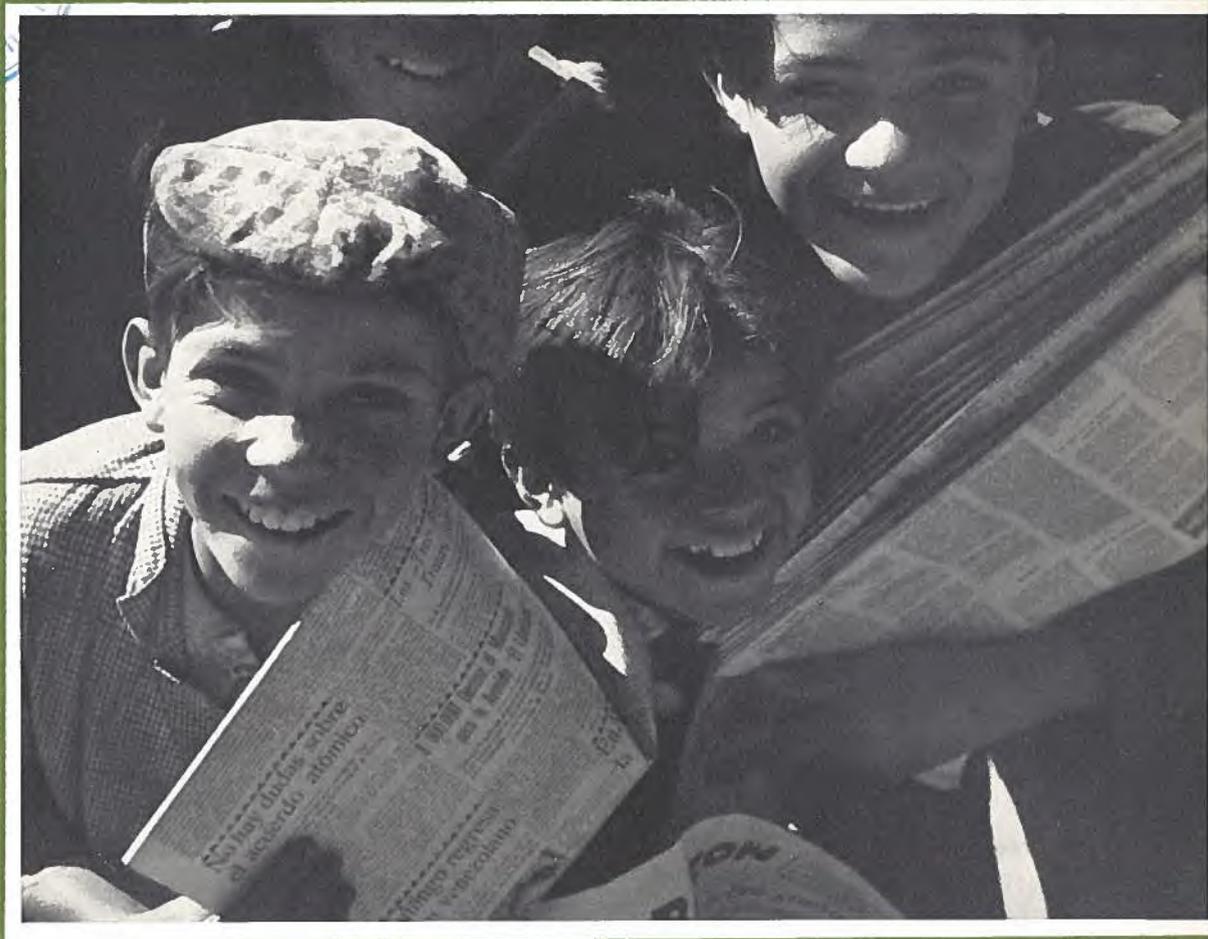


DECEMBER 5, 1959

*Handwritten signatures and scribbles in the top right corner.*

# foreign trade



**ADVERTISING ABROAD—beginning a new series**



# foreign trade

Established in 1904

OTTAWA, DECEMBER 5, 1959

Vol. 112, No. 12

## cover

These lively looking newsboys hawk their papers on the streets of Bogotá, Colombia's capital. With some twenty major newspapers published in the country, advertisements in the press reach the middle and upper classes in most Colombian cities — the main buyers of imported goods. For a complete report on advertising media in Colombia and how they can serve the foreign advertiser, see page 3.

—Photo by Standard Oil Co. (N.J.)



C A N A D A

- 
- 3 Advertising Abroad: Colombia . . . initial report in our series designed to help exporters spend their advertising dollars wisely.**
- 6 They Need Motor Vehicles in Ghana . . . and Canadians might supply more, if they can cater to the special demands of this West African market.**
- 13 Selling to the Caja . . . a review of potential and procedure in orders placed by this Colombian agricultural agency.**
- 16 Venezuela Shapes a Railway System . . . creating opportunities for exporters of many types of railway equipment.**
- 22 Britain Steps Up Steel Production . . . thanks to vigorous expansion, modernization of older mills, adoption of new processes.**
- 
- 8 Will India Buy Less Rubber?**
- 9 Britain's Cotton Industry**
- 14 Selling Electrical Appliances in Thailand**
- 15 IFC Doubles Its Investment**
- 21 The Philippines Discovers Oil**
- 
- |  |  |
|--|--|
| <b>36 Businessman's Bookshelf</b>      | <b>24 General Notes</b>                |
| <b>10 Commodity Notes</b>              | <b>27 Tours of Territory</b>           |
| <b>18 Fairs and Exhibitions</b>        | <b>27 Trade Commissioners on Tour</b>  |
| <b>34 Foreign Exchange Rates</b>       | <b>28 Trade Commissioners at Work</b>  |
| <b>29 Foreign Trade Service Abroad</b> | <b>26 Trade and Tariff Regulations</b> |

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".

## Advertising Goes Overseas

*This issue carries the first of a series of articles on advertising abroad, written by the Canadian Trade Commissioner in Bogotá, Colombia. On December 19 we shall present a second, from Hong Kong, and in succeeding months cover a number of other countries.*

*The Canadian selling in the home market addresses his sales message to consumers exposed to advertising in all its forms. When they open their newspapers, advertisements of all types and sizes confront them. Their trade journals keep them abreast of new equipment and processes. When they watch TV or listen to the radio, they are prodded or cajoled into buying various products. Their mail brings them promotion pieces; street signs flash them advertising slogans.*

*The advertiser who must select the right media for his purpose can rely upon circulation audits, listener ratings and, above all, on the advice of his advertising agency. His own experience tells him much about the tastes, desires, needs and motivations of other Canadians.*

*When he does business overseas, the Canadian exporter faces a different situation. The people whom his advertising must reach have living standards, education, tastes and customs that vary from country to country and may differ widely from the Canadian. If he wishes to adapt Canadian advertisements, getting a faithful yet idiomatic translation is added to his difficulties. He must often be aware of local taboos or superstitions. And in many countries he cannot find advertising agencies or market research organizations to help him. Frustrated, he sometimes throws the whole problem into his agent's lap. This may mean wasted money or indifferent results—perhaps both.*

*We have planned our articles on advertising abroad with this puzzled exporter in mind. The reports cannot cover the subject of advertising in foreign countries in depth but they can answer certain practical questions. What are the most useful media in a specific country? At what class should the advertising message be aimed? What are the methods of placing advertisements? What skilled assistance can the exporter command? What pitfalls should he avoid? Even a brief discussion of these and related questions will, we hope, be valuable to Canadians keen to win and hold customers in faraway places.*

—The Editor



# Advertising Abroad

**In Colombia,** radio reaches more people than any other medium and all stations accept advertising.

J. H. BAILEY, *Commercial Secretary, Bogotá.*

THE most important advertising medium in Colombia in terms of coverage is radio. The first reason for this is the terrain. Because the country is divided by a number of mountain ranges and transportation facilities through these mountains are poor, the other media—such as newspapers, magazines and direct mail—are extremely difficult to use over a wide area. The second reason is that, because the illiteracy rate is approximately 41 per cent,\* only radio can successfully reach a large proportion of the market. It is noticeable, for example, when one visits the rural areas that every small hut has a radio. By the same token, of course, this type of person does not usually have sufficient money to spend on products that are advertised. The best market in Colombia, as in many other countries, is the middle class in the larger cities.

## Radio Advertising

There are over one hundred radio stations, either individual or part of a chain, and all of these accept advertising. Even the national broadcasting company, Radiodifusora Nacional de Colombia, accepts advertising contracts to help cover operating costs. The largest chain consists of seven stations and therefore an advertiser faces the problem of choosing a number of individual stations if he wishes to have full coverage in Colombia.

\*Based on persons over seven years of age: *Estadísticas Demográficas*, Julio 1958.

Advertisers may negotiate directly with the stations or—and this is more practical with such a large number of stations spread over a large area—they can work through advertising agencies. As an indication of the rates charged, a 15-minute program from 8.15 a.m. to 8.30 a.m. daily costs approximately \$450 a month. As yet there are no firms that provide popularity ratings for the various programs and individual advertisers must try to judge the effectiveness of their broadcasts by making limited surveys themselves.

## Newspapers

The table, right, gives the estimated circulation of the major newspapers. This circulation totals only a little over half a million out of a total population of approximately 14 million.

Because of the large families here, it is estimated that each paper has about 2.53 readers and therefore the newspaper coverage of the market is larger than it would appear. Furthermore, as the newspapers are distributed only in the larger centres and these constitute the principal markets, their effectiveness is considered greater than circulation figures indicate. There are no statistics available to the potential advertiser because there are no audit bureaus as in North America; independent advertising agencies that have carried out limited surveys are

the only source of statistics on circulation and readership.

The reproduction ability of the press is reasonably good. To be assured of clear reproductions in all types of newspapers, however, many advertisers prefer to use drawings rather than photographs. At the same time, it is the general custom not to “pack” ads. In newspapers or magazines it is preferable to tell the story whenever possible by drawings that show the products in the ordinary way or in cartoon form. This tendency to play down the use of large amounts of descriptive text probably stems from the illiteracy in the country.

City and Newspaper	Circulation	Cost per column inch
<b>BOGOTA</b>		
<i>El Tiempo</i>	200,000	\$21.00
<i>El Espectador</i>	120,000	*20.00
<i>El Siglo</i>	50,000	16.00
<i>La Republica</i>	30,000	11.00
<b>MEDELLIN</b>		
<i>El Colombiano</i>	50,000	10.00
<i>El Correo</i>	30,000	9.00
<b>CALI</b>		
<i>El Pais</i>	50,000	10.00
<i>Relator</i>	50,000	9.00
<b>MANIZALES</b>		
<i>La Patria</i>	40,000	8.00
<b>BARRANQUILLA</b>		
<i>El Heraldo</i>	5,000	8.00
<i>La Prensa</i>	10,000	8.00
<i>Diario del Caribe</i>	10,000	8.00
<i>El Nacional</i>	12,000	8.00
<b>CARTAGENA</b>		
<i>Diario de la Costa</i>	6,000	8.00
<i>El Universal</i>	6,000	10.00
<i>El Pueblo</i>	5,000	8.00
<b>BUCARAMANGA</b>		
<i>El Frente</i>	20,000	10.00
<i>Vanguardia Liberal</i>	20,000	10.00
<i>El Deber</i>	10,000	8.00
<b>CUCUTA</b>		
<i>Diario de la Frontera</i>	8,000	5.00

\*2 editions.

There are three main types of magazines distributed in Colombia. The first is foreign-produced periodicals such as *Selecciones* (the *Reader's Digest* Spanish version, which has a circulation of approximately 65,000 in Colombia); *Life* (with a circulation of about 20,000); *Vision* (a Spanish-language magazine produced in Central America that has a circulation in Colombia of about 15,000), and the Latin American edition of *Time* (with a circulation of slightly under 3,000). The second type is those produced in Colombia. The largest is the illustrated weekly publication *Cromos* which has a circulation of over 30,000. The only other one of any significance is *Semana* with a circulation of about 10,000. There are many smaller periodicals but none of these would be recommended for North American advertisers. Although the above circulation figures are relatively small, it is even more true in the magazine field that copies reach the most influential people. Any person who wants to advertise luxury products or wishes to reach the groups, such as factory managers, who might be interested in technical matters, would be well advised to consider using these magazines. Actual trade publications are few in Colombia and the only ones with any significant circulation are those specializing in agricultural lines. In magazine advertising, the same suggestions given in the section on newspapers about reproduction and using as little text as possible also apply.

#### Television

Television is a medium of growing importance here. At present there is only one channel, government-owned, and the number of receiving sets is estimated at about 120,000. Because many of the latter are located in central positions in villages and because of the large families, the number of viewers is estimated at approximately 500,000. Television does not yet cover the whole country and the important



*This advertisement that appeared in a Bogotá paper demonstrates that Colombians relish a touch of humour and prefer ads with good artwork and a minimum of descriptive copy. Drawings generally reproduce better than photographs.*

Atlantic Coast area (including the cities of Barranquilla and Cartagena) are outside the range of gov-

ernment stations. In spite of this limited coverage, television has recently become so popular with ad-

vertisers (the Government accepts advertising in large quantities in order to offset operating costs) that it is difficult to book time. The main reason for its increased popularity is that television provides the advertiser with a select market. This is probably a sign of the general economic prosperity—the middle class is growing rapidly—and it has led to considerable talk of establishing a second channel and increasing the number of transmitting stations.

Spot advertising, both filmed and live, is used. Recently the Government restricted the use of any films showing violence because this is common in some of the less settled parts of the country. Even cowboy films that show the villain being captured at the end are no longer allowed because of their possible influence on bandits in the outlying districts.

As an indication of TV charges, a weekly half-hour program during the peak time, 7 p.m. to 10.30 p.m., costs approximately \$80 for the time alone and a 30-second spot film nightly from Monday to Saturday during the same peak period costs approximately \$100. In both examples, of course, production charges and the cost of purchasing the film must be added.

### Film Strips

Film strips are the last type of medium important in advertising in Colombia. These are the films shown in every neighbourhood cinema between the news and the main feature. They are of three types: films of one to two minutes in length, "shorts" of about 15 seconds, and slides. This type of advertising, with a captive audience, is useful in a country where illiteracy is relatively high and where even the largest theatres only charge 35 cents for admittance. On the other hand, there are no figures on the audience in the theatres and it is difficult to estimate the coverage that an advertiser can achieve in this way. The rates vary from \$200 per week for a large theatre down to \$6

per week for a one-minute film in the small theatres.

### Miscellaneous Media

Other forms of advertising, such as direct mail, transportation, outdoor advertising and point-of-sale, are employed in Colombia but not extensively. Direct mail, for example, is practically non-existent and only a few North American transportation companies seem to make use of it. Where there is only a limited market, however, some advertisers feel that direct mail may become a more generally accepted medium. In the transportation field, placard advertising is used in a limited way inside buses but practically never on the outside of buses or taxis. Individual companies, of course, use their own vehicles as mobile signboards. Posters and outdoor advertising are popular and a drive into a major city from any of the international airports in Colombia immediately convinces the newcomer of the importance of this type of promotion. In the large cities the visitor is also impressed with the huge amount of neon-type advertising used at night. Some sections of downtown Bogotá, for example, are just as bright and have just as many moving electric signs as St. Catherine Street in Montreal or the centre-town shopping sections of any large Canadian city. Even in the more backward parts of the country the important brand-name distributors have seen to it that their posters or metal signs are prominently displayed.

In point-of-sale advertising, one finds large numbers of counter cards and similar material in all retail stores. This is particularly true of the important drug trade. Again, as in newspaper advertising, the standard of reproduction is excellent although because of the small printing runs the cost is probably higher than in Canada.

As for local tastes and customs, the most noticeable is the interest of Colombians in any competitive or lottery type of advertising. Colombians have an enormous capacity

for lotteries and therefore many advertisers cash in on this national characteristic by including in their advertising various competitions or an element of luck. An example is the Coca Cola Company's gimmick: if a young person is fortunate enough to find five "marked" bottle tops, he obtains a Walt Disney plastic figure. The figures are so sought after that they have practically become a medium of exchange with the younger students in the schools.

### Advertising Agencies

Foreign advertisers are advised to consider allowing local advertising agencies to make up their advertisements. If a North American company wishes to send down prepared advertisements, it is strongly recommended that the translation into Spanish be done here.

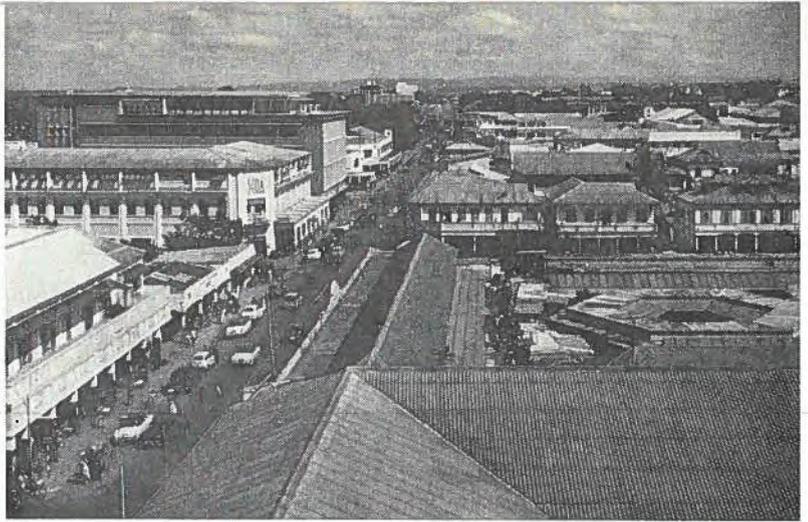
There are a large number of competent agencies in the country. Over 25 are in Bogotá alone, and ten of these are equipped to provide expert advertising guidance for foreign firms. Their charges are the same as in North America. There are several branches of U.S. or British agencies and other local agencies have a close working relationship with experienced North American or European firms. Because of the family connections between the owners of industry in this country and the owners of advertising media, it is sometimes more beneficial to work with a local agency.

With the growing prosperity of the country and an ever-enlarging market, it is expected that the scope and importance of advertising will increase. If any Canadian manufacturer wishes to investigate the possibilities in more detail, the Canadian Commercial Secretary in Bogotá will be pleased to supply the names of advertising agencies or any other information needed.

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The index to Volume 111 of "Foreign Trade", covering the issues from January 3, 1959, to June 20, 1959, has now been printed. Readers who wish to have copies should write to the Editor.

*This view of one of Accra's main streets, Station Road, shows the growing use of automobiles; last year Ghanaians imported over 6,000 passenger cars of various types.*



# They Need Motor Vehicles in Ghana

What inroad can Canadian automotive manufacturers make into the market in Ghana? Not too much at present, writes our correspondent. But Ghana's relaxation of restrictions on dollar imports promises possible bigger sales in the future.

ELIZABETH MILTON, *Office of the Commercial Secretary, Accra.*

GHANA needs more motor cars, trucks and buses to service her thousands of miles of rich forest, farm and mining land. And because none of these vehicles are made or assembled at home, she must import them from abroad.

Ghana has few railroads; a total of only 591 miles of rail link the Western and Eastern Provinces, running from Takoradi through Accra to Kumasi. In the Northern Region there is no railway link, no animal-drawn transport, and only one airport; the northern Ghanaian thus depends almost entirely on motor transport for travel and for hauling his farm produce.

Canadian manufacturers of motor vehicles might therefore find it worthwhile to look at this growing market more carefully. With the relaxation of import restrictions on dollar goods, the way has been cleared for export—provided designers can satisfy the needs of people accustomed to the smaller, lower-priced models from Britain and the Continent.

The average standard of roads in Ghana is high and road-building figures prominently in the Second Development Plan. At present the Ghanaian Government maintains a network of about 5,000 miles of all-weather roads and the local authorities look after about 4,000 miles of minor roads. There are also about 2,000 miles of asphalt-surfaced highways, as good as those anywhere in the world. The remainder, however, are gravel or mud-surfaced and are often corrugated and dangerously slippery in the rainy season.

### **The Versatile Mammy-Wagon**

Along the roads of Ghana moves a stream of vehicles of all types, sizes and ages. Most important are the ubiquitous "mammy-wagons" (lorries with trailers) carrying people, timber, fishing canoes, mail, newspapers and supplies to and from the rural areas. These three-ton lorries have imported engines and chassis with locally built wooden bodies. They can accom-

modate about 30 passengers on narrow, removable wooden benches and often travel about 150 miles a day.

There is at present no publicly-owned countrywide bus service and the mammy-wagons are either privately-owned or form part of fleets managed by some 15 large haulage contractors. There are few fixed ticket rates and time schedules are flexible; a driver will leave only when he thinks he has a paying load.

The popularity of the mammy-wagon as a passenger vehicle is now being seriously challenged by the small passenger bus ("mini-bus") which carries up to 12 passengers—faster, and in far greater comfort. These mini-buses are ideally suited to the narrow country roads and are very economical per passenger-mile. They are being imported mainly from West Germany. Some of the buses have diesel engines which are becoming increasingly popular in Ghana. It seems inevitable that the mammy-wagon will soon be relegated to load-carrying only.

Most of the larger cocoa and timber farmers in the outlying regions own at least one medium-sized car, jeep or station wagon. In the urban areas over the last two years motor scooters have been rapidly overtaking small cars in popularity.

Despite the rapid development of Ghana and its present buoyant economy, the accompanying table shows that there has been no spectacular or sudden increase in motor-vehicle imports over the last three years. Imports of the larger-sized passenger cars have, in fact, declined sharply.

#### GHANA'S MOTOR VEHICLE IMPORTS

	1956	1957	1958
Passenger cars			
Not exceeding 1,400 c.c.	1,405	1,666	1,471
“ “ 1,700 c.c.	1,303	1,890	1,888
“ “ 2,500 c.c.	3,828	2,857	1,878
Exceeding 2,500 c.c.	1,311	1,243	825
Buses	600	991	1,404
Trucks	1,251	1,330	1,647
Motorcycles	699	705	770

The United Kingdom is by far the biggest supplier of motor vehicles to Ghana, providing over half the total imports. During the last three years, however, imports from West Germany, France and Italy have risen steadily. The smaller French and Italian models are at present very popular.

In 1958, Canada exported only 65 passenger automobiles to Ghana, out of total imports of over 6,000. Of the 3,000 imported buses and trucks, however, 385 were Canadian, as were 188 engines and chassis out of total imports of almost 3,800. The United States sold 136 passenger cars to Ghana in 1958 and 111 trucks and buses.

It would be over-optimistic to expect that the recent relaxation of dollar restrictions will have an immediate impact on the general public; it will be some time before people realize that English and Continental models are not the only ones they can buy. One leading motor sales executive has stated that since the relaxation of import controls on "dollar" vehicles he has doubled his order, but he says that he does not expect immediate or easy sale of these models. It will need patience and good salesmanship to increase their popularity.

For many years the Ghanaian has been accustomed almost exclusively

to English or Continental cars and is as brand-conscious about vehicles as he is about consumer goods. If a particular make of vehicle is adopted by the Government, the army or the police force, its popularity with the general public is guaranteed.

#### What Buyers Want

The Ghanaian is, on the whole, a discriminating buyer and will pay a higher price for a motor vehicle if he is assured of ready servicing and immediate availability of spare parts. Minor accidents are frequent and though these are usually accepted philosophically by the car owner, he is impatient of any delay in repair. As the accompanying table shows, the medium-sized car is becoming more popular; large cars, in fact, especially in the city, are often considered a drawback because streets are overcrowded and parking facilities inadequate. In addition, many of the better class houses, built as recently as eight to ten years ago, have car ports too narrow to accommodate the latest American and Canadian models. The average purchaser prefers simply built and easily maintained engines, maximum seating room, good luggage accommodation both in the trunk and on roof racks, and pastel or two-tone paintwork. Accessories such as cigarette lighters, clocks and extra headlamps are also good selling points.

#### Sturdy Vehicles Needed

Because of the humidity and the pervasive laterite dust that corrodes all forms of mechanism, the life of a motor vehicle is relatively short; four years is considered a reasonable average. Batteries seldom last longer than nine months and tires are worn through at about 8,000 miles. A tire-retreading industry sponsored by the Government is having a good deal of success because retreaded tires cost half the price of new ones, which vary from £4 to £15 according to size and make.

Owners of commercial vehicles, both passenger and transport, expect to keep them almost continually on the road, thereby shortening their life still further. A taxi, for instance, may have a roster of three drivers keeping it on the road for 24 hours; this, of course, leaves little opportunity for regular servicing.

There are at present two or three small-scale assembly plants in Ghana but as yet no motor manufacturing plants; all spare parts must therefore be imported. The number of garages has not risen with the increase in imports and is now barely adequate to cope with the constant demand for repairs and replacements. There are various government apprentice schemes for training mechanics and a certain amount of training is given by garage managers themselves, most of whom are European. Naturally they are still far better acquainted with British and European cars than with North American ones and the standard of servicing of the former is therefore usually higher.

#### Outlook for "Dollar" Cars

Ever since the devaluation of sterling, North American cars have been considered in the luxury class—that is, priced at more than £1,000. The present import duties add to the cost of North American cars because a duty of £150 is levied on any imported car with a wheelbase of 110 inches or over, regardless of its age or quality. A car with a wheelbase of 109 inches or less, on the other hand, is charged an import duty of only £50. The cost of gasoline has risen over the last few years by about 75 per cent and is now 3/6d. to 4/6d. per gallon. The average driver is thus conscious of fuel economy and expects to get about 22 to 25 miles per gallon.

Automobile dealers in Ghana have said that a notable deterrent to the popularity of "dollar" cars is the annual changes in design and the resulting multiplicity of spare parts necessary for these models.

Distributors of cars do not have a large enough turnover to justify carrying large stocks of spare parts, paints, etc., only to have these go out-of-date each year.

Automobile importers do not seem to have any problem in obtaining stocks; delivery, both from the Continent and North America, usu-

ally takes about three months from the time of the order. Because of the risk of damage en route, insurance rates are high and this is reflected in the selling price. Instalment terms are usually available, but firms prefer cash sales on which they sometimes give a discount.

Canadian manufacturers of motor vehicles should find an increasingly

important market for their products in Ghana, as long as adequate servicing facilities are provided and prices are competitive. Although selling rivalry is keen, there is a good demand for both private and commercial vehicles. With increasing mechanization, it is likely that this demand will grow. ●

## Will India Buy Less Rubber?

*Plans to build synthetic rubber plant in India and step up output of natural rubber may curtail purchases from abroad, now needed to keep rubber industry supplied with raw materials.*

G. P. MORIN, Assistant Trade Commissioner, Bombay.

THE Indian rubber manufacturing industry, anxious to push ahead with its expansion plans, currently faces a shortage of raw material despite larger supplies of domestic rubber. Last year India produced 24,330 tons of natural rubber, a rise of 60 per cent in a decade. This fell short of her needs and imports of natural rubber totalled 11,950 tons and of synthetic rubber 3,247, at a total cost of Rs.42 million.

The following table gives the picture in more detail:

	Production <sup>1</sup> (in tons)	Imports <sup>2</sup> (in tons)
1952	21,863	3,851
1953	21,136	272
1954	21,493	3,371
1955	22,482	3,839
1956	23,444	6,463
1957	23,766	12,882
1958	24,330	15,197

<sup>1</sup>natural

<sup>2</sup>natural and synthetic

Canada sells some rubber to India; figures published by the

Ministry of Commerce and Industry in New Delhi give these sales as:

	Quantity	Value
1957	245,056 pounds	Rs.383,377
1958	374,752 "	Rs.626,283
1959 (5 months)	123,872 "	Rs.192,081

India has 366 rubber factories; in 1957 they produced 120 different items valued at Rs.680 million; this figure is expected to reach Rs.1,050 million in 1961. With the exception of a few specialized products, such as certain odd sizes of tires and tubes, V-belts and fan belts, and tennis balls, import of which is permitted in small quantities, the country is almost self-sufficient in all rubber goods. Tires and tubes, however, are the industry's main product and account for about 68 per cent of raw rubber consumption. It is likely that this will remain true because it is estimated that the demand for automobile and cycle tires will reach 1.6 million and 16 million respectively in 1960-61.

The rubber manufacturing industry is expanding its productive capacity to meet the increasing market for tires and tubes and for other products as well. Output since 1956 of some of the more important rubber products is outlined in the table on page 15.

At the present rate of expansion, the industry is expected to use up to 60,000 tons of rubber a year in 1961 and possibly 100 thousand tons by 1966. If local production does not keep pace with this increasing demand, then rubber imports at current market prices may reach a value of Rs.110 million by 1961. But because of this expected drain on the foreign exchange reserves, steps are being taken to increase Indian production of rubber, both natural and synthetic.

### Plantations Aided

Indian rubber plantations at the end of 1958 had about 286 thousand acres under cultivation and accounted for a little over 1 per cent of the world output of raw rubber. Rubber growing is carried on almost entirely in South India, about 75 per cent in the State of Kerala. The other rubber-growing areas are the districts of Malabar, Coimbatore, Salem, the Nilgiris, Madura, and South Kanara and the States of Mysore and Assam.

### India's Production of Rubber Products

	1956	1957	1957
<b>Tires</b>			
Automobile (in thousands)	938.4	990	1,005.6
Cycle (in thousands)	6,320.4	7,152	8,259.6
Tractor (no.)	30,768	47,400	28,896
Aeroplane (no.)	3,600	4,476	2,328
Cab (small-size, thousand feet)	290.4	310.8	274.8
<b>Tubes</b>			
Automobile (in thousands)	918	936	946.8
Cycle (in thousands)	6,373.2	7,027.2	7,854
Tractor (no.)	30,720	45,348	31,128
Aeroplane (no.)	2,292	2,136	1,140
<b>Hoses</b>			
Radiator (in thousands)	248.4	171.6	168
Vacuum brake (in thousands)	552	777.6	602.4
Other types of rubber hoses (thousand feet)	6,503.6	7,981.2	9,213.6
<b>Other products</b>			
Rubber footwear (million pairs)	36.1	36.9	36.7
Dipped rubber goods—toys, balloons, etc. (million pairs)	26	19.8	24.2
Waterproof fabrics (thousand yards)	2,574	3,076.8	3,236.4

Rubber planters receive technical and financial help from the Rubber Board (a Government of India enterprise). Under the scheme that started to function in 1949 seeds of high-yielding rubber trees are distributed to the growers under a subsidy. In 1958, approximately 2.5 million seeds were given to 3,314 growers. Another scheme, set up in 1957 and revised last year, is aimed at replanting in the course of the next ten years 70,000 acres of old low-yielding rubber land with high-yielding strains of trees. Last year, under the guidance and technical advice of the Rubber Board, about 5.7 thousand acres were replanted and in the first five months of this year another 3.2 thousand. However, trade circles feel that it will be necessary to speed up the pace of replanting if the estimated requirements of the rubber manufacturing industry are to be met from Indian production.

Negotiations have been completed by private companies for the construction of India's first synthetic rubber plant, with a capacity of 20,000 to 30,000 tons a year. The plant, in Uttar Pradesh, will use alcohol made by the sugar-cane industry as a byproduct. Production is expected to start by late 1961 or early 1962.

There are plans also for reaching self-sufficiency in other raw materials that the rubber industry uses. For example, the Government of India recently granted an industry licence for a plant to produce rubber chemicals, such as organic accelerators, antioxidants and retarders. The establishment of a carbon black plant has been studied for some time and according to recent reports it will come into being before too long. This may cut into Canada's sales of carbon black to India, because a certain portion goes to the rubber industry. Last year India bought from Canada carbon black valued at Rs.112,000 and in the first five months of this year, Rs.40,300 worth.

A rayon tire-cord plant is expected to be completed by the end of 1961. A licence for building another has been granted to a private company which is planning for an annual output of five million pounds of cord. The possibility of producing sulphur is being investigated.

The major problem of the industry now is the shortfall in rubber production. Should it be successful in its efforts to step up indigenous supplies, this will help in easing India's foreign exchange difficulties. ●

### Britain's Cotton Industry

IN an effort to streamline Britain's cotton industry, the Government and the trade recently announced a plan calling for a reduction in plant capacity and for technological improvements.

The industry had to commit itself before September 30, 1959, to scrapping a minimum of 6 million mule equivalent spindles in the spinning, 400 thousand spindles in the doubling, and 45 thousand looms in the weaving sections before the scheme became operative. Except in special cases, the surplus capacity must be scrapped between April 24, 1959, and March 30, 1960, before the Cotton Board—the body directing the scheme—will grant compensation.

Compensation is to be paid at three rates: a premium rate for capacity that is being taken out of the industry altogether; a standard rate for the closing down of mills or plant that was in operation on April 24, 1959; and a discount rate for capacity that had already been closed or was idle on April 24, 1959. Included in the agreement is an arrangement to compensate workers who lose their jobs.

Upon receiving applications from any of the three sections of the industry, the Cotton Board will give notice of the amount of machinery that must be scrapped before compensation will be paid. Following the notice to the industry, the Board will start to pay compensation and to collect levies from those remaining in the industry. There will be two annual levies: one to provide the amount of compensation not supplied by the Government and to meet the Cotton Board's costs in administering the scheme, and the other to compensate displaced workers. Although the amounts of the levies to be raised are not stated, they will not run for more than 10 years. Generally, companies which go out of business will get their compensation tax-free.

—A. WORDEN EVANS,  
Trade Commissioner, Liverpool.



## Commodity Notes

### Apples

**NEW ZEALAND**—Canada will ship 24,000 cases of McIntosh and Cortland apples to New Zealand this fall, the first exports to this market since 1957.

In recent years the New Zealand market has been supplied almost entirely from domestic production. But demand has increased, consequently imports have become necessary despite a large carryover from last season—Wellington.

### Bubble-Gum

**IRELAND**—As a result of the Irish Government's program of attracting foreign industry, a bubble-gum factory has started operations near Dublin. The factory is a subsidiary of Leaf Brands Incorporated of Chicago. It is a modern building of about 16,000 square feet (with room for expansion), and is completely air conditioned. The bubble-gum is intended primarily for export to Canada, Europe, Africa and Australia. Two million pounds of sugar mainly from locally grown beet will be used during the first year, plus substantial quantities of Irish glucose—Dublin.

### Cattle

**CUBA**—With the steady growth in its cattle industry in recent years, Cuba hopes to become an exporter of beef and dairy cattle. Recently the Government approved a trial shipment to Venezuela of 450 head of dairy cattle. Cuba hopes that this export trade will strengthen its foreign exchange reserves—Havana.

### Detergents

**PORTUGAL**—The Portuguese detergents industry which until recently was practically limited to the packing of products imported in bulk and a few produced under licence, now has a modern factory, SONADEL, Sociedade Nacional de Detergentes, in Alhandra, 20 miles north of Lisbon. It was created by a group of 25 industrialists in the soaps and oils business, cost \$1.7 million, and will produce 10,000 metric tons of detergents a year.

The new enterprise will also process oil by hydrogenation, using a factory belonging to the Portuguese Canned Fish Institute located nearby. It was decided to incorporate the oil hydrogenation factory with

SONADEL because this would combine the main Portuguese producers of vegetable oils with the most important consumers of hydrogenized oils.

The new factory will supply the continental and overseas Portuguese markets, and also some exports—Lisbon.

### Eggs and Poultry

**CUBA**—The National Agrarian Reform Institute (INRA) has placed the Cuban egg industry under strict government control. All producers must now deliver their output to INRA for grading, marking and sale at fixed prices. INRA will also control the import and export of eggs, and a scheme is under way to sell some 30,000 cases to Venezuela. As a result of poultry over-production, the Government has fixed the retail prices of live and dressed poultry and decreed that no new poultry farms may be established without special permission—Havana.

### Iron Ore

**JAPAN**—Japanese imports of iron ore during the current fiscal year (April 1, 1959, to March 31, 1960) are expected to total 11 million tons compared with 7.2 million tons for 1958-59. Canada's share will probably total 900,000 tons, roughly twice that of the preceding year. Other sources of supply are Goa, Malaya, India, the Philippines and the United States—Tokyo.

### Iron and Steel

**FRANCE**—For the first eight months of 1959, pig iron production in France amounted to 8,030,000 metric tons, against 7,931,000 for the same period in 1958 (a 1.25 per cent increase) and that of crude steel to 9,745,000, against 9,657,000 (0.9 per cent)—Paris.

### Lumber

**NEW ZEALAND**—A record 637 million board feet of rough sawn lumber were produced in New Zealand during the year ended March 31, 1959; this was 40 million board feet more than in the previous year and significantly higher than the record 616 million board feet in 1955. The principal increase was in the exotic

or introduced species, production of which climbed 35 million board feet to 317.6 million. The cut of indigenous hardwood species rose by five million board feet to 319 million.

For the first time, production of lumber from the exotic species, mainly radiata pine, reached almost the same volume as that of indigenous woods—Wellington.

### **Motorcycles, Scooters**

**INDIA**—In 1958 India imported 2,900 motorcycles and 4,100 motor scooters, compared with 3,900 and 8,000 respectively in 1957; this decline reflects the progress made by the local industry. Production of motorcycles rose from 419 in 1955 to 2,113 last year, and of scooters from 533 to 4,391 in the same period. Production targets for this year are 3,000 motorcycles and 7,000 scooters—Bombay.

### **Motor Vehicles**

**FRANCE**—French automobile exports in the first eight months of this year reached a record 360,449 vehicles against 233,849 in the corresponding period of 1958. This total included 331,701 passenger cars and 28,748 commercial vehicles. Production for the same period totalled 803,999 motor vehicles compared with 717,027 in 1958—Paris.

**WEST GERMANY**—The Federal Republic's output and exports of motor vehicles (including passenger cars) during the first six months of 1959 continued to grow but at a slower rate than last year. Production, at 831,322 units, was 12.2 per cent above the same period of 1958. During the first half of 1959, exports (at 50.8 per cent of production) exceeded domestic sales for the first time.

As of July 1, 1959, licensed motor vehicles in the Federal Republic (without the Saar) totalled almost seven million; 3.28 million were passenger cars, giving Germany one passenger car for every 16 persons—Bonn.

### **Oil**

**IRELAND**—The first Irish refinery for the production of petroleum products and by-products was officially opened at Whitegate, Co. Cork, last September. This is a joint effort by four leading oil companies (Caltex, Esso, Shell Max and British Petroleum). The capital expenditure involved is about £11 million. Output will total about 50 per cent more than the country's needs of roughly one million long tons a year. Demand should grow rapidly, because of increased domestic use of petroleum products—Dublin.

**PAKISTAN**—A four-company consortium comprising Shell, Standard Vacuum, Caltex and Burmah Oil plans to build an oil refinery costing Rs.155 million along

the waterfront in Karachi. The refinery is expected to go into operation within the next two-and-a-half years. It will have an estimated daily production capacity of one million gallons of oil products—including gasoline, kerosene, high-speed diesel oil, gas and a variety of lubricants—Karachi.

### **Paper**

**COMMUNIST CHINA**—Reports recently issued indicate that the Canton paper mill, the largest newsprint mill in China, produced 37,000 tons of newsprint during the first half of this year, an increase of about 30 per cent over the same period of last year. It is said that output of this mill has been increased from 50 to 220 tons a day over the past ten years—Hong Kong.

**DOMINICAN REPUBLIC**—A new company, Industria Nacional de Papel C. por A., with an initial capital of RD\$1,050,000, has been formed to manufacture toilet tissue, kraft wrapping paper, and paper containers of various kinds in the Dominican Republic. An amount of RD\$540,000 was spent on paper machinery from Germany. Production is to start in February 1960. Anticipated output will be 15 tons of paper a day, to be boosted later to 45 tons.

Although the mill will import its pulp, the company intends toward the end of 1961 to invest an additional \$1-2 million in a pulp mill that will use the native eucalyptus tree. This should ultimately dispense entirely with imported raw material—Ciudad Trujillo.

### **Paper Bags**

**TRINIDAD**—Some time in 1960 a group of Trinidad businessmen will open a paper bag factory. The estimated cost of the plant is WI\$250,000 and it will be located in the industrial section of Port-of-Spain. Initially, it will make grocery bags, shopping and notion bags for the local market. Later it may be expanded to produce bags for local cement and fertilizer industries. About 25 persons will be employed and all raw materials will be imported from Canadian West Coast manufacturers—Port-of-Spain.

### **Pyrites**

**NORWAY**—One of Norway's leading pyrites producers, Orkla Grube-Aktiebolag (Løkken Verk), reports that output last year totalled about 350,700 tons, of which some 74,000 were exported. The remainder was delivered to the firm's subsidiary, Orkla Metal-Aktieselskap, which produced 90,600 tons of sulphur, 13,900 of copper matte and 4,600 of copper. Output and prices both dropped from the previous year so that total income from sales was lower than in recent years.

The European sulphur market weakened in 1958, mainly because of sales and price pressure from overseas producers and because of low Atlantic freight rates. Moreover, France began to turn out elemental sulphur in significant quantities. The effect of these factors was reinforced by the general business recession, which led to lower consumption of sulphur and pyrites—Oslo.

### Radio Equipment

HONG KONG—Hong Kong Commercial Broadcasting Company, the first private radio station in Hong Kong, started operations recently, using two Canadian-built 1,000-watt transmitters. This radio station is the third to serve the 2½ million people in Hong Kong; the others are the government-owned Radio Hong Kong and the closed-circuit Rediffusion—Hong Kong.

### Rice

AUSTRALIA—A cargo of 3,500 tons of rice recently shipped to Canada was the largest consignment of Australian rice ever to go overseas. Australian trade officials hope that it may result in continuing orders. The shipment consisted of both brown rice for household consumption and broken rice for brewing—Sydney.

### Shirts

JAMAICA—A newly completed Jamaican shirt factory is scheduled to begin operations immediately. The firm, which has been approved as an export industry under the Export Industries Law, must sell its complete output off the island and is looking to North America as its principal market—Kingston.

### Steel

INDIA—Imports of steel in 1958 totalled 1.17 million tons against 1.67 million for the same period in 1957. Imports on government account totalled 0.75 million tons in 1958, against 1.08 million in 1957. Supply in 1958 reached 2.47 million tons, including 1.30 million from local mills. The supply position during the current year is likely to ease with the availability of steel billets and plates from the government plants at Bhilai in Madhya Pradesh and Rourkela in Orissa—Bombay.

INDIA—Imports of special steels, including tool and alloy steels, have increased from 7,000 tons in 1953 to 25,013 tons valued at Rs.47.4 million in 1958. Currently India is producing 2,000 to 3,000 tons of special steels a year. To meet the increasing demand, the Government has announced plans for establishing an alloy and special steels plant with an output of 40,000 tons of ingots a year, with a provision for

expansion to 80,000 tons. The plant is expected to yield about 25,000 tons of special steel products—Bombay.

### Tires

BRAZIL—The B. F. Goodrich Company expects to inaugurate its factory in Campinas shortly. Production capacity will be 1,000 tires and 1,000 inner tubes a day. The company will install another factory six months later to make plastics—São Paulo.

### Tobacco

CUBA—According to statistics furnished by the National Commission for Defence and Advertising of Havana Tobacco, tobacco exports for the first eight months of 1959 were valued at \$38,362,383, compared with \$33,764,274 for the same period in 1958—Havana.

### Tractors

INDIA—The Indian Government has approved a plan sponsored by the David Brown Company of the U.K. and an Indian company for the local manufacture of agricultural tractors. The output of the new plant will be 1,250 tractors a year. It is said that by 1963, 66 per cent of the component parts of the tractors will be manufactured in India—Bombay.

### Wallpaper

NEW ZEALAND—A wallpaper factory will be established close to Wellington by a New Zealand manufacturer of paper boxes and cartons, in association with a United Kingdom producer of wallpaper. The plan is to build a modern factory capable of making all styles of paper—Wellington.

### Wool

NEW ZEALAND—Over the year ended June 30, 1959, New Zealand wool exports, at 1,554,000 bales, were over 11 per cent higher than the previous year. Most of it was shipped in the grease with relatively small amounts exported as slipe and scoured wool. The United Kingdom took about 33 per cent of total exports, and France and the U.S. came second with 17 per cent each. Canada, with 13,298 bales, or less than 1 per cent, was a relatively small customer. Canadian imports from New Zealand in the previous year totalled over 14,000 bales—Wellington.

### Zippers

JAMAICA—A large U.S. manufacturer of zippers has joined a U.K. and a local firm to establish a factory to make zippers in Jamaica. The enterprise, which is being arranged through the Jamaica Industrial Development Corporation, will be the second of its kind on the island—Kingston.

# Selling to the Caja

Interested in selling agricultural equipment and supplies in Colombia? The Caja de Credito Agrario, Industrial y Minero, a government organization, spends \$15 million a year abroad. Here is a report on what and how the Caja buys.

N. L. CURRIE, *Assistant Commercial Secretary, Bogotá.*

A market in Colombia worth about \$15 million a year awaits aggressive exporters who have ideas and are willing to work fast. Needless to say, they will encounter keen competition.

The Caja de Credito Agrario, Industrial y Minero, Cl. 15 # 8-32, Bogotá, an official organization of the Colombian Government, is charged with the task of purchasing supplies and equipment at home and abroad to meet Colombia's agricultural and mining needs. Its greatest concern is agriculture. Because the Caja buys for cash and extends credit to purchasers in Colombia, it does a fair proportion of the country's business in the agricultural field.

All purchases are made on open tender, with two or three weeks allowed for bidding. There is no need for the Caja to allow more time—it receives sufficient bids as it is and the short period helps to speed the tremendous job that this organization is doing.

Based on purchases during the first six months of 1959, the Caja will buy about pesos 112 million worth of goods this year, of which 70-75 per cent (or about US\$15 million worth) will be imported.

The Caja's buying falls into two classes: purchases to replenish its 1,400-item inventory, and purchase

of new products to help modernize agriculture and to meet special conditions.

## Types of Merchandise

Regular inventory items range from tractors, irrigation equipment, silos and fertilizer to machetes and hoes. A general list of these items includes:

- Fertilizers
- Hand tools
- Agricultural tractors and machinery of all kinds
- Apicultural equipment and supplies
- Avicultural equipment and supplies
- Feeds
- Veterinary drugs and equipment
- Pumps and irrigation equipment
- Dairy equipment
- Plumbing supplies
- Mining equipment
- Packaging supplied for medicines, chemicals, etc.
- Seeds
- Insecticides, fungicides, herbicides
- Fumigating and spraying equipment
- Electric, diesel and gasoline motors

An example of the second class was a recent order for several hundred insulated steel cans to be used in distributing hoof-and-mouth vaccine.

Although purchases to replenish the standing inventory make up the greater volume of buying, officials are anxious to be offered new products and ideas to help modernize agricultural methods in the more traditional areas. They are concerned with the tropical, semi-tropical and temperate regions of the country, which produce everything from bananas and pineapples to wheat and apples. They ask that suggestions for new products be sent directly to the relevant technical department of the Caja; literature may be submitted in English. The departments are machinery; in-

secticides, fungicides and herbicides; fertilizers, and feeds.

## Mechanics of Bidding

The tenders, issued weekly, are carefully scrutinized by the Canadian Government Trade Commissioner, translated and forwarded to companies that may be in a position to bid. For this reason, any Canadian company interested in bidding should register with the Canadian Trade Commissioner in Bogotá. A copy of the tender also goes to local agents of Canadian companies. It is not, however, necessary to have an agent in Colombia. In fact, the Caja would rather receive bids directly, feeling that this makes for lower costs, as a company may submit a more competitive bid if it has no commission to pay. On the other hand, a bidder may want a man on the spot to explain details and obtain any necessary additional information from Canada. If the company wishes to have an agent, the Trade Commissioner suggests a reputable person when he forwards the tender.

The successful bidder is required to submit a "garantia bancaria de cumplimiento" (banker's guarantee) of 10 per cent of the value of the contract at the time it is awarded. This can be done through any bank in Canada or in Colombia. It is not a deposit but a guarantee that the contract will be fulfilled. If the company has an agent, he will handle this. The Royal Bank of Canada and the Bank of Montreal (through the Bank of London and Montreal) have branches in Bogotá.

If a company wishes to request an extension of the bid deadline, it must make the request (probably by cable) at least one week before the original deadline so that this can be extended for all companies bidding. Because a maximum of six days must be allowed for airmail, it will be necessary on occasion to save time by sending the bid to the Caja's New York office, 120 Wall Street, New York 5. Otherwise, bids should be sent directly to Bogotá. ●

# Thailand

## Selling Electrical Appliances

Thai importers brought in over \$8½ million worth of electrical appliances last year, mostly of standard inexpensive models.

Price, in fact, is the key to success in this small but steadily expanding market.

B. C. STEERS, *Assistant Trade Commissioner, Singapore.*

THE Canadian exporter of electrical appliances barely has his toe in the Thailand market. United States, British, Dutch, Japanese and German suppliers are all well established. But so far the Canadian is little more than an observer.

Bangkok importers brought in some 13,000 TV sets last year, 6,000 more than the year before, but Canadians landed customers for only five sets. One in every 10,000 radios brought into the country in 1958 came from Canada; according to Thai statistics, Canadians sold a grand total of only ten. Canadian figures, however, are more detailed: in addition to radios and TV sets, Canadian manufacturers marketed some \$63,000 worth of radio wireless apparatus n.o.p., \$5,000 worth of telegraph and telephone apparatus, and a few washing-machine parts.

### How Big Is the Market?

Counting foreign purchases of all types of light bulbs, worth \$800 thousand in 1958, the Thais imported over \$8.25 million worth of electrical appliances last year.

The obvious question a Canadian exporter will ask is: "What's in it

for me?" A glance at the following table may help.

The second column of the table, which shows how well the United States fared, may indicate the competitive position of the Canadian supplier. The last column shows what country provided the greatest competition for the United States. Japan, for example, supplied more than 80 per cent of all Thai electric-fan imports last year. Thus, unless Canadians can compete with Japan in this line, the chances of making substantial sales of electric fans are slight, though there may be a market for a few designed for special purposes.

The Thai customs import tariff is the same for Canada as it is for

every other country. Because virtually no electrical appliances are made in Thailand, the tariff serves primarily as a source of revenue. And because the tariff is high the Bangkok importer is a keen comparative shopper, buying where goods are cheap. Interested businessmen may write to the International Trade Relations Branch, Department of Trade and Commerce, Ottawa, for details of Thai tariff regulations.

### Inexpensive Models Wanted

The average householder in Thailand is not looking for the best; he knows he cannot afford it. But he does shop shrewdly for the best his money will buy. The Bangkok im-

THAILAND'S PRINCIPAL ELECTRICAL APPLIANCE IMPORTS, 1958

	Total	Supplied by U.S.	Largest supplier other than the U.S.
	(in Canadian dollars)		
Electric bulbs of all types	\$ 760,600	\$141,800	\$ 187,800 The Netherlands
Microphones, loudspeakers and amplifiers	197,000	123,700	31,250 U.K.
Radio receivers	2,730,650	72,100	1,073,850 West Germany
Radio record-player combinations	90,500	8,100	55,600 West Germany
Electronic tubes	201,800	65,050	49,450 West Germany
Radio and TV receiver parts	434,250	162,850	91,400 Japan
Television receivers	1,885,050	679,900	503,850 Japan
TV picture tubes	8,500	4,500	1,900 Japan
Telephone and telegraph parts	967,150	50,900	767,850 U.K.
Electric ranges, hot plates, flat irons and other electrically heated household articles	247,700	29,850	87,850 U.K.
Electric shavers and hair clippers	20,450	14,200	2,150 West Germany
Domestic washing machines, dryers and pressers	12,250	7,750	3,250 U.K.
Domestic appliances, n.e.s.	81,900	36,750	18,300 West Germany
Electric fans, all types	658,300	27,800	494,150 Japan
Electric sewing machines	19,700		13,750 Italy
Electric motors for sewing machines	68,900		43,350 U.K.

porter must therefore concern himself primarily with price when he purchases abroad. If an exporter shades his price higher than the next fellow's, the next fellow will get the business. Infinitely patient and polite, the Thai businessman will listen quietly to a salesman's arguments that his higher-priced product sells elsewhere because of its prestige or quality. When the exporter has finished, nine times out of ten the Thai will place his order where the price is lower.

### **Standard Models Preferred**

Thailand is not a novelty-conscious market and suppliers will find that inexpensive standard models sell best. Of the 41,600 sewing machines imported last year only 146 were electric, partly because electric power is scarce in some up-country regions and partly because the Thais preferred to attach the 6,300 electric sewing-machine motors they bought during the same period to the tried-and-true treadle machines. Little more than one-half of one per cent of the 112 thousand radios imported last year were radio record-player combinations.

### **Sales Should Quicken**

Foreign exchange presents no problem for the Bangkok businessman; he can easily exchange his Thai bahts for whatever currency is necessary.

Power, in short supply at present both in Bangkok and in other centres, is being gradually stepped up by the addition of small diesel plants. When the great international project to harness the Yanhee River is completed in four years, electric power will be more plentiful. Machines for sale to this market should be made to operate on 110-volt, 50-cycle current.

Canadian manufacturers of standard, inexpensive electrical appliances will find a worthwhile market in Thailand. They should write to the Canadian Government Trade Commissioner in Singapore who will be pleased to arrange business contacts in Bangkok. ●

## **IFC Doubles Its Investment**

THE International Finance Corporation, an international investment institution in operation for more than three years, has invested in that period close to US\$20 million in eleven countries. Generally a single investment does not exceed US\$2 or \$3 million and the money goes to industrial enterprises. Brazil particularly has benefited from IFC investments in varied industries. Since June 1957, IFC has invested in that country about US\$8 million, or 40 per cent of its total investments, in amounts ranging from US\$2.45 million for a motor vehicle factory to \$450 thousand for a plant making automobile parts. Four other Brazilian firms making pulp and paper, electrical equipment and cement have also benefited from IFC loans.

The past year was a busy one for the Corporation; investment commitments doubled in number and amount. During the year ended June 30, 1959, IFC entered into 13 new commitments for projects located in ten countries and totalling US\$10.4 million. In India, \$1.5 million was invested in the construction of a steel forging plant near Hyderabad. Its output will go to local industries manufacturing trucks, automobiles, railway equipment and engineering products. The initial cost of the plant, about \$3 million, will be financed by a public issue of the company's shares by IFC and a U.S.-based concern. In Chile, the sum of US\$1.5 million will help finance new equipment, packaging machinery, wheat storage silos and warehouse facilities for a new wheat mill and pasta (macaroni) factory in Nos, near Santiago. This plant, which will be part of the operations of a locally-owned company, will boost its output to 36,000 tons a year.

These two cases show clearly the policy of IFC. The Corporation believes that it is essential to the growth of private industry in newly developing areas to be able to attract local investment capital as well as capital from the developed countries. It is interesting to note that for each dollar of IFC funds committed, more than three dollars of private funds are being invested.

Over the same twelve-month period, IFC investment has been made in eight additional countries: Colombia, El Salvador, Guatemala, India, Iran, Peru, Thailand and Venezuela. It covers a wide range of enterprises, from a textile plan in El Salvador to a ceramic tile factory in Iran. The purpose of IFC is to further economic development in less developed areas. However, it has made two commitments in Australia, one for US\$660 thousand for a lumber and mill products industry and the other for \$225 thousand for a rubber products factory.

In the recently published annual report of the Corporation Robert L. Garner, president, refers to the problem of currencies. He said that IFC feels justified in proposing to make certain investments partly repayable in the newly convertible currencies, contrary to the method used previously of making principal and interest payments payable in U.S. dollars. He also stressed the necessity for the IFC management and staff to develop potential business through personal contacts. IFC is then in a position to assist the private investor by doing the preliminary negotiation.

In the three years since it began its work the International Finance Corporation has grown in importance in the domain of foreign investment. It is confident that the expansion of private industry in developing countries, aided by the capital and experience of those in which industry is advanced, will continue. ●

# Venezuela Shapes a Railway System

Canadian manufacturers of rolling stock, ties, and railway equipment should keep a sharp eye on this promising market, as plans for a national railway network move forward.

LUIS VITERI-HUERTA, *Office of the Commercial Counsellor, Caracas.*

ELEVEN years ago, Venezuela began to plan for a modern railway system to replace the unconnected lines, designed to serve certain limited areas, that had been built from 1877 on. In 1950 a program of railway construction was prepared, published, and approved in principle. It recommended the laying of 4,250 kilometres of track in twenty years, at an approximate cost of Bs.4.5 billion (1 bolivar=Can.-\$0.23).

A start was made on this National Railway Plan, but following the end of the Pérez Jiménez regime, the new Government

ordered a study of it in the light of present-day economic needs. A Commission was set up to conduct this investigation. (It is interesting to note that a Canadian, S. W. Fairweather, former vice-president of research and development for the Canadian National Railways, has been retained by the State Railways Institute as general economic adviser.) When the Commission concludes its study, it may recommend that the original plan be modified considerably. However, the idea of abandoning the whole railway project, heard not long ago, is changing; many Venezuelans, particularly in-

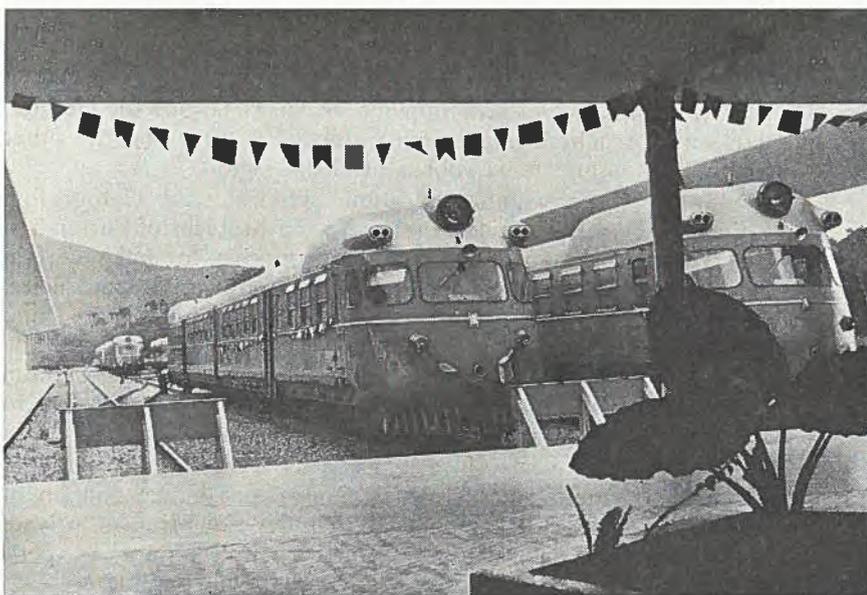
dustrialists, now favour a nationwide railway system.

## Line to Puerto Cabello

The first construction undertaken after the original plan was drawn up was the 175-km. Barquisimeto-Puerto Cabello section. The choice was made after considering several points. Barquisimeto, Venezuela's third largest city with over 200 thousand inhabitants, has become the hub of west-central Venezuela, with its industries and agriculture. Puerto Cabello, with its natural harbour, is not only the logical outlet for this expanding area but also the country's third most important port. About 12 per cent of total imports entered via Puerto Cabello last year. The construction of this line was justified to an even greater degree when the Government built a dry-dock there and a 200-million-bolivar petrochemical plant in nearby Morón. A flour mill, a 200-mile pipeline to the port, and a refinery were added later.

Work on the Barquisimeto-Puerto Cabello line began in 1954 and it was officially inaugurated on January 15, 1959; the total cost was estimated at 280 million bolivars. For the time being, trains run on a single track of standard gauge (1,435 metres) with sidings for the five stations between the two terminals. However, the ballasted roadbed is ready for the laying of a parallel track. The initial schedule calls for the running of two passenger trains daily in each direction, to carry 800 passengers. Provision has been made, however, for running 70 trains a day, 35 in each direction. This would increase the freight-moving capacity to 47,250 tons each way. Freight rates range from 0.05 to 0.08 bolivars per ton-kilometre.

*The flags that deck the Puerto Cabello station celebrate the inauguration of the Barquisimeto-Puerto Cabello railway line last January. The five self-propelled passenger cars are typical of the modern equipment Venezuela buys.*



The Venezuelan Government has spent a good deal of money on rolling stock for use on this stretch; imports include six modern 4-axle, 1,700 h.p. diesel-electric locomotives with a maximum speed of 120 kilometres per hour; four 4-axle 500 h.p. diesel electric locomotives; eight 290 h.p. self-propelled passenger cars; 110 box cars; 15 gondola cars; 200 flat wagons; 13 tank cars; five mail cars and 15 of miscellaneous types. With the exception of the self-propelled cars that were imported from Italy, the rolling stock mentioned here was bought in the United States.

Moreover, approximately 50,000 hardwood ties were imported from Brazil because local firms were not able to fill the entire order. Canada's only participation in the railway plan has thus far been limited to a sale of 2,745 tons of rails valued at \$335,012. Venezuela has imported over 65,000 tons of rails, chiefly from Germany.

#### **Branch Lines Requested**

Venezuelan industrialists, investors and promoters interested in industries in the vicinity of Puerto Cabello and Barquisimeto were not long in realizing the advantages of the railway. In fact, private industry has requested that industrial branch lines be added to the Barquisimeto-Puerto Cabello section.

The State Railways Institute has announced that the construction of seven branch lines, at a cost of sixty million bolivars, is being seriously considered. They would serve the following industries:

1. C. A. Venezolana de Cemento—A cement plant that would require 7 km. of line to transport 60,000 tons of gypsum a year to Puerto Cabello and 25,000 tons of other cargo in the opposite direction.

2. Harinera Industrial Venezolana—A flour mill that needs a railway to transport wheat and flour.

3. Petrochemical plant in Morón—Needs access to the port for its exports and better facilities to import certain basic raw materials.

4. and 5. VENEPAL and Mobil Oil Company de Venezuela—These two companies, the first a paper mill and the second a well-known oil company, are conducting a study in conjunction with the authorities of the petrochemical plant and the Railways Institute. This was to be ready by November.

6. Central Matilde—A sugar-cane mill.

7. Service and branch lines to the port, docks and warehouses at Puerto Cabello.

Altogether, these projects would require about 55 kilometres of line.

#### **Eastern Venezuela**

The potential wealth and natural resources of eastern Venezuela have captured the attention of the Venezuelan Government, capitalists, mining enterprises and important foreign companies. This region is rich in iron ore, coal, oil, gold, diamonds, lumber and many other still unexploited resources. The establishment of a steel mill and the harnessing of the Caroni Falls to provide the energy required to run the mill have been the first steps towards the industrialization of this area.

It is evident that the importance of eastern Venezuela and the Guayana region in particular will become more apparent year by year. Anticipating this, the Government is considering building a line to connect Barcelona-Naricual-Ciudad Bolivar and Matanzas in the near future.

Barcelona, a city of 50,000, is the capital of the State of Anzoategui. The mining town of Naricual will soon become better known as the demand for coal increases. Ciudad Bolivar, capital of the State of Bolivar with a population of 49,000, is the most important city in south-eastern Venezuela, and Matanzas has the Bs.1.2 billion steel mill.

The construction of a short 27-km. line from the coal mines of Naricual to the port of Guanta will no doubt mark the starting point of a railway network for eastern

Venezuela. Work on this 62-million-bolivar section is well under way and the inauguration has been set for December of this year. Three diesel-electric locomotives, 35 coal cars, 10 flat cars and three tank cars have been bought for the Guanta-Naricual line, which will ship over 500 thousand tons of coal per year.

The Commission has now concluded studies of the vital line that will connect Ciudad Bolivar with Matanzas, the heart of the budding steel centre. If its recommendations are approved, work on this stretch should begin early in 1960 and it should be in operation by 1963.

The project for undertaking the construction of the Puerto Cabello-Valencia link in the near future is also receiving attention from the experts of the special commission.

The importance of this 75 km. line is evident. Valencia, a city of 142 thousand and capital of the State of Carabobo, is making long strides towards becoming one of Venezuela's most important industrial centres. Plans for future development contemplate linking Valencia with production centres in the States of Falcón, Mérida, Cojedes, Portuguesa and Táchira, and of course also with Barquisimeto. This will give new life to central and west-central Venezuela and, needless to say, increase the significance of Puerto Cabello as the key port.

#### **Opportunities for Canadian Firms**

● *Engineering services*—Venezuela has an efficient team of engineers working on the Railway Plan and even though local professionals are preferred for this work, there is always the possibility of offering the services of technical Canadian firms specializing in this type of engineering and with many years of successful experience as an introduction. In many cases, such firms will find it convenient and advantageous to make some arrangement with a local company to carry out specific studies and contracts.

● *Rolling stock and equipment*— There appear to be many opportunities for Canadian firms in this field, as illustrated by the few facts and figures given in this article about the investment that has been made so far in equipment and stock for the few lines laid. If the revised plan is approved, or even part of it, Venezuela's requirements of stock and equipment will be large. Canada, better qualified than many countries to supply these needs, should make every effort to participate.

Canada's steel foundries and car-building plants are in a position to produce and offer to Venezuelans the best in passenger, tank, box, gondola, flat, open, side dump, drop-side, cattle and all other types of cars. Railway rails, frogs,

switches, crossover and many other track requirements will no doubt be needed. Venezuela has established its own railway-tie industry, but it is believed that local production cannot cover demand on short notice if the immediate projects are approved. Here again, ties of Canadian Douglas fir, Western hemlock and other hardwoods could be offered to Venezuela.

#### **Watch Situation Closely**

Competition from U.S., German, Italian and British firms is keen. A constant watch and perseverance are recommended to assure participation in this business; projects of the utmost importance are sometimes approved on short notice and work starts without delay. Calls for tenders are usually published in local

newspapers but time is valuable and unless Canadian companies have established a contact with a Venezuelan company or have reliable and alert agents who can keep them advised of immediate and future developments, it is probable that an urgent request for railway ties will catch Canadians napping.

This office will, of course, be pleased to keep Canadian firms informed of present and future needs. It is strongly recommended, however, that Canadian firms include a personal visit to the general manager of the State Railways Institute in Caracas on their next business tour of Latin America. After that step is taken, direct correspondence will naturally follow, perhaps the appointment of an agent or representative and, possibly, orders for equipment and supplies. ●



#### **What Happened at ANUGA?**

CANADA'S first essay into the ANUGA food fair in Cologne, West Germany, attracted much attention and brought more than one business deal to the Canadian firms that participated in the Trade and Commerce display. On opening day, September 26, a government party consisting of leading officials of the German Ministry of Agriculture visited the stand. Several of them returned later to sample in the tasting room the products that had caught their fancy and to get more detailed information. "The tasting room proved useful and effective," writes J. A. Stiles, Commercial Counsellor in Bonn. "The trade obviously expected to taste the products we were offering in order to compare them with similar products from other countries."

ANUGA is the biggest international food fair in Europe. Because West Germany is one of the largest importers of foodstuffs in the world, the fair was almost certain to attract foreign buyers. They came, in fact, from 63 foreign countries. Visitors totalled 300,000. There were 40 countries represented and

## **Fairs and Exhibitions**

over 2,000 individual firms and organizations. It is said that the United States stand was the biggest the U.S. Ministry of Agriculture had ever put into a fair abroad. Of the 95 trade inquiries received at the Canadian display 77 came from West German firms and 18 from other countries, including Britain, Switzerland, Belgium, the Netherlands, Norway, Austria, the United States and Nigeria.

The attractive Canadian stand has by no means ended its tour of duty. It will be put to work again—products, tasting room and all—at the *Berlin Green Week Exhibition* in early 1960.

#### **Canadian Building Trades in Britain**

CANADA'S timber-promotion program in the United Kingdom received another boost last week at the 28th *Building Trades Exhibition*, at Olympia, London, from November 18 to December 2. Sponsoring the Canadian exhibit was the Department of Trade and Commerce,

Ottawa, with the co-operation of the Maritime Lumber Bureau, the Canadian Lumbermen's Association and the British Columbia Lumber Manufacturers' Association. Allied products in the exhibit included granite, building paper, contact cements, space heaters, paints, varnishes and lacquers, industrial adhesives, plastic laminates, office intercoms—even door chimes. Canadian woods were displayed, as they have been in other shows, in the structure of a cutaway model home.

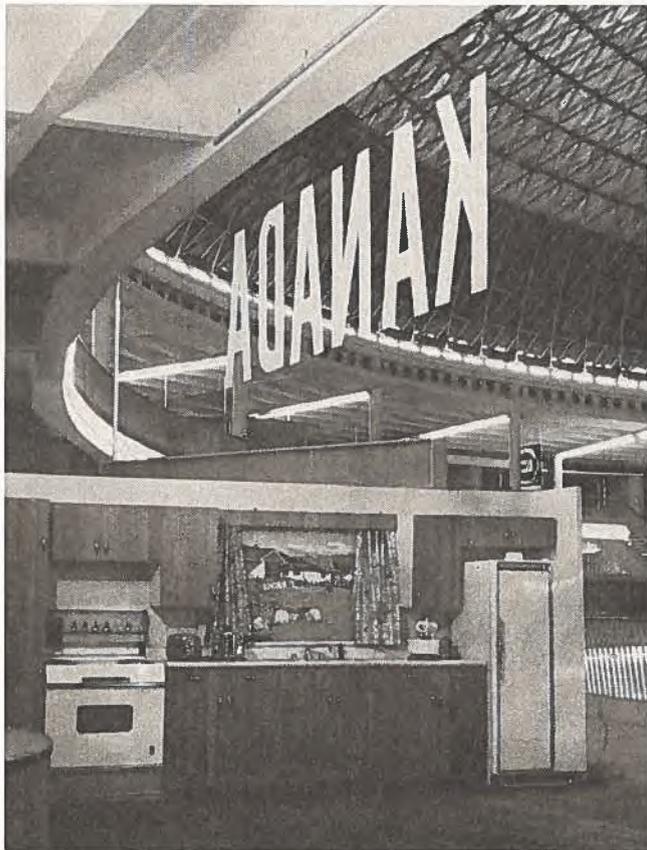
The *Building Trades Exhibition*, which is held every two years, usually accepts over 600 exhibitors from all over the world and has become the largest show of its kind in the United Kingdom.

### Business Opportunities at Brno

A spectacular new domed building in Brno, Czechoslovakia, was the scene in September of the giant *Brno International Engineering Fair*. Some 2½ million people surged past the exhibits and, in some instances, got in the way of business. But the milling throng did not deter all the buyers; the Vienna office of the Trade Commissioner Service received 127 trade inquiries and others came directly to individual Canadian exhibitors.

Because all trade negotiations with Czechoslovakia can be conducted only with officials of the Foreign

*The Czechs were fascinated by the model kitchen in Canada's display at the Brno International Engineering Fair. Part of the new building's unusual dome can be seen in the background.*



*The President of Peru (left), visiting the Canadian pavilion at the International Trade Fair in Lima, Oct. 1-18, receives a book on the arts in Canada from the Canadian Ambassador.*

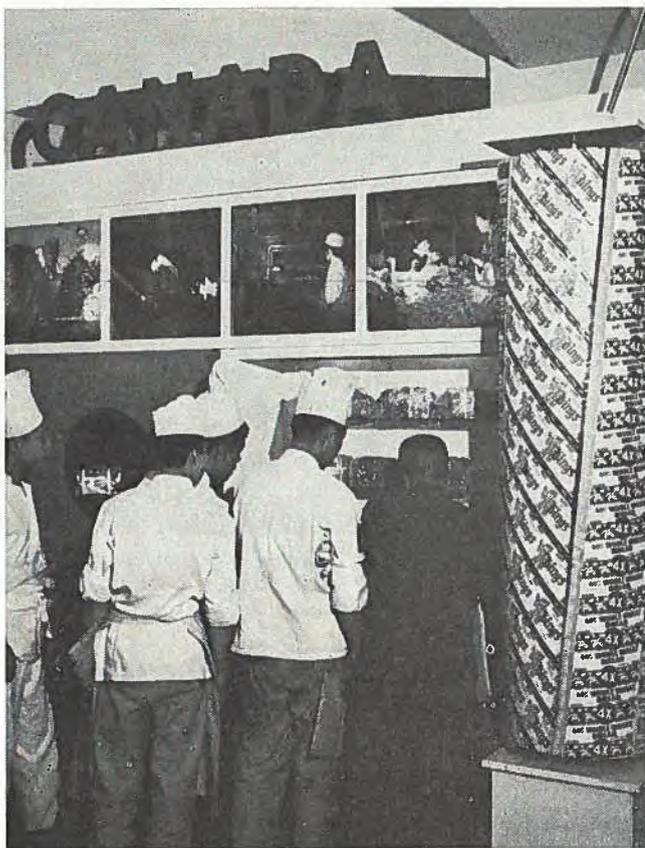
Trade Corporations in Prague, the Brno fair provides the only opportunity for manufacturers, engineers, chemists and doctors to see what Canada has to offer. Canadian exporters have little contact with end-users in Czechoslovakia for the same reason. Now that Czech technicians and industrial executives have seen Canadian goods for themselves, they can ask the Foreign Trade Corporations to arrange purchases for them.

This is the first year that the Brno fair has been international and it attracted only a small number of non-Communist countries. The Governments of West Germany, Austria, the Netherlands, India, Tunisia, Argentina and Iraq set up national pavilions, though many other countries were represented by private firms that sent exhibits on their own.

### Union Expo 1960

READERS puzzled by the heading on this paragraph may not know that *Union Expo* is the official name for 1960 only of the Rand Easter Show in Johannesburg. The reason for the switch? South Africa is celebrating the 50th anniversary of Union in 1960. Canadian businessmen will also be interested to learn that the Canadian pavilion will more than double its floor space in next April's show to 9,990 square feet. The prospect of doing business in less cramped quarters should please many former exhibitors.

The final rundown of participants just received from our Trade Fairs Abroad Office lists 44 Canadian firms from Ontario, Quebec and British Columbia, exhibiting goods in these categories: hospital equipment (6 firms), electronic equipment (9), transportation and agricultural machinery (9), other machinery (8), electrical equipment (3), consulting engineers and aerial survey firms (5) and miscellaneous (4). Products



Japanese bakers show lively interest in Canadian bread, wrappers, wheat samples at the convention of the All Japan Federation of Bakers' Associations, which opened in Tokyo Oct. 19.

will range from the most delicate laboratory and operating-room equipment to giant combines, tractors and fork-lift trucks.

What is the outlook for business? It is best in the lines of industrial materials and equipment not made in South Africa, according to the Trade Commissioner in Johannesburg. Competitive Canadian products can do well, but they must have special features that give them an advantage over the locally made product.

### Report on the Royal Salisbury

CANADA'S big geodesic dome that sailed into prominence at the West Indies Trade Fairs earlier this year did service once again in September—this time at the *Royal Salisbury Show* in Southern Rhodesia. The Canadian display was extensive—more extensive, perhaps than the market warrants at present because of exchange controls on many goods from dollar countries. However, every product on display stirred up interest, writes L. S. Glass, Trade Commissioner in Salisbury. Many people were astonished that such things were actually made in Canada.

Apart from inquiries about the dome (which made a hit with the Rhodesians long before the fair opened) over 900 queries were handled by the Trade Com-

missioner's office. Of these, 167 concerned trade, 83 were about travel and immigration, 320 were from consumers and 367 were classed as general. Representatives from 17 Canadian firms helped provide the answers.

### Vertical Fairs in 1960

**AGRICULTURAL MACHINERY**—*40th International Agricultural Machinery and Equipment Exhibition*, Brussels, February 14-21. Apply: Société de Mécanique et d'Industrie Agricole, 29 rue de Spa, Brussels 4.

**BUILDING**—*2nd International Building and Public Works Exhibition*, Paris, May 19-29. Apply: Expomat 1, Avenue Niel, Paris 17.

*23rd Building Trades Exhibition*, Manchester, Oct. 11-22. Apply: Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3.

**CAPITAL GOODS, ENGINEERING MACHINERY, MACHINE TOOLS**—*Engineering Materials and Design Exhibition*, London, Feb. 22-26. Apply: Industrial and Trade Fairs Ltd., Drury House, Russell Street, Drury Lane, London W.C.2.

*International Compressed Air and Hydraulics Exhibition and Conference*, London, April 25-29. Apply: Commercial Exhibitions Ltd., St. Richard's House, Eversholt Street, London N.W.1.

*International Machine Tool Exhibition*, London, June 25-July 8. Apply: The Machine Tool Trades Association, Brettenham House, Lancaster Place, London W.C.2.

*Design Engineering Show*, New York, May 23-26. Apply: Clapp and Poliak, Inc., 341 Madison Avenue, New York 17, N.Y.

*Mechanical Handling Exhibition*, London, May 3-13. Apply: "Mechanical Handling", Dorset House, Stamford Street, London, S.E. 1.

**ELECTRICAL AND ELECTRONIC PRODUCTS**—*International Instruments, Electronics and Automation Exhibition*, London, May 23-28. Apply: Industrial Exhibitions Ltd., 9 Argyll Street, London W. 1.

**FACTORY EQUIPMENT**—*8th Factory Equipment, Heating, Ventilation and Thermal Insulation Exhibition*, Manchester, Sept. 21-Oct. 1. Apply: Industrial and Trade Fairs Ltd., Factory and Equipment Exhibition, Drury House, Russell Street, London W.C.2.

**FOODSTUFFS, HOTELS AND CATERING**—*International Exhibition of Groceries and High Class Provisions (IKOFA)*, Munich, September 24-October 3. Apply: Verein Ausstellungspark e.V., Theresienhoehe 14, Munich 12.

**FURNITURE, HOUSEHOLD GOODS**—*Furniture Exhibition*, Paris, January 28-February 3. Apply: Monsieur le Commissaire Général, Salon du Meuble et des Industries de l'Ameublement, 22 Avenue Franklin-Roosevelt, Paris 8.

*International Hardware Trades Fair*, London, May 9-13. Apply: Universal Exhibitions Ltd., 74 Holland Park, London W. 11.

**LEATHER**—*International Leather Goods Trade Fair*, Offenbach, March 5-10 and September 3-8. Apply: Offenbacher Messe-Gesellschaft m.b.H., Kaiserstrasse 110, Offenbach-am-Main.

**PLASTICS**—*International Macroplastic Fair*, Amsterdam, October 12-19. Apply: N.V.'t Raedthuys, Tesselschadestraat 5, Amsterdam.

**SPORTING GOODS**—*29th National Sporting Goods Show*, Chicago, Jan. 31-Feb. 4. Apply: National Sporting Goods Association, 716 Rush Street, Chicago 11.

**TOYS**—*10th International Toy and Trade Fair*, New York, March 6-11. Apply: International Trade Shows, 545 Fifth Avenue, New York 17, N.Y.

# The Philippines Discovers Oil

A strike at Toledo has produced commercial quantities of oil; may mean reduction of expensive imports. Canadian companies should investigate chances of supplying equipment as exploration continues.

H. L. E. PRIESTMAN, *Consul General and Trade Commissioner, Manila.*

THE discovery of oil late in September has given the Philippines great hopes that further and more important discoveries will follow. This country has had to import all its requirements of petroleum and its products to the value of \$75 million a year—its costliest individual import and a heavy drain on limited foreign exchange resources.

If the Philippines could become wholly independent of imports in meeting its oil needs, the dollars saved would alleviate the foreign exchange problem and could be used to good advantage in industrial development that must now be deferred for lack of funds. Foreign investment would also be stimulated in various other industries that now lack cheap fuel from domestic sources.

## Stock Market Affected

Exploration and drilling has been carried on for some years. However, only dry holes were reported until the announcement by the President of the Philippines that oil had been struck "in commercial quantities" at a well in Toledo on the island of Cebu, practically at the centre of the Philippine archipelago. The announcement touched off vigorous speculation in oil shares on the Manila stock market. However, the realization that a single shallow well (1,277 feet) producing 72 barrels in a one-day test, is far from proving an oil field, coupled with counsel against undue speculation,

led to a quick drop in stock-market prices though only to levels well ahead of those in recent months.

Still, there is considerable optimism. Companies drilling and prospecting for oil have been encouraged by the President through his recommendation to the Central Bank to release dollars for buying oil equipment and for exploration.

## Exploration Continues

Gas or oil shows have been discovered elsewhere in recent years, notably in the Cagayan Valley of northern Luzon, where several world-renowned oil companies are continuing to drill; exploration is also being extended over several of the other islands in the archipelago. A team of Canadian experts carried out an aerial magnetometric survey for oil and other minerals in 1956 on behalf of prospecting companies, and various other modern methods of exploration are being used continuously in endeavours to pinpoint the most suitable areas for drilling. The geographical situation and the geological similarities of the Philippine Islands to other proven oil-producing countries in Asia, it is felt, warrants continuing the search for oil.

One oil refinery has been operating sixty miles south of Manila for the past five years, using imported oil at the rate of 25,000 barrels a day. Two new refineries which would also use imported crude are now being built on the Bataan peninsula to the north of Manila.

It is worth noting that both in exploration and in refinery operation and construction some of the geologists and engineers are Canadian. Most of the exploration has been carried on by firms linked with internationally-known companies, usually United States, although Japan has recently expressed some interest in participating. Similarly, refinery developments are in the hands of such firms as Caltex, already operating, and Stanvac and Shell, both in the construction stage. Shell, locally regarded as British but perhaps more correctly described as Anglo-Dutch, records a 25 per cent Filipino investment in its refinery.

## Opportunities for Canadians

Most oil-well supplies and equipment are imported into the Philippines from the United States. There is the usual tendency to obtain equipment and other supplies for exploration, drilling and refineries through foreign parent or affiliated firms. Nevertheless, there are still opportunities for Canadian suppliers of certain products to sell direct or through the parent company to oil-drilling and refining firms, if the Canadian goods are suitable and competitive on a landed, duty-paid basis.

Allowance must be made for the fact that currently, under the terms of a Philippine-United States reciprocal trade agreement, U.S. products subject to duty pay only one-half of the Philippine general customs tariff applicable to goods from all other countries, including Canada.

Canadian manufacturers of oil-well and refinery supplies and equipment who wish to investigate the Philippine market should send particulars to the Canadian Consul General, Box 1825, Manila. ●



BRITAIN'S iron and steel industry has come a long way since the time when iron was made in small charcoal furnaces, forests were stripped to provide the fuel, and the quality of the product was related to the efficacy of the magic charm used in preparing the raw materials. Today, the industry consists of more than 300 companies with a labour force of over 422,000 and productive capacity of about 24 million tons.\* Of the 300 companies, 25 account for 95 per cent of the steel and 35 per cent of the pig iron produced.

Most of the industry was nationalized by the Iron and Steel Act of 1949, but with the change of government the process was reversed. At present there are only 12 companies still government-owned and of these, only one belongs to the group of 25 big producers. It is expected that in line with government policy the remaining 12 will be denationalized in time.

#### **Iron and Steel Board**

The privately owned companies are not completely free; they come under the jurisdiction of the Iron and Steel Board which was set up to exercise general supervision over the iron and steel industry. The Board is required to review the industry's productive capacity and

\*One ton equals 2,240 pounds throughout this report.

## **Britain Steps Up Steel Production**

**New plants and equipment have boosted British steel output and increased Canadian opportunities to ship more ore to the hungry furnaces.**

*A. W. EVANS, Trade Commissioner, Liverpool.*

its arrangements for procuring raw materials and setting prices. The Board has also been authorized to determine maximum prices in the United Kingdom, though not for export markets. Among its other responsibilities are the import of raw materials (where this can be done with advantage as a common service to the industry as a whole), the promotion of research, and the recruiting and training of staff. The Board also has powers to demand information from the companies when the Government requires it.

The idea behind the establishment of the Board was to leave the companies free to exercise their own initiative, and at the same time ensure that the public interest is served and that expansion takes place along orderly lines to meet the needs of the expanding economy. Relations between the Board and industry have been good and the system seems to work smoothly.

#### Where Industry Is Centered

The location of the steel mills has been governed mainly by economic forces, such as convenient access to raw materials or to markets for finished products. There have been exceptions, because of the Government's wish to ease unemployment in certain areas; examples are the Ebbw Vale works built in Wales in the '30's and the strip mill that is to be built near Glasgow. But steel-making has been largely concentrated in the Midlands, Wales, northern England and Scotland, though one small plant has been set up in the south of England to serve the factory of an automobile manufacturer.

About one-eighth of the United Kingdom's steel capacity is in the plants of the Clyde Valley. There, heavy steel products are turned out to meet the needs of the local ship-building and engineering industries. Mills on the northeast coast of England, around Newcastle and Middlesbrough, supply the ship-building and engineering works in that vicinity. The major production

area runs across the country from northwest England and north Wales through the Midlands, serving all types of steel-users. South Wales, with about one-quarter of the nation's production, specializes in flat products, strip, sheet, and especially tinplate, catering to the needs of the consumer industries.

#### Capacity Doubled

Except for the great depression of the late twenties, steel output has climbed steadily in the U.K., particularly since 1945. The present capacity of about 24 million tons is almost double that of 1939 and, in fact, exceeds demand, except in the sector supplying the automotive and consumer goods industries. Here an exceptionally high rise in demand plus an unexpected delay in bringing new capacity into production has led to a shortage, though the situation should soon be eased as new plants start producing.

#### UNITED KINGDOM STEEL PRODUCTION

	(million ingot tons)			
1939	13.22	1949	15.55	
1940	12.98	1950	16.29	
1941	12.31	1951	15.64	
1942	12.94	1952	16.42	
1943	13.03	1953	17.61	
1944	12.14	1954	18.52	
1945	11.82	1955	19.79	
1946	12.70	1956	20.66	
1947	12.72	1957	21.70	
1948	14.88	1958	19.57	

The only raw material for steel-making imported in quantity is iron ore. Output of local mines has long been insufficient to meet demand. If forecasts of steel production are correct, imports by 1962 will total 22 million tons—nearly ten million tons higher than the 1958 figure of 12.5 million. Canada, which supplied about one-fifth of total imports in that year, can expect to obtain at least a proportionate share of the increase.

Exports of steel, which totalled about three million tons in 1958, are expected to reach about five million tons in 1962, as an expanding world economy and a rise in living standards in the underdeveloped countries boost demand. Although exports have risen steadily since 1950, the projected figure may seem optimistic in the light of the following table.

#### Industry Modernizes

The iron and steel industry as a whole and the individual companies are carrying on a continuous program of research. New techniques

#### EXPORTS OF IRON AND STEEL PRODUCTS

	(million tons)			
1949	1.96	1954	2.41	
1950	2.60	1955	2.81	
1951	2.13	1956	2.90	
1952	2.07	1957	3.30	
1953	2.20	1958	2.89	

#### CRUDE STEEL

##### Production from Various Grades of Plant

Production from:	1955		1962	
	Million tons	Per cent	Million tons	Per cent
First class modern plant of economic size, installed or extensively reconstructed since the war	4½	21½	9½	34½
Efficient, though older, plant useful for many years	10½	54½	13½	47½
Plant well below the average, but capable for some years of useful life in conditions of high demand	2½	14	3	10½
Obsolete plant	1½	6½	1½	4½
Unclassified (mainly small works making special quality steels)	½	3½	½	2½
<b>TOTAL</b>	<b>19½</b>	<b>100</b>	<b>28</b>	<b>100</b>

are being applied to obtain greater output from existing equipment. Recently, a steel company that had been experimenting in continuous casting announced that it would install a 20-ton electric furnace and two continuous casting machines to provide 36,000 tons of billets a year. This company will be the first in England to depend on continuous casting for the bulk of its production.

Five-year plans for expanding capacity and modernizing equipment are worked out between the industry and the Iron and Steel Board. The Board has no power to compel development or modification, but if agreement is not reached it can refer the case to the Minister for action. Development plans are

not rigid but may be modified or extended on the basis of experience at any time during the five-year period. The industry has been investing increasing sums: £75 million in 1956, £95 million in 1957, and a peak of £105 million in 1958. Indications are that investment may reach £600 million in the period 1957-1961, including a start on two semi-continuous strip mills, one in south Wales and the other in Scotland.

Plans are based on an expected rise in demand, both domestic and export, to 29 million tons by 1962. With the expected new capacity available then, it is thought that the industry should be able to meet demand with a minimum of imports of specialized steels, though there

is some doubt about the supply of sheet and tinplate.

By the end of 1962 little will remain of obsolete and inefficient plant and plans are already being studied for the complete elimination of out-of-date equipment. The accompanying table illustrates how improved equipment is expected to effect output.

The U.K. iron and steel industry, with its vigorous program of expansion and modernization, has reached the point where capacity, with the exception of one sector of the industry, has temporarily outstripped demand. The consensus is that steel manufacturers are meeting their responsibilities to the full in underpinning the expansion of the economy. ●



## General Notes

### British Guiana

**NEW FOOD CANNING PLANT**—A new company, Food Manufacturers B. G. Ltd., has applied to the Government of British Guiana to be classed as a pioneer industry. It proposes to can local food products, including soups, sausages, cooked beef, bacon, ham and other prepared meats. The promoters are planning to set up the enterprise as a public company with a capital of W.I.\$200,000. A site has already been secured and construction is scheduled for early in 1960; the factory should be in production before the end of the year. The promoters are trying to obtain the services of a food technician from the United Kingdom to help them in the initial stages—Port-of-Spain.

### Cuba

**NEW INDUSTRIES**—The Cuban Government is considering applications for "new industries" benefits, particularly projects for the manufacture of concrete reinforcing bars, poultry and cattle feeds, electrical switches and control panels, waterproofing material

for the building trade, light bulbs, leather dyes and pigments, plywood, copper tubing and steel wire—Havana.

### Indonesia

**NEW STATE BANK**—The Government of Indonesia has founded a state bank, the Bank Umum Negara, to take over all activities of the former National Handelsbank N.V., which has been nationalized. The Bank Umum Negara is a foreign-exchange bank and will enter into agency arrangements with overseas banks as directed by the Bank of Indonesia—Djakarta.

### Jamaica

**NEW BANK**—The First National City Bank of New York has announced that it will open a branch in Jamaica later this year—a further vote of confidence in the rapidly expanding Jamaican economy. The island is currently served by five banks: the Bank of Nova

Scotia, the Royal Bank of Canada, the Canadian Bank of Commerce, the Bank of London and Montreal and Barclays Bank D.C.O.—Kingston.

**ELECTRICAL FREQUENCY CONVERSION**—The Jamaica Public Service Company has completed the conversion of its Port Antonio pilot project ahead of schedule. Present plans call for complete conversion of the island's electrical system from 40 to 50 cycles within the next few years—Kingston.

**NATIONAL INCOME**—For the first time in the history of Jamaica, manufacturing has surpassed agriculture in contributing to the gross national product. During 1958 industry provided \$73.4 million worth of goods and services, or 50.7 per cent of the total—Kingston.

### **Japan**

**FOREIGN AID**—The Japanese Ministry of International Trade and Industry announced recently that it would establish an Overseas Economic Co-operation Corporation to step up Japanese economic assistance to the less developed countries of South East Asia. The OECC is to have a capital of ¥50,000 million, of which ¥10,000 million will be used during the first year of operation (1960), principally for indirect investment in the forest, petroleum, and iron and steel industries in these areas. In addition, the OECC will export from Japan fertilizers, textiles and cement for local currencies, which in turn will be used for further economic development of the countries concerned—Tokyo.

### **Norway**

**NEW PACKAGING FOR FROZEN FISH**—A recurrent problem in expanding the Norwegian frozen fish fillet industry has been the search for a suitable container to transport frozen fish from the factory to the wholesaler, ship or railway. The Borgund Emballasje A/s Company has now developed an insulated container. Made of watertight plywood of Norwegian birch and plastic, lacquered on the outside, the new container has successfully passed tests made by the state freezing plant in Aalesund. The new product makes the use of artificial ice unnecessary under ordinary transport conditions—Oslo.

### **South Africa**

**ENGINEERING PROJECT**—The Rand Water Board has launched an \$18 million project to increase the water supply for the Rand industrial and mining area, stretching from Pretoria to Vereeniging. The Board now supplies an average of 150 million gallons of water a day and it is estimated that requirements will rise to about 183 million a day by 1966. By 1966 the

project is expected to boost the supply to a maximum of 190 million gallons, and on completion in eight to ten years, it should assure an adequate water supply for 20 years—Johannesburg.

**INVESTMENT**—By the end of 1958 the Colonial Development Corporation had invested some \$23 million in Swaziland and Bechuanaland and had earmarked a further \$10 million for expenditure in those territories. So far there has been no investment planned for Basutoland because no suitable project has been developed.

Investments in Swaziland include the Usutu Forest, where an afforestation program covering 100 thousand to 120 thousand acres is in progress. The Swaziland Irrigation Scheme will make some 105 thousand acres suitable for sugar production. In Bechuanaland the C.D.C. owns ranches in the north and south and an abattoir; at present, there is no private capital participating in this investment—Johannesburg.

### **Trinidad**

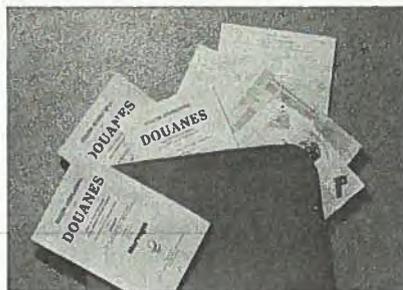
**COLD STORAGE**—Trinidad will soon have its first dockside cold-storage facilities. The unit is to be built by the Raymond Construction Company of Trinidad at a reported cost of W.I.\$2 million. It will provide 18,000 square feet of floor space with a height of 40 feet. Adjoining the cold storage unit will be a banana shed with another 5,000 square feet of storage space. Although the main contract has been secured by Raymond, sub-contracts will be tendered shortly for the superstructure and equipment—Port-of-Spain.

### **West Germany**

**INDIAN OIL SCHEMES**—It is reported that the Government of India has accepted the offer of the Government of the Federal Republic to send a group of German geologists to assist in India's search for petroleum. The report also mentions that until now Soviet and Romanian experts have played a leading part in this petroleum exploration program. However, Canadian teams have also done considerable exploration in India under the Colombo Plan—Bonn.

**INVESTMENT ABROAD**—German private investment abroad at June 30, 1959, stood at DM2.394 billion. Of this, DM855 million was invested in Europe, DM152.9 million in Africa, and DM1.236 billion in the Americas. Brazil has attracted the largest volume of German private capital: investments in that country from 1952 to June 30, 1959, totalled DM497.9 million. Canada ranks second in popularity with private investors; it has attracted DM339.3 million during the same period.

The Federal West German Economics Ministry emphasized that these figures cover only investment made with the intention of participating in direct foreign business—Bonn.



## Trade and Tariff Regulations

### Aden

**IMPORT RESTRICTIONS RELAXED**—The Controller of Civil Supplies, Aden, has announced that, effective July 1, 1959, an Open General Licence has been issued for the import of goods from the dollar area, except for the following for which specific licences are required:

Air conditioning machines, self-contained, comprising elements for cooling, control of humidity, cleaning and circulating of air

Centrifugal drying and separating machines, other than of a kind used for domestic purposes

Compressors and exhausters, air and gas

Dredging equipment

Gas and chemical plant

Lifting, hauling and transporting machinery, the following: hoists, winches, pulleys

Oil-refining plant

Pile-drivers

Pumps of all kinds, including petrol and oil-measuring pumps, other than of a kind used in motor vehicles, ships, boats or aircraft or for domestic purposes

Refrigerators and refrigeration machinery, other than of a kind used for domestic purposes

Separators for separating oil from mixtures of oil and water

Welding machines

Well-boring machinery and plant

Cocks, taps, traps and valves for controlling gases, liquids or vapours

Flexible tubing and piping, wholly or mainly of metal

Petroleum and shale oils, crude and refined (other than lubricating oils, waxes of all kinds including mixtures of waxes, wax residues, petrolatum and greases)

Motor vehicles

Motor vehicle spares and accessories

Gold in whatever form

Silver in bullion and coin

Platinum, diamonds, and any other precious stones or metals

Technical white oil

The Controller also announced that specific import licences will be approved for self-contained domestic air conditioners of up to 2 h.p. from the dollar area.

### French Community

**IMPORT LIBERALIZATION**—Effective October 10, members of the French Community, which comprises the Ivory Coast, Dahomey, Volta, Mauritania, Niger, Senegal, and Sudan, liberalized a number of items imported from dollar countries.

Although the following goods have been liberalized they require import licences, but these are granted automatically:

Certain oils; vegetable waxes; various natural sands, feldspathic sands; kaolin; refractory earths and sandstone-bearing earths; bleaching and fuller's earths and smectic clay; chalk; barium sulphate and barium carbonate; natural corundum and emery; natural abrasives; marble and other monumental building stones; granite; dolomite; natural magnesium carbonate; gypsum; limestone flux; quicklime, slaked lime and hydraulic lime, other than calcium oxide and hydroxide; asbestos; mica and mica waste; natural steatite; feldspar, leucite, nepheline and nepheline syenite; fluorspar; peat; coke and semi-coke of coal for the manufacture of electrodes, coke and semi-coke of peat; selenium; tellurium and arsenic; arsenic trioxide, arsenic pentoxide and acids of arsenic; aluminum oxide and aluminum hydroxide; iron oxide; nickel oxide; nickel chloride; copper sulphate, ammonium nickel sulphate; radioactive chemical elements; calcium carbide; isopropylbenzene; sulphated derivatives of mononuclear hydrocarbons; amyl and isoamyl alcohols; natural, crude camphor and ketone alcohols; chloroacetic acid; chlorine; carbazole and its derivatives; composite solvents and thinners for varnishes and similar products; wood and cotton waste; magnesium and chromium-magnesium bricks; heat-insulating bricks; refractory bricks; other refractory goods; unwrought lead, unwrought aluminum; aluminum waste and scrap.

Details on the status of individual items may be obtained upon request from the International Trade Relations Branch.

### Morocco

**CHANGES IN CUSTOMS TARIFFS**—As a result of recent revisions in the customs tariff of Morocco, a number of items are now admitted free of duty. These include the following:

Asbestos, titanium, zinc oxides, polyethylene, polystyrene, polyvinyl, cellulose nitrates and acetates, woollen waste, woven or worsted cottons, synthetic and artificial textile fibres (non-continuous), and most primary products of iron and steel or of non-ferrous metals.

At the same time the rates were reduced for sole leather and textile piecegoods.

In addition, duties were increased on the following products:

Crude vegetable oils, canned meat, canned lobster, fruits preserved in syrups or alcohol, Christmas tree decorations and games, cereal flours.

*Information on the new level of individual customs duties may be obtained from the International Trade Relations Branch.*

## **United States**

**TARIFF COMMISSION FINDS NO INJURY FROM FESCUE SEED IMPORTS**—The Tariff Commission has concluded the "escape clause" investigation into imports of fescue seed, notice of which was published in the June 20th issue of *Foreign Trade*.

The Commission found that red fescue seed (which includes both chewings and creeping fescue) was not being imported into the United States in such increased quantities, either actual or relative to domestic production, as to cause or threaten serious injury to the domestic industry producing like or directly competitive products. The Commission therefore made no recommendation to the President for the modification or withdrawal of the concessions applicable to such seeds.

*Red fescue seed is not separately provided for in the U.S. Tariff Act but is classified under the provision for "all other grass and forage crop seeds not specially provided for" under paragraph 763 at a duty of 1 cent per pound.*

**TARIFF COMMISSION TO INVESTIGATE IMPORTS OF ARTICLES CONTAINING COTTON**—At the request of the President, by letter dated November 10, 1959, the United States Tariff Commission, on November 16, 1959, instituted an investigation under section 22(a) of the Agricultural Adjustment Act, to determine whether articles containing cotton are being, or are practically certain to be, imported into the United States under such conditions and in such quantities as to render or tend to render ineffective, or materially interfere with, the export subsidy program of the United States Department of Agriculture for cotton and cotton products in operation pursuant to section 203 of the Agricultural Act of 1956.

A public hearing in connection with this investigation will be held in the Tariff Commission's Hearing Room, Tariff Commission Building, Eighth and E Streets N.W., Washington, D.C., beginning at 10 a.m., e.s.t., on March 1, 1960. All parties will be given an opportunity to be present, to produce evidence, and to be heard at such hearing. Interested parties desiring to appear should write to the Secretary of the Tariff Commission at its offices in Washington, D.C., at least five days before the date of the hearing.

*Under section 203 of the Agricultural Act of 1956, the United States Department of Agriculture provides an export subsidy of eight cents per pound on cotton and the cotton content of cotton products exported from the United States. The Secretary of Agriculture*

*believes that textiles and other articles made abroad from this cotton are being imported into the United States and impairing the original purpose of the subsidy program. Therefore, the U.S. Tariff Commission has been requested to conduct an investigation to determine whether an import fee (or duty) equivalent to the per pound export subsidy rate (i.e., 8 cents per pound on the cotton content) is required to prevent the imports from rendering or tending to render ineffective, or materially interfering with, the Department of Agriculture's export program for cotton and cotton products.*

## **Trade Commissioner on Tour**

*The following officer of the Trade Commissioner Service is undertaking a tour in Canada. His itinerary is:*

**JOHN MACNAUGHT**, Assistant Commercial Secretary in Wellington, New Zealand.

Southern Ontario—Dec. 8-9      Ottawa—Jan. 18-29  
Toronto—Dec. 2-7                      Montreal—Feb. 1-3

*Businessmen who wish to see Mr. MacNaught 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**

**J. H. BAILEY**, Commercial Secretary in Bogotá, Colombia, will visit Cali from December 10-11, and Paz del Rio on December 28.

**H. E. CAMPBELL**, Trade Commissioner in Kingston, Jamaica, will visit the Bahamas from December 6-12.

**R. M. DAWSON**, Assistant Trade Commissioner in Guatemala City, Guatemala, will visit Costa Rica and Panama from December 14-24.

**R. F. RENWICK**, Commercial Secretary in Port-of-Spain, Trinidad, will visit Bridgetown, Barbados, from February 1-6, and St. George's, Grenada, from February 7-10.

**H. W. RICHARDSON**, Trade Commissioner in Guatemala City, Guatemala, will visit Nicaragua and El Salvador from January 18-30.

*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. Bailey at Bogotá, Mr. Campbell at Kingston, Mr. Dawson and Mr. Richardson at Guatemala City, and Mr. Renwick at Port-of-Spain.*

# 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 community projects** is part of the Trade Commissioner's way of life: it makes him feel more at home in his foreign post and it helps to keep up the good reputation of Canada and Canadians. Here the Trade Commissioner in Singapore gratefully accepts a Chinese merchant's contribution, to be raffled at the Canadian stall in the International Bazaar for the Blind.

2



**2 Answering reporters' questions about Canada** accurately is a responsibility the Trade Commissioner faces often and one for which he must always be prepared. The Commercial Secretary in the Hague, Netherlands, (back, left) is taking part in a press conference held for two members of a Netherlands Wheat Mission who had just returned from a visit to Canada.

**3 Talking about Canada** is something the Trade Commissioner does all the time, both formally and informally. For this more formal occasion in Belgium, the responsibility was taken over by the Assistant Commercial Secretary (standing) who delivered an address on Canada's industrial development to the Rotary Club in Charleroi.

**4 Keeping informed about Canadian exports**, the Minister (Commercial) in London visits the British plant of a shoe manufacturer and, with officers of the company, examines a Canadian-designed boot. The exchange of information during visits like this helps both the businessman and the Trade Commissioner to work more effectively.



3



4

# Foreign Trade Service Abroad

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

Territory	Officer	City Address	Mail and Cables, Office Telephone
<b>Argentina</b>	C. S. Bissett Commercial Counsellor G. E. Blackstock Assistant Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-8237
<b>Australia</b> (Capital Territory, New South Wales, Queensland, Northern Territory) Dependencies	S. V. Allen Commercial Counsellor H. S. Hay Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY	<i>Mail:</i> P.O. Box 3952 G.P.O. <i>Cable:</i> CANADIAN <i>Tel.:</i> BW 5696
<b>Australia</b> (Victoria, South Australia, Western Australia, Tasmania)	T. G. Major Commercial Counsellor for Canada	83 William Street MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> MU 4716
<b>Austria</b> Bulgaria, Czechoslovakia, Hungary, Romania, Yugoslavia	R. K. Thomson Commercial Counsellor P. A. Freyseng Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97
<b>Belgian Congo</b> Angola, French Equatorial Africa	K. Nyenhuis Canadian Government Trade Commissioner R. A. Bull Assistant Trade Commissioner	Forescom Building LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2706
<b>Belgium</b> Luxembourg	L. H. Ausman Commercial Counsellor P. T. Eastham Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 13.38.50
<b>Brazil</b>	Wm. Jones Commercial Secretary C. M. Kerr Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164 <i>Cable:</i> CANADIAN <i>Tel.:</i> 42-4140
<b>Brazil</b>	D. M. Holton Consul and Trade Commissioner R. C. Anderson Vice Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN <i>Tel.:</i> 36-6301
<b>Ceylon</b>	I. V. Macdonald Commercial Secretary	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	<i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Tel.:</i> 91341
<b>Chile</b>	H. M. Maddick Commercial Secretary	Canadian Embassy 6th Floor Av. General Bulnes, 129 SANTIAGO	<i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Tel.:</i> 64189
<b>Colombia</b> Ecuador	J. H. Bailey Commercial Secretary and Consul N. L. Currie Assistant Commercial Secretary	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	<i>Airmail:</i> Apartado Aereo 3562 <i>Surface Mail:</i> Apartado 1618 <i>Cable:</i> CANADIAN <i>Tel.:</i> 43-00-65
<b>Cuba</b>	R. R. Parlour Commercial Secretary	Canadian Embassy Edificio Ambar Motors Avenida Menocal 16 HAVANA	<i>Mail:</i> Apartado 1945 <i>Cable:</i> CANADIAN <i>Tel.:</i> UO-9457
<b>Denmark</b> Greenland, Poland	C. F. Wilson Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Hilda 3306

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone</b>
<b>Dominican Republic</b> Puerto Rico	W. B. McCullough Commercial Counsellor J. M. Knowles Assistant Commercial Secretary	Canadian Embassy Edificio Copello 408 Calle El Conde CIUDAD TRUJILLO	<i>Mail:</i> Apartado 1393 <i>Cable:</i> CANADIAN <i>Tel.:</i> 8138
<b>France</b> Algeria, French West Africa, Morocco, Tangier, Tunisia	R. Campbell Smith Commercial Counsellor W. G. Brett Assistant Commercial Secretary C. T. Charland Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> BALzac 99-55
<b>Germany</b> Federal Republic	J. A. Stiles Commercial Counsellor G. F. Mintenko Assistant Commercial Secretary W. J. O'Connor Assistant Commercial Secretary (Agriculture)	Canadian Embassy 22 Zitellmannstrasse BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 21971
Germany	E. H. Maguire Consul J. M. T. Thomas Vice Consul	Canadian Consulate 69 Ferdinandstrasse HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 326149
<b>Ghana</b> Gambia, Liberia, Nigeria, Sierra Leone	K. F. Osmond Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	<i>Mail:</i> P.O. Box 1639 <i>Cable:</i> CANADIAN <i>Tel.:</i> 4824
<b>Greece</b> Israel, Turkey	P. V. McLane Commercial Counsellor L. D. R. Dyke Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 74044
<b>Guatemala</b> Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. W. Richardson Canadian Government Trade Commissioner R. M. Dawson Assistant Trade Commissioner	5 Avenida 10-68, Zone I GUATEMALA CITY, C.A.	<i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Tel.:</i> 28448
<b>Haiti</b>	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
<b>Hong Kong</b> Cambodia, Communist China, Laos, Vietnam, Macao	C. M. Forsyth-Smith Canadian Government Trade Commissioner C. J. Small Trade Commissioner D. J. McEachran Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Tel.:</i> 28336
<b>India</b>	B. A. Macdonald Commercial Counsellor J. R. Midwinter Assistant Commercial Secretary	Office of the High Commissioner for Canada 13 Golf Links Area NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Tel.:</i> 35201
India Calcutta, Madras, Goa	H. A. Gilbert Canadian Government Trade Commissioner G. P. Morin Assistant Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Tel.:</i> 255154
<b>Indonesia</b>	M. B. Blackwood Commercial Secretary	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Gambir 1313
<b>Iran</b>	W. Van Vliet Commercial Counsellor (temporary)	Canadian Legation TEHRAN	<i>Mail:</i> Central P.O., Box 1610 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 49291

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone</b>
<b>Ireland</b>	W. R. Van Commercial Secretary for Canada	66 Upper O'Connell St. DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 44251
<b>Italy</b> Libya, Malta	Richard Grew Commercial Counsellor M. S. Strong Commercial Secretary J. G. Ireland Assistant Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 861-951
<b>Japan</b> South Korea	J. L. Mutter Commercial Counsellor N. W. Boyd Assistant Commercial Secretary R. G. Woolham Assistant Commercial Secretary	Canadian Embassy TOKYO	<i>Mail:</i> Canadian Embassy <i>Cable:</i> CANADIAN <i>Tel.:</i> 408-2101/8
<b>Lebanon</b> Iraq, Jordan, Persian Gulf area, Syrian Region of United Arab Republic	C. O. R. Rousseau Commercial Secretary W. B. Walton Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30794
<b>Mexico</b>	F. B. Clark Commercial Secretary A. A. Lomas Assistant Commercial Secretary W. M. Miner Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D. F.	<i>Mail:</i> Apartado 25364. <i>Cable:</i> CANADIAN <i>Tel.:</i> 25-15-60
<b>Netherlands</b>	J. C. Britton Commercial Counsellor W. R. Hickman Commercial Secretary B. Horth Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 61-41-11
<b>New Zealand</b> Fiji, French Oceania, Western Samoa	J. H. Stone Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg. WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Tel.:</i> 70-644
<b>Norway</b> Iceland	M. B. Bursey Commercial Counsellor	Canadian Embassy Fridtjof Nansens Plass 5 OSLO	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-30-80
<b>Pakistan</b> Afghanistan	L. A. Campeau Commercial Secretary J. B. McLaren Assistant Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Rd. KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Tel.:</i> 50322
<b>Peru</b> Bolivia	D. H. Cheney Commercial Secretary W. J. Jenkins Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Tel.:</i> 72760
<b>Philippines</b> Republic of China (Taiwan)	H. L. E. Priestman Consul General and Trade Commissioner R. H. Gayner Vice Consul and Assistant Trade Commissioner	Canadian Consulate General Ayala Building Juan Luna Street MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Tel.:</i> 3-33-35
<b>Portugal</b> Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 53117
<b>Rhodesia and Nyasaland</b> Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Avenue SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 26571

**Mail and Cables,  
Office Telephone**

**Territory                      Officer                      City Address**

<b>Singapore</b> Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	M. P. Carson Canadian Government Trade Commissioner  B. C. Steers Assistant Trade Commissioner	Rooms 4, 5 and 6 American International Building Robinson Road and Telegraph St. SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Tel.:</i> 74260
<b>South Africa</b> (Natal, Transvaal, Orange Free State), Madagascar, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner  L. J. Taylor Assistant Trade Commissioner	Mutual Building Harrison Street JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-2628
South Africa (Cape Province), St. Helena, Southwest Africa	M. R. M. Dale Canadian Government Trade Commissioner	602 Norwich House The Foreshore CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANTRACOM <i>Tel.:</i> 2-5134/5
<b>Spain</b> Balearic Islands Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Tel.:</i> 47-54-00
<b>Sweden</b> Finland	A. P. Bissonnet Commercial Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Tel.:</i> 67-92-15
<b>Switzerland</b>	S. G. MacDonald Commercial Counsellor  J. H. Nelson Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 4-63-81
<b>United Arab Republic</b> <b>Egyptian Region</b> Aden, Sudan, Cyprus, Ethiopia, Saudi Arabia, Yemen	D. S. Armstrong Commercial Counsellor (absent)	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Tel.:</i> 23110
<b>United Kingdom</b>	B. C. Butler Minister (Commercial)  W. Gibson-Smith Commercial Secretary  S. G. Tregaskes Commercial Secretary  D. B. Laughton Agricultural Secretary  E. J. White Commercial Secretary (Timber)	Office of the High Commissioner for Canada Canada House Trafalgar Square LONDON, S.W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING <i>Tel.:</i> Whitehall 8701          <i>Cable:</i> TIMCOM
United Kingdom (Midlands, North England)	A. W. Evans Canadian Government Trade Commissioner	Martins Bank Building Water Street LIVERPOOL	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Central 0625
United Kingdom (Northern Ireland)	W. R. Van Canadian Government Trade Commissioner	36 Victoria Square BELFAST	<i>Mail:</i> (City Address) <i>Tel.:</i> 21867
<b>United States</b> Delaware, Maryland, Virginia, West Virginia	M. Schwarzmann Minister-Counsellor (Economic)  D. A. B. Marshall Agricultural Counsellor  T. M. Burns Commercial Secretary  W. A. Stewart Assistant Commercial Secretary  J. D. Blackwood Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> DEcatur 2-1011
United States (Connecticut, New Jersey, Pennsylvania, New York), Bermuda	B. I. Rankin Deputy Consul General (Commercial)	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Tel.:</i> JUDson 6-2400

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone</b>
United States— <i>con.</i>	H. E. Lemieux Consul and Trade Commissioner		
	F. I. Wood Vice Consul and Assistant Trade Commissioner		
United States (Massachusetts, Maine, Rhode Island, Vermont, New Hampshire)	J. C. Depocas Consul and Trade Commissioner	Canadian Consulate General 532 Little Building 80 Boylston Street BOSTON 16	<i>Mail:</i> (City Address) <i>Tel.:</i> HANcock 6-4320
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	H. J. Horne Consul and Trade Commissioner	Canadian Consulate General 111 North Wabash Avenue CHICAGO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> RAndolph 6-6033
United States (Michigan, Ohio)	M. J. Vechler Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	<i>Mail:</i> (City Address) <i>Tel.:</i> WOODward 5-2811
	R. V. N. Gordon Consul and Trade Commissioner		
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	Consul and Trade Commissioner (absent)	Canadian Consulate General 510 West Sixth Street LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Tel.:</i> MAdison 2-2233
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	T. F. Harris Consul and Trade Commissioner	Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> JAcKson 5-2136
United States California, (except the ten southern counties), Wyoming, Nevada (ex- cept Clark county), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Tel.:</i> SUTter 1-3039
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1, Washington	<i>Mail:</i> (City Address) <i>Tel.:</i> MUtual 3515
Uruguay Paraguay Falkland Islands	Blair Birkett Commercial Counsellor	Canadian Embassy No. 1409 Avenida Agraciada PISO 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Tel.:</i> 96096
Venezuela Netherlands Antilles	R. E. Gravel Commercial Counsellor	Canadian Embassy Edificio Pan American Avenida Urdaneta Puente Urapal, Candelaria CARACAS	<i>Mail:</i> Apartado 9277 <i>Cable:</i> CANADIAN <i>Tel.:</i> 54.34.32
	R. D. Sirrs Assistant Commercial Secretary		
	J. E. Montgomery Assistant Commercial Secretary		
West Indies (Barbados, Trinidad and Tobago, Windward and Leeward Islands) British Guiana, French Guiana, Surinam Guadeloupe, Martinique	R. G. C. Smith Commissioner for Canada	Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Tel.:</i> 34787
	R. F. Renwick Commercial Secretary		
	R. L. Richardson Assistant Commercial Secretary		
West Indies (Jamaica) Bahamas, British Honduras	H. E. Campbell Canadian Government Trade Commissioner	Barclays Bank Building King Street KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2858
	C. G. Bullis Assistant Trade Commissioner		

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 1.04712.

## Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 23	Units per Canadian dollar	Notes (See below)
Argentina .....	Peso .....	Free .....	.01166	85.76	(1)
Austria .....	Schilling .....	.....	.03725	26.84	
Australia .....	Pound .....	.....	2.1412	.4670	
Bahamas .....	Pound .....	.....	2.6765	.3736	
Belgium, Belgian Congo and Luxembourg ....	Franc .....	.....	.01910	52.36	
Bermuda .....	Pound .....	.....	2.6765	.3736	
Bolivia .....	Boliviano ..	Free .....	.00008359	11,963.15	
British Gulana .....	Dollar .....	.....	.5576	1.79	
British Honduras .....	Dollar .....	.....	.6691	1.49	
Brazil .....	Cruzeiro .....	General Category* .....	.004402	227.14	*Oct. 27 (2)
		Special Category .....	.002081	480.54	
		Official selling .....	.05048	19.81	(3)
Burma .....	Kyat .....	.....	.2006	4.98	
Ceylon .....	Rupee .....	.....	.2007	4.98	
Chile .....	Peso .....	Free .....	.0009078	1,101.56	(4)
Colombia .....	Peso .....	Certificate .....	.1492	6.70	
Costa Rica .....	Colon .....	Official .....	.1701	5.88	
		Controlled free .....	.1437	6.96	
Cuba .....	Peso .....	.....	.9550	1.04712	tax 2%
Czechoslovakia .....	Koruna .....	.....	.1326	7.54	
Denmark .....	Krone .....	.....	.1385	7.22	
Dominican Republic .....	Peso .....	.....	.9550	1.04712	
Ecuador .....	Sucre .....	Official .....	.06367	15.70	
		Free .....	.05414	18.47	
Egyptian Region, United Arab Rep.	Pound .....	Official .....	2.7423	.3646	
		Export account selling ..	2.1500	.4651	
El Salvador .....	Colon .....	.....	.3820	2.62	
Fiji .....	Pound .....	.....	2.4113	.4147	
Finland .....	Markka .....	.....	.002984	335.12	
France, Monaco, etc. ....	Franc .....	.....	.001947	513.61	(5)
French colonies .....	Franc .....	.....	.003894	256.80	(6)
French Pacific .....	Franc .....	.....	.01071	93.37	(7)
Germany .....	D Mark .....	.....	.2289	4.37	
Ghana .....	Pound .....	.....	2.6765	.3736	
Greece .....	Drachma .....	.....	.03183	31.42	
Guatemala .....	Quetzal .....	.....	.9550	1.04712	
Haiti .....	Gourde .....	.....	.1910	5.23	
Honduras .....	Lempira .....	.....	.4775	2.09	
Hong Kong .....	Dollar .....	Free* .....	.1667	5.9973	*Nov. 6
		Official .....	.1673	5.9773	
Iceland .....	Krona .....	Official .....	.05864	17.05	(8)
India .....	Rupee .....	.....	.2007	4.98	
Indonesia .....	Rupiah .....	Official rate .....	.02122	47.12	(8)
Iran .....	Rial .....	.....	.01261	79.32	
Iraq .....	Dinar .....	.....	2.6740	.3740	

\*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 23	Units per Canadian dollar	Notes (See below)
Ireland	Pound		2.6765	.3736	
Israel	Pound		.5306	1.88	
Italy	Lira		.001539	649.77	
Japan	Yen		.002653	376.93	
Lebanon	Pound	Free	.3028	3.30	
Mexico	Peso		.07640	13.09	
Netherlands	Florin		.2528	3.95	
Netherlands Antilles	Florin		.5094	1.96	
New Zealand	Pound		2.6765	.3736	
Nicaragua	Cordoba	Effective buying	.1447	6.91	
		Official selling	.1355	7.38	
Norway	Krone		.1338	7.47	
Pakistan	Rupee		.2007	4.98	
Panama	Balboa		.9550	1.04712	
Paraguay	Guarani	Official	.007893	126.69	
Peru	Sol	Certificate	.03448	29.00	
Philippines	Peso		.4775	2.09	
Portugal & Colonies	Escudo		.03333	30.00	(9)
Singapore and Malaya	Straits Dollar		.3123	3.20	
Spain and Dependencies	Peseta		.01591	62.83	
Sweden	Krona		.1844	5.42	
Switzerland	Franc		.2199	4.55	
Syrian Region, United Arab Rep.	Pound	Free	.2667	3.75	
Thailand	Baht	Free	.04545	22.00	(8)
Turkey	Lira		.1061	9.42	(8)
Union of South Africa	Pound		2.6765	.3736	
United Kingdom	Pound		2.6765	.3736	
United States	Dollar		.9950	1.04712	
Uruguay	Peso	Free	.08470	11.81	
		Basic buying	.6289	1.59	(8)
		Principal selling	.4545	2.20	
Venezuela	Bolivar		.2851	3.51	
West Indies Fed.	Dollar		.5576	1.79	(10)
	Pound		2.6765	.3736	(11)
Yugoslavia	Dinar	Official	.003183	314.17	(8)
		Settlement rate	.001512	661.18	

\*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 buying rate of Cr.\$18.36 plus (a) an exchange premium of Cr.\$57.64 per U.S. dollar for coffee, cocoa beans and cake, and castor seeds, and (b) Cr.\$81.64 per U.S. dollar for all other exports except sugar, cotton and cocoa butter, and a few other products, export returns from which may be sold on the free exchange market.
3. For imports of wheat, newsprint and petroleum, the effective rate of exchange is the official selling rate of Cr.\$18.92 per U.S. dollar plus a surcharge of Cr.\$81.08 per U.S. dollar.
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, 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.



## Businessman's Bookshelf

### Foreign Advertising Agencies and Market Research Organizations

*U.S. Department of Commerce. 134 pages. 45 cents.*

WHAT is the best way of spending one's advertising dollar in Chile? Does TV reach many Japanese homes? Can advertising agencies based in Hong Kong cover the Chinese market? Are neon signs used in Iran? How many agencies are there in Sweden?

Careful study of this useful booklet will turn up the answers to these and many other questions. Country by country, it lists advertising agencies, market research organizations (and, in certain areas, placement brokers) and gives some idea of their size and the services they provide. If a given country has only a few agencies, all are mentioned; in others, only representative ones. Argentina, for example, has about 400 but only 12 are listed. Subsidiaries of U.S. agencies are included. Each separate listing begins with a helpful paragraph on the main advertising media in the area and any local peculiarities in advertising practices.

The information given is based upon on-the-spot surveys by the U.S. Foreign Service. Not covered are the United States and its territories or possessions, and the Soviet Bloc countries.

*Order from: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C.*

### Canada

*Special supplement, "Bulletin Commercial Belge". 43 pages. 20 francs.*

THIS pamphlet gives concise and varied information on Canada, ranging from weights and measures to excise tax. The first part consists of a general statement on the country, such as political organization, the currency, and the population. This is followed by basic data on production, the means of transportation and communications. A brief study of each of the five Canadian markets (Ontario, Quebec, British Columbia, the Prairie Provinces and the Atlantic Provinces) showing the economic background of each, emphasizes their market characteristics and assesses their buying power.

Canadian foreign trade policy is described and the principal imports from Western European countries and

Japan listed, illustrating their relative importance in the import picture. A survey of the trade relations between BLEU and Canada shows in detail the structure of Belgian exports to Canada. Canada's customs and tariff laws are reviewed, as are special import regulations such as marks of origin, the Food and Drug Act, etc.

In conclusion, a general analysis of the Canadian market points up the marketing facilities available to the would-be foreign supplier and the usual conditions of sale and payment.

Intended primarily for the Belgian exporter and written in French, this supplement nevertheless gives the Canadian reader a different view of his country. The economic picture as seen through the eyes of a foreign observer is always of interest because it brings to light certain aspects that we might otherwise overlook.

*Order from: "Bulletin Commercial Belge", Office Belge du Commerce Extérieur, 15, rue des Augustins, Bruxelles.*

### The British Caribbean

*Imperial Bank of Canada. 106 pages. Free.*

CANADIAN interest in the British West Indies has been running high in the past few years. Although the two have been trading partners for 300 years, the formation of the West Indies Federation in January 1958 stimulated enthusiasm among Canadians for increased trade with the area. Therefore, most readers will enjoy and profit from this recent publication that reviews with clarity the entire British Caribbean—from the Bahamas to British Guiana and the Barbados to British Honduras.

Several pages are devoted to each island group or territory and the geography, climate, exports, tourist facilities and local industry of each are briefly reviewed. Statistics on local production as well as Canadian-Caribbean trade are included. Scattered throughout are colourful scenes of the West Indies and simple yet attractive maps. The result is an up-to-date picture of the British Caribbean of interest and value to the Canadian exporter and tourist alike.

*Order from: Imperial Bank of Canada, Head Office, King and Bay Streets, Toronto, Ontario.*





## Taking the Measure

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