueror would need time to plan their political future. Exchange restrictions, import licences, lack of credit might clog the channels of trade. If exporters were to sell in world markets and do their part in reviving trade, they would need protection.

To afford that protection, in 1944 the Government passed the Export Credits Insurance Act. Some months later, in 1945, the Export Credits Insurance Corporation began actual operations. In the six years from September 1945-December 31, 1951, it has insured exports going to over 100 countries; has issued 931 policies with a total value of \$315.7 million, and has paid claims of slightly over \$705 thousand. Year by year its business has grown (nearly \$50 million in 1951) and, by protecting the exporter against political and credit risks, it has had a direct influence on the increase in Canada's trade abroad.

During 1951, for example, the Corporation insured valuable shipments to the United Kingdom, to Argentina, to South Africa, to Brazil. But it also covered small shipments going to places like French Oceania, Cyprus, Saudi Arabia, St. Pierre & Miquelon—one indication of Canada's wide-spread markets.

Two Classes of Policy

Insurance is available under two main classifications: general commodities and capital goods. Exporters can procure coverage for general commodities under two types of policies, usually issued for one year and covering his sales to all countries. First, the *Contracts Policy*, which insures him against loss from the time he books the order until he receives payment; second, the *Shipment Policy*, which covers the exporter from



the time he ships the goods until he receives payment. The premium on this second type is somewhat lower.

Capital goods insurance is intended to protect the exporter of plant equipment, heavy machinery, etc., who often must extend credit for longer periods. The Corporation issues specific policies for transactions involving capital goods, but the same general terms and conditions apply as in the commodities policy.

Risks Covered

Main risks covered by Export Credits Insurance policies include:

1. Insolvency or protracted default on the part of the buyer.
2. Exchange restrictions in the buyer's country preventing the transfer of funds to Canada.
3. Cancellation of an import licence or the imposing of restrictions on import of goods not previously subject to restrictions.
4. The occurrence of war between the buyer's country and Canada, or of war, revolution, etc., in the buyer's country. Exchange transfer difficulties have been, in the Corporation's experience, the main source of claims, followed by overdue accounts and by insolvency. Recoveries have totalled about \$508 thousand.

Exporters are insured on a co-insurance basis up to a maximum of 85 per cent of the gross invoice value of shipments. This same co-insurance basis operates in distributing recoveries obtained after payment of a claim. The Corporation receives 85 per cent and the exporter 15 per cent of the sum.

The Corporation is administered by a Board of Directors, including the Deputy Minister of Trade and Commerce, the Deputy Minister of Finance, and the Governor of the Bank of Canada.

Industrial Development Division

Furthering Canadian Expansion

FUNCTION: *To promote the industrial development of Canada.*

IN 1946, a year after the war ended, the Industrial Development Division of the Department of Trade and Commerce was established. To it was assigned the task of co-ordinating all government activities in the field of industrial expansion. This means advising and assisting companies outside Canada planning to establish plants here, and helping Canadian firms with their expansion programs. In carrying out this assignment, the Division naturally works closely with provincial and municipal governments and with private development agencies.

Assisting Foreign Businessmen

Suppose, for example, a businessman from a foreign country is thinking of putting up a plant in Canada. He calls on officers of the Division who discuss the problem with him. They bring out data which they have gathered carefully from many sources—information on available locations, on labour supply, on sources of raw materials, power, taxation, and so on. They help him to estimate the probable Canadian demand for his product.

The second step is introducing the businessman to the people who can supply additional information and who can help him become familiar with this country.

If he decides to locate in Canada, the Division's job is still not finished. Its officers continue to act as "father and mother" to the newcomers who seek advice on patents, on excise tax and customs duties, on income tax, and on related problems.

Helping Canadian Companies

But the Division is not concerned solely with industries that wish to emigrate to Canada. It stands ready at all times to help Canadian companies. During 1951, the Division was able to assist many Canadian firms whose civilian production programs were dislocated by the defence effort. As another example, it assists manufacturers who have capacity for increased production within their present organization to find additional lines. One way of doing this is through the *Industrial Development Bulletin* which the Division issues each month. This bulletin gives information on new manufacturing opportunities and especially on foreign businesses which want to have their products made by Canadian firms for the Canadian market. Usually, these are businesses keen to sell here but not, for the moment, able to establish a branch plant. The Bulletin circulates to provincial government departments working on industrial development, to Boards of Trade and Chambers of Commerce, to Industrial Commissioners, etc., but not to individual firms.

In addition to the monthly Bulletin, the Division publishes other literature from time to time. *Expand with Canada* is designed to draw the attention of the foreign businessman who is thinking of overseas expansion to Canada and its industrial advantages. In an attractive format, it presents facts on Canada's growth and possibilities and on the

official and private agencies ready to assist new industries. The *Canadian Industrial Development Manual* gives basic information on regulations and laws affecting an industrial enterprise coming to Canada—incorporation, labour legislation and supply, export regulations, copyright, trademarks, etc. It also explains the services offered to business by the various departments of the Federal Government. A third pamphlet covers *Financing New Industry in Canada*.



The small industrialist is not forgotten. For his special benefit, the Division issues a *Small Business Manual*, packed with advice on locating a plant, on incorporation, on setting up a partnership, and even on accounting systems. This is published in both French and English.

The 1951 Record

In 1951, officers of the Division answered over 425 letters, from 37 countries, inquiring about industrial possibilities. They also interviewed some 525 persons from outside Canada interested in industrial expansion and nearly 650 Canadians seeking help with industrial problems. Altogether, during that year 95 companies either established plants in Canada or completed arrangements to do so. Fifty of these came from the United States, 25 from the United Kingdom, and the remaining 20 from Continental Europe.

Deputy Ministers of Trade and Commerce 1892 - 1952



W. G. PARMELEE
1892—1908

F. C. T. O'HARA	1908-1931
J. G. PARMELEE	1931-1940
L. D. WILGESS	1940-1942
OLIVER MASTER	(Acting) 1943-1945
M. W. MACKENZIE	1945-1951

Wm. Frederick BULL
1951—



Department of Trade and Commerce

HEAD OFFICE DIRECTORY

This directory is intended as a useful reference for the business man who wishes to consult head office personnel on particular problems. Correspondence should be addressed to the heads of branches or divisions. Local government telephone numbers follow each name. (In Ottawa dial 9, followed by the local; when calling from out of town call the Government, 2-8211, and ask for the local only.)

	Gov.	Local
<i>Minister:</i> The Rt. Hon. C. D. Howe, P.C., M.P.		3693
<i>Parliamentary Assistant:</i> G. J. McIlraith, M.P.		7042
<i>Deputy Minister:</i> Wm. Frederick Bull	6748-2326	
Executive Assistant: H. A. Gilbert		2380
Trade Policy Adviser: H. R. Kemp		5151
<i>Associate Deputy Minister:</i> M. W. Sharp	2888-5838	
Economic Adviser: O. J. Firestone		4176
<i>Assistant Deputy Minister:</i> Oliver Master		2421
Comptroller-Secretary: Finlay Sim		2262

ECONOMICS DIVISION

No. 2 Building, 70 Lyon St.

<i>Director:</i> V. J. Macklin	5658
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TRADE COMMISSIONER SERVICE

No. 2 Building, 70 Lyon St.

<i>Director:</i> G. R. Heasman	2530
Assistant Director: H. W. Cheney	3058
Assistant Director: L. H. Ausman	6800
<i>Area Trade Officers</i>	
Asia and Middle East: R. K. Thomson	8286
Commonwealth: A. B. Brodie	2144
Europe: K. Nyenhuis	5040
Latin America: A. Savard	7641

Western Representative: L. M. Cosgrave, 355 Burrard St., Vancouver.

Newfoundland Representative: Stott Bldg., St. John's, Newfoundland.

COMMODITIES BRANCH

No. 1 Building, 375 Wellington St.

<i>Director:</i> Denis Harvey	5417
Administrative Assistant: J. G. MacKinnon	6905

Export Division

<i>Director:</i> H. B. Scully (Acting)	6519
B.W.I. Trade Liberalization Plan: J. G. MacKinnon	6905-5670
Token Shipments to United Kingdom: A. E. Fortington	5680

Import Division

<i>Director:</i> C. F. McGinnis	7163
Export Controls in Other Countries: W. G. Hopkins	6552

Transportation and Communications Division

<i>Director:</i> G. S. Hall	6236
Traffic Section: J. H. Longfellow	7835

Export and Import Permit Division

Chief: T. G. Hills	3640
<i>Processing Officers:</i>	
Food, Steel, Non-Ferrous Metals, all Strategic Materials:	
S. C. Cooke	6976
Textiles, Lumber and Products: K. A. Peaker	5508
Chemicals, Leather, Automobiles and Trucks and Parts: D. Alger	6963

Commodity Sections

(Export and Import)

Automotive, Agricultural and Construction Equipment	
Chief: H. B. Scully	6519
Automotive and Self-Propelled Construction Equipment:	
H. B. Scully	6519
Agricultural Machinery and Implements: G. C. Clarke	3873
Chemicals, Oils and Minerals	
Chief: S. G. Barkley	7601
Chemicals and Allied Products: S. G. Barkley	7601
Oils and Fats: R. T. Elworthy	5177
Non-metallic Minerals: E. J. Bonkoff	5823
General Products	
Chief: W. H. Grant	3209
Toys, Recreational Products, Musical Instruments: P. G. Jones ..	4160
Office, Hospital, Radio and Store Equipment: D. G. W. Douglas ..	6197
Handicrafts, Photographic Equipment, General Manufactured	
Products: P. E. Jensen	5337
Plumbing, Heating and Hardware Products: G. W. Rahm	6958
Imported Foods	
E. B. Paget	4161
Machinery and Metals	
Chief: E. C. Thorne	4082
Machinery: E. C. Thorne	4082
Industrial, Electrical and Electronic Equipment: E. C. Thorne ..	4082
Miscellaneous Capital Goods: J. D. Moorman	7546
Textiles, Leather and Rubber	
Chief: G. R. Poley	3004
Fabrics: G. R. Poley	3004
Wearing Apparel: E. G. Gerridzen	5378
Fibres and Products: A. C. Fairweather	7815
Leather and Rubber Products: F. T. Carten	4963
Wood and Wood Products	
Chief: G. H. Rochester	4447
Lumber and Products: G. H. Rochester	4447
Lumber and Manufactured Wood Products: J. C. Dunn	4863
Logs and Lumber Products: R. Bonnar	5127
Paper: E. Clarke	6974
Pulp: M. N. Murphy	5811

Export and Import Directories

Chief: G. L. Tighe	6681
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AGRICULTURE AND FISHERIES BRANCH

No. 1 Building, 375 Wellington St.

Director: G. R. Paterson	4301
Wheat and Grain Division: G. N. Vogel, Assistant Director	5830
Animal Products: A. J. Stanton	5859
Dairy and Poultry Products: K. L. Melvin	3172
Fish and Fish Products: T. R. Kinsella	7385
Livestock: K. L. Melvin	3172
Plants and Plant Products: G. F. Clingan	7523
	697

INTERNATIONAL TRADE RELATIONS BRANCH

No. 2 Building, 70 Lyon St.

<i>Director:</i> C. M. Isbister	4042
Treaty Research	
<i>Chief:</i> A. L. Neal	7696
Foreign Tariffs Division	
<i>Director:</i> B. G. Barrow	2250
Assistant: H. V. Jarrett	5642
Australia, New Zealand, South Africa: E. J. McMeekin	5642
Europe: F. P. Weiser	5642
Latin America, France, Spain, Portugal: A. M. Baldwin	5642
United Kingdom, British West Indies, Asia: Miss H. K. Potter ..	2250
United States: B. S. Shapiro	8469
Foreign Tariff Adviser: G. C. Cowper	2250
Commercial Relations	
R. B. Nickson	8469
M. Schwarzmann	7594

INFORMATION BRANCH

No. 2 Building, 70 Lyon St.

<i>Director:</i> H. Leslie Brown	2479-6394
Assistant <i>Director:</i> J. Fergus Grant	2186
Editor: Foreign Trade and Commerce Exterior:	
Miss O. Mary Hill	6588
Advertising: Roy A. Abrahamson	6435

TRANSLATION BRANCH

No. 2 Building, 70 Lyon St.

<i>Chief:</i> J. C. Letellier de St-Just	2760
Miss M. J. Bourque	2760
M. Roy	2760

CANADIAN GOVERNMENT EXHIBITION COMMISSION

479 Bank St.

<i>Director:</i> Glen Bannerman	3558
Assistant <i>Director:</i> F. P. Cosgrove	7818

INDUSTRIAL DEVELOPMENT DIVISION

No. 2 Building, 70 Lyon St.

<i>Director:</i> G. D. Mallory	3819
Assistant <i>Director:</i> B. R. Hayden	7886
Technical Officer: W. J. Moloughney	5909

EXPORT CREDITS INSURANCE CORPORATION

Birks Bldg., 107 Sparks St.

<i>General Manager:</i> H. T. Aitken	2-4828
Chief Credit Officer: A. W. Thomas	2-4828
Secretary: T. Chase-Casgrain	2-4828

DOMINION BUREAU OF STATISTICS

Green Island, Sussex St.

<i>Dominion Statistician:</i> Herbert Marshall	6371-2529
Assistant Dominion Statistician: J. T. Marshall	7695
Agriculture Division	
Director: C. V. Parker	4774
Census Division	
Director: O. A. Lemieux	2088
Education and Information Services Division	
Canada Year Book and Canada Hand Book	
Director: J. E. Robbins	5933-7544
Health and Welfare Division	
Director: F. F. Harris	6651
Industry and Merchandising Division	
Director: W. H. Losee	2125
International Trade Division	
Director: C. D. Blyth	2-6494-L449
Labour and Prices Division	
Director: H. F. Greenway	7424
Public Finance and Transportation Division	
Director: J. H. Lowther	5396
Research and Development Division	
Director: S. A. Goldberg	3071
Special Surveys Division	
Director: A. B. McMorran	5570

STANDARDS BRANCH

West Block, Wellington St.

<i>Director:</i> R. W. MacLean	2132
Assistant Director (Electricity and Gas): E. F. Power	2956
Assistant Director (Weights and Measures): C. S. Phillips	2000
Assistant Director (Precious Metals Markings): W. L. Berry	7075

INTERNATIONAL ECONOMIC AND TECHNICAL CO-OPERATION DIVISION ("COLOMBO PLAN")

No. 2 Building, 70 Lyon St.

<i>Administrator:</i> Nik Cavell	8495
Assistant Administrator: R. W. Rosenthal	8429
Technical Co-operation Service	
Chief: J. A. Macdonald	5542
Assistant Chief: J. T. Hobart	6030

Personnel Note

First staff records for the Department of Trade and Commerce (1893-94) showed four employees—a Deputy Minister, two second-class clerks and one third-class clerk. Provision was also made for the employing of one private secretary and one messenger, but according to the records they were never hired.

Foreign Trade Service Abroad

† Indicates a change since previous publication.

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

TERRITORY	OFFICER	CITY ADDRESS	MAIL AND CABLE ADDRESSES
Argentina Paraguay, Uruguay	C. S. Bissett, Commercial Secretary	Canadian Embassy, Bartolome Mitre 478, BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
	W. B. McCullough, Agricultural Secretary	Canadian Embassy, Bartolome Mitre 478, BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Australia Capital Territory, New South Wales, Queensland, Northern Territory, Dependencies	C. M. Croft, Commercial Counsellor for Canada	City Mutual Life Building, 60 Hunter Street, SYDNEY	<i>Mail:</i> P.O. Box 3952 G.P.O. <i>Cable:</i> CANADIAN
	R. W. Blake, Acting Commercial Secretary for Canada	83 William Street, MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Australia Victoria, South Australia, Western Australia, Tasmania Australia	R. W. Blake, Agricultural Secretary for Canada	83 William Street, MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Belgian Congo Angola, French Equatorial Africa	W. Gibson-Smith, Canadian Government Trade Commissioner	Forescom Building, LEOPOLDVILLE	<i>Mail:</i> Boîte Postale 373 <i>Cable:</i> CANADIAN
Belgium Luxembourg	Acting Commercial Secretary	Canadian Embassy, 35 rue de la Science, BRUSSELS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Brazil	C. R. Gallow, Commercial Secretary	Canadian Embassy, Edificio Metropole, Av. Presidente Wilson 165, RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164 <i>Cable:</i> CANADIAN
Brazil	C. J. Van Tighem, Consul of Canada and Trade Commissioner	Canadian Consulate, Edificio Alois, Rua 7 de Abril 252, SAO PAULO	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN
Ceylon	Paul Sykes, Canadian Government Trade Commissioner	Galle Face Hotel, COLOMBO	<i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN
Chile	M. R. M. Dale, Commercial Secretary	Canadian Embassy, Bank of London and South America Building, SANTIAGO	<i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN
Colombia Ecuador	W. J. Millyard, Canadian Government Trade Commissioner	Calle 19, No. 6-39 BOGOTA	<i>Mail:</i> Apartado 1618 <i>Airmail:</i> Apartado Aereo 3562 <i>Cable:</i> CANADIAN
Cuba Dominican Republic, Haiti, Puerto Rico	A. W. Evans, Commercial Secretary	Canadian Embassy, Avenida de las Misiones 17, HAVANA	<i>Mail:</i> Apartado 1945 <i>Cable:</i> CANADIAN
Egypt Aden, Anglo-Egyptian Sudan, Cyprus, Ethiopia, Hashemite Kingdom of the Jordan, Iraq, Lebanon, Saudi Arabia, Syria	Acting Canadian Government Trade Commissioner	Osiris Building, Sharia Walda, Kasr-el-Doubara, CAIRO	<i>Mail:</i> P.O. Box 1770 <i>Cable:</i> CANADIAN
	J. P. Manion, Commercial Counsellor for Canada	3 rue Scribe, PARIS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
France Algeria, French Morocco, French West Africa, Tunisia France	J. H. Tremblay, Agricultural Secretary for Canada	3 rue Scribe, PARIS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Germany Federal Republic	B. A. Macdonald, Commercial Counsellor	Canadian Embassy, 22 Zitellmannstrasse, BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN

TERRITORY	OFFICER	CITY ADDRESS	MAIL AND CABLE ADDRESSES
Germany	Wm. Van Vliet, Agricultural Secretary	Canadian Embassy, 22 Zitelmannstrasse, BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Greece Israel	T. J. Monty, Commercial Secretary	Canadian Embassy, 31 Vassilissis Sophias Ave., ATHENS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	J. C. Depocas, Canadian Government Trade Commissioner	28, 5a Avenida Sud, GUATEMALA CITY	<i>Mail:</i> P.O. Box 400 <i>Cable:</i> CANADIAN
Hong Kong French Indo-China, South China, Macau, Taiwan	T. R. G. Fletcher, Canadian Government Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg., HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN
India	Richard Grew, Commercial Counsellor	Office of the High Commissioner for Canada, 4 Aurangzeb Road, NEW DELHI	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN
India Burma	B. I. Rankin, Commercial Secretary for Canada	Gresham Assurance House, Mint Road, BOMBAY	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN
Ireland	H. L. E. Priestman, Commercial Secretary for Canada	66 Upper O'Connell St., DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Italy Libya, Malta, Yugoslavia	S. G. MacDonald, Commercial Secretary	Canadian Embassy, Via Saverio Mercadante 15, ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Jamaica Bahamas, British Honduras Jamaica	M. B. Palmer, Canadian Government Trade Commissioner E. M. Gosse, Canadian Trade Commissioner (Fisheries)	Canadian Bank of Commerce Chambers, KINGSTON Canadian Bank of Commerce Chambers, KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN
Japan Korea	J. C. Britton, Commercial Secretary	Canadian Embassy TOKYO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Mexico	M. T. Stewart, Commercial Secretary	Canadian Embassy, Edificio Internacional, Paseo de la Reforma, MEXICO, D.F.	<i>Mail:</i> Apartado 126-Bis <i>Cable:</i> CANADIAN
Netherlands	J. A. Langley, Commercial Counsellor	Canadian Embassy, Sophialaan 1-A, THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Netherlands Belgium, Denmark, Luxembourg	Acting Agricultural Secretary	Canadian Embassy, Sophialaan 1-A, THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
New Zealand Fiji, Western Samoa	P. V. McLane, Commercial Secretary	Office of the High Commissioner for Canada, Government Life Insurance Bldg., WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN
Norway Denmark, Greenland	J. L. Mutter, Commercial Secretary	Canadian Legation, Fridtjof Nansens Plass 5, OSLO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Pakistan Afghanistan, Iran	A. P. Bissonnet, Commercial Secretary	Office of the High Commissioner for Canada, Hotel Metropole, Victoria Rd., KARACHI	<i>Mail:</i> P.O. Box 531 <i>Cable:</i> CANADIAN
Peru Bolivia	Acting Commercial Secretary	Canadian Embassy, Edificio Boza, Carabaya 831, Plaza San Martin, LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN

TERRITORY	OFFICER	CITY ADDRESS	MAIL AND CABLE ADDRESSES
Philippines	F. H. Palmer, Consul General of Canada and Trade Commissioner	Tuason Building, 8-12 Escolta, Binondo, MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN
Portugal Azores, Madeira	L. S. Glass, Commercial Counsellor	Canadian Legation, Rua Rodrigo da Fonseca 103, LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Puerto Rico	E. Templeman, Canadian Trade Commissioner (Fisheries)	23 Clinica Miramar Apt., 604 Olimpo Avenue, Santurce, SAN JUAN	<i>Mail:</i> P.O. Box 3981 <i>Cable:</i> CANADIAN
Singapore Brunei, Federation of Malaya, Indonesia, North Borneo, Sarawak, Thailand	D. S. Armstrong, Canadian Government Trade Commissioner	Room D-5, Union Building, SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN
South Africa Natal, Transvaal, Southern Rhodesia, Northern Rhodesia, Nyasaland, Portuguese East Africa, Kenya, Tanganyika, Uganda, Zanzibar	C. B. Birkett, Canadian Government Trade Commissioner	Mutual Building, Harrison Street, JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANTRACOM
South Africa Cape Province, Orange Free State, South- West Africa, Mauritius, Madagascar	K. F. Noble, Canadian Government Trade Commissioner	Grand Parade Centre Bldg., Adderley Street, CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANTRACOM
Spain Balearic Islands, Canary Islands, Gibraltar, Rio de Oro, Spanish Morocco, Tangiers	E. H. Maguire, Canadian Government Trade Commissioner	70 Avenida Jose Antonio, MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN
Sweden Finland	Acting Commercial Secretary	Canadian Legation, Strändvägen, 7-C, STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN
Switzerland Austria, Czechoslovakia, Hungary	Yves Lamontagne, Commercial Counsellor	Canadian Legation, Thunstrasse 95, BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN
Trinidad Barbados, Windward and Leeward Islands, British Guiana, Dutch Guiana, French Guiana, French West Indies	T. G. Major, Canadian Government Trade Commissioner	43 St. Vincent Street, PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN
Turkey	G. F. G. Hughes, Commercial Secretary for Canada	Istiklal Caddesi, Lion Magazasi Yaninda, Kismet Han 3/4, Beyoglu, ISTANBUL	<i>Mail:</i> P.O. Box 2220, Beyoglu, Istanbul <i>Cable:</i> CANADIAN
United Kingdom South of England, East Anglia, Scotland, also Iceland, British West Africa (Gambia Gold Coast, Nigeria, Sierra Leone) United Kingdom	R. P. Bower, Commercial Counsellor R. Campbell Smith, Commercial Secretary D. A. B. Marshall, Commercial Secretary (Agricultural)	Office of the High Commissioner for Canada, Canada House, Trafalgar Square, LONDON, S.W.1. Office of the High Commissioner for Canada, Canada House, Trafalgar Square, LONDON, S.W.1.	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING <i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING

TERRITORY	OFFICER	CITY ADDRESS	MAIL AND CABLE ADDRESSES
United Kingdom	R. D. Roe, Commercial Secretary (Timber)	Office of the High Commissioner for Canada, Canada House, Trafalgar Square, LONDON, S.W. 1.	<i>Mail: (City Address)</i> <i>Cable: TIMCOM</i>
United Kingdom Midlands, North England, Wales	M. J. Vechsler, Canadian Government Trade Commissioner	Martins Bank Building, Water Street, LIVERPOOL	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United Kingdom Northern Ireland	H. L. E. Priestman, Canadian Government Trade Commissioner	36 Victoria Square, BELFAST	<i>Mail: (City Address)</i>
United States Delaware, Maryland, Virginia, West Virginia	J. H. English, Commercial Counsellor	Canadian Embassy, 1746 Massachusetts Ave., N.W., WASHINGTON, D.C.	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States	Dr. W. C. Hopper, Agricultural Counsellor	Canadian Embassy, 1746 Massachusetts Ave., N.W., WASHINGTON D.C., Canadian Consulate General, 620 Fifth Ave., NEW YORK CITY	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States Connecticut, New Jersey, Pennsylvania, eastern New York State, also Bermuda	A. E. Bryan, Deputy Consul General of Canada and Trade Commissioner	Canadian Consulate General, 620 Fifth Ave., NEW YORK CITY	<i>Mail: (City Address)</i> <i>Cable: CANTRACOM</i>
United States	M. B. Bursley, Consul of Canada and Trade Commissioner (Fisheries)	Canadian Consulate General, 620 Fifth Ave., NEW YORK CITY	<i>Mail: (City Address)</i> <i>Cable: CANTRACOM</i>
United States Massachusetts, Maine, Rhode Island, Vermont, New Hampshire	J. A. Strong, Consul General of Canada	Canadian Consulate General, 532 Little Building, 80 Boylston Street, BOSTON 16	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri	D. S. Cole, Consul General of Canada	Canadian Consulate General, Chicago Daily News Bldg., 400 West Madison Street, CHICAGO	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States Michigan, Ohio, west- ern New York State	B. C. Butler, Consul of Canada and Trade Commissioner	Canadian Consulate, 1035 Penobscot Building, DETROIT, 26	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States City of Los Angeles, Southern California, Arizona	V. E. Duclos, Canadian Government Trade Commissioner	510 West Sixth Street, LOS ANGELES	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida	G. A. Newman, Consul of Canada and Trade Commissioner	Canadian Consulate, 201 International Trade Mart, NEW ORLEANS	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
United States Northern California, Montana, Oregon, Idaho, Washington, Wyoming, Nevada, Utah, Colorado, New Mexico, also Hawaii	Acting Consul General of Canada	Canadian Consulate General, 3rd Floor, Kohl Building, 400 Montgomery Street, SAN FRANCISCO	<i>Mail: (City Address)</i> <i>Cable: CANADIAN</i>
Venezuela Netherlands Antilles	J. A. Stiles, Consul of Canada and Trade Commissioner	Canadian Consulate General, Edificio Pan American, Puente Urupal, CARACAS	<i>Mail: Apartado 3306</i> <i>Cable: CANADIAN</i>
Venezuela Colombia.	Vice-Consul of Canada and Acting Agricultural Trade Commissioner	Canadian Consulate General, Edificio Pan American, Puente Urupal, CARACAS	<i>Mail: Apartado 3306</i> <i>Cable: CANADIAN</i>

Foreign Trade Service Abroad

As a supplement to the Foreign Trade Service Abroad Directory, we are listing below, alphabetically, the countries included in the territories of the 49 Canadian Trade Commissioner offices abroad, and the post responsible for development of commercial relations in each.

Country	Post Responsible	Country	Post Responsible
Aden	Cairo, Egypt	Ireland (Republic)	Dublin
Afghanistan	Karachi, Pakistan	Israel	Athens, Greece
Algeria	Paris, France	Italy	Rome
Anglo-Egyptian		Jamaica	Kingston
Sudan	Cairo, Egypt	Japan	Tokyo
Angola	Leopoldville, Belgian Congo	Kenya	Johannesburg, S. Africa
Argentina	Buenos Aires	Korea	Tokyo, Japan
Australia	Sydney & Melbourne	Lebanon	Cairo, Egypt
Austria	Berne, Switzerland	Leeward Islands	Port-of-Spain, Trinidad
Azores	Lisbon, Portugal	Libya	Rome, Italy
Bahamas	Kingston, Jamaica	Luxembourg	Brussels, Belgium
Baleaic Islands	Madrid, Spain	Madagascar	Cape Town, S. Africa
Barbados	Port-of-Spain, Trinidad	Madeira	Lisbon, Portugal
Belgian Congo	Leopoldville	Malta	Rome, Italy
Belgium	Brussels	Mauritius	Cape Town, S. Africa
Bermuda	New York, U.S.A.	Mexico	Mexico City
Bolivia	Lima, Peru	Mozambique	Johannesburg, S. Africa
Brazil	Rio de Janeiro & São Paulo	Netherlands	The Hague
British Guiana	Port-of-Spain, Trinidad	Netherlands Guiana	Port-of-Spain, Trinidad
British Honduras	Kingston, Jamaica	Netherlands Antilles	Caracas, Venezuela
Brunei	Singapore	New Zealand	Wellington
Burma	Bombay, India	Nicaragua	Guatemala City
Canal Zone	Guatemala City	Nigeria	London, England
Canary Islands	Madrid, Spain	North Borneo	Singapore
Ceylon	Colombo	Northern Ireland	Belfast
Chile	Santiago	Northern Rhodesia	Johannesburg, S. Africa
Colombia	Bogotá	Norway	Oslo
Costa Rica	Guatemala City	Nyasaland	Johannesburg, S. Africa
Cuba	Havana	Pakistan	Karachi
Cyprus	Cairo, Egypt	Panama	Guatemala City
Czechoslovakia	Berne, Switzerland	Paraguay	Buenos Aires, Argentina
Denmark	Oslo, Norway	Peru	Lima
Dominican Republic	Havana, Cuba	Philippine Islands	Manila
Dutch Guiana	Port-of-Spain, Trinidad	Portugal	Lisbon
Ecuador	Bogotá, Colombia	Portuguese E. Africa	Johannesburg, S. Africa
Egypt	Cairo	Puerto Rico	Havana, Cuba
El Salvador	Guatemala City	Rio de Oro	Madrid, Spain
England	London & Liverpool	Sarawak	Singapore
Ethiopia	Cairo, Egypt	Saudi Arabia	Cairo, Egypt
Falkland Islands	Buenos Aires, Argentina	Scotland	London, England
Federat'n of Malaya	Singapore	Sierra Leone	London, England
Fiji	Wellington, New Zealand	Singapore	Singapore
Finland	Stockholm, Sweden	South Africa	Johannesburg & Cape Town
Formosa (Taiwan)	Hong Kong	South China	Hong Kong
France	Paris	South-West Africa	Cape Town, S. Africa
French Eq. Africa	Leopoldville, Belgian Congo	Southern Rhodesia	Johannesburg, S. Africa
French Guiana	Port-of-Spain, Trinidad	Spain	Madrid
French Morocco	Paris, France	Spanish Morocco	Madrid, Spain
French West Indies	Port-of-Spain, Trinidad	Sudan	Cairo, Egypt
Gambia	London, England	Sweden	Stockholm
Germany	Bonn	Switzerland	Berne
Gibraltar	Madrid, Spain	Syria	Cairo, Egypt
Gold Coast	London, England	Tanganyika	Johannesburg, S. Africa
Greece	Athens	Tangier	Madrid, Spain
Greenland	Oslo, Norway	Tasmania	Melbourne, Australia
Guatemala	Guatemala City	Thailand (Siam)	Singapore
Haiti	Havana, Cuba	Trinidad	Port-of-Spain
Hashemite Kingdom		Tunisia	Paris, France
of the Jordan	Cairo, Egypt	Turkey	Istanbul
Hawaii	San Francisco, U.S.A.	Uganda	Johannesburg, S. Africa
Honduras	Guatemala City	United States	Washington, New York, Boston, Detroit, Chicago, Los Angeles, San Francisco.
Hong Kong	Hong Kong	United Kingdom	London & Liverpool
Hungary	Berne, Switzerland	Uruguay	Buenos Aires, Argentina
Iceland	London, England	Venezuela	Caracas
India	New Delhi & Bombay	Wales	Liverpool, England
Indo-China	Hong Kong	Western Samoa	Wellington, New Zealand
Indonesia	Singapore	Windward Islands	Port-of-Spain, Trinidad
Iran (Persia)	Karachi, Pakistan	Yugoslavia	Rome, Italy
Iraq	Cairo, Egypt		