

foreign trade

Established in 1904

OTTAWA, MARCH 14, 1959

Vol. 111, No. 6

COVER

The graph on the cover introduces our annual review of Canadian foreign trade, prepared by the Dominion Bureau of Statistics. It illustrates graphically the stability of our export trade in the past three years and the small decline in imports last year. For the full 1958 trade story, see pages 2 to 8.



CANADA

2 Canada's Trade in 1958 . . . many tables and a minimum of text explain what we traded, in what markets, last year—and point up trade trends.

8 West Germany Buys Poultry . . . and many foreign producers cater to this growing appetite. Here is a "how to" report for potential Canadian suppliers.

12 Selling Sports Goods in Europe . . . a Canadian businessman's experience proves the value of personal selling in a highly competitive market.

18 Argentine Agriculture: Production and Markets . . . a close look at the most vital contributor to Argentine export trade and at its current problems.

21 The British Are Eating Better . . . a recent study has disclosed that staples like bread, jam and potatoes are giving ground to other foods as British diet changes.

11 Trade Commissioners at Work

24 Northern Ireland Attracts Industry

25 New Zealand's Butter Exports

36 Assistant Trade Commissioners Posted

22 Commodity Notes

15 Fairs and Exhibitions

34 Foreign Exchange Rates

26 General Notes

29 Head Office Directory

27 Trade Commissioners on Tour

27 Tours of Territory

28 Trade and Tariff Regulations

Published fortnightly by the Department of Trade and Commerce.

The Hon. GORDON CHURCHILL, Minister, JOHN H. ENGLISH, Deputy Minister.

Please forward all orders to: Queen's Printer, Government Printing Bureau, Ottawa.

Price: \$2.00 a year in Canada; \$5.00 abroad. Single copies: 20 cents each.

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

Statistics tell the story of

Canada's Trade in 1958

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

CANADIAN trade in recent years has largely reflected the development of the domestic economy. Consequently, it increased very rapidly in 1955 and 1956, declined slightly in 1957 and again, to a somewhat greater extent, in 1958. The value of total exports (domestic exports plus re-exports) in 1958 was virtually unchanged, but imports declined in value by almost 8 per cent and total trade was thus reduced by about 4 per cent. The import balance—a record \$842 million in 1956—declined to \$267 million in 1958. Export and import prices fell last year, but both by less than 1 per cent. There was therefore little change in either the volume or the terms of trade.

Significant Factors

A marked development of Canadian natural resources and basic industry took place in 1955 and 1956 and imports rose sharply to supply the equipment for expansion and to supplement scarce domestic resources. At the same time, the resource development was reflected in a higher volume of exports that included, for example, increasingly

significant quantities of iron ore, uranium and petroleum. In 1957, as foreign markets lost some of their earlier buoyancy, the creation of new capacity in the resource and basic industries was reduced and imports, especially in the iron and steel group, also levelled off. Exports, as a result of mixed changes in the main groups, actually increased somewhat in 1957. In 1958 the gross national product was little changed in volume. The liquidation of business inventories and the reduction of business outlays for plant and equipment were major factors in holding the gross national product close to its former figure. The reduction in imports was therefore again most marked among iron and steel goods. The relative stability of exports was the most significant feature of Canadian trade in 1958 and the maintenance of a high level was due largely to very considerable increases in a limited number of commodities—notably uranium, aircraft, wheat, and beef cattle.

Fourth among World Traders

On the basis of preliminary figures, Canada ranked fourth among the leading trading countries

of the world in 1958, surpassed only by the United States, the United Kingdom and the Federal Republic of Germany, and followed closely by France. The principal changes in the direction of Canadian trade as between 1957 and 1958 were a decline in the proportion of exports going to and imports coming from the United States, an increase in the proportionate share of the United Kingdom in both export and import totals, a significant rise in the proportion of Canadian exports shipped to Commonwealth countries other than the United Kingdom, and a decline in the proportion of exports marketed in Latin America. There was relatively little change in the proportion of exports shipped to Europe, but the share of total imports coming from Europe increased somewhat. The proportion of total exports going to the residual group of "other foreign countries" declined as their share in the import total increased.

Detailed statistics on the value, direction and commodity composition of Canadian trade, plus some comment on the statistics themselves, are given in the following pages. ●

Summary Statistics of Canadian Trade

	Calendar Years					Change	
	1954	1955	1956	1957	1958	from 1956-1957	from 1957-1958
Value of Trade							
						\$'000,000	%
Total exports	3,947	4,351	4,863	4,934	4,929	+1.5	-0.1
Imports	4,093	4,712	5,705	5,623	5,196 ¹	-1.4	-7.6
Total trade	8,040	9,064	10,569	10,558	10,125 ¹	-0.1	-4.1
Trade balance	-146	-361	-842	-689	-267 ¹		
Price Indexes							
						1948=100	
Exports	115.1	117.7	121.4	121.3	120.6 ¹	-0.1	-0.6
Imports	109.5	110.5	113.0	116.6	116.5 ²	+3.2	-0.1
Terms of trade	105.1	106.5	107.4	104.0	103.5 ²	-3.2	-0.5
Constant Dollar Values							
						\$'000,000 of 1948	
Total exports	3,432	3,701	4,010	4,071	4,090	+1.5	+0.5
Imports	3,738	4,265	5,049	4,823	4,460 ²	-4.5	-7.5
Total trade	7,170	7,965	9,059	8,894	8,550 ²	-1.8	-3.9

¹Preliminary.

²Estimated.

Direction of Canadian Trade

	1956	1957	1958	1956	1957	1958
	Value in \$'000,000			% of total		
Total Exports to						
United States	2,879	2,942	2,915	59.2	59.6	59.1
United Kingdom	818	743	781	16.8	15.0	15.9
Other Commonwealth and Ireland	255	245	294	5.2	5.0	6.0
Other Europe	531	555	574	10.9	11.3	11.6
Latin America	177	227	182	3.7	4.6	3.7
Others	202	223	183	4.2	4.5	3.7
Total Imports from						
United States	4,162	3,999	2,986 ¹	73.0	71.1	69.3 ¹
United Kingdom	485	522	437 ¹	8.5	9.3	10.1 ¹
Other Commonwealth and Ireland	222	240	177 ¹	3.9	4.3	4.1 ¹
Other Europe	297	313	258 ¹	5.2	5.5	6.0 ¹
Latin America	362	380	289 ¹	6.3	6.8	6.7 ¹
Others	179	170	164 ¹	3.1	3.0	3.8 ¹

¹January to October 1958 only.

Leading Countries in Canada's Trade

Domestic Exports				Imports			
Country	Calendar Year			Country	January to October		
	1956	1957	1958		1956	1957	1958
	\$'000,000				\$'000,000		
United States	2,819	2,869	2,828	United States	3,493	3,422	2,986
United Kingdom	813	738	776	United Kingdom	407	436	437
Germany, Federal Republic	134	152	202	Venezuela	168	213	176
Japan	128	139	105	Germany, Federal Republic	73	80	86
India	26	29	79	Japan	51	50	55
Netherlands	55	70	75	Arabia	18	23	55
Belgium and Luxembourg	58	60	70	France	27	31	31
Norway	58	56	56	Netherlands Antilles	31	32	30
Australia	48	49	53	Belgium and Luxembourg	44	39	27
Union of South Africa	65	48	50	Jamaica	21	36	27
France	53	58	45	Italy	19	26	26
Venezuela	34	40	44	Australia	20	23	26

MARCH 14, 1959

Canadian Trade, 1957 and 1958

Selected Commodities and Totals

Domestic Exports

With All Countries

The importance of increases in exports of uranium, wheat, aircraft and beef cattle in maintaining a high export total may be seen from the fact that their aggregate *increase* of \$326 million was almost 7 per cent of the export total. It is worth noting that special shipments to India, Pakistan, the Soviet Union and China accounted for some 14 per cent, by value, of the wheat exports and that both aircraft and cattle exports tend to move irregularly from year to year. As was to be expected in face of the recession in the United States, exports of forest products (with the exception of planks and boards) and of most minerals declined. Newsprint paper was again the leading commodity export in 1958.

Commodity	Calendar Year	
	1957	1958
	\$'000	
Newsprint paper	715,490	690,2
Wheat	380,415	446,0
Planks and boards	281,681	292,0
Wood pulp	292,406	285,4
Uranium ores and concentrates	127,935	276,5
Aluminum, prim. and semi-fab.	229,386	222,4
Nickel, prim. and semi-fab.	248,253	212,5
Copper, prim. and semi-fab.	162,109	137,1
Aircraft and parts	39,910	109,2
Iron ore	152,281	107,6
Farm implements and machinery	67,339	93,8
Asbestos, unmanufactured	107,058	90,7
Cattle, chiefly for beef	41,678	84,1
Barley	67,522	78,1
Petroleum, crude and partly refined	140,975	73,0
Fish, fresh and frozen	63,186	70,8
Whisky	66,994	70,2
Wheat flour	61,175	69,3
Zinc, prim. and semi-fab.	64,921	55,3
Non-farm machinery	57,177	46,8
Total, including all commodities	4,839,094	4,826,5

Domestic Exports

Commodity	Calendar Year	
	1957	1958
	\$'000	
Newsprint paper	610,290	590,167
Uranium ores and concentrates	127,934	262,675
Wood pulp	235,258	239,874
Planks and boards	204,976	227,436
Iron ore	110,180	77,749
Nickel, prim. and semi-fab.	152,871	103,766
Aluminum, prim. and semi-fab.	100,901	97,768
Farm implements and machinery	57,650	87,118
Cattle, chiefly for beef	41,609	84,033
Petroleum, crude and partly refined	140,672	73,044
Fish, fresh and frozen	62,370	69,652
Whisky	60,610	64,360
Asbestos, unmanufactured	51,023	48,426
Copper, prim. and semi-fab.	69,837	42,752
Fertilizers, chemical	38,676	39,815
Zinc, prim. and semi-fab.	41,640	36,674
Pulpwood	39,458	29,752
Non-commercial items	28,982	23,478
Beef and veal, fresh	13,083	19,933
Abrasives	30,623	19,211
Total, including all commodities	2,867,608	2,828,398

Imports

Commodity	Jan. to Sept.	
	1957	1958
	\$'000	
Non-farm machinery	440,135	343,650
Automobile parts (except engines)	193,681	169,029
Electrical apparatus, n.o.p.	157,651	141,698
Tractors and parts	105,069	86,654
Engines, internal combustion and parts	94,000	79,175
Rolling mill products	135,337	73,122
Farm implements and machinery	62,192	63,585
Aircraft and parts	60,839	56,972
Pipes, tubes and fittings	91,998	56,240
Tourist purchases	56,999	56,332
Coal, bituminous	68,875	49,738
Paperboard, paper and products	43,511	45,170
Synthetic plastics, primary	36,405	37,936
Parcels of small value	36,894	37,722
Cotton fabrics	35,855	36,724
Automobiles, passenger	40,959	35,371
Non-commercial items	35,427	31,971
Vegetables, fresh	30,725	29,597
Cotton, raw	33,876	27,118
Principal chemicals (except acids) n.o.p.	35,280	26,701
Total, including all commodities	3,096,581	2,654,578

With the United States

Canadian exports to the United States declined by about 1 per cent in 1958. Imports from the United States fell by about 11 per cent and, as a result, the Canadian import balance was greatly reduced. Exports of beef cattle and uranium both more than doubled and increased their aggregate share in exports to the United States from some 6 per cent in 1957 to about 12 per cent in 1958. Uranium became the second export commodity in 1958 and accounted for more than 9 per cent of the total. Among other leading exports, those of farm implements and machinery increased by more than 50 per cent, and those of newsprint paper (which remained the leading commodity), petroleum, nickel and copper declined by some 3 per cent, 50 per cent, 33 per cent, and 40 per cent respectively. A prolonged labour dispute contributed to the decline in exports of nickel and copper.

The importance of iron and steel products in imports from the United States is illustrated by their preponderance among the leading commodities. Non-farm machinery, the leading import, declined by 22 per cent in the first nine months of the year, and of other commodities in this group, imports of automobile parts were reduced by 13 per cent, tractors by 17 per cent, internal combustion engines by 16 per cent, rolling mill products by 46 per cent, and pipes, tubes and fittings by 37 per cent.

Canadian Trade, 1957 and 1958

Selected Commodities and Totals

Imports

Commodity	Jan. to Sept.	
	1957	1958
	\$'000	
Non-farm machinery	500,767	404,497
Petroleum, crude and partly refined	230,278	204,765
Electrical apparatus, n.o.p.	187,319	180,280
Automobile parts (except engines)	197,990	173,749
Automobiles, passenger	78,451	97,812
Engines, internal combustion and parts	108,189	96,574
Tractors and parts	110,151	91,197
Rolling mill products	179,923	87,549
Pipes, tubes and fittings	125,416	76,374
Aircraft and parts	73,308	75,611
Farm implements and machinery	63,967	65,496
Artist purchases	59,445	59,144
Coal, bituminous	68,875	49,738
Wool fabrics	50,322	48,605
Pulpboard, paper and products	45,694	48,545
Non-commercial items	57,388	44,728
Coffee, green	44,608	41,740
Mineral oils	49,662	40,876
Articles of small value	38,804	39,879
Synthetic plastics, primary	40,154	39,840
Total, including all commodities	4,300,625	3,813,088

With All Countries

On the basis of figures for the first nine months of the year, non-farm machinery, the leading category among commodity imports, declined by more than 19 per cent. In the same group, imports of rolling mill products were more than halved and those of pipes, tubes and fittings were reduced by about 40 per cent. Imports of petroleum and automobile parts also declined considerably. The most significant increase was in imports of passenger automobiles.

With the United Kingdom

Exports to the United Kingdom rose by more than 5 per cent in 1958 and imports from the United Kingdom were about 1 per cent greater than in 1957. The higher level of exports was due mainly to increases in exports of wheat, barley, canned salmon, uranium and (to a lesser extent) nickel. Exports of wheat, the leading commodity, increased by some 16 per cent, those of barley by 135 per cent, of canned salmon by 283 per cent, and of uranium from \$1,000 to \$13.5 million. The increased exports of salmon were due to a combination of an unusually high catch and the removal of British quota restrictions following the Commonwealth Conference in Montreal.

Among leading import commodities there were considerable reductions in imports of textiles; pipes, tubes and fittings; platinum metals, and non-commercial items. The reduction in the latter reflected a fall in the movement of settlers' effects and therefore the decline in the rate of immigration from the United Kingdom. A large increase—some 70 per cent in nine months—in imports of passenger automobiles and a smaller but still considerable rise in imports of aircraft were chiefly responsible for the small over-all increase, although the fact that imports of non-farm machinery, normally the leading import commodity, were relatively stable should not be overlooked. The increased imports of passenger automobiles contrasted with the decline in imports from the United States and the reduction in sales of Canadian-made cars. It therefore reflected some change in consumer preference.

Domestic Exports

Commodity	Calendar Year	
	1957	1958
	\$'000	
Wheat	129,602	150,703
Aluminum, prim. and semi-fab.	78,958	68,998
Nickel, prim. and semi-fab.	45,374	52,801
Copper, prim. and semi-fab.	59,576	47,929
Barley	19,708	46,868
Newsprint paper	44,009	46,476
Planks and boards	41,517	35,465
Wood pulp	28,662	24,666
Wheat flour	20,373	22,854
Fish, canned	5,924	22,829
Flaxseed (chiefly for crushing)	21,615	18,242
Iron ore	24,284	16,213
Platinum metals, unmanufactured	17,273	14,805
Tobacco, unmanufactured	16,374	14,396
Zinc, prim. and semi-fab.	19,567	13,739
Uranium ores and concentrates	1	13,503
Ships, sold	673	11,268
Asbestos, unmanufactured	8,009	7,860
Lead, prim. and semi-fab.	9,372	7,509
Pulpboard and paperboard	8,749	7,067
Total, including all commodities	737,530	775,896

Imports

Commodity	Jan. to Sept.	
	1957	1958
	\$'000	
Automobiles, passenger	23,003	38,891
Non-farm machinery	35,917	35,327
Electrical apparatus, n.o.p.	21,227	25,097
Wool fabrics	26,637	22,641
Aircraft and parts	12,324	18,408
Pipes, tubes and fittings	20,419	17,170
Engines, internal combustion, and parts	10,907	14,796
Apparel (except hats) of all textiles	11,912	9,881
Wool noils and tops	11,554	8,712
Pottery and chinaware	7,582	8,581
Castings and forgings	4,938	7,507
Platinum metals	10,673	6,186
Whisky	4,952	8,868
Tractors and parts	4,732	4,463
Non-commercial items	10,014	4,288
Wire and wire products	4,917	4,193
Pigments	4,159	3,966
Cloth, coated and impregnated	3,606	3,847
Confectionery, including candy	3,430	3,703
Leather, unmanufactured	3,422	3,587
Total, including all commodities	391,693	388,226

Canadian Trade, 1957 and 1958

Selected Commodities and Totals

Domestic Exports

With Latin America

In 1958, exports to Latin America declined by 20 per cent and imports from that region were reduced by some 12 per cent. A very large decrease in the sales of used ships to Panama and declines in the export of railway rails to Mexico and of locomotives to Argentina and Brazil were important factors in the over-all decline. The decline would have been greater but for increased sales of wheat to Peru and Venezuela and of wheat flour to Venezuela, Cuba and the Dominican Republic.

Commodity	Calendar Year	
	1957	1958
	\$'000	
Newsprint paper	27,331	25,11
Wheat flour	10,332	13,81
Non-farm machinery	15,266	12,94
Aluminum, prim. and semi-fab.	8,423	9,35
Synthetic plastics, primary	11,299	9,01
Milk, powdered, condensed, evaporated	6,092	8,75
Wheat	4,210	8,55
Electrical apparatus, n.o.p.	7,518	8,15
Asbestos, unmanufactured	6,021	5,71
Ships, sold	26,993	5,21
Fish, cured	5,242	4,54
Malt	4,381	4,44
Eggs in the shell	2,853	4,11
Wood pulp	2,915	3,71
Rolling mill products	9,134	3,61
Copper wire and copper mfrs.	3,504	2,31
Farm implements and machinery	4,649	2,11
Automobiles, passenger	2,333	2,11
Drugs and medicines	1,198	1,51
Leather, unmanufactured	1,421	1,51
Total, including all commodities	224,659	179,9

Domestic Exports

Commodity	Calendar Year	
	1957	1958
	\$'000	
Wheat	15,354	53,859
Planks and boards	23,866	20,302
Newsprint paper	22,785	19,136
Aluminum, prim. and semi-fab.	13,098	16,487
Wheat flour	12,678	15,844
Automobiles, passenger	16,058	13,912
Rolling mill products	8,631	13,651
Automobile parts (except engines)	10,551	9,192
Non-farm machinery	7,681	8,618
Non-commercial items	5,538	6,884
Copper, prim. and semi-fab.	4,100	6,221
Electrical apparatus, n.o.p.	6,798	5,870
Fish, cured	6,353	5,129
Fish, canned	4,640	4,359
Asbestos, unmanufactured	4,146	4,153
Engines, internal combustion, parts	4,200	3,987
Aircraft and parts	1,279	3,742
Wood pulp	2,737	3,265
Synthetic plastics, prim. forms	3,799	3,158
Automobiles, freight	3,927	2,897
Total, including all commodities	248,457	289,766

Imports

Commodity	Jan. to Sept.	
	1957	1958
	\$'000	
Sugar, unrefined	44,448	29,891
Bauxite and alumina for aluminum	20,875	21,970
Tea, black	16,133	13,667
Rubber, crude and semi-fab.	17,291	10,098
Flax, hemp and jute fabrics	6,734	6,447
Vegetable oils (except essential oils)	3,502	5,896
Wool, raw	8,363	5,399
Fruits, dried	2,963	4,462
Cocoa beans, not roasted	4,772	4,113
Petroleum, crude and partly refined	3,491	3,686
Sausage casings	3,614	3,547
Mutton and lamb, fresh	1,976	3,511
Coffee, green	3,295	2,990
Molasses and syrups	2,027	2,197
Cotton fabrics	2,348	1,950
Beef and veal, fresh	563	1,949
Nuts	2,617	1,948
Meats, canned	1,649	1,750
Rum	998	1,706
Tin blocks, pigs and bars	2,105	1,690
Total, including all commodities	178,389	153,122

With the Commonwealth and Ireland

Exports to Commonwealth countries (other than the United Kingdom) and Ireland increased by about 21 per cent in 1958 and imports from these countries declined by more than 12 per cent. The higher export total was largely the result of an increase of 26 per cent in exports of wheat, the leading commodity, and an increase of 55 per cent in exports of rolling mill products. Canadian-financed shipments to India and Pakistan and smaller commercial shipments to Australia (which is normally a large wheat exporter but whose crop was affected by drought) were mainly responsible for the higher wheat exports. The increase in exports of rolling mill products reflects a high level of railway-rail exports to the Union of South Africa.

Import declines were widespread, but were marked in imports of unrefined sugar (which come from Jamaica, Barbados, Australia, British Guiana, Fiji and Mauritius), tea (from India and Ceylon), raw wool (from Australia and New Zealand), and crude rubber.

Canadian Trade, 1957 and 1958

Selected Commodities and Totals

Imports

Commodity	Jan. to Sept.	
	1957	1958
	\$'000	
Petroleum, crude and partly refined	188,308	148,340
Coffee, green	39,392	35,767
Ananas, fresh	19,279	18,237
Cotton, raw	645	7,329
Vegetable oils	3,145	5,996
Vegetables, fresh	2,693	5,425
Fruits	3,150	2,306
Citrus fruits, fresh	93	2,037
Banana, sisal, ixtle and tampico fibres	2,884	1,607
Rubber	1,259	1,518
Cocoa butter and cocoa paste	563	1,452
Teas, canned	1,589	1,426
Cocoa beans, not roasted	417	1,225
Vegetable oils (except essential oils)	765	779
Fruits, canned and preserved	776	767
Wax, vegetable and mineral, n.o.p.	1,144	661
Wool, fresh	394	639
Iron ore	2,559	583
Synthetic fibres, tops and yarns	900	554
Dyeing and tanning materials	385	501
Total, including all commodities	290,100	255,313

With Latin America

A marked decline in imports of petroleum from Venezuela and, to a lesser extent, a reduction in imports of green coffee from Brazil and Columbia accounted for much of the decrease in total imports. In contrast with the general trend, there was a sharp increase in imports of raw cotton from Mexico.

Domestic Exports

Commodity	Calendar Year	
	1957	1958
	\$'000	
Wheat	158,171	143,616
Aircraft and parts	20,040	88,283
Nickel, prim. and semi-fab.	48,229	53,625
Copper, prim. and semi-fab.	24,682	37,963
Aluminum, prim. and semi-fab.	24,227	27,658
Flaxseed (chiefly for crushing)	31,522	21,109
Asbestos, unmanufactured	29,846	19,661
Pigs, ingots, blooms and billets	14,348	12,038
Rapeseed	13,457	10,714
Iron ore	15,475	10,125
Wood pulp	10,358	8,685
Engines, internal combustion and parts	1,642	8,133
Barley	9,461	7,235
Synthetic plastics, primary	7,110	6,750
Lead, prim. and semi-fab.	4,474	5,128
Hides and skins (except furs)	5,147	4,742
Non-farm machinery	4,991	4,720
Newsprint paper	4,854	3,124
Non-commercial items	2,558	2,930
Scrap iron and steel	15,359	2,918
Total, including all commodities	549,388	570,103

With Europe

Canadian exports to Europe increased by almost 4 per cent in 1958, and imports from that region declined by something over 4 per cent. The increase in the export total resulted largely from a quadrupling of aircraft exports, which went mainly to Belgium and the Federal Republic of Germany. Exports of internal combustion engines increased by some 300 per cent (but still totalled less than \$10 million) and there was a 10 per cent rise in nickel exports as a result of increased shipments to Norway, the Federal Republic of Germany, and Italy. Wheat remained the leading commodity export, but increases in exports to the Soviet Union, Norway and the Netherlands were insufficient to offset reductions in exports to Poland and the Federal Republic of Germany. There was therefore a decline of some 9 per cent in the over-all wheat total.

The decline in imports of rolling mill products (which fell by some 77 per cent in the nine months) and of pipes, tubes and fittings contributed largely to the reduction in the import total. Imports of non-farm machinery, normally the leading import, also declined somewhat, and the total decline would have been greater but for a very considerable increase in passenger automobiles. Most of the increase in automobile imports was concentrated on those from the Federal Republic of Germany, but France, Sweden and Czechoslovakia also benefited.

Imports

Commodity	Jan. to Sept.	
	1957	1958
	\$'000	
Automobiles, passenger	14,490	23,549
Non-farm machinery	23,435	22,905
Electrical apparatus, n.o.p.	6,960	11,155
Non-commercial items	10,385	6,429
Rolling mill products	25,569	6,129
Clocks, watches and parts	6,818	5,764
Glass, plate and sheet	3,600	5,103
Apparel (except hats) of all textiles	3,843	3,918
Wool fabrics	4,933	3,881
Diamonds, unset	4,122	3,675
Cotton fabrics	3,918	3,326
Carpets and mats, wool	3,989	3,318
Cheese	2,404	2,823
Books, printed	2,216	2,648
Tools	3,000	2,623
Engines, internal combustion, and parts	1,938	2,588
Wines	2,199	2,401
Florist and nursery stock	2,238	2,304
Fruits, canned and preserved	2,030	2,289
Pipes, tubes and fittings	6,740	2,250
Total, including all commodities	230,495	220,150

TRADE OPPORTUNITIES

West Germany: Poultry

With more and more Germans eating poultry, domestic production cannot keep up with demand. Canadian producers could share in this market, already actively exploited by U.S. exporters.

MALDWYN THOMAS, *Vice-Consul and Assistant Trade Commissioner, Hamburg.*

THE famous Munich Oktoberfest went its merry way again in 1958. Exuberant revellers paraded through the streets, drank nearly three million steins of beer, and danced every night to blaring brass bands. In every way tradition was respected—except when it came to food. To help down their beer, last year's carnival-goers consumed over one million fried chickens. The traditional Oktoberfest food is roast ox, but this time only 16 oxen were eaten. Obviously, fried chicken had won the day.

This remarkable statistic from Munich is but one example of a trend in evidence all over West Germany. Poultry consumption has increased rapidly since the end of World War II and there is every sign that this rise will continue. Domestic production falls far short

of supplying German needs and, as a result, Germany has become one of the world's leading importers of poultry meat. In 1949 the Federal Republic imported DM5.2* million worth of poultry. By 1957 this figure had risen to DM140 million and it was expected to go even higher in 1958. Traditional prewar suppliers were the Balkan States, but their place has now been taken by Western European countries, particularly the Netherlands and Denmark. In the last two years the United States has entered the market. So far, Canada has sold practically no poultry to Germany.

Poultry Population Growing

From 1935-38, the annual per capita consumption of poultry stood at 1.7 kilos. Following a drastic post-war slump, it rose again in the 1950's, passed the pre-war figure, and reached an estimated 2.4 kilos** per capita in 1958. The population of West Germany is about 53 million. New methods of preparing food, the introduction of North American-style kitchen equipment into German homes, the growing preference for

*One Canadian dollar=approximately DM4.30.

**One kilo=2.2046 lb.



Time was when a fraulein and her escort feasted on roast ox at the traditional Munich Oktoberfest. Last year they tackled fried chicken with equal relish, as the picture shows. It is an outstanding example of the growing taste for poultry in West Germany and the search for supplies to satisfy it.

Imports of Poultry Meat (Excluding Liver), Fresh, Cooled, Frozen, into West Germany

Values shown in 1,000 DM; quantity, 100 kilos

	1949		1951		1953		1955		1957	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
TOTAL	16,121	5,274	51,952	16,590	45,156	13,593	284,005	75,777	492,505	149,781
Holland	6,053	2,070	27,195	8,654	32,522	9,860	165,968	44,949	243,007	70,561
Denmark	8,460	2,775	14,742	4,899	6,261	1,882	28,488	7,901	66,684	21,123
Poland			814	236	1,242	378	13,416	3,622	75,422	20,547
Hungary			3,441	1,153	2,629	793	53,193	13,304	41,494	10,508
United States									29,241	8,605
Yugoslavia	1,538	405	321	103	1,564	438	17,945	4,226	16,029	4,050

West German Imports of Poultry Liver

	1956		1957	
	Quantity	Value	Quantity	Value
TOTAL	437	466	1,087	599
Hungary	48	174	76	271
Denmark	195	65	202	72
Romania	17	58	11	36
United States			657	126

Shipping Regulations

Broilers	10 per case
Fryers	12 " "
Small turkeys	4 " "
Large turkeys	2 " "

non-fatty foods, the rising standard of living, and the increasing use of refrigeration equipment in meat and grocery stores are all factors in the growing popularity of poultry. Both broilers and fryers find a good market. Fryers are preferred in South Germany (particularly in Bavaria) and broilers in the north.

Turkey is a relative newcomer to the German market and is still a seasonal food, eaten at Christmas. However, since the United States began to promote turkey sales in Germany, consumption has increased rapidly. It is estimated that in 1957, 20 per cent more turkey was eaten than in the previous year. If this growth continues, it is expected to affect adversely the traditional but much fatter Christmas goose. It is also asserted that part of the increase in German poultry consumption results from the Federal Government's postwar policy of maintaining high prices for other meat products and enabling poultry to fill a growing demand for a lower-priced food. An active import trade has been quick to advertise poultry's cheapness as well as its value as a food, and it is now evident that at least part of the increase in consumption of poultry is at the expense of other types of meat.

Quality Is Stressed

The German consumer is practical and insists on uniform, high-quality merchandise. Calibration is, therefore, of the utmost importance in exporting to Germany; a tolerance of more than two ounces per bird in any one case is not acceptable. Fairly small birds are preferred. The average broiler weighs approximately two kilos and fryers are generally smaller, from 0.6 to 1.4 kilos. Because of the fine calibration requirements, it is the practice to limit the number of poultry per shipping case as follows:

Most poultry is still sold only partially eviscerated, but U.S. poultry, which has appeared fully eviscerated and wrapped in cryovac, is finding an increasing market among younger housewives who wish to avoid extra work. Although cryovac packing has somewhat increased the price of American poultry, the added attractiveness of the packaged bird has been a factor in opening up the German market to U.S. exporters. It is expected that this trend towards trimmed, fully eviscerated and attractively packaged poultry will continue.

How Prices Compare

The German import trade is used to buying on time and has been obtaining from U.S. exporters terms of up to 14 days after arrival of the documents. It is thus doubtful whether Canadian exporters could expect to sell on credit. In fact, when a foreign firm is in the process of introducing its poultry products to the German market, the possibilities of making initial shipments on a consignment basis should be considered.

Poultry is considered a relatively cheap meat. Prices are fairly stable, but there is naturally a certain seasonal variation, with the high point around Christmas and the low point around the end of June or the beginning of July.

Poultry offal, which is liberalized from all currency areas, is also being imported in increasing quantities. The most important item in the German market is turkey liver, and the United States is the chief supplier.

Prices for local and imported fresh and frozen poultry at the beginning of January 1959 were:

Local poultry delivered to the retailer

Broilers: 1.5 kilos	DM3.50 per kilo
" 1.1 "	3.10 " "
Above birds were calibrated at 0.25 kilos	
Chickens for use as fryers or broilers	
0.9-1.3 kilos grade A	DM4.00-4.40 per kilo
1.5-1.8 " quality A	3.60-4.00 " "

Imported Poultry

C.I.F. Hamburg prices, including duty and 5 per cent commission for importer

Yugoslavian broilers, grade 1B, 1.2-1.7 kilos in crates of 12 to 16 birds	DM3.20 per kilo
Yugoslavian fryers, grade 1B, 0.6-1 kilo in cases of 12 apiece	DM3.40 " "
Hungarian turkeys with small marks, 2.5 kilos, in crates of 11-20 apiece	DM4.20 " "
Dutch broilers, grade 1, 1.8-3 kilos, in cases of 7-13 apiece	DM3.80 " "
Dutch fryers grade 1, 0.6-1 kilo, in cryovac packing	DM4.40 per kilo

The following are C.I.F. Hamburg prices, including customs duty and 5 per cent importer's commission, for poultry offal from the United States as offered at the beginning of January 1959:

Turkey liver	DM4.20 per kilo
" gizzard	2.80 " "
Chicken "	2.40 " "

All the above are packed in tins of 30 pounds net weight.

Regulations and Duties

The import of poultry is governed by veterinary regulations, stringently enforced. Chickens and turkeys must be completely plucked—that is, the neck, wings, and legs must be free of feathers. The entrails, head and feet must be removed and the crop must be empty. Edible offal, (such as heart, liver and gizzard) must be cleaned carefully, frozen, and put back inside, wrapped in parchment. Ducks must be particularly well plucked. Before or after slaughtering, the poultry must not be treated with antibiotics. The bird must be imported whole and not in parts. In addition, the following special regulations are applied to poultry imports from Canada:

- Each shipment must be accompanied by an export certificate in accordance with the "Regulations under the provisions of the Livestock and Livestock Products Act, chapter 47 of the Statutes of Canada 1939" (Part Xiii, No. 31).

- The shipment must be Canada Grade A.

- Each unit must bear the official government inspection mark.

The German import duty on poultry and poultry products is as follows:

Slaughtered poultry and edible offal thereof (except liver) fresh, cooled or frozen	15 per cent customs 4 per cent turnover tax
Liver of goose and duck	16 per cent customs 4 per cent turnover tax
Other	13 per cent customs 4 per cent turnover tax
Canned poultry meat and offal	16 per cent customs 6 per cent turnover tax

With the exception of fresh and frozen offal, the import of poultry and poultry products from the dollar area is not liberalized. The West German Government, however, has granted import quotas fairly regularly in the past and the import trade expects that these quotas will continue to be granted regularly.

Where Competition Arises

It is estimated that domestic production supplies only about one-half of German poultry requirements and it is doubtful whether the ratio will change in favour of the German poultry industry in the near future. Its production facilities simply cannot meet the present demand. Too many unproductive chicken yards, too many breeds, a lack of scientific feeding and housing for the birds present German efforts towards a larger and more productive industry with formidable problems. Furthermore, the damp German climate is not the best for raising chickens and turkeys. The climate in the Netherlands and Denmark is not much better, but because they have gone into poultry-raising on a scientific and commercial scale, these two countries have steadily increased their share of the German market; in 1957 they supplied 63 per cent of the imports.

Before the war, the East European states were by far the most important suppliers to the German market because they had the right natural conditions for the production of poultry products. Many people in the German import trade feel that, if the present political obstacles to trade were removed, these countries would seriously challenge Holland and Denmark's present predominance. They believe, however, that such a change would not greatly affect imports from the United States. After only two years on the market, the United States now supplies 6 per cent of German poultry imports. Because of efficient U.S. production and packaging methods and because of an environment suited to poultry raising, it is expected that the United States will continue to send poultry to Germany and will probably obtain a still larger share of the market.

The market prospects for foreign poultry suppliers look good. At present Germany, with 2.4 kilos per capita, has the lowest rate of poultry consumption among Western European countries. Even if it never reaches the U.S. rate of 15 kilos per capita, conditions indicate that German consumption will continue to grow and offer a still larger market to interested poultry producers in other countries.

Index to Foreign Trade

The index to Volume 110 of "Foreign Trade", covering the issues from July 1, 1958, to December 20, 1958, has now been printed. Readers who wish to have copies should write to the Editor. Copies of the index for Volume 109, January to June 1958, are also available.

Trade Commissioners at Work

What are the duties of a Canadian Trade Commissioner stationed abroad? How does he help to represent Canada and assist the Canadian businessman? From time to time we plan, through pictures, to show Trade Commissioners carrying out the varied assignments that foreign service provides.



1

1 Taking part in international meetings occasionally takes the Trade Commissioner away from his post but gives him a useful picture of how certain commodities are faring in world markets. Here the Commercial Counsellor in Athens, Greece, (fourth from right) attends a sitting of the International Cotton Advisory Committee convened in Istanbul, Turkey.

2 Getting to know the industries in his territory helps the Trade Commissioner to advise exporters and importers at home about business opportunities. This photograph, taken in a Swiss watch factory, shows the Assistant Commercial Secretary at Berne (left) observing craftsmen as they assemble watches.

3 Meeting a variety of people on social occasions is a duty that aids the Trade Commissioner to enlarge his knowledge of the country and its business community. Here the Commercial Counsellor (second from left) attends a reception given by the Chargé d'Affaires (right), Canadian Embassy, Mexico City, for Canadian delegates to the 11th World's Poultry Congress.

4 Welcoming a distinguished visitor can be a memorable moment for the Trade Commissioner during his tour of duty at a foreign post—and for his family. At Palam airport, New Delhi, the Commercial Counsellor, his wife and daughter are presented to Prime Minister Diefenbaker by the Canadian High Commissioner to India, seen on Mr. Diefenbaker's left.



2



3



4



As the businessman, Tom Nease, sees it

Selling Sports Goods in Europe

When players in the world hockey championships dash out onto the ice, most of them are wearing Canadian-made boots and skates. How was this sales success achieved? Can the techniques be adapted to selling other consumer goods in the West European market?

T.S. NEASE, Assistant to the Executive Vice-President, Canada Cycle and Motor Company Limited, as told to O. Mary Hill.

THE flight was nearly finished and the big aircraft was flying low, preparing to touch down at the Stockholm airport. One of the passengers was peering out the window, concentrating on the view beneath—concentrating and apparently counting. "Eighteen," he remarked to himself as the plane taxied up the runway.

The passenger was Tom Nease, export manager of Canada Cycle and Motor Company, and he was counting open-air rinks. He wasn't merely passing the time, like children on a motor trip counting white horses or schoolhouses. The abundance of natural ice rinks to him spelled opportunity—a chance to sell CCM skates and boots, hockey equipment, and ice-hockey sticks.

Sweden isn't the only Western European market that CCM is cultivating, although it has become one of the more promising. The company also sells regularly to Finland and Norway, the Netherlands, Belgium, France, Austria, Switzerland, and Italy—in fact, in nearly all of Western Europe except Spain and Portugal. Before the war, its products found their way also to countries now behind the Iron Curtain, particularly Poland, but this trade has fallen off.

Hockey Players Best Market

Postwar sales of winter sports goods have climbed with the growing popularity of ice hockey among European sports fans. Geneva is building one of the most modern hockey stadiums on the continent, larger than Toronto's Maple Leaf Gardens. Many European

countries have great numbers of hockey players organized into leagues in the North American fashion. And because Canada is closely associated with the game and sends over teams like the *Whitby Dunlops* and the *Penticton V's* to compete each year for the world amateur hockey championship, Canadian hockey equipment is known and coveted. At the world championships in Oslo last year, every competing team, including the Russian, was equipped wholly or in part with CCM skates. It isn't surprising, therefore, that Mr. Nease finds buyers mainly among the hockey-playing fraternity who want the best.

This doesn't mean that CCM has no European competitors to worry about. Any Canadian company selling consumer goods on the continent must expect to make a never-ending effort to attract and to hold customers. How does CCM go about selling in this area? What sales techniques have proved successful and where do difficulties arise? The answers to these questions, based on Mr. Nease's experience over eight years, may help other Canadian companies who make consumer goods to crack this tough market.

Planning a Campaign

A successful sales campaign in Western Europe, Mr. Nease believes, must be based on four things:

- Personal contact with agents and with customers, established early and conscientiously cultivated.
- Good representatives, carefully chosen and then encouraged and supported.
- Skilful sales promotion, including displays at trade fairs and the use of a variety of advertising aids.
- Proper attention to export practice at head office, including correspondence, documentation, pricing and packing.

"Go and see" Mr. Nease regards as the first commandment for an exporter. He himself has made nine trips to Europe since he took over responsibility for

CCM's export sales. Every winter, usually about mid-February, he packs up price lists and catalogues, collects samples of the current line, and heads out over the Atlantic. This annual trek he looks upon as indispensable.

Sales trips, as a general rule, call for careful timing, depending on the product that the would-be traveller has to offer. Mr. Nease drops in on his agents and customers just as the winter sports season is drawing to a close. Fresh in the representative's mind—and in the minds of the retailers to whom he sells—are the customers' comments and complaints. Moreover, the sports goods dealer is more willing to talk about skates or ice-hockey sticks than he would be in midsummer when he is pushing fishing tackle or tennis racquets. (Getting orders early pleases the company too, because it keeps the plant back home humming.)

First, Mr. Nease brings out his samples of the new lines for next season and arouses the agent's enthusiasm for them. Then together agent and principal go out and call on the trade. Again the samples are produced; the "show me" approach seldom fails. (Mr. Nease always takes samples on his trips, even when it means paying the airlines extra for excess baggage.) He also hands out price lists and catalogues. As the conversation proceeds, he pays close attention to complaints and straightens matters out on the spot when he can.

Start with Good Agent

Visits alone, no matter how well planned, will not do the job; sooner or later the representative has to carry on by himself. It makes sense, therefore, to select him with care and keep him keen about promoting your products. CCM follows the system of appointing one over-all representative for each country; its West German agent also looks after Sweden, but this, says Mr. Nease, is an unusual arrangement. Each of the representatives speaks English so there is no problem in either conversation or correspondence.

CCM practically always chooses its agents with the help of the Canadian Trade Commissioner stationed in the country. It looks first for a man who is promotion-conscious and convinced of the value of advertising. "Will he push the line?" is the vital question, because it is the practice to leave him to plan and carry out sales promotion. (Occasionally, Mr. Nease makes tactful suggestions—"This is how we do it in Canada".) In Switzerland, the representative advertises throughout the country on his own initiative; since he was appointed in 1952, he has tripled the company's Swiss sales. As a public relations gesture, he employs a Canadian to coach one of the teams in the Swiss senior hockey league during the playing season. The Swedish agent maintains a permanent showroom for CCM products in Stockholm.

Finding the right agent sometimes proves difficult and the requirements vary greatly between countries. On-

MARCH 14, 1959

65734 6-3½

location study and assessment of what is required to give the best service and most complete distribution is the only lasting solution.

Advertising Aids Supplied

Although the CCM representative is expected to do his own promotion, the company gives him some tools for the job. For example, it ships him point-of-sale displays, chiefly showcards with pictures of hockey equipment plus the CCM trademark. This trademark is registered in all these countries and the company has occasionally taken action against infringers.

CCM agents also make good use of catalogues. Copies of a full-size illustrated Canadian catalogue, printed in English and with only the prices omitted, go out once a year to all its overseas representatives, plus one to each of its foreign customers or accounts. Equally useful as a promotion piece is a smaller catalogue, made up for retailers and especially hockey clubs. To keep the cost of this low, Mr. Nease sends electros of the illustrations to the agents—the duty on these in most European countries is small. The agent then supplies the text and has the catalogue printed locally, in black and white with an extra colour on the cover. This year, the small catalogue is being published with text in German, Swedish and Norwegian.



A Swiss lad smiles with pleasure as he finds his prize is a pair of CCM hockey boots and skates. He won them by writing the best essay on the Canadian Pavilion at the Comptoir Suisse.

One approach to the West European market that Mr. Nease has tried and found rewarding is displays at trade fairs. Not enough Canadian companies, he believes, understand the part that trade fairs play in European merchandising. In North America, the word "fair" too often suggests entertainment or window-shopping, not serious trading. In Europe, fairs have a long history as important places of business and the general public is largely kept out. They offer a foreign company an opportunity to display goods and make contacts with customers at surprisingly low cost. CCM has discovered, for example, that it can put on an exhibit at an average German trade fair for as little as \$250.00. This covers the charge for the space itself, furniture, decoration of the stand, sign-painting, and maintenance services. The company's representative takes on the staffing of the booth but Mr. Nease himself often attends because he likes meeting present and potential customers.

CCM practises what it preaches; it takes part in two sporting goods fairs which are held in Wiesbaden each year. It also took space in the Frankfurt Fair for four years in a row—twice it was the only Canadian exhibitor and twice was one of two Canadian participants. It has also exhibited at the Utrecht Fair in Holland and at the St. Erik's Fair in Sweden. And every fair it has entered has brought the company new business.

In the fall of 1956, Canada was invited to take over the guest pavilion at the Comptoir Suisse in Lausanne and CCM joined other Canadian companies in exhibiting. As a public relations gesture, its Swiss representative offered CCM boots and skates to the Swiss student who wrote the best essay about the Canadian pavilion. (Many Swiss schools made special trips to the fair.) The Canadian Trade Commissioner in



A firm believer in trade fairs, CCM finds that exhibits like this one at the Wiesbaden Sporting Goods Fair in West Germany help to hold current customers and also to attract new ones.

Berne presented the first prize to the lucky winner and hockey sticks to the runners-up. Both the company and the agent received valuable publicity in the Swiss press.

The good results that CCM has obtained at trade fairs can be partly credited to pre-fair promotion. Before opening day, all customers in the territory that the fair covers get at least two letters or postcards. These announce that CCM is going to be there and invite the recipient to visit its display. The company and the representative share the cost of this advance advertising and each considers it well worth the money.

Export Practices Important

An exporter can boost his foreign sales not only through his activities abroad, says Mr. Nease, but also by following sound export practices at head office. One of the small details often overlooked is prompt attention to correspondence and the invariable use of airmail. Another is accurate documentation to avoid delays in shipment and the payment of penalties. A third is the method of quoting prices. Each year, CCM sends to all of its customers price lists quoting prices on an F.O.B. basis. Each representative, however, builds up the F.O.B. price to a C.I.F. price in the currency of his country and publishes this price list as well, showing in detail how he has arrived at the end-price. The price lists that the agent uses are printed in the language of the country; he himself does any necessary translation. Terms sought are usually sight draft; the company seldom demands letter of credit and leaves it to the representative to investigate the customer's credit standing. Representatives are asked to maintain listed prices.

Another detail well worth attention is export packing. CCM uses only new packing cases, never secondhand ones. It packs the goods as compactly as possible because they are light in weight and shipping companies assess the ocean freight on cubic measurement. To cut down pilferage, the marks stencilled on the outside of the shipping cases are kept as non-committal as possible.

Markets Differ Widely

Mr. Nease is quick to point out that no one can talk glibly about the West European market, lumping all the countries together and making sweeping generalizations. Actually, selling in one country differs in many ways from selling in another. Swedish buyers, for instance, have the reputation of being especially hard-headed and shopping around to get the best value for their money. Competition from domestic manufacturers is keen and the slogan "Buy Swedish" carries weight. Yet for CCM, Sweden, with its cold climate and its excellent facilities for winter sports, offers the best potential market in West Europe. In Switzerland, sales depend greatly upon the personal standing and the efficiency of the representative.

These two countries, Sweden and Switzerland, plus West Germany, have become CCM's best European customers. Sales in the Netherlands move up and down. If cold weather comes and freezes the canals and skating is good, sales of boots and skates jump; if the winter is a mild one, they fall off. France in 1954-55 looked like a promising market but import restrictions on dollar goods now exclude CCM products, though the company maintains its contacts with an agent there against the day when prospects improve.

Mr. Nease's experience has convinced him that Canadian exporters to West Europe have certain factors in their favour that help to offset the keen competition.

One is Canada's high international standing. The other is her reputation for turning out quality products. CCM finds that its European customers usually are looking for a quality product and that its more expensive lines sell more readily. It does not turn out any special models for the foreign market.

Last month, Mr. Nease once again packed his bags and was on his way to Europe, prepared to stage on-the-spot presentations of CCM goods for representatives and retailers with their eyes on next fall's customers. To him, this personal selling is the indispensable ingredient in the recipe for successful exporting. Do it well, he says, and orders are sure to follow.



Fairs and Exhibitions

Canada Stages a Trade Fair in Boston

THE Department of Trade and Commerce, Ottawa, is planning its first formal attempt at close-to-the-border trade promotion in the United States. The time is April 1959, the target Boston and the New England hinterland it serves, and the method an all-Canadian trade fair. North, south and west of the city lie a group of states with a climate very similar to that of Eastern Canada, a population of over 7½ million (many of whom have relatives in our country) and a long-standing interest in high-quality imported consumer goods and other products—a natural market for the types of goods Canadians turn out. An added advantage is the short freight haul from Canada to the "Boston States".

With a brightly-packaged trade fair to be held in Boston's Sheraton-Plaza Hotel and a program for a supporting "Canada Week" that promises to be lively and stimulating, the Department hopes to make its biggest impression yet on the Boston buyer and his neighbours in Maine, Rhode Island, Vermont and New Hampshire. And with the fair only a month away, our readers will want to know how plans are shaping up. What is the scope and nature of the project and what is it designed to do? Who will be exhibiting and what will the showroom look like? These are some of the questions we have been asking. Here is what we learned.

April 19-25 will be "Canada Week" in Boston and the five days Monday to Friday will be given over to the main event, the trade fair, which will be open both to businessmen and to the public. To supplement the fair and to supply New Englanders with some interesting facts about Canada, the Canadian Consulate General and the Canadian Trade Commissioner in Boston are working together on plans for a week of special activities.

"Tell Us about Canada . . ."

Important to the trade fair itself will be the Canadian Government information centre in the foyer of the hotel. Here representatives of the Departments of Trade and Commerce, External Affairs, National Revenue, Citizenship and Immigration, and of the Canadian Government Travel Bureau will be on hand to answer questions about trade, industrial development, immigration, customs and the tourist industry. In addition, the Atlantic Provinces and Quebec will have a separate information booth, in which representatives from these provinces will be able to deal expertly with questions about travel and industrial development in their own areas.

From the foyer, the visitor will press on to the Sheraton-Plaza's main ballroom, where more than 10,000 feet of floor space will be given over to displays

of Canadian products and industries. He will probably be impressed first by the blaze of colour and the effective use of space. The Canadian Government Exhibition Commission has designed attractive adjustable stands of wood and fibreboard painted in strong tones of ochre, chartreuse, turquoise, heliotrope and blue; the framework of the stands is white. Brilliant blue curtains along the back will mask the ornate permanent ballroom decorations. Against this striking background, the products exhibited will be arranged in eleven groups of similar commodities; individual firms will not exhibit separately but their names will be clearly listed near their goods.

The roster of exhibitors is long and varied. Although the Boston fair ranks second in size to the Department's two trade fairs in the West Indies, about the same number of firms are participating—135 in Boston and 134 in the West Indies. The accent is on products made in Eastern Canada, including brands that have never been sold in the northeastern United States as well as those already familiar to the New England buyer. Of the 135 firms, 63 come from Ontario, 50 from Quebec, eight from New Brunswick, six each from Nova Scotia and British Columbia, and one each from Alberta and Newfoundland.

What Boston Will See

Here is a rundown of some of the commodities that will be shown, arranged in groups of similar products. There will be sporting goods and toys such as hockey equipment, toboggans, snowshoes and skis; marine hardware, and fibreglas, aluminum and wooden boats; sheet music, hi-fi sets and pianos, with a "live" piano recital three times a day on a big Canadian grand; hides, slippers, handbags, dress shoes, moccasins, and furs; crystal and cut glassware, Eskimo carvings, enamel and silverware; ski clothing, hand-woven articles, Indian sweaters, tents and hunting clothes; birch flush-wood doors, hard and softwood lumber, cedar shingles, household woodenware and furniture; smoked and canned meats, chocolate products, maple products, cereals and cheese; beer and whisky; iron oxide colours, asbestos fibre, lithium salts, peat moss and powdered metal castings; aerial navigation equipment, mining drills, bearings, and models of a well-drilling rig and a hydraulic turbine.

Staff and Guests

These displays would have little point without the presence of qualified people to meet visitors and buyers and without first setting the stage for business—for business will be conducted on the spot. The office of the Trade Commissioner in Boston is sending out invitations and promotion pieces to a carefully selected group of some 3,500 New England firms. Then, some weeks before the fair begins, Canadian businessmen will be given the names of buyers chosen from this list who may be interested in their products.

To answer questions sparked by the exhibits and add the personal touch that can mean the success or failure of new products in a new market, the Department of Trade and Commerce has selected a dozen of its specialist officers in the Foreign Trade Service at Ottawa. With some 77 representatives of the participating Canadian firms, they will staff the show under the direction of the Trade Commissioner in Boston.

On the more formal level, the fair will have its quota of noted visitors. On Monday, April 20, the Honourable Gordon Churchill, Minister of Trade and Commerce, and the Honourable Arnold Heeney, Canadian Ambassador to Washington, will be guests at a luncheon for 130 at the Sheraton-Plaza; Mr. Churchill will give a short address and afterwards will officially open the fair. Also on the guest list will be the Governor and Lieutenant Governor of Massachusetts and New Englanders prominent in government, business and cultural circles. And from Canada's eastern provinces will come representatives of provincial departments of trade.

Spotlight on Furs

One of the highlights of this fair, as in the West Indies, will be the fashion shows scheduled for the Oval Room of the hotel. Planned for Boston's fashion connoisseurs, the accent will be on women's sports clothing and furs from leading Canadian manufacturers. There will be three showings of about one hour each on Monday, Wednesday and Friday. Boston society women, couturiers, and leading members of the clothing trade will be invited and Mrs. Lissa Taylor, director of the fashion bureau, Dupont of Canada, will be the commentator. Five Canadian manufacturers of women's ski togs and other outdoor sports clothes have selected some of their most fashionable garments for display. These, plus 18 fur coats, jackets, and stoles made from Canadian wild furs will highlight the event. The dresses, chosen to set off the furs to best advantage, will be exclusive models supplied by the Canadian Association of Couturiers.

. . . and Films

Another drawing card will be all-day showings of Canadian films. The trade fair will be open from 10 a.m. to 10 p.m. and the films will begin at 11 a.m. and run for 35 minutes every hour on the hour until 9 p.m. From the steadily-growing list of fine films turned out by the National Film Board and private Canadian companies, the fair organizers found it difficult to make a choice. But they had no trouble designing varied programs. For example: *Industrial Canada 1958* will be balanced by *Talented Hands* and the gay, sophisticated *Hen Hop* by Norman McLaren, and *Montreal* and *Beautiful Bonne Bay* will be placed side by side with the same artist's *Fiddle Dee Dee*. Other films about Canadian life are the exciting *High Tide in Newfound-*

land, the *Kitimat Story* from the Crawley studios and that company's award-winning *Loon's Necklace*. To insure the best possible coverage, none of these 35-minute programs will be repeated on the same day.

"Canada Week"

It will be virtually impossible to be in Boston during "Canada Week" and avoid hearing or seeing something about Canada and the Canadian Trade Fair. Supporting activities include extra Sunday supplements put out on April 19 (before the fair opens) by both the *Boston Globe* and the *Boston Herald*. These newspapers are also sponsoring special programs for teenagers. The *Globe* will arrange a visit to the trade fair by a team of high school editors and a one-day businessman's forum on Canadian-American trading at the Boston College School of Business Administration. The *Herald* will sponsor an essay contest among the grade schools of Massachusetts on "The Benefits of Good Relations with Canada". The Canadian Navy will lend its support by sending three of its ships on an official visit to the city. In addition, there will be a prestige showing of the film *Trans-Canada Summer*—its premiere in Boston—and a special "Canada Day" at the city's baseball stadium, Fenway Park. Radio and television will complete the Canada promotion that week: the CBC is supplying local TV and radio stations with half-hour recorded programs of Canadian music, drama, talks, and regional documentaries in both media. Boston stations have said that they will also cover the fair on their own initiative.

Thus on April 19, when the marquee of the Sheraton-Plaza sports its brilliant Canadian Trade Fair banner and the big Boston dailies hit the streets with their Canada supplements, the scene will be set for the most concerted Canadian trade drive Boston has ever seen. Prospects look promising for a show which, even at this stage, strikes a new note in Canada's continuing sales promotion in the United States.

—NORMAN DAHL,
"Foreign Trade".

Chicago Home Builders' Show

IF you had gone into Chicago's Sherman Hotel in January and taken the elevator up to the mezzanine floor, you would have been struck by an unusual walk-in, cutaway model of a modern home, labelled simply "Canada". You would have discovered, after making inquiries, that its siding and shingles were of western red cedar, its window sashes and frames of white pine, panelling of knotty pine, framing and ceiling of Pacific Coast hemlock, and rafters and fascia of Douglas fir. Flooring in the house was laid in red birch strips in a herringbone pattern, white birch in blocks and strips, and hard maple in strips. The built-in cupboards had doors of birch plywood. One of the most

attractive features of the house was a handsome open birch staircase which provoked a good deal of comment from the trade.

Officers on duty at the fair write that many more businessmen came to the Canadian exhibit than last year. In fact, they estimate that 17,000 visitors passed through the house in five days—all the more remarkable because the show was limited to the trade. Visitors sketched, made measurements, took photographs, and requested plans and names of suppliers. All this augurs well for Canadian lumber dealers. As the article "What Midwest Lumber Buyers Want" in the December 20, 1958, issue of *Foreign Trade* pointed out, U.S. dealers are looking for more offerings from Canadian suppliers and more and better information about Canadian commercial woods available for export.

International Petroleum Exposition

KNOWN as the "World's Fair" of the world petroleum industry, the *International Petroleum Exposition* in Tulsa, Oklahoma, on May 14-23, will be keyed to the presentation of the latest advances in equipment and services since the last show in 1953. This is expected to be the largest fair in the industry's history, according to advance reports. The number of oil men and government officials coming from more than 50 countries should exceed 30,000; in 1953, 42 countries were represented and attendance reached over 28,000. On some 30 acres of land, there will be over 1,400 exhibits valued at more than \$500 million, including exploration, drilling, production and pipeline equipment.

Businessmen interested in exhibiting at the show may obtain further details from the International Petroleum Exposition, Box 5205, Donaldson Sta., Tulsa, Oklahoma.

For Foreign Exhibitors of . . .

AERONAUTICS—*International Aeronautics Show*, Paris, June 12-21. Apply: M. le Commissaire Général, Salon International de l'Aéronautique, 6 rue Galilée, Paris.

AUTOMOBILES—*International Automobile Show*, New York, April 4-12. Apply: Charles Snitow Organization Inc., 331 Madison Avenue, New York 17, N.Y.

CHEMICALS—*27th Chemical Industries Exposition*, New York, Nov. 30-Dec. 4. Apply: International Exposition Co., 480 Lexington Avenue, New York 17, N.Y.

MACHINE TOOLS—*Machine Tool Exhibition*, Sydney, Australia, May 11-16. Apply: Machine Tool Division, Chamber of Commerce, Sydney, Australia.

OFFICE EQUIPMENT—*International Office Equipment Show*, Paris, October 16-25. Apply: M. Max Hermieu, Commissaire Général, 6 Place de Valois, Paris 1.

PLASTICS—*International Plastics Exhibition and Convention*, London, England, June 17-27. Apply: British Plastics, Dorset House, Stamford Street, London, S.E.1.



Argentine grapes like these easily appeal to foreign buyers.

What products does Argentine agriculture sell abroad?

Does it compete with Canada in third markets?

What can Canadian farmers sell to Argentina?

These questions are raised and discussed in this report from Buenos Aires.

Argentine Agriculture

Production and Markets

G. E. BLACKSTOCK,
Assistant Commercial Secretary, Buenos Aires.

ARGENTINA, traditionally one of Canada's competitors for certain important world agricultural markets, has been going through a protracted economic crisis. The world depression of the thirties saw the beginning of the end of a period in which Argentina became one of the world's leading exporters of wheat and other grains, meat, flaxseed, and wool. In the late 1930's, agricultural exports regained a substantial amount of the lost ground, only to fall off drastically again during and after the Second World War. In 1947 a postwar peak was reached but exports were still only 87 per cent as high as the prewar record. Since then, low fixed government prices, an increasing domestic demand, and difficulties in increasing the amount of productive land have caused a further drop. Now, with determined government effort, recovery may be on the way.

Pampa Is Prime Producer

By far the most important factor in Argentina's pre-eminence as an agricultural producer and exporter is its fertile prairie region, the Pampa. Practically every other factor has worked against it: transportation and storage facilities have proved inadequate; farm prices have been fixed at discouragingly low levels; labour has drifted steadily from the farms to Buenos Aires and other centres, and during the late 1940's industrial rather than agricultural expansion was promoted. Moreover, the money earned from agricultural exports was not re-invested in agriculture.

The Pampa is an area of some 316 thousand square miles in the east central part of the country, stretching north, south and west of Buenos Aires. It covers less than 30 per cent of Argentina but constitutes some 88 per cent of the total arable land; virtually all of it is now being either cropped or pastured. Practically all of the exportable surplus of agricultural products comes from this zone and agro-pastoral exports account for some 90 per cent of the total value of exports.

Wheat Leading Grain Export

Wheat is, of course, the most important grain produced, although before the war Argentina exported more corn than wheat. Her main customer for wheat is Brazil, which in 1957 took 30.5 million bushels, or about one-third of the total exported. Substantial amounts were also sold to the United Kingdom (12.8 million bushels), West Germany (12.4 million), and the Netherlands (7.6 million).

WHEAT EXPORTS, 1957

Destination	From Argentina ¹ (thousands of bushels)	From Canada ² (thousands of bushels)
Brazil	30,562	
United Kingdom	12,839	74,704
West Germany	12,358	26,627
Netherlands	7,622	15,142
Chile	6,956	
France	5,846	2,125
Peru	5,032	1,818
Italy	4,847	2,882
India		3,697
Pakistan		1,236
Malta		1,517
Austria	444	1,206
Belgium	2,442	12,556
Japan		13,556
Norway	777	2,498
Israel		1,308
Poland		10,948
Switzerland	2,553	3,673
U.S.S.R.		5,913
Ireland		2,334
United States		10,497
Denmark	2,220	
Total wheat exports ³	97,726	232,461

Source:

¹*Commercio Exterior*, Ministerio de Hacienda, Argentina.

²*Exports of Canada*—D.B.S.

³1957 figures were used because 1958 statistics are not yet complete and 1957 was a typical year for Argentine wheat exports; the total was closer to the 1954/58 average (102,367,000 bu.) than any other year during the period. The year 1957 was also a fairly typical one for Canada and for a comparison of wheat exports. The total figure includes a number of smaller shipments not shown in the table.

The table above shows that Argentina in 1957 competed with Canada for wheat markets in the United Kingdom, West Germany, the Netherlands, France, Peru, Italy, Switzerland and Belgium, to name the chief customers in order of importance. Japan and the U.S.S.R., although neither bought wheat from Argentina, have recently showed greater interest in trading with her. In October 1958 an agreement was signed with Peru providing in part for the sale over the next two or three years of close to 7½ million bushels of Argentine wheat.

Other Grains, Oilseeds

Corn exports have always been important to Argentina; some 31,070 thousand bushels were sold abroad in 1957 and considerably more in 1958. Corn is not, however, important to Canada, either as a buyer or a seller. Argentine oats, barley and rye are sold in large quantities to West Germany, the Netherlands and Italy, in direct competition with Canada. Argentina is also one of the world's leading producers and exporters of linseed oil: in 1957 production totalled 189 thousand tons and exports earned close to US\$33 million, though both these figures are far below prewar totals. Most of the oil sold abroad in 1957 went to the Netherlands, the United Kingdom, West Germany, Italy, and Yugo-

slavia. Canada, on the other hand, in 1957 sold linseed oil in only one of these markets, the United Kingdom—about US\$1.8 million worth. (However, Canadian flaxseed exports in 1957 totalled about \$65 million; Argentina now prohibits the export of this product.) Peanut oil sales to foreign countries brought Argentina almost US\$12 million in 1957; sunflower seed oil, rapeseed oil, castor oil, and tung oil together earned about the same amount. Principal buyers were the United States, the Netherlands, the United Kingdom, Italy and West Germany.

Meat and Livestock Products

Canada buys no meat from Argentina except cooked canned meat, particularly corned beef, and Argentina does not compete in Canada's important United States market for fresh beef. In both cases the main reason is that Argentina has cases of foot-and-mouth disease and by United States and Canadian law, no meat may be imported into either area from countries where the disease is known to exist, unless it has been cooked or specially treated. The cattle population of Argentina has dropped from nearly 47 million head at the end of 1956 to an estimated 41 million at present. This drop resulted from heavy home consumption (nearly three times the per capita Canadian figure), the large amount of slaughtering, and a shifting into grain production. Low prices and high taxes for the producers, labour difficulties in the packinghouses, and uncertainties in the export market have also contributed.

Argentine meat exports, mainly beef, traditionally account for about a quarter of world meat exports. Argentine livestock products—mainly meat but including wool, hides and dairy products such as butter, cheese and casein—now earn more export income for Argentina than all other products put together. This has not always been true.

Beef is the big meat export, but fresh pork is becoming increasingly important. The US\$7 million earned in 1957 dropped somewhat in 1958 but prospects are for larger production this year because producer prices have risen and hog-raising is expanding. Main buyers of Argentine pork are the European countries, principally the United Kingdom, Italy and West Germany. Mutton and lamb also move abroad in quantity, almost all to the United Kingdom which bought 44,000 tons in 1957 worth nearly US\$16 million.

Argentina is also known as a wool producer; the 1957-58 output included 44,000 metric tons of fine, 62,000 metric tons of fine crossbred, 18,000 of medium crossbred, 52,000 of coarse crossbred, and 6,000 of mixed and criolla (all totals of clipped and pulled wool). These figures represent a steady rise of about 10 per cent over the last ten years in output of fine wool and a more or less steady decline of from 10 to 25 per cent in production of all the other classes. Canada buys small quantities of wool from Argentina (about \$515 thousand worth in 1957).

Cattle hides, sheepskins, horsehide and leathers are produced in quantity, particularly cattle hides, a by-product of the large beef-packing industry. Exports in 1957 totalled 173,700 tons of cattle hides, 15,700 tons of sheepskins, 6,000 tons of horsehides and 4,900 tons of leather. Dairy products that Argentina exports are casein, butter and cheese. In 1957 Canada exported casein only to the United States; Argentina sold to the United States US\$8 million worth—many times the value of our casein sales—and also shipped sizable amounts to Italy, Brazil, Japan and the United Kingdom for a total of US\$13.7 million. Eight million dollars worth of Argentine butter was sold abroad in 1957; the principal customers were the United Kingdom (two-thirds of the total), Peru, Chile and Italy.

Fruit Sales Abroad

Compared with meat and grain, other agricultural products that Argentina offers on world markets are relatively unimportant. However, one or two are of interest to Canada. Fresh fruits from Argentina (such as grapes, canteloupes, pears, melons and plums) move into Canada in fairly wide variety but in small quantities. Good-quality apples are grown here and in 1957, some \$13.5 million worth (twice Canada's total exports) was sold to a large number of countries; in some of these they competed with the Canadian product. Annual production for the last five years has averaged 310 thousand metric tons and the current estimate is for a particularly large crop.

Canada manages to sell about four times as many apples to the United States as Argentina does, twice as many to the United Kingdom, and about an equal amount to West Germany, but Argentina substantially outsells us in other markets such as the Netherlands, Norway, Sweden and Venezuela. In 1957, she also exported apples to Finland (US\$642 thousand worth in 1957), France and French Africa (US\$380 thousand) and Belgium (US\$241 thousand). Brazil in 1957 bought nearly half of Argentina's total exports of apples—some US\$6.2 million worth. Fruit exports during the last months of 1958 lagged behind the previous year, apparently because of depressed world prices. But as the current harvest continues, the promise is for a large crop and an all-out assault on world markets.

Canadian Sales to Argentina

Chief among the Canadian agricultural products going to Argentina are purebred cattle and seed potatoes. It provides a small but interesting market for Holstein-Friesian breeding stock. Canada is well known here in this field; Canadian judges appear regularly at the big livestock shows and whenever Canadian breeding stock is sold and shipped to Argentina, it always gets some publicity. Canadian quality is known and more could be done to exploit this market.

Argentina has also become a good customer for Canadian seed potatoes (rarely if ever for table potatoes) but sales are usually made only in alternate years. The Government, which up to 1955 controlled seed-potato imports, promoted the idea that seed need be renewed only every other year. Katahdin, White Rose and Kennebec are the varieties preferred. Canadian prices have more often than not been below U.S. prices, but it is European suppliers in the soft-currency area, particularly Denmark and the Netherlands, that have been getting more and more of the business. In 1958, of total imports of 120 thousand bags not more than about 15,000 bags were shipped from Canada—but this was the "off" year.

Sugar (13 million metric tons produced in 1957/58 season), cotton fibre (168 thousand metric tons 1957/58) cotton seed (324 thousand metric tons 1957/58) are other agricultural products of importance. Sugar exports earn in the neighbourhood of \$10 million, tung oil \$7 million, and cotton fibre \$5 million.

Prospects Discussed

On December 29, shortly after it was announced that loans from the IMF and private U.S. and government sources had been secured in the amount of US\$329 million, the President of Argentina made public a series of drastic changes in the trade-control system. "There is no magic formula," he said, "by which . . . squandered foreign exchange . . . unbalanced budgets . . . decimated cattle herds or . . . two decades of inflation can be repaired or replaced." He then announced the initiation of a series of domestic economies and also the fact that all of the important foreign exchange and import controls, including an official exchange rate of 18 pesos per US\$ (the free rate is about 65 or 70), were being done away with. Instead, all imports are being carefully graded according to necessity and a vital 21 imports (mainly raw materials including newsprint) enter free of surcharge. A second list, also carefully selected, carries a surcharge equal to 20 per cent of the c. and f. value; the list includes all purebred farm, furbearing and poultry breeding stock, all live plants, all types of crop seeds including those for beans, potatoes and sugar beets. There is a third list (40 per cent surcharge) and all imports not appearing on either of the three lists will automatically pay a 300 per cent surcharge.

There is also a system of prior deposits in effect applicable to most of the items on list number three and all others—except those on lists one and two, which are exempt. These prior deposits, which are eventually refunded, range from 50 to 500 per cent ad valorem for imports not included in the first three priorities.

It seems probable that, from now on, the competition from Argentine agricultural exports in third countries will be stepped up. However, markets for Canadian agricultural produce here will be more clearly defined and the specific Canadian products mentioned in this article should sell more readily to Argentine buyers. ●

The British Are Eating Better

Average Briton has changed his food habits since rationing went by the board. Canadian exporters of food products might find it helpful to look into the why and how of these changes.

D. A. B. MARSHALL,
Agricultural Counsellor, London.

FOUR years ago, food rationing ended in Britain and since then, the pattern of food consumption has shown some interesting changes. These changes should interest Canadian exporters of food products who may have a better opportunity to compete in the British market in 1959 if the quota restrictions that marked the era of dollar shortages are further relaxed.

Between 1953, the last complete year of rationing, and 1957 the standard of feeding improved substantially, according to figures given in the Treasury's *Bulletin for Industry*. Consumption of butter, for example, went up by 51 per cent in the four years, canned fruit 44 per cent, sugar 30 per cent, carcass meat 19 per cent, cheese 16 per cent and eggs 11 per cent.

The *Bulletin* lumps together a middle group of products, consumption of which remained relatively stable—such as tea, cake and biscuits, milk, bacon, vegetables, fresh fruit, margarine, and fish. But a more detailed examination of figures covering these reveals that tea consumption rose by 6 per cent, cakes and biscuits by 3 per cent, and milk by 1 per cent. On the other hand, use of bacon and ham dropped by 1 per cent, vegetables 2 per cent, fresh fruit 3 per cent, and margarine and fish 6 per cent.

What Changes Mean

A third group showed a decline in consumption—preserves by 30 per cent, bread 17 per cent, flour 11 per cent, and potatoes 9 per cent. The Treasury points out that the decline in use of bread and potatoes normally occurs when living standards are rising but it did not become fully apparent in the United Kingdom until rationing disappeared.

The contrast between the consumption of canned fruit, up 44 per cent in the period, and fresh fruit, down 3 per cent, reflects the growing preference for labour-saving foods. Butter, with a rise of 51 per cent, seems clearly to have won the post-rationing race over margarine, which has dropped by 6 per cent. One reason for this may be the fact that the price of butter has been low because of surpluses and that of margarine has gone up because of higher world prices for marine

and vegetable oils. British consumers are also indulging their sweet tooth, with a 30 per cent rise in sugar consumption. This does not include the traditional jam and preserves served with the four p.m. afternoon tea—they have declined by 30 per cent.

Spending on Foods Up

In the four years since rationing ended, the average weekly expenditure on food at home rose from \$3.07 to \$3.81 per person, or 24 per cent. Food prices went up 17 per cent, so the real increase per person averaged about 6 per cent. The increase, the *Bulletin* states, seems to have been about 2 per cent a year but in 1957 it was only about $\frac{1}{2}$ per cent. "This," says the *Bulletin*, "may possibly be the beginning of a new trend, with less emphasis on changes in the quantity of food consumed and more on improvements in quality and service, and in methods of manufacture and packaging. The rapid development in recent years of frozen and prepacked foods is a significant pointer in this direction."

The survey disclosed that households in which the head earned \$50 a week or over (wage rates are lower in the United Kingdom than in Canada) spent only one-quarter more on foods than did families with incomes of \$19.00 a week or less. Consumption of eggs, carcass meats, bacon and ham, fresh and canned fruits and vegetables definitely fluctuated according to income groups. As an example, the families in the \$50-a-week class ate twice as much canned fruit per head as the \$19-a-week families did, and practically the same was true of fresh fruit.

Consumption of milk, cheese, butter, fish and jam varied according to income in the three highest groups, but not in the lowest. The lower groups use more of the low-energy foods like tea and flour, perhaps because this group contains a large proportion of people living on retirement pensions.

Influence of Self-Service

Undoubtedly the improving economic position in Britain is the main reason for the changing trends in food consumption. But in addition, the development of self-service stores and supermarkets is influencing the housewife in her choice of products. The wide variety of commodities that she can buy in one store at cut prices—still a new experience to her—reflects the extreme competition that food manufacturers now have to face. This confirms the Treasury's forecast of a movement towards better manufacturing methods and improved packaging. These are developments that potential Canadian exporters should note. ●



Commodity Notes

Aircraft

AUSTRALIA—Commercial airlines in Australia will take delivery during 1959 of 39 new aircraft worth more than A £30 million. Most of the new planes will be delivered in the first half of the year and will include three new types: Lockheed *Electras*, Fokker *Friendships* and Boeing 707 jets—Sydney.

Automobiles

BRAZIL—Brazil's automotive industry expects to produce 150 thousand vehicles in 1959, nearly twice the estimated production in 1958 (87,830) and five times the 1957 total of 30,700. Of the 57,380 trucks included in this year's production schedule, 20,190 will be turned out by General Motors, 15,000 by Ford, 14,500 by Mercedes Benz, and 4,200 by the Fabrica Nacional de Motores. Of the 42,050 automobiles, 9,000 will be made by Volkswagen, 9,000 by Mercedes-Benz, and 6,000 by Simca—São Paulo.

Canned Foods

AUSTRALIA—Gordon Edgell & Sons Ltd., Australian food canners, has concluded an agreement with Gerber Products Co. of the United States to make and sell canned baby foods in Australia. The new range will be sold under the Edgell-Gerber label and should be on the market in a few months' time—Sydney.

Citrus Fruit

SPAIN—Smaller exports of citrus fruits to European markets this year have given rise to fears among Spanish growers that recent monetary changes in Europe may hurt their sales. Last year Spain exported to other European countries 75 per cent of a 1.2 million-ton crop. This year's exports to mid-January have fallen 18 per cent from the 223 thousand tons in the same period of last year—Madrid.

Coffee

CEYLON—Ceylon imports \$500 thousand worth of coffee a year, chiefly from Brazil, Uganda, Kenya, South Africa, Malaya and Indonesia. To reduce this drain on foreign exchange the Land Commissioner's

Department is carrying out a scheme to develop the cultivation of coffee on crown lands made over to peasants. Ceylon's Department of Agriculture is co-operating by supplying the peasants with necessary technical information. It is reported that two acres, intensively cultivated, could yield a farmer a monthly income of \$30. Until a blight ruined most of the plantations in the 1880's, Ceylon produced more coffee than tea—Colombo.

Footwear

NEW ZEALAND—The downward trend in footwear production in New Zealand in the last few years has been halted. Output for the year ended May 31, 1958, totalled 6.28 million pairs, 9.6 per cent above the 5.73 million of the previous year. Intensified control of footwear imports has stimulated demand for locally-produced goods. But at the same time imports of raw materials and plant are being restricted, and this is causing the industry some concern—Wellington.

Home Appliances

PORTUGAL—The subsidiary of a well known United States firm plans to begin manufacturing a wide range of household electric appliances. Within a year, it will be turning out electric irons, toasters, electric washing machines, refrigerators, air-conditioning equipment, stoves, heating units, and transformers and starters for fluorescent lights at its maintenance plant near Lisbon. Plans for a new factory are to be submitted to the authorities and within four years this plant will be in full production—Lisbon.

Kraft Paper

SWEDEN—Wifstavarfs AB will invest \$9-11 million in the near future to modernize its existing sulphate factory at Vivstvarv and erect a new kraft paper plant there. Work on the sulphate plant has already begun and when it is completed in two or three years it will produce 200 tons a day or 65,000 a year, triple the present figure. A 200-ton capacity machine will convert the sulphate pulp into various types of kraft paper, although production will be mainly concentrated on standard types.

The company has also modernized and extended its sawmill and wallboard and sulphite factories, increased its power plant, and improved communications in recent years—Stockholm.

Liquefied Gas

VENEZUELA—The Mene Grande Oil Company has begun operating its new seven-million-dollar installation for manufacturing, transporting, storing and marketing liquefied petroleum gas. The plant has an initial capacity of 2,000 barrels a day. The liquefied gas is carried through a 105-kilometer pipeline from Santa Rosa to Puerto La Cruz, where refrigerated storage facilities, including two spherical tanks 87 feet in diameter, have been built. From there it is loaded into tankers for marketing in Central and South America—Caracas.

Natural Gas Pipeline

SWEDEN—It is reported in Sweden that in a few years the Soviet Union will be able to offer Sweden supplies of natural gas via plastic pipelines across the Baltic. It is said that one of the Soviet's current aims is to establish an elaborate pipeline system for distributing oil and natural gas throughout the U.S.S.R. and to a number of Eastern countries. Sweden has reportedly delivered reinforced concrete piping worth about \$1.3 million to the Soviet Union—Stockholm.

Oil

PERU—A Peruvian oil company, El Oriente, has brought in its ninth producing well in its Marquia concession in eastern Peru. The first well at this field began producing in 1957, after twelve years of exploration. El Oriente, a national company, entered into an agreement in 1954 with three of the largest oil producers in West Germany for joint exploration and development of about 50 per cent of its concessionary area—Lima.

Plastics

FRANCE—French production of plastics increased 25 per cent in the past year and by 1961 is expected to be 250 per cent above 1956. A plant is now under construction at Abidjan on the Ivory Coast of Africa to use vinyl, polyethylene, polystyrene, polyester, and cellulose acetate materials in the manufacture of plastics. The company also expects to make plastic boat hulls—Paris.

Rubber

GERMANY—West Germany consumed 167,730 metric tons of rubber in 1958, 4.5 per cent more than in 1957. Synthetic rubber consumption increased by 10 per cent during the same period to 50,319 tons, 30 per cent of the total rubber used. This compares favourably with the proportion in other leading Euro-

pean rubber manufacturing countries but is still considerably lower than in North America—Bonn.

Tractors

NETHERLANDS—In December 1950 the Netherlands had 24,500 agricultural tractors but by May 1958 the number had risen to 66,600. The average tractor horsepower per 100 hectares of farmland is now 64 as opposed to only 24 in 1950. Independent farmers own approximately 85 per cent of the tractor fleet. The 16-31 horsepower group still accounts for 53 per cent of the total, but has declined relatively in favour of both lighter and heavier types. Since 1950, there has been a drop both relatively and absolutely in the number of caterpillar tractors; diesel tractors are becoming more popular than the kerosene type. The number of gasoline tractors has also gradually increased—The Hague.

Tubing

AUSTRALIA—A mill to produce both aluminum and steel tubing was opened recently in Edwardstown, South Australia. The Hill Hoist Ltd. mill, operating on the argon-arc fusion principle, turns out about 75,000 feet of tubing a day, some 85 per cent of which is steel. This new plant, doubling the company's existing capacity, is the only one of its kind in Australia. The tubing is used to make a wide variety of goods, from television antennae to playground equipment—Melbourne.

Uranium

AUSTRALIA—A large electronically-operated uranium plant of Mary Kathleen Uranium Limited has begun production in Queensland. Rio Tinto Mining Co. of Australia Pty. Ltd., Melbourne, holds 51 per cent of the shares. Negotiations have been concluded with the United Kingdom Atomic Energy Authority for sales of £40 million worth of uranium oxide. It is expected that this contract, for half of the plant's production, will be completed by 1965—Melbourne.

Wood Pulp

ARGENTINA—Messrs. Okal Argentina S.A. are reported to be buying machinery and equipment from Germany valued at DM5.8 million for a plant designed to produce wood pulp in sheets, in the zone of the Parana delta—Buenos Aires.

Woollen Textiles

FINLAND—To meet foreign competition more effectively, some of Finland's leading woollen firms have recently amalgamated. These companies represent approximately one-half of the Finnish woollen industry—Stockholm.

Northern Ireland Attracts Industry

In seeking new industry, Northern Ireland offers many inducements; hopes to provide employment for 46,000. Program will have little effect on imports from Canada.

H. A. GILBERT, *Trade Commissioner, Belfast.*

NORTHERN Ireland has been experiencing an industrial transformation over the past few years, the result of well-planned promotion. Traditionally, its economy was based on agriculture, shipbuilding and the linen industry, and when anything untoward happened to these industries, a slump and unemployment were the result. Realizing that Ulster's economic eggs were in too few baskets, the Government has been making strenuous efforts for the past several years towards industrial expansion. The task has not been easy because local supplies of industrial raw materials are limited, but important developments have taken place. In the food field, where Irish supplies are on hand, production of canned foods and milk now covers a wide range.

The Northern Ireland Government offers special inducements to new industries. These include capital grants and other financial assistance towards the cost

of plant and machinery. New firms as well as those already established are eligible for a government grant of 25 per cent of their annual net capital expenditure on plant and machinery, to a maximum of £100 thousand. Loans are made at low interest rates in addition to or as an alternative to plant and machinery grants. Financial assistance is given for the transferring and installing in Northern Ireland of plant and machinery already in use in a factory elsewhere.

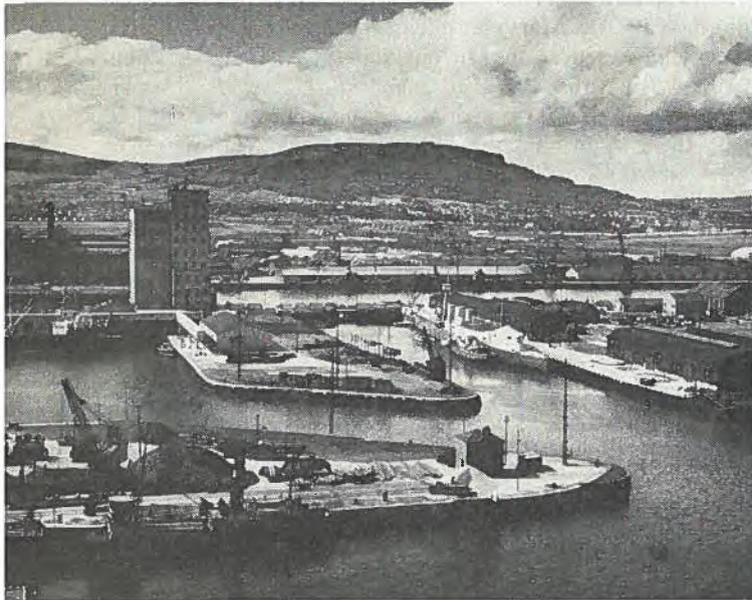
The Government also makes both grants and loans towards the cost of either new or used factory premises. In addition, it builds factories and rents them to approved tenants at a cost of about 11 cents a square foot. This concessional rental usually continues for the first ten years of occupancy, after which the current economic rent applies.

When it is necessary to alter, improve or expand basic services (such as roads, power and water supplies) and also provide housing to meet the needs of a new factory development, the Government may make grants or loans towards the expenditure. In addition, to help train unskilled labour, it will either pay an allowance to a worker undergoing training in a government training centre or will help with the cost of training provided at the factory itself.

Diversification Attained

The Government's efforts at industrial expansion have achieved results; 133 projects have been established in Northern Ireland since 1945; this figure includes entirely new plants and extensions to existing ones. Of these projects, 144 originated from the United Kingdom, 12 from Europe, and four from the United States. Three of the four American firms have moved in since 1953 and there are now four more preparing to begin operations. Plants in which capital has been and is being invested cover a wide range. In the consumer goods field there are factories producing food, drink, tobacco, textiles, clothing, leather goods, toys, baby buggies, jewellery, chemicals, pharmaceuticals, paper and pottery. In addition to consumer goods, engineering factories have been established and output includes turbines, electrical and mechanical engineering goods, iron and steel forgings, and aircraft.

It is expected that, when all these plants are in full production, they will employ some 46,000 workers. With this widening range of industry, it is unlikely that the slumps experienced in the past will ever recur to the same degree. None the less, the Government would welcome further industrial expansion, and particularly projects that will offer stable employment,



—Tourist Information Centre

The Belfast docks have the capacity to handle a brisk export and import trade. Up-to-date port facilities play an important rôle in the attraction of new industries to Northern Ireland.

help to diversify the present industrial structure, and form a nucleus for the attraction of yet more industry. Industries manufacturing for export would be particularly welcome and would find Northern Ireland attractive as a base for exports to the sterling area.

This rise in industrial output might lead one to believe that imports into Northern Ireland would decrease.

On the contrary, since 1946 imports through Ulster's ports have increased from 4.4 million tons in that year to 6.06 million in 1957. Moreover, the industrial development program will have little effect on imports from Canada because they consist largely of primary materials such as wheat, wheat flour, animal feeds and lumber.

New Zealand's Butter Exports

Competition from Continental suppliers in the British market is easing off, New Zealand believes, and prices in the short term should remain firm.

JOHN MACNAUGHT,
Assistant Commercial Secretary, Wellington.

WHAT is the outlook for the price of New Zealand butter in 1959? Because of the shaky market in 1958 in the United Kingdom, which takes the bulk of New Zealand's butter exports, few will venture a forecast, least of all dairy-produce marketing officials. But even while opinions vary, the industry demonstrates moderate confidence in the price prospects for 1959.

Before the middle of 1958, New Zealand butter was commanding only 206 shillings (roughly \$29.00) a cwt. in London, the lowest price in years. A contributing factor was the heavy flow of butter to the London market from Ireland and the Continent. In February the New Zealand Government was driven to action and, as a result of representations by the Minister of Agriculture against what he called "dumping" by other countries, the United Kingdom authorities conceded that the New Zealand dairy industry was suffering "material injury". With the idea of reducing purchases by about 40,000 tons in 1958, the United Kingdom Government asked the alleged offenders to limit voluntarily their exports to Britain.

The British expected that the ex store price of New Zealand butter in London would climb to about 270 shillings (roughly \$38.00) a cwt. However, reduced supplies proved more effective in raising the price and by the end of 1958 it was strong at nearly 300 shillings (roughly \$42.00). Consumers were loud in their protests and it surprised few when the United Kingdom Government decided in late December to withdraw requests to Continental suppliers to restrict exports.

What effect will this move have on prices in 1959? By removing restrictions, the British Government seems to have served notice for the benefit of the consumer that it will not play an active part in pushing the price

of New Zealand butter into the 300 shillings-plus range on the London market. Perhaps British officials think that their action will bring butter prices down to around 270 shillings a cwt.

Market Shows Better Tone

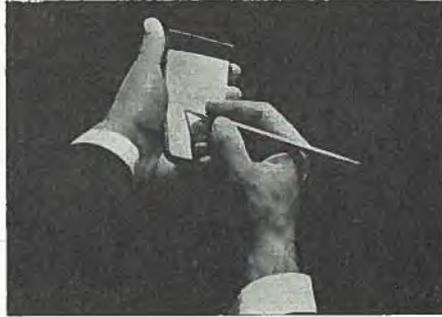
At the same time, the fact that the British market is once again a free one does not necessarily ensure a fall in the price of New Zealand butter. Dr. A. J. Harrop, London representative of a local agricultural publication, points out that the general atmosphere is optimistic. He thinks the following two reasons are among those which are chiefly responsible for the better tone of the market:

- The appetite of the British public for butter has proved sufficiently strong to resist the adverse effects of regular rises in price.

- The Continental stock position has changed completely through increased home consumption. In addition, Russia has bought butter from Denmark, Finland, Sweden and Poland, thus improving the stock position from New Zealand's point of view.

Although France continues to ship considerable quantities to Britain, the New Zealand Dairy Products Marketing Commission believes that supplies from European countries as a whole in the next few months will be smaller than in the same period last year. All this suggests that there should be no significant weakening of the butter price in the early months of 1959. Over the longer term, however, prospects are extremely difficult to judge. So much depends on whether or not the other supplying countries earlier accused of dumping by New Zealand revert to their former practices.

Imports of butter into the United Kingdom during the first nine months of 1958 totalled 326 thousand tons—or 66,000 tons more than in the same period a year ago. Butter entered for export from New Zealand in the first nine months of this year totalled 131,318 tons, of which 126,340 tons were destined for the United Kingdom. ●



General Notes

Finland

FOREIGN TRADE SURPLUS—According to preliminary statistics, Finland's foreign trade for 1958 showed a surplus of FM13,000 million. Exports totalled FM246,000 million and imports FM233,000 million. Up to May 1958 Finland's trade with the Soviet Union resulted in a surplus of FM3,400 million. Figures for Finland's balance of payments in 1957 showed a deficit of FM16,000 million but trade with the Soviet Union yielded a surplus of FM2,000 million—Stockholm.

Mexico

MEXICAN GOVERNMENT BUYS AT HOME—The President of Mexico has just announced that all equipment and materials needed by Federal Government departments and government-controlled organizations must be bought from Mexican suppliers, if possible. Imports will be permitted only when articles are not made in Mexico, or are not made in sufficient quantities or are unsatisfactory in quality. The ruling applies not only to imports, but also to local purchases of goods of foreign origin.

There will be very strict rules for importing these goods. Decision on each individual application will rest with a Public Service Import Committee composed of the heads of various Ministries and presided over by a representative of the National Bank of Foreign Commerce. Imports that are approved must be channelled through this bank because it is the only institution authorized to establish credits and to make the necessary financial arrangements. The Treasury Department will not authorize payments for, nor will the Customs Department permit the import of, materials acquired in a foreign market by any government agency without the Committee's approval—Mexico, D.F.

Netherlands

TRADE DELEGATION VISITS SWEDEN—A three-man Dutch delegation visited Göteborg, Sweden, recently to acquaint some 20 Swedish firms with the advantages of establishing Swedish affiliates in the Netherlands, one of the members of the European Economic Community. The delegation was to emphasize favourably conditions in Holland such as the low

wage level, good credit facilities, building premiums, and suitable plant locations. It is reported that Dutch municipalities may offer building credits to cover up to 85 per cent of building costs or build the factories themselves and lease them for ten-year periods.

The Dutch delegation is expected to be followed by delegations from the other five Common Market countries. Many Swedish exporting firms have already received circular letters from practically all these countries offering services—The Hague.

Norway

ENGINEERING EXPORT DRIVE—The Norwegian Export Council, Noreno (the Norwegian Engineering Organization) and the Engineering Manufacturers' Association are planning to undertake jointly intensive market surveys in South America and Africa with the aim of increasing Norway's exports of engineering products, services, and technical know-how. Noreno, established in 1950 by some of Norway's leading industrial, financial and shipping companies, has already secured important contracts in South America and elsewhere, particularly for hydro-electric power plant construction—Oslo.

Peru

SECOND SEARS-ROEBUCK STORE—The second store of Sears Roebuck del Peru, a subsidiary of the Chicago merchandising company, was recently opened in the centre of Lima's commercial district. The first one, located in one of Lima's residential suburbs, began operating about three years ago. About 50 per cent of the goods sold through these stores are made in Peru—Lima.

BALANCE OF TRADE IMPROVES—Peruvian imports declined 12 per cent (about \$37 million) during the first three quarters of 1958 compared with the same period of 1957. Exports fell by 7 per cent (about \$17 million). Although decreased imports helped improve the balance of trade, at the end of September last year it showed a deficit of US\$50.3 million. For the same period of 1957, Peru had a trade deficit of US\$70.1 million—Lima.



Trade Commissioners on Tour

The following officers of the Trade Commissioner Service will shortly begin tours in Canada. Their itineraries are:

J. H. BAILEY, Commercial Secretary in Paris, France:

Ottawa—March 31-April 10 Toronto—April 20-24
 Montreal—April 13-17

M. B. BLACKWOOD, Commercial Secretary in Djakarta, Indonesia:

Vancouver—April 20-22 Montreal—May 25-27
 Winnipeg—April 23-24 Hamilton, Brantford—May 28-29
 Ottawa—May 11-22 Toronto—June 1-3

N. W. BOYD, formerly Assistant Commercial Secretary in Berne, Switzerland:

Ottawa—April 11-19 Saskatoon—July 16
 Winnipeg—June 29-July 11 Vancouver—July 20-August 7
 Regina—July 13-14

When he completes his tour Mr. Boyd will be posted to Tokyo, Japan, as Assistant Commercial Secretary.

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

Tours of Territory

S. V. ALLEN, Deputy Consul General (Commercial) in New York, will visit Bermuda from March 1-20.

R. C. ANDERSON, Vice Consul and Assistant Trade Commissioner in São Paulo, Brazil, will visit Curitiba

MARCH 14, 1959

in the State of Parana, Joinville and Blumenau in Santa Catarina, and Porto Alegre in Rio Grande do Sul from March 8-21.

V. L. CHAPIN, Commercial Counsellor in Rio de Janeiro, Brazil, will visit the Amazon region from March 15-25.

A. W. EVANS, Trade Commissioner in Liverpool, England, will visit the Isle of Man at the end of April.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans, Louisiana, will visit the following cities from March 16-27: Jacksonville, Florida; Savannah, Georgia; Charlotte and Wilmington, North Carolina, and Charleston, South Carolina.

P. V. McLANE, Commercial Counsellor in Athens, Greece, will visit Israel from March 14-27.

H. W. RICHARDSON, Trade Commissioner in Guatemala City, Guatemala, will visit Honduras, Nicaragua and El Salvador from March 9-21.

C. O. R. ROUSSEAU, Commercial Secretary in Beirut, Lebanon, will visit Jordan from April 20-24.

R. K. THOMSON, Commercial Secretary in Vienna, Austria, will visit Bucharest, Romania, from April 13-14, and Sofia, Bulgaria, from April 16-17.

Miss **V. F. WIGHTMAN**, Agricultural Attaché, office of the Commercial Counsellor in Paris, will visit Algiers for one week, beginning April 5.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Allen at New York, Mr. Anderson at São Paulo, Mr. Chapin at Rio de Janeiro, Mr. Evans at Liverpool, Mr. Harris at New Orleans, Mr. McLane at Athens, Mr. Richardson at Guatemala City, Mr. Rousseau at Beirut, Mr. Thomson at Vienna, and Miss Wightman at Paris.



Trade and Tariff Regulations

Ireland

IMPORT CONTROLS—By five Orders of the Government of the Republic of Ireland, issued under the Control of Imports Acts, 1934 and 1937, further quotas and quota periods have been announced as follows:

Certain pneumatic tires for motor vehicles: 60,000 articles. Quota unchanged from previous similar period.

Certain pneumatic tires for bicycles or tricycles: 105 thousand articles. Quota unchanged from previous similar period.

Certain rubber boots and shoes: 55,000 pairs, as against a similar quota for previous twelve months' period.

In all of the above cases, the new quota period extends from February 1, 1959, to January 31, 1960.

Hose (other than half-hose) made wholly or partly of silk or artificial silk: 570 thousand pairs for the period March 1, 1959, to February 29, 1960. Quota unchanged from previous twelve months' period.

Certain woven fabrics of wool or worsted or synthetic or artificial textiles: 900 thousand square yards for the period March 1 to August 31, 1959, as against 1.8 million square yards for the previous twelve months' period.

Mexico

EXPORT TAX ON BEEF CATTLE—An order published in the Mexican Official Gazette of February 17, 1959, and effective immediately, has increased the export tax on live cattle by large amounts. The regulation is designed to reduce the flow of slaughter animals to the United States which normally takes over 95 per cent of Mexico's total livestock exports.

Spurred on by exceptionally high prices, the flow of beef cattle to the United States reached 418,300 head during the first 11 months of 1958 compared with 350 thousand in 1957 and only 110 thousand in 1956. The Mexican authorities apparently consider that continuous exports at this high level could be injurious to the long-term development of the Mexican livestock industry. For this reason, the duties fall heaviest on females and young males, essential for herd-building and for a strong feeder industry. Probably another reason is that slaughter cattle have become scarce in some domestic markets and the Government is concerned that its own supplies are being threatened by the strong U.S. demand.

The new duties are:

				Approx. increase
Females up to 250 kilos	pesos 416—	previously pesos 252		65%
Females over 250 kilos	" 546—	" 378		40%
Males up to 100 kilos	" 182—	" 55.80		325%
Males 100 to 250 kilos	" 364—	" 93		390%
Males over 250 kilos	" 312—	" 111.60		280%

(A Mexican peso is worth 8 cents U.S., and a kilo is 2.2 lb.)

At these new rates a 750 lb. cow will pay approximately 7.3 cents U.S. per lb. Mexican export tax and a 900 lb. steer will pay 7.6 cents, to which the U.S. import duties must be added—Mexico, D.F.

Norway

DOLLAR IMPORT LIBERALIZATION: CORRECTION—A notice on the freeing of additional dollar imports into Norway was published in the January 31, 1959, issue of *Foreign Trade*. The following changes should be made in the list of commodities in that notice, on the basis of detailed information now available.

Delete "potatoes" from the list. They are not liberalized.

Add the word "dried" before "beans, peas and lentils". Only dried and split legumes are liberalized.

Replace "various machines for working wood" by "pneumatic machines for working wood". Other wood-working machines are not liberalized.

Add the word "most" before "musical instruments". Minor exceptions, such as music boxes and record players, are not liberalized.

Add the words "not made of precious metals" after "fountain pens and mechanical pencils". Only those not made of precious metals are liberalized.

Information on the liberalization of particular goods by Norway may be obtained upon request from the International Trade Relations Branch.

The Commercial Counsellor in Madrid has forwarded to the Department of Trade and Commerce copies of a new Petroleum Law passed in Spain in December 1958.

Interested persons may obtain an English translation of this document by writing to the Commodities Branch, Department of Trade and Commerce, Ottawa.

Head Office Directory

	Gov. Local
Minister: The Honourable Gordon Churchill	2-0336
Private Secretary and Executive Assistant: Mrs. Rita Cook	2-0336
Deputy Minister: John H. English	2-2888, 2-5838
Executive Assistant: A. G. Kniewasser	2-2380
Economic Adviser: O. J. Firestone	2-4176
Associate Deputy Minister: James A. Roberts	6-8431, 6-8502
G. S. Hall	6-8539
A. R. Winship	6-8539
Assistant Deputy Minister (Trade Promotion): H. Leslie Brown	2-2530, 2-0798
Assistant Deputy Minister (Trade Policy): J. H. Warren	2-4042, 2-2649

Administration Branch

Comptroller-Secretary: Finlay Sim	2-2262
Administrative Assistant: Miss M. L. E. Jones	6-7411
Financial Assistant: S. B. Kayes	2-4312

Personnel Division

Chief Personnel Officer: L. J. Rodger	2-5430
---	--------

Office Services Division

Chief: C. Drolet	2-5011
------------------------	--------

Agriculture and Fisheries Branch

Director: G. R. Paterson	2-4301
Assistant Director: S. C. Hudson	2-5830

Fisheries Division

Chief: T. R. Kinsella	6-7385
J. M. Bellemare	6-7385

Food and Agriculture Division

Chief: G. E. Woollam	2-0914
Assistant Chief: K. L. Melvin	2-3172
Furs, Non-Alcoholic Beverages: D. H. Burns	2-4161
Grocery and Confectionery Products: J. E. Lancaster	6-6350
Livestock, Animal Products: K. L. Melvin	2-3172
Plant Products: A. J. Stanton	6-7523
Edible Fats and Oils, Tobacco: B. E. Husband	2-4161

Grain Division

Chief: S. C. Hudson	2-5830, 2-5648
Assistant Chief (Administration): R. M. Esdale	2-5830, 2-5648
Co-ordinator Markets Development: W. F. Hillhouse	6-7036

*Unless otherwise noted, all offices of the Department are in this building. Cable address: COMAGENT, Ottawa. If you are telephoning from out of town, call the government switchboard, CEntral 2-8211, and ask for the local; if you are in Ottawa, dial 9, then the government local.

Canadian Government Exhibition Commission 479 Bank Street**Gov. Local**

Director: Glen Bannerman	6-7412, 2-3558
Administrative Officer: A. D. Simmons	6-6795
Assistant to Administrative Officer: F. J. Bradley	6-7818
Chief, Design Section: T. C. Wood	2-3671
Assistant Chief, Design Section: G. E. Stranks	2-3682
Superintendent of Exhibits: R. L. Greene	2-3524
Assistant Superintendent of Exhibits: J. Rachlis	2-3524
Accountant: J. A. Cryderman	2-3776

Colombo Plan Administration (see Economic and Technical Assistance Branch)**Commodities Branch**

Director: Denis Harvey	2-5417
Assistant Director: E. C. Thorne	6-7163
Assistant to Director: C. J. MacCallum	6-6519

Commodity Divisions**Chemicals Division**

Chief: A. M. Tedford	2-5993
Oils, Fats, Miscellaneous Chemicals: T. V. Harquail	6-6075
Pharmaceutical Products: G. A. Ferguson	2-5177
Petroleum, Organic Chemicals: T. V. Harquail	6-6075
Plastics, Heavy Chemicals: G. E. McCormack	6-7601

Consumer Goods Division

Chief: D. G. W. Douglas	6-6197
Assistant Chief: A. C. Fairweather	6-7815
Beverages: A. C. Fairweather	6-7815
Business Equipment, Radio and Television, Scientific Instruments, Hospital Equipment: R. P. Vachon	6-6958
Consumer Durable Goods, Electrical Appliances: W. H. Grant	2-3209
Handicrafts, Chinaware, Jewellery, Photographic Equipment: P. E. Jensen	2-5337
Hardware, Plumbing and Heating Equipment: D. C. Meyers	6-6383
Leather, Rubber and Plastic Products: W. L. Herman	2-0518
Recreational Supplies, Musical Instruments, Toys: P. G. Jones	2-4160
R. A. Drouin	6-8679
Ladies' Wearing Apparel, Linens: E. G. Gerridzen	2-5378
Textile Fibres and Fabrics, Miscellaneous Men's Wearing Apparel, Jute Products, Wastes: R. M. Josephson	2-3004
Records, Statistics, Office Services: Miss M. E. O'Connor	6-8760

Engineering and Equipment Division

Chief: R. A. Frigon	2-4082
Assistant Chief: F. T. Carten	2-5859
Consulting Engineering, Aerial Surveying, Nuclear Energy: R. A. Frigon	2-4082
Engineering Projects, Construction Contracting, Industrial Electrical Equip- ment: R. C. Wallace	2-5382
Process Plants and Light Industrial Equipment: F. T. Carten	2-5859
Agricultural and Automotive Equipment, Vehicles, Aircraft, Ships, and Rail- way Rolling Stock: G. C. Clarke	2-3873
Machine Tools and Heavy Industrial Machinery: J. R. Johnson	6-7546
Communications and Electronic Equipment: D. L. Draper	6-6479

Forest Products Division

Chief: J. C. Dunn	2-0273
Assistant Chief: M. N. Murphy	6-6974
Logs, Round Materials and Lumber: J. C. Dunn	2-0273
Manufactured Wood Products: O. Hickie	2-4863
W. G. Huxtable	2-5811
Wood Pulp, Newsprint and Other Papers: M. N. Murphy	6-6974
Paper and Paper Products: E. J. Ward	2-5127

Commodities Branch (continued)**Gov. Local****Metals and Minerals Division**

Chief: J. M. Rochon	6-8422
Iron and Steel: G. W. Rahm	2-5159
Non-Metallic Minerals: R. P. Mulvihill	2-5823
Non-Ferrous Metals: R. J. Hurley	2-3823
Statistics: W. L. Power	2-3823

Transportation and Trade Services Division

Chief: G. M. Schuthe	6-6236
Transportation and Communications Section:	
Chief: H. A. Hadskis	2-2737
Traffic: D. H. Munro	6-7835
Export and Import Permits Section:	
Chief: J. G. MacKinnon	2-3640
Processing Officer, Exports: L. M. Lang	6-6976
Assistant Processing Officer, Exports: Miss M. T. Langille	6-7834
Processing Officer, Imports: R. T. Traversy	6-6991
Directories Section:	
Chief: R. W. Bedard	6-6681
B.W.I. Trade Liberalization Plan and U.K. Token Import Plan Section:	
Chief: G. L. Tighe	6-6905, 2-5670

Economics Branch

Director: V. J. Macklin	2-5658
Assistant Director: D. J. Daly	6-8900
Assistant to the Director: Miss J. E. Leitch	2-3575
Foreign Trade: P. C. Collingwood	6-7667
Capital Investment: J. H. Latimer	2-5711
Domestic Industries: E. Westbrook	2-3847
Resource Industries: A. M. Coll	6-7408
Area Studies: H. R. Smale	2-5266
Econometrics and Development: T. M. Brown	6-8288

Economic and Technical Assistance Branch

Director: O. E. Ault	6-8495
Assistant Director:	6-8495
Capital Projects	
Chief: F. E. Pratt	6-8429
Technical Co-operation Service	
Chief: D. W. Bartlett	2-0981
Assistant Chief (Training): J. T. Hobart	6-8662
Assistant Chief (Program): W. D. Mills	2-3612
Administrative Services	2-2816

Energy Studies Branch

Director: Douglas M. Fraser	6-6208
-----------------------------------	--------

Industrial Development Branch

Director: B. R. Hayden	6-7886
Research Division	
Chief: W. M. Hall	2-4143
New Products Division	
Chief: G. A. Cooper	2-4181
Import Analysis Division	
Chief: G. P. Bourne	2-5909
Assistant Chief: A. J. Wibe	6-6925
Regulations and Publications Division	
Chief: J. H. O'Connell	2-3713

International Trade Relations Branch

Gov. Local

Director: M. Schwarzmann	2-2250, 2-2981
Acting Assistant Director: R. E. Latimer	2-2981
A. W. A. Lane	6-8727
H. V. Jarrett	6-7696
Miss H. M. Spence	6-7696
General Relations	
J. R. Downs	6-7594
W. Lavoie	6-7594
United Kingdom	
Miss H. K. Potter	2-3920
F. R. Petrie	2-3920
Commonwealth	
R. B. Nickson	6-8727
Miss M. V. McCormick	6-6531
J. W. Latimer	6-6531
United States and Latin America	
B. S. Shapiro	6-8469
A. M. Baldwin	6-8469
J. B. O'Neill	6-8469
Europe and Asia	
F. P. Weiser	2-5642
J. M. H. Davison	2-5642
Mrs. I. F. Budge	2-5642

Small Business Branch

Assistant Director: Morgan Mahoney	2-4737
T. E. Bocking	2-5207
S. G. Barkley	2-5207
F. X. Wildgen	2-5207

Standards Branch Standards Building, Holland Ave., Tunney's Pasture

Director: R. W. MacLean	2-2132
Assistant Directors	
Electricity and Gas: E. F. Power	2-2956
Weights and Measures: C. S. Phillips	2-2000
Commodity Standards: O'Neill O'Higgins	6-6721
Precious Metals Marking, and Enforcement:	
G. R. Lewis	6-7075
Standards Building, Holland Ave., Tunney's Pasture	
Supervisor, Standards Laboratory: W. J. S. Fraser	2-2575

Trade Commissioner Service

Director: H. Leslie Brown	2-2530, 2-0798
Assistant Director (Trade Promotion): T. J. Monty	6-8286
Area Trade Officers:	
Asia and Middle East: W. D. Wallace	2-0436
Commonwealth: R. W. Blake	2-2144
Europe: L. A. Campeau	2-2421
Europe: M. O. A. Krupka	2-2421
Latin America: L. D. Burke	6-7641
United States: D. M. Holton	2-5176
Assistant Director (Personnel): G. F. G. Hughes	6-6800
Assistant Director (Administration): W. J. Millyard	2-5669
G. F. Farrow	2-5717
Western Representative: K. F. Noble, 331 Marine Bldg., 355 Burrard St., Vancouver, B.C.	Mutual 1-7161
Newfoundland Representative: Stott Bldg., St. John's, Newfoundland	2698

Trade Fairs Abroad Office**Gov. Local**

Liaison Officer for Trade Fairs: K. G. Ramsay 6-8269
 Geo. Hazen 2-4379

Trade Publicity Branch

Director: T. R. G. Fletcher 2-2479, 6-6394
 Assistant Director: J. Fergus Grant 2-2186
 Editor, *Foreign Trade and Commerce extérieur*: Miss O. Mary Hill 6-6588
 Editorial and Art Services Division
 Chief: F. R. Hamilton 6-6435

Translation Branch

Chief: Emile Boucher 2-2760

Dominion Bureau of Statistics Holland Ave.

Dominion Statistician: Walter E. Duffett 2-2529
 Assistant Dominion Statistician: J. T. Marshall 6-7695
 Assistant Dominion Statistician: S. A. Goldberg 2-5458
 Senior Research Statistician: N. Keyfitz 2-3562
 Consultant on Classification: N. L. McKellar 2-3437
 Chief Administrative Officer: H. L. Allen 6-7368
 Agricultural Division
 Director: C. V. Parker 2-4774
 Business Finance Division
 Director: C. Scott 2-4052
 Census Division
 Director: O. A. Lemieux 2-2088
 Education Division
 Director: F. E. Whitworth 2-5933
 Health and Welfare Division
 Director: F. F. Harris 6-6651
 Industry and Merchandising Division
 Director: H. McLeod 2-2125
 Information Services Division
 Director: C. C. Lingard 2-0418
 International Trade Division
 Director: C. D. Blyth 6-8340
 Labour Statistics Division
 Director: H. F. Greenway 6-7424
 Mechanical Tabulation Division
 Director: A. B. McMorran 6-8232
 Prices Division
 Director: L. E. Rowebottom 2-3913
 Public Finance and Transportation Division
 Director: G. A. Wagdin 2-5396
 Research and Development Division
 Director: F. H. Leacy 2-3071
 Special Surveys Division
 Director: W. I. Moore 2-5570

Export Credits Insurance Corporation Birks Bldg., 107 Sparks St., P.O. Box 655

President and General Manager: H. T. Aitken CE2-4828
 Assistant General Manager: A. W. Thomas CE2-4828
 Secretary: T. Chase-Casgrain CE2-4828
 Economist: D. C. Taylor CE2-4828
 Underwriter: S. Garrett CE2-4828
 Credits Supervisor: C. A. Law CE2-4828
 Claims Supervisor: F. G. Reynolds CE2-4828
 Accountant: B. R. King CE2-4828
 Montreal Branch 607 St. James St. West UN6-1268
 Toronto Branch Rm. 1511, 55 York St. EM4-5778

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

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

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

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

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

For conversion to United States dollar equivalent multiply by 1.0272873.

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 2	Units per Canadian dollar	Notes (see below)
Argentina	Peso	Free01444	69.25	(1)
Austria	Schilling03744	26.71	
Australia	Pound	2.1888	.4569	
Bahamas	Pound	2.7359	.3655	
Belgium, Belgian Empire and Luxembourg	Franc01948	51.33	
Bermuda	Pound	2.7359	.3655	
Bolivia	Boliviano ...	Free00008520	1173.71	
British Guiana ...	Dollar5700	1.75	
British Honduras ..	Dollar6839	1.46	
Brazil	Cruzeiro ...	General Category*003790	263.83	*Jan. 27 (2)
		Special Category*002632	379.91	
		Official buying0517	19.33	(3)
Burma	Kyat2044	4.89	
Ceylon	Rupee2052	4.87	
Chile	Peso	Free0009253	1080.73	(4)
Colombia	Peso	Certificate1522	6.57	
Costa Rica	Colon	Official1734	5.77	
		Controlled free1466	6.82	
Cuba	Peso9734	1.02733	tax 2%
Czechoslovakia ...	Koruna1352	7.39	
Denmark	Krone1412	7.08	
Dominican Republic	Peso9734	1.02733	
Ecuador	Sucre	Official06490	15.41	
		Free05746	17.40	
Egyptian Region, United Arab Rep.	Pound	Official	2.7953	.3577	
	"	Export account selling ...	2.0450	.4890	
El Salvador	Colon3890	2.57	
Fiji	Pound	2.4648	.4057	
Finland	Markka003042	328.73	
France, Monaco and North Africa	Franc001985	503.78	(5)
French colonies	Franc003970	251.89	(6)
French Pacific	Franc01092	91.57	(7)
Germany	D Mark2329	4.29	
Ghana	Pound	2.7359	.3655	
Greece	Drachma03244	30.83	
Guatemala	Quetzal9734	1.02733	
Haiti	Gourde1947	5.13	
Honduras	Lempira4863	2.05	
Hong Kong	Dollar	Free*1689	5.92	*Feb. 16
		Official1710	5.85	
Iceland	Krona	Official05977	16.73	(8)
India	Rupee2052	4.87	
Indonesia	Rupiah	Effective buying03204	31.21	*Feb. 24
		Effective selling02572	38.88	(8)
Iran	Rial	Certificate01285	77.82	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent March 2	Units per Canadian dollar	Notes (see below)
Iraq	Dinar		2.7256	.3669	
Ireland	Pound		2.7359	.3655	
Israel	Pound		.5408	1.85	
Italy	Lira		.001568	637.75	
Japan	Yen		.002704	369.82	
Lebanon	Pound	Free	.3095	3.23	
Mexico	Peso		.07788	12.84	
Netherlands	Florin		.2579	3.88	
Netherlands Antilles	Florin		.5197	1.92	
New Zealand	Pound		2.7359	.3655	
Nicaragua	Cordoba	Effective buying	.1475	6.78	
		Official selling	.1381	7.24	
Norway	Krone		.1365	7.33	
Pakistan	Rupee		.2052	4.87	
Panama	Balboa		.9734	1.02733	
Paraguay	Guarani	Official	.008112	123.27	
Peru	Sol	Certificate	.03657	27.34	
Philippines	Peso		.4867	2.05	
Portugal & Colonies	Escudo		.03397	29.44	(9)
Singapore and Malaya	Straits dollar		.3192	3.13	
Spain and Dependencies	Peseta	Controlled free	.02318	43.14	(8)
Sweden	Krona		.1882	5.31	
Switzerland	Franc		.2254	4.44	
Syrian Region, United Arab Rep.	Pound	Free	.2717	3.68	
Thailand	Baht	Free	.04651	21.50	(8)
Turkey	Lira		.1082	9.24	
Union of South Africa	Pound		2.7359	.3655	
United Kingdom	Pound		2.7359375	.365510	
United States	Dollar		.9734375	1.0272873	
Uruguay	Peso	Free	.1071	9.34	
		Basic buying	.6410	1.56	(8)
		Principal selling	.4630	2.16	
Venezuela	Bolivar		.2906	3.44	
West Indies Fed.	Dollar		.5700	1.75	(10)
	Pound		2.7359	.3655	(11)
Yugoslavia	Dinar		.003244	308.26	(8)

*Latest available quotation date.

notes

1. Argentina: effective Jan. 1, 1959, a single fluctuating exchange rate was introduced. Exports are subject to retention taxes of either 10 or 20 per cent ad valorem under this system.
2. Brazil: exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 48.64 cruzeiros per U.S. dollar, depending on product.
3. For imports of wheat, newsprint and petroleum, the effective rate of exchange is the official selling rate plus a surcharge of 61.18 cruzeiros.
4. Chile: free rate applies to exports and to imports, except prohibited imports. Chilean importers must deposit local currency in amounts ranging from 5 to 5,000 per cent, depending on product, prior to shipment of goods.
5. France: territory includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
6. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
7. New Caledonia, New Hebrides, Oceania.
8. Additional rates are in effect.
9. Portugal: approximately same rate for Portuguese territories in Africa.
10. Barbados, Trinidad, Tobago. Leeward and Windward Islands
11. Jamaica.

Assistant Trade Commissioners Posted

Before leaving for their posts, nine new Assistant Trade Commissioners will tour industry throughout Canada from March 16 to June 10, beginning in the Atlantic Provinces and finishing on the West Coast.



CLAYTON G. BULLIS was born in Kingston, Ontario. He received his B.A. degree from Queen's University in 1954 and his M. Comm. from the University of Toronto in 1956. Mr. Bullis has been posted to Kingston, Jamaica, as Assistant Trade Commissioner.



PETER A. FREYSENG was born in Toronto, Ontario, and graduated from the University of Toronto with an Honours B.A. (History) in 1954 and an M.A. in 1958. Mr. Freyseng has been posted to Vienna, Austria, as Assistant Commercial Secretary.

JOHN M. KNOWLES was born in New York City, U.S., and graduated with a B.A. degree from the University of Ottawa in 1958. Mr. Knowles has been posted to Ciudad Trujillo, Dominican Republic, as Assistant Commercial Secretary.



DAVID J. McEACHRAN was born in St. Albans, Hertfordshire, England, and graduated from the University of British Columbia with a B. Comm. (Economics) degree in 1958. Mr.

McEachran has been posted to Hong Kong as Assistant Trade Commissioner.



JOHN B. McLAREN was born in Oshawa, Ontario, and graduated from the University of Western Ontario with a B.A. (Economics) degree in 1956. Mr. McLaren has been posted to Karachi, Pakistan, as Assistant Commercial Secretary.



JOSEPH E. MONTGOMERY was born in Midland, Ontario, and graduated from the Ontario Agricultural College with a B.S.A. degree in 1958. Mr. Montgomery has been posted to Caracas, Venezuela, as Assistant Commercial Secretary.

ROBERT L. RICHARDSON was born in Renfrew, Ontario, and graduated from Queen's University with an Honours B.A. (Economics) in 1958. Mr. Richardson has been posted to Port-of-Spain, Trinidad, as Assistant Commercial Secretary.



L. JAMES TAYLOR was born in Halifax, Nova Scotia, and graduated from McGill University with a B. Comm. in 1955. He received his C. A. in 1959. Mr. Taylor's posting will be announced at a later date.



WILLIAM B. WALTON was born in Edmonton, Alberta. He graduated from the University of Alberta with a B.A. degree in 1950 and studied for a year at the University of Stockholm, Sweden. Mr. Walton has been posted to Beirut, Lebanon, as Assistant Commercial Secretary.

