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COMING——A LOOK AT CANADA'S TRADE IN FISHERIES PRODUCTS IN THE APRIL 8 ISSUE

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Canada's Foreign Trade in 1960

CANADA'S total trade with other countries reached a new peak in 1960. The combined value of exports and imports in the year just ended, according to preliminary figures, totalled $10,891 million, an increase of 2.3 per cent over the previous record of $10,649 million attained in 1959. Total exports (domestic exports and re-exports) in 1960 were valued at $5,395 million, a rise of 5 per cent over the 1959 figures; imports, estimated at $5,496 million, were only fractionally below the high level of the preceding year. The import balance, at approximately $101 million, was reduced to slightly more than one-quarter of that for 1959 and was the lowest since 1954. This situation developed unevenly throughout the year, with exports climbing irregularly but with lesser impetus at the close and imports tending to decrease somewhat in the last half of the year.

Over the five-year period from 1956 to 1960, export and import prices remained relatively steady. During 1960, the average price levels of domestic exports and of imports showed small advances and, as import prices increased more than export prices, the terms of trade were slightly less favourable. The physical volume of domestic exports rose at approximately the same rate as their value and the physical volume of imports declined somewhat more than their value. Table I gives summary statistics and traces the movements in Canadian trade totals and in the indexes of price and volume over the past five years, and in percentage changes during the last two years.

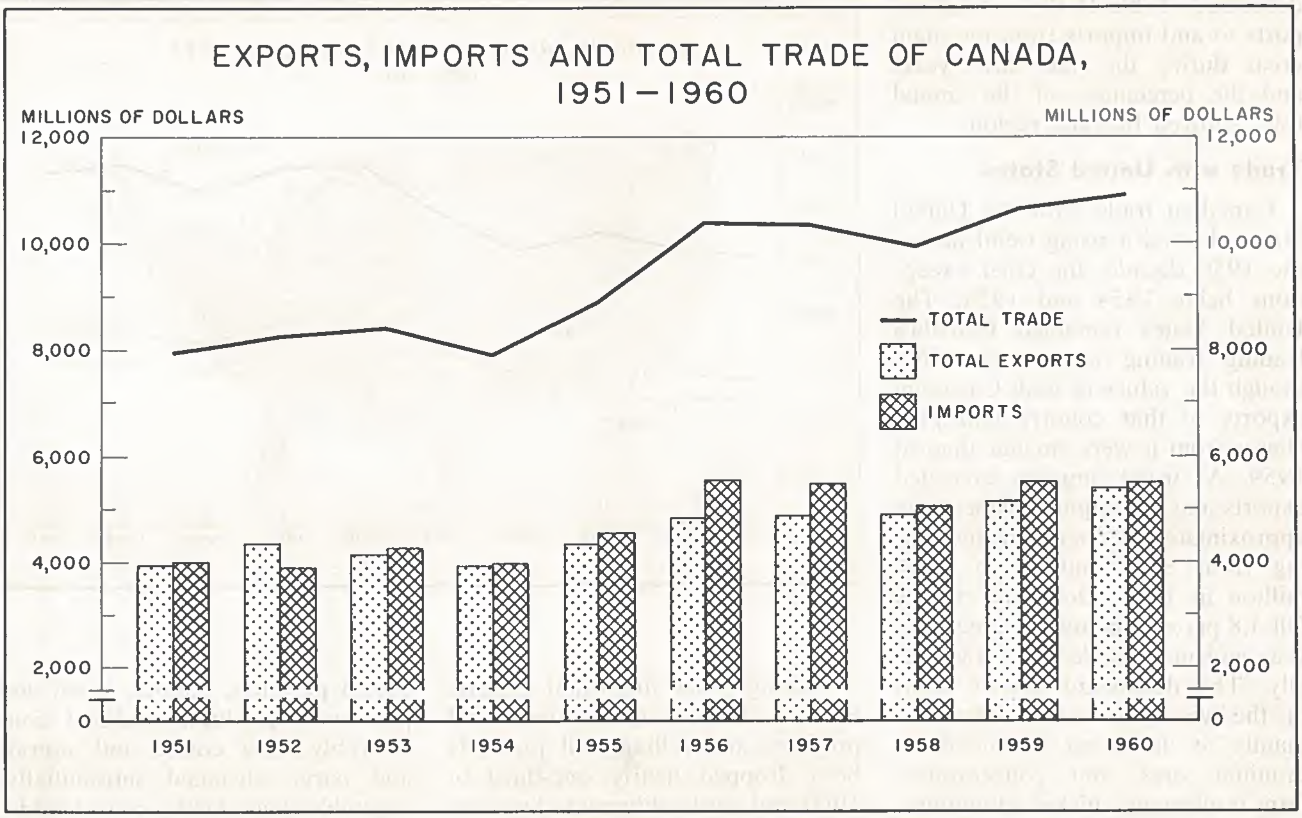
Exports Expanded

Canada, as one of the leading countries engaged in world trade, is vitally concerned with economic developments in the international field. During 1959 and extending into the first part of 1960, international trade and economic activity increased among the more industrialized nations—particularly in Western European countries, the United States and Japan. The latter part of 1960 saw some decline in production in the United States and the United Kingdom, and in Western Europe and in Japan the rate of advance was slower towards the close of the year. In addition, the primary producing countries were faced with a considerable decrease in the purchasing power of their

TABLE I—Summary Statistics of Canadian Trade

	Calendar year					Change from	
	1956	1957	1958	1959	1960	1958 to 1959	1959 to 1960
			$'000,000			%	%
VALUE OF TRADE:							
Total exports	4,834	4,884	4,894	5,140	5,395	+ 5.0	+5.0
Domestic exports	4,760	4,789	4,791	5,022	5,266	+ 4.8	+4.9
Re-exports	73	95	103	119	129		
Imports	5,547	5,473	5,050	5,509	5,496*	+ 9.1	−0.2
Total trade	10,381	10,358	9,945	10,649	10,891*	+ 7.1	+2.3
Trade balance	−713	−589	−156	−369	−101*		
PRICE INDEXES:			1948=100				
Domestic exports	121.4	121.0	120.6	122.8	123.3†	+ 1.8	+0.4
Imports	113.0	116.4	116.5	114.4	116.2*	− 1.8	+1.6
Terms of trade	107.4	104.0	103.5	107.3	106.1*	+ 3.7	−1.1
VOLUME INDEXES:			1948=100				
Domestic exports	128.5	129.3	130.4	134.2	140.2†	+ 2.9	+4.5
Imports	187.5	179.6	165.6	183.9	180.7*	+11.1	−1.7

†Preliminary.
*Estimated.



basic export commodities. Nevertheless, Canadian exports to most main regions and to practically all leading countries (with the exception of the United States, India and Venezuela) expanded in 1960.

TABLE II—Direction of Canadian Trade

	1958	1959	1960	1958	1959	1960
	Value in $'000,000			Per cent of total		
TOTAL EXPORTS TO:						
United States	2,896	3,182	3,036	59.2	61.9	56.3
United Kingdom	777	794	925	15.9	15.5	17.1
Other Commonwealth and Ireland	293	284	339	6.0	5.5	6.3
Other Europe	571	490	638	11.6	9.5	11.8
Latin America	181	175	188	3.7	3.4	3.5
Others	177	215	270	3.6	4.2	5.0
TOTAL IMPORTS FROM:						
United States	3,460	3,709	3,409*	68.5	67.3	67.3*
United Kingdom	519	589	542*	10.3	10.7	10.7*
Other Commonwealth and Ireland	210	241	263*	4.2	4.4	5.2*
Other Europe	314	376	353*	6.2	6.8	7.0*
Latin America	350	339	276*	6.9	6.2	5.5*
Others	198	255	218*	3.9	4.6	4.3*

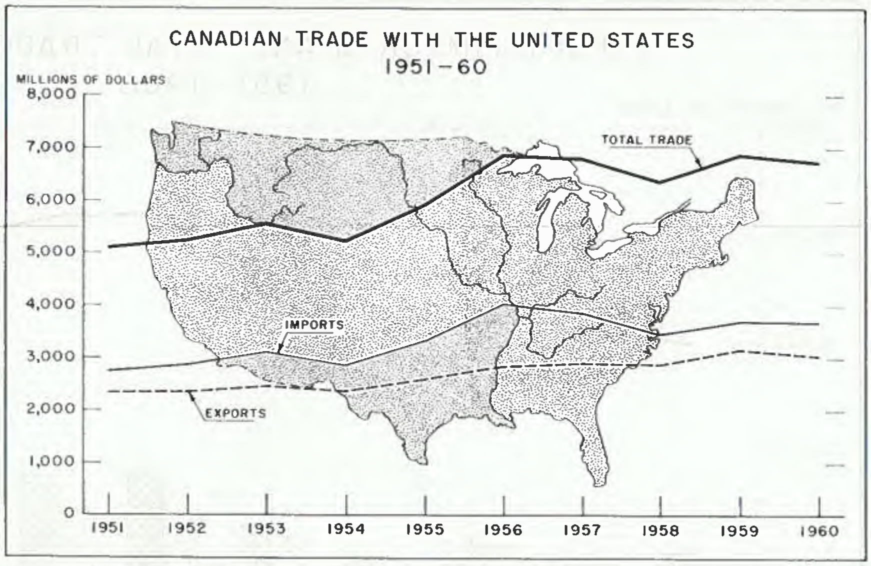
*January-November 1960 only.

In 1960 Canada's export trade showed some change in direction, with smaller shipments to the United States and 20 per cent more to overseas areas. During the year just closed, 56.3 per cent of total exports went to the United States as contrasted with 61.9 per cent in 1959. The United Kingdom's share was 17.1 per cent, an increase from 15.4 per cent in 1959, and other Commonwealth countries and Ireland took 6.3 per cent in 1960 as against 5.5 per cent in 1959. European countries absorbed 11.8 per cent compared with 9.5 per cent in 1959, reflecting the general increase in economic growth there. The share of exports forwarded to Latin America remained approximately the same and the increased proportion taken by other countries represented mainly larger purchases by Japan. Imports showed less variation and the shares provided by the principal suppliers—the United States at 67.3 per cent and the United Kingdom at 10.7 per cent—were identical in 1959 and 1960. The proportion of imports from Commonwealth countries rose, as did that from Europe; the percentage of shipments received from Latin America and other countries decreased. Table II shows total exports to and imports from the main areas during the past three years and the percentage of the annual total enjoyed by each region.

Trade with United States

Canadian trade with the United States showed a rising trend during the 1950 decade, the chief exceptions being 1954 and 1958. The United States remained Canada's leading trading partner in 1960, though the values of both Canadian exports to that country and purchases from it were smaller than in 1959. As usual, imports exceeded exports and the import balance rose approximately 25 per cent, increasing from $527 million to $661 million in 1960. Domestic exports fell 4.8 per cent below the preceding year and imports declined fractionally. The downward export trend in the year just ended was due mainly to decreased shipments of uranium ores and concentrates, farm implements, nickel, aluminum, iron ore, cattle, lumber and rolling mill products.

The United States is the principal export market for Canadian forestry products and these make up over 40 per cent of total shipments to that country. Newsprint, as usual the main commodity, accounted for more than one-fifth of total exports and sales to the United States in 1960 rose by 2.6 per cent. Lumber was in second place, although sales fell 4.7 per cent below 1959. Wood pulp came third, with shipments advancing fractionally in 1960. Following in order of value of exports, uranium ores and concentrates fell 15.2 per cent (because of the deferring of deliveries arising from the non-renewal of contracts), iron ore 13.5 per cent, and fish products fractionally. Crude petroleum shipments were up more than one-quarter, nickel was off over one-fifth, copper advanced because of large first-quarter shipments but tended downward at the year-end, and exports of farm implements were over one-quarter less than in the preceding year.



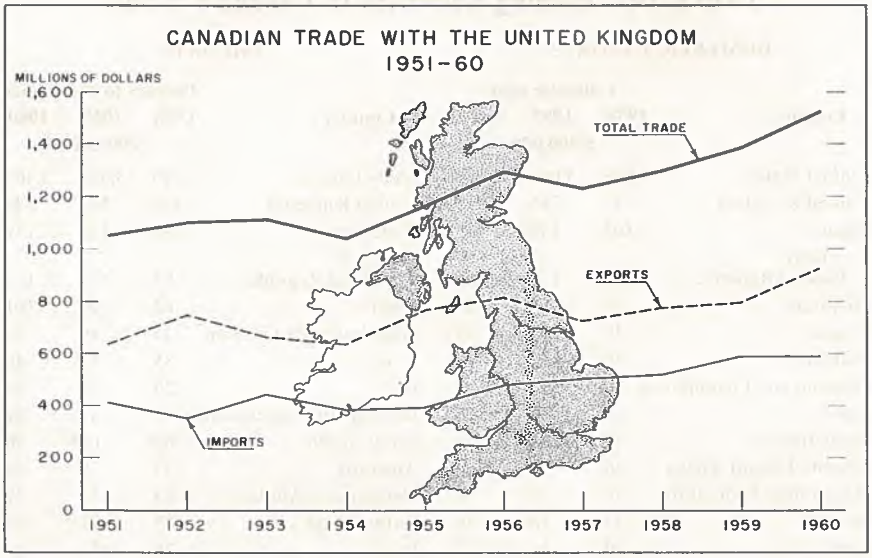
Among other important exports to the United States, aluminum and products and rolling mill products both dropped nearly one-third in 1960 and cattle shipments by more than one-quarter. Asbestos and products dropped fractionally, stone and products and shingles were slightly smaller and zinc and products decreased considerably. Exports of meat and of furs and products, seeds and grains were down from 1959. Alcoholic beverages rose slightly, however, engines and boilers somewhat more, and fertilizers and non-farm machinery advanced considerably. Shipments of electrical apparatus more than doubled.

Imports from the United States, which were high at the beginning of the year, fell during the middle months of 1960 but advanced somewhat towards the close. The trend among leading commodities was uneven; declines were only slightly more numerous than advances. Imports of non-farm machinery, the principal commodity, rose slightly and those of automobile parts, the second, declined. Farm implements and machinery dropped off substantially and electrical apparatus fell somewhat. Fruits rose slightly. Automobiles, cotton products, rubber, wood and petroleum products declined considerably. Raw cotton and aircraft and parts advanced substantially, vegetables and plastics considerably, and books slightly.

Trade with the United Kingdom

Canadian trade with the United Kingdom reached a record total in 1960. It has, in fact, increased nearly 50 per cent since 1951, an upward trend running through the last ten years except for 1954 and 1957. Domestic exports rose 16.5 per cent in 1960 over the 1959 figures as each quarter of the past year showed an increase over the corresponding period of 1959, although the rate of advance slackened in the last quarter. Canada's export balance with the United Kingdom amounted to $336 million in 1960, compared with $206 million in 1959.

Wheat, which accounted for nearly 15 per cent of exports to the United Kingdom in 1960, remained the leading commodity although shipments declined 8.6 per cent from 1959. Aluminum and products was second, advancing 16 per cent, followed by copper and products which rose 42.5 per cent and nickel up 47 per cent. Ship-



ments of newsprint increased by one-sixth and exports of lumber nearly doubled those of 1959. Other grains declined one-sixth, wood pulp and iron ore each moved up nearly one-quarter, and uranium ore and concentrates dropped off one-fifth. Among other leading commodities there were more gains than declines. Pigs and ingots and rolling mill products advanced sharply and exports of zinc, non-farm machinery, lead, synthetic fibres, vegetables, and pulpboard and paperboard rose considerably. Fish and fish products decreased over one-half and exports of milk and products were much smaller. Exports of tobacco and seeds increased but wheat flour sales declined slightly.

Imports from the United Kingdom into Canada in 1960 are estimated as slightly surpassing the record total of the preceding year. The upswing in 1959 carried forward into the first part of 1960 and offset later reductions. According to figures so far available, there were more gains than losses and the two leading commodities, automobiles and wool products, were both over one-third higher. Imports of non-farm machinery, though high in value, were slightly less than in 1959. While precious metals increased by two-thirds and engines and boilers by one-fifth, pipes and tubes and rolling mill products decreased slightly and electrical apparatus declined by one-quarter. Imports of aircraft and parts dropped, farm implements and machinery decreased, and wire and chain declined slightly. Clay and products dropped somewhat and cotton products fell fractionally. Alcoholic beverages showed a slight gain.

Trade with Commonwealth

Trade with Commonwealth countries (other than the United Kingdom) also expanded in 1960. Exports rose by one-fifth and imports by one-sixth. Exports to Australia increased over 80 per cent and included larger amounts of newsprint, lumber, wood pulp, aluminum, iron and steel products. Shipments to Hong Kong doubled, with wheat, textiles, chemicals and non-ferrous metals all increasing. Exports to New Zealand rose substantially, with larger sales of canned salmon, aluminum, chain saws, automobiles, newsprint, chemicals, and iron and steel products. Sales to the Union of South Africa rose slightly but those to the West Indies Federation fell fractionally. Total shipments to India and to Pakistan declined by nearly one-third mainly because of smaller wheat deliveries. Exports to India of aluminum, zinc and copper products advanced but those of non-farm machinery and rolling mill products decreased.

TABLE III—Canadian Domestic Exports to EEC and EFTA Countries

Group and country	1958	1959	1960	1958	1959	1960
	Value in $'000,000			Per cent of total domestic exports		
European Economic Community (EEC)						
Belgium and Luxembourg	70	56	69	1.5	1.1	1.3
France	45	43	73	0.9	0.9	1.4
Germany, Federal Republic	201	129	166	4.2	2.6	3.1
Italy	30	32	68	0.6	0.6	1.3
Netherlands	75	54	63	1.6	1.1	1.2
Total: EEC countries	420	314	439	8.8	6.3	8.3
European Free Trade Association (EFTA)						
Austria	7	8	8	0.2	0.2	0.1
Denmark	5	5	5	0.1	0.1	0.1
Norway	56	62	70	1.2	1.2	1.3
Portugal	3	3	3	0.1	0.1	0.1
Sweden	11	15	21	0.2	0.3	0.4
Switzerland	29	26	26	0.6	0.5	0.5
United Kingdom	772	786	915	16.1	15.6	17.4
Total: EFTA countries	882	906	1,049	18.4	18.0	19.9
Total: both groups	1,302	1,220	1,487	27.2	24.3	28.2

As a source of imports into Canada the West Indies Federation took the lead among Commonwealth countries and supplied more than one-fifth of this traffic. Australia, Malaya and Singapore and India sent over 10 per cent each. Imports of bauxite from Jamaica and of sugar from Fiji rose considerably. Cocoa from Nigeria and Ghana, coffee from British East Africa, and tea from Ceylon all showed gains. Wool shipments from Australia and New Zealand increased; sugar shipments from Mauritius, Australia, Jamaica and British Guiana decreased.

Trade with Europe

It was perhaps trade with this area that attracted most interest in 1960. Of particular notice were the developments within the two principal trading groups among Canada's customers in Western Europe —the European Economic Community (EEC) or Common Market, and the European Free Trade Association (EFTA). Shipments to these countries and their shares of total Canadian exports are recorded in Table III.

It is interesting to note the fairly high value but relatively low proportion of the total of domestic exports sent from Canada to most of the individual countries in these blocs. Their importance is more apparent when they are considered as integrated markets: the EEC countries together absorbed 8.3 per cent of exports in 1960 and EFTA nations 19.9 per cent, for a total of 28.2 per cent for the two groups. However, over 87 per cent of Canadian domestic exports to EFTA countries was accounted for by our shipments to the United Kingdom. Canadian exports to Western Europe (not including the United Kingdom) increased by nearly one-third in 1960. Practically all countries in the two trading groups showed gains. The most striking was in shipments to Italy, which were more than double the 1959 figure, and to France, where there was a two-thirds increase. The German Federal Republic took the largest share, followed by France, Norway, Belgium and Luxembourg, Italy and the Netherlands. Wheat sales to France and Italy increased substantially but to Germany they declined. The rising rate of production in the six countries of the European Economic Community resulted in increased demand for semifabricated iron and steel and for non-ferrous metals, particularly aluminum, copper and nickel.

TABLE IV—Leading Countries in Canada's Trade

DOMESTIC EXPORTS

Country	1958	1959	1960
	Calendar year		
	$'000,000		
United States	2,808	3,083	2,935
United Kingdom	772	786	915
Japan	105	140	178
Germany, Federal Republic	201	129	166
Australia	53	54	99
France	45	43	73
Norway	56	62	70
Belgium and Luxembourg	70	56	69
Italy	30	32	68
Netherlands	75	54	63
Union of South Africa	50	51	53
West Indies Federation	36	40	40
Mexico	31	28	38
India	79	54	37
Venezuela	43	46	35

IMPORTS

Country	1958	1959	1960
	January to November		
	$'000,000		
United States	3,180	3,412	3,409
United Kingdom	479	542	542
Venezuela	192	188	179
Germany, Federal Republic	93	114	118
Japan	62	94	101
West Indies Federation	42	49	54
France	35	53	46
Italy	29	34	39
Belgium and Luxembourg	31	41	39
Saudi Arabia	62*	65*	36
Australia	32	39	33
Netherlands Antilles	33	39	29
Netherlands	25	27	29
India	26	27	27
Malaya and Singapore	18	25	27

*Includes imports from Bahrain and Kuwait prior to 1960.

Imports from Western Europe maintained a slight gain in 1960 over the preceding year. There was some advance in shipments from West Germany, which supplied one-third of the total, and proportionately higher rises in imports from Italy, the Netherlands and Sweden; arrivals from Belgium and France declined. According to preliminary figures, there were increases in imports of machinery from Germany, Italy, Sweden and France, automobiles from Germany and electrical apparatus from the Netherlands. Rolling mill products from Belgium and Germany, cars from France, and electrical apparatus from Germany and Switzerland all declined considerably. Canadian trade with Eastern Europe remained almost the same in 1960 as in the preceding year; domestic exports approximated $38 million and imports $12 million in both periods.

Trade with Latin America

Canadian exports to Latin America advanced in 1960 but imports from that area declined. Shipments to Argentina, Brazil and Mexico increased substantially but those to Venezuela were nearly one-quarter less. Sales of newsprint to Argentina and Brazil rose, as did shipments of rolling mill products to Argentina and Mexico. Exports of wheat to the region declined considerably and particularly to Peru and Colombia. Wood pulp exports increased and milk products were distributed more widely. Fish and newsprint shipments to Cuba and of plastics to Mexico and Venezuela were smaller. Non-farm machinery sales to Venezuela advanced by one-fifth. Exports of aluminum to Mexico more than doubled and of asbestos

TABLE V—Leading Commodities in Canada's Trade

DOMESTIC EXPORTS

Commodity	1958	1959	1960
	Calendar year		
	$'000,000		
Newsprint paper	690	722	758
Wheat	446	442	410
Lumber and timber	294	324	346
Wood pulp	285	311	325
Aluminum and products	224	232	269
Uranium ores and concentrates	277	312	264
Nickel	212	227	258
Copper and products	142	166	224
Iron ore	108	158	155
Fish and fishery products	152	144	135
Asbestos and products	92	111	121
Petroleum, crude	73	75	94
Farm implements and machinery	98	115	85
Alcoholic beverages	75	83	84
Seeds	76	69	76

IMPORTS

Commodity	1958	1959	1960
	January to November		
	$'000,000		
Machinery (non-farm)	494	539	540
Automobile parts (except engines)	215	267	273
Petroleum, crude	251	256	259
Electrical apparatus, n.o.p.	222	247	240
Automobiles, freight and passenger	148	212	225
Farm implements and machinery	184	258	215
Fruits	141	147	147
Engines and boilers	125	125	128
Rolling mill products (steel)	130	125	125
Cotton products	96	104	113
Petroleum products, n.o.p.	113	120	102
Aircraft and parts	88	72	95
Books and printed matter	82	89	93
Plastics and products	74	83	90
Rubber and products	59	85	80

products increased. Latin American markets absorbed approximately 3.5 per cent of all exports from Canada.

In recent years, Latin America has been the source of about 6.5 per cent of total imports into Canada but this figure dropped to 5.5 per cent for 1960. Petroleum and petroleum products from Venezuela, which account for approximately two-thirds of all imports from the area, declined somewhat. Less coffee arrived from Brazil and Colombia and less cotton from Mexico and El Salvador. Imports of bananas from Ecuador increased by two-thirds but from Costa Rica, Honduras and Panama decreased considerably. Sugar from Cuba declined, as did nuts, cocoa butter and waxes from Brazil. Iron and manganese ore shipments from Brazil were considerably higher, as were metallic ores from Peru.

Trade with Other Countries

Canadian trade with countries in regions other than those specified above has risen during recent years and reflects a more diversified spread of products. Additional markets in Africa and Asia have been opened and new commodities are supplementing traditional lines. Japan is the most important country in this group and has become Canada's third principal export market and fifth amongst main suppliers. Canadian exports to Japan rose 27.4 per cent in 1960 and imports from Japan approximately 7 per cent. Shipments to Japan of wheat, iron ore, aluminum, copper, asbestos and machinery increased considerably but sales of barley, wood pulp and plastics declined. Imports of rolling mill products and electrical apparatus advanced but machinery dropped. Sales to the Philippines and Puerto Rico remained steady, exports to the Republic of China (Taiwan), Israel and Mozambique increased, and those to Communist China rose considerably chiefly because of mid-year shipments of steel plate, of aluminum and of chemical products. Large amounts of petroleum were imported from Saudi Arabia and Iran and of petroleum products from the Netherlands Antilles.

Approximately 92 per cent of Canadian trade with foreign lands in 1960 took place with eighteen nations, the majority of which are important both as export markets and sources of imports. Over 60 per cent of Canada's total trade resulted from the exchange of goods with the United States and about 15 per cent with the United Kingdom. These countries lead in both the export and import fields and the accompanying charts illustrate the flow of merchandise with Canada's two chief trading partners during the past ten years.

Japan, which replaced West Germany in 1959 as Canada's third export market, retained this place in 1960; Germany ranked fourth. Australia lifted many restrictions against goods from the dollar area and moved from seventh to fifth export customer. France changed from twelfth to sixth position with exports rising nearly 70 per cent. Norway, up 12.5 per cent, Belgium up 23 per cent, and Italy, to which sales rose over 115 per cent, followed closely, with the Netherlands slightly below. Two Commonwealth countries were next in importance—the Union of South Africa and the West Indies Federation. Mexico, India and Venezuela completed the group of fifteen leading destinations of Canadian exports.

Following the United States and the United Kingdom, the most important suppliers of goods to Canada in 1960 were Venezuela, the Federal Republic of Germany, and Japan. These countries have held the same high ranks since 1955. The West Indies Federation came next, shipments increasing by 10.5 per cent. Imports from France were nearly 12 per cent less in 1960 than in the preceding year. Italy increased her sales by 13 per cent, but arrivals from Belgium and Luxembourg dropped by 7 per cent. Shipments from Australia fell by one-sixth and those from the Netherlands Antilles by nearly one-quarter. Imports from the Netherlands and from Malaya and Singapore each rose 6 per cent and from India declined slightly.

Table IV lists the leading countries in Canada's foreign trade in descending order of value, with figures for preceding years.

Leading Commodities

The 15 main export and import commodities which together form the bulk of Canada's foreign trade are set out in Table V in descending order of value. The products mentioned account for more than two-thirds of Canadian domestic exports in 1960 and over half of total imports.

The majority of leading export commodities showed gains for the year just closed. However, shipments of several declined during the last three months and the rate of advance for others began to slow down. Newsprint remained the principal export; shipments rose 4.9 per cent in 1960 and at about half that rate in the fourth quarter, but wheat, still the second most important commodity, declined 7.1 per cent over the year, though sales increased 4.3 per cent in the fourth quarter. Lumber and wood pulp were in third and fourth place during the year, advancing 7.0 per cent and 4.4 per cent respectively.

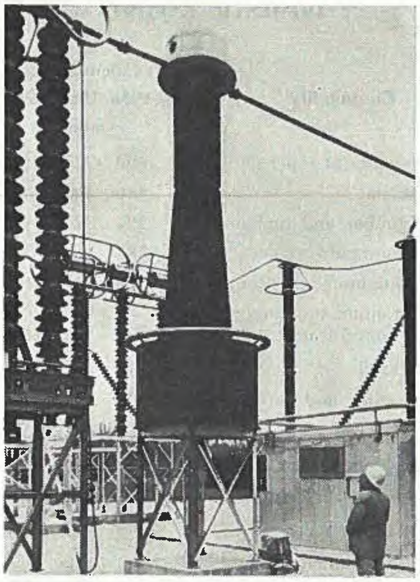
Following in order of value, aluminum and products increased by 15.9 per cent in 1960 mainly because of large exports at the first of the year. Uranium shipments declined during the last nine months and 1960 exports were some 15.5 per cent smaller in value than those of the preceding year. Nickel exports for the year advanced 13.8 per cent. Copper shipments slackened moderately in the fourth quarter, but the year's total was 34.8 per cent larger than in 1959. Iron ore exports which advanced during the first ten months declined abruptly in the last two, so that the total for the year was slightly under that of 1959. Considerable advances during 1960 were made in exports of asbestos, crude petroleum and seeds; shipments of fish and fish products, grains, and farm implements and machinery declined. Exports of rolling mill products and non-farm machinery increased substantially and zinc and products and fertilizers made smaller advances.

Import commodities showed less variation and for the most part totals remained at the same high levels for the first eleven months of 1960 as in the January-November period of the preceding year. Nonfarm machinery, valued at nearly twice as much as any other commodity, was the leading import, a position it has held for many years. Automobile parts were in second place, followed by crude petroleum, both showing small advances. Electrical apparatus was fourth, with arrivals slightly smaller in 1960. Following in order of value, imports of automobiles increased but not as sharply as in 1959, and farm implements and machinery (which includes tractors and parts) declined considerably. Fruits remained at the same level as in 1959. Engines and boilers advanced slightly and rolling mill products remained steady. Cotton products rose considerably, petroleum products fell by one-sixth and imports of aircraft and parts went up by one-third. Books and plastics increased, and rubber and products declined.

The Outlook

In recent years, ample production facilities throughout the main industrial nations, many stemming from new or redesigned plants, coupled with a growing labour force, have ushered in an era of sharper competition throughout the world. This has changed the situation that obtained from the end of the war and until about the middle fifties, when international demand for many commodities exceeded the supply and there were actual shortages in numerous lines. Consequently, several of the principal trading nations, Canada included, are taking further steps to promote export trade. The current year promises to be one of strong competition in international trade. ●

A Design Triumph . . .



ENGINEERS at Canadian General Electric have won new laurels in the export market. They have designed, built and shipped to the United States the world's largest capacitors intended for outdoor operation. They got the job when U.S. firms did not want to tackle it, and because European prices were too high. The equipment they produced has been hailed by the industry as a "design triumph".

The order for the three capacitors came from General Electric at Pittsfield, Mass., where a prototype extra high voltage transmission system is being constructed to test the feasibility of power transmission over great distances at very high voltage. The experiment will eventually provide accurate power-loss measurements, but instruments capable of recording these losses, without themselves contributing to them, are essential. The capacitors were part of this problem and the specifications were demanding.

The job was given to CGE's Davenport instrument transformer works in Toronto, under the supervision of Engineer Howard Lucas. His answer to the problem, shown above, has some unusual features. It is free from internal or external radio noise or ionization at maximum voltage, and sulphur hexafluoride has been used as the insulating gas for operating pressures of 30 psig.

Each capacitor stands 19 feet high and the whole 4½-ton shipment was placed on rubber air-filled mattresses (also specially designed) to prevent any possible movement during shipment.

How the Government Finances Long-Term Exports

Canadian exporters of capital goods can now match long-term export credits offered by suppliers in other countries.

D. C. TAYLOR, *Export Credits Insurance Corporation.*

CANADIAN exporters of capital goods can now call upon financing facilities comparable with those available to their competitors in other countries. This was the keynote of an announcement made by the Honourable George Hees, Minister of Trade and Commerce, in the House of Commons on November 25, 1960. The Minister's statement related both to medium-term and longer-term financing. For the former, he announced that "the chartered banks will operate a new company [the Export Finance Corporation of Canada Ltd.] expressly to provide financing for export transactions on credit terms extending up to five years. Export credits insurance will continue to be made available in support of these operations."

In this area of financing, the Export Credits Insurance Corporation will insure the credits in the normal way. In the longer-term field (the subject of this article), Mr. Hees said: "On the government side, support will be given to the financing of export transactions involving credit terms over five years. The Government is prepared to provide guarantees for these extended credit term transactions under Section 21A of the Export Credits Insurance Act and, in addition, to purchase the guaranteed foreign obligations from the new financing company or other lenders."

These new government facilities for longer-term financing are intended to promote Canadian export trade in capital goods on a continuing commercial basis. Accordingly, they are designed to be used for the kinds of capital goods that can be produced efficiently in Canada and can compete in world markets, and for which there is likely to be a continuing demand in the importing country.

Details Must Be Submitted

The Government has designated the Export Credits Insurance Corporation as its agent for administering this program. Exporters seeking to use these facilities should, at as early a stage as possible, communicate with the Corporation, which has established an Export Finance Division to perform this function. Exporters will be expected to submit complete and precise details of the proposed transactions, including:

1. Convincing evidence that the extended credit terms requested:

(a) are in fact required to meet the competition of other suppliers and necessary in the light of the credit needs of the importing country and

(b) are appropriate in relation to the nature of the project and the normal life of the equipment.

2. Reasonable indication that the proposed order will lead to good opportunities for future export sales.

3. Information establishing that the Canadian value content is of a high order, generally 80 per cent or more.

In addition to these basic criteria, to win approval for government financing the proposed transactions must be of substantial value and must be related to sound projects in the foreign country. The purchaser and the purchasing country must have good credit standings.

Consultation in Early Stages

It is left to the individual exporter to develop foreign business prospects for capital goods requiring extended credit terms financing, to carry out his own negotiations abroad, and to apply for financing in support of the specific export transactions. The process is facilitated if the Canadian exporter makes an early approach to the Export Finance Division of the Export Credits Insurance Corporation as soon as he becomes interested in seeking a foreign order and has fairly complete information about the proposed transaction. Even before becoming involved in the expense of engineering surveys and sales promotion efforts, he can be given an indication whether or not the transaction will be likely to meet the criteria for eligibility under the financing arrangements. Armed with this preliminary indication, the exporter can make a serious attempt to bid for the business, supplying detailed information to the Export Credits Insurance Corporation as it develops.

Cabinet Must Approve

Once the exporter has provided all the information required and is convinced that he has reasonably good prospects of winning an order, he can apply for approval. The Export Finance Division of ECIC, having assembled and studied all the relevant information, will submit the case to the Committee on Export Finance, comprised of representatives of the government departments concerned with international trade and finance. This committee reviews all proposals for financing and in appropriate cases recommends them to Cabinet for approval.

Once Cabinet approval is granted, the exporter may continue his direct negotiations with the foreign buyer for a final contract. Upon the successful conclusion of the contract, the ECIC will attach its guarantee to the promissory notes or other payment instruments given by the importer to the exporter and then arrange for the outright purchase of these notes. All such purchases are without recourse on the exporter.

Although the responsibility of promoting the business and negotiating the sale rests with the exporter, it should be realized that these transactions are not of that class called "suppliers' credits". The foreign buyer receives a credit established and financed by the Canadian Government delivered to him in the form of goods. The Canadian supplier receives payment for the goods on completion of delivery. He thus makes a cash sale and has no participation in the credit. Since the supplier is granting no credit, he does not require export credits insurance as in the case of medium-term exports. The only cost of financing the credit that must be passed along to the foreign buyer is the interest charge on the debt. These interest charges are, as mentioned, comparable to those available under credits extended by foreign competitors. ●

FAIRS AND EXHIBITIONS

Design Engineering Show

THIS year's Design Engineering Show will take place in Detroit, May 22-25, at the new Cobo Hall. The Canadian Government exhibit will occupy 2,400 square feet of choice display area on the ground floor in front of the two main entrances; Canada was first in the draw for space and had her pick. The number of Canadian exhibitors has risen from 17 last year (at New York) to 20 this year. Receiving special emphasis are new designs in mechanical and hydraulic equipment, electronics, nuclear particle detection and navigational aids. The Department of Trade and Commerce, organizer of the Canadian exhibit, is anxious to display the precision tolerances on fine component parts which are possible with Canadian machines. Reports from firms which took part last year were enthusiastic; 20,400 technical personnel (the public is not admitted) attended the show and about 10,000 saw the Canadian display. The Canadian exhibits also received a good deal of publicity in U.S. trade journals, television and the public press; one representative estimated the value of this free publicity to his company at $50,000. The 17 firms together did hundreds of thousands of dollars worth of business with visitors to the display and received 832 written inquiries, some from Europe. Contacts made with other exhibitors also resulted in business for some.

Successful Home Builders Show

CANADA'S exhibit at the National Association of Home Builders Convention and Exposition (held in Chicago from January 29 to February 2) was considered a handsome one and received much favorable comment from U.S. visitors. It consisted of an ingenious setting designed to show Canadian forest products in use—the first floor of a home with stairs leading to a second floor. Visitors could enter the 20 by 20-foot model and mount the steps. It was finely constructed of many types of wood—maple, spruce, cedar, pine, fir, rustic birch, alpine elm and knotty pine. Wallpaper, colored ply sheeting and the Pierson sashless window were also included. Because of its height and attractive design, the display was prominent; the booth received 24,000 visitors and distributed 15,870 pamphlets and brochures. Since this is a vertical fair, all visitors were from the building industry and its allied professions and associations. Many business inquiries were received and these have been sent to Canadian mills and wholesalers who may profit from them. Manning the Canadian booth were members of the Department of Trade and Commerce, the Western Red Cedar Shingle Bureau, B.C. Lumbermen's Association, and Alberta Forest Products Association. The Exposition will be held again next year.

London's "Engineering, Marine"

FOURTEEN firms have been selected to participate in the Canadian Government exhibit at the Engineering, Marine, Welding and Atomic Energy Exhibition, to be held April 20 to May 4 in London. This British show is put on every two years and is attended by potential buyers from all over the world. Exhibits cover the entire mechanical engineering field, as well as associated enterprises such as corrosion prevention, radiography, metal refining, lubrication, testing and measuring, fire prevention, heat insulation, space clearing, storage, mechanical handling, protective clothing, and all branches of shipfitting and ship construction.

The Canadian Government is entering this exhibition for the first time. Our exhibits will cover a cross-section of the Canadian industry; they will show nuclear instruments, automotive test equipment, railroad equipment, model electric trains, vulcanizing equipment, die-casting machines, a turret mill, the triodetic joint, formwork, and production welding. Good workmanship, efficient production techniques and determined sales promotion have already brought results for Canadian firms in European markets, so that participation in this showpiece of the industry is expected to be profitable. Canada's share in the next exhibition, two years from now, will probably be larger.

"Mount the stairway to better living" was Canada's invitation at the Home Builders' Exposition. Visitors climbed maple steps, and they saw many other types of wood cunningly used.

Coming Vertical Fairs

AUTOMATION—*Instrument Society of America Instrument-Automation Conference and Exhibition,* Los Angeles, September 11-15. Apply: Executive Director, Instrument Society of America, 313 Sixth Avenue, Pittsburgh 22, Pennsylvania.

CONSTRUCTION—*Construction Equipment Exhibition,* London, England, June 15-24. Apply: Construction Equipment Exhibition Ltd., Drury House, Russell Street, Drury Lane, London.

Building Exhibition, London, England, November 15-29. Apply: Building Exhibition, Building Trades Exhibition Ltd., 11 Manchester Square, London.

ELECTRONICS—*International Exhibition of Radio, Television and Electronic Equipment (FIRATO),* Amsterdam, Netherlands, September 1-8. Apply: International FIRATO Exhibition, Secretariat F.I.A.R. en Stichting, FIRATO Radiotentoonstelling, Emmalaan 20, Amsterdam, Netherlands.

Western Electronic Show and Convention, ("Wescon"), Los Angeles, August 22-25. Apply: "Wescot", 1434 S. La Cienega Boulevard, Los Angeles 35, California.

ENGINEERING—*Melbourne Engineering Exhibition,* Melbourne, Australia, August 7-12. Apply: Robert Howarth & Associates, 27 Murphy Street, South Yarra, Australia.

HORTICULTURE—*International Exhibition of Flowers and Plants,* Turin, Italy, April 28-June 15. Apply: Fiori del Mondo a Torino, Esposizione Internazionale, Via Pomba 23, Turin, Italy.

MACHINE TOOLS—*German Welding and Cutting Exhibition,* Essen, West Germany, September 3-10. Apply: Gemeinnutzige Ausstellungs-G.m.b.H., Norbertstrasse 2, Essen, West Germany.

American Society of Tool and Manufacturing Engineers Annual Show and Convention, Detroit, Michigan, May 22-26. Apply: ASTME, 10700 Puritan Avenue, Detroit 38, Michigan.

MACHINERY—*5th International Fair of Technics and Technical Achievements,* Belgrade, Yugoslavia, August 23-September 2. Apply: Beogradski Sajam, Bulevar Vajode Misica 14, Belgrade, Yugoslavia.

MUSICAL INSTRUMENTS—*National Association of Music Merchants Inc. Exhibition,* Chicago, Illinois, July 16-20. Apply: 222 West Adams Street, Chicago 6, Illinois.

NEW PRODUCTS—*New Products Exhibition and Conference,* Los Angeles, California, September 7-8. Apply: c/o Los Angeles Chamber of Commerce, Box 3696, Los Angeles, California.

PLASTICS—*International Plastics Exhibition and Convention (Interplas),* London, England, June 21-July 1. Apply: Exhibition Manager, "Interplas", Dorset House, Stamford Street, London S.E. 1, England.

SANITATION—*International Conference in Public Cleansing,* Göteborg, Sweden, September 4-8. Apply: The Public Cleansing Dept. of Göteborg, Box 341, Göteborg 1, Sweden.

TEXTILES—*3rd International Textile Fair,* Paris, France, June 23-29. Apply: Parc des Expositions, Porte de Versailles, Paris, France.

Commercial activity has slowed down and development projects are stalled for the moment, but trade with Canada is continuing and exporters should bear in mind the Congo's long-term potential.

How's Business in the Congo?

ROGER BULL, *Acting Trade Commissioner, Leopoldville.*

THE Congo was until recently a good market for Canadian products. Mineral and agricultural exports combined (copper, tin, cobalt, diamonds, gold, coffee, palm oil, timber, cotton, rubber) provided the economy with a broad base and steady earnings. Heavy private investment in plant and equipment and substantial public investment in road, rail, air and river transport, in buildings and education, built up national and personal incomes. The import tariff is low, bound by the Congo Basin Treaties, and does not discriminate against any country. Importers' overheads were high, but so were their incomes. The Congo was definitely a buyer's market.

Financial Problems Increase

The economy, although it was more soundly based than that of most under-developed countries, came under pressure long before independence. As early as 1952 the balance of payments on current account slipped into deficit. This adverse balance was offset by long-term imports of private capital until the end of 1955. By 1956 private capital invested in the Congo began to decrease and the over-all balance of payments showed a small deficit. This deficit exceeded 5.6 billion francs by 1959, of which 3.3 billion was on current account. This had to be met by public capital from Belgium.

Foreign exchange began to be a problem as the deficits of 1957 and 1958 nearly exhausted the 13.9 billion franc reserve fund of gold and convertible currency holdings accumulated after the last war and during the Korean war, when raw materials were in short supply. By March 29, 1960, reserves had fallen to what was considered the minimum required to back the franc (33 per cent or 2.5 billion francs), and foreign exchange controls were applied to capital transfers from the Congo. Import controls were imposed on August 8, and by November 26 the convertible reserve was back to 2.7 billion francs from the low of 1.4 billion to which it fell during the post-independence troubles.

These troubles have ended all development work. Even badly needed government buildings in Leopoldville have been left unfinished for want of money. Further development appears to depend on the solution of political difficulties. All current earnings are being devoted to administrative costs and unless and until foreign aid can be obtained to finance specific programs in the Congo, there is no prospect of further progress, despite the known needs of the country and the existence of plans for certain major public works—like the construction of the Inga hydroelectric undertaking and the completion of the Leopoldville-Matadi highway.

Foreign Trade

Although the flight of capital has stalled Congo development, the improvement in the trade balance in 1959 suggests that constructive policies, coupled with good markets, may bring a gradual recovery.

Exports fell to 24 billion francs in 1957 and to 20 billion in 1958 but rose in 1959 to 25 billion; imports decreased steadily to 15.3 billion in 1959, giving a trade surplus of 9.7 billion francs, the highest ever recorded. Unfortunately this drop in imports included not only luxury consumer products, but also the basic capital goods upon which development depends.

There has been a steep drop in imports since independence. For imports of Canadian goods, although exact figures are not available, this fall was probably from nearly $1 million in the first six months of 1960, to (hopefully) $350,000 in the second. This is a 65 per cent drop, yet Canadian exports were aided by the importance of food, and especially flour, among the items included.

Exports Are Rising

Exports in the first half of 1960 continued to improve on 1959, rising 20 per cent in the first quarter and to the end of May by 14 per cent, to total 10.3 billion francs. Exports of diamonds, tin, zinc and copper were all larger, as were those of rubber and cotton.

Despite the troubles since then, exports have held their own. Among agricultural products, timber and wood products weathered a poor third quarter to pick up at the end of the year, according to the Congo Wood Producers Trade Association.

Reports from the cotton-growing areas in the north of the Congo early in February 1961 told of hopes of a fair crop despite a considerable fall in private planting. Production on plantations and in the cottonseed oil plants in Equator Province is normal.

The civil population of the Kivu and particularly of Bukavu are reportedly being encouraged to go to work on the Kivu tea and coffee plantations, many of which were abandoned by their owners after the anti-European demonstrations in the Kivu in January. It does not seem probable that this will save the crops. A good proportion may come to market but the good reputation earned by the quality of Kivu Robusta will take some years to restore.

Even in the prosperous Katanga, where over half the national income of the Congo is generated, the costs of and dislocations arising from the civil war in the north of the province are beginning to cause concern. The normal patterns of commerce within Katanga, and between Katanga and the rest of the Congo, have been disrupted. It is reported that Katanga may follow the lead of the other provinces and the central government in Leopoldville in adopting a policy of financial austerity.

Mineral Production Steady

On the other hand, mineral production in the Katanga during 1960 was scarcely affected by the post-independence disturbances. Union Minière du Haut-Katanga reports these production levels for 1960 as compared with 1959:

	1959	1960
Copper	280,403 tons	300,704 tons
Cobalt	8,431 "	8,240 "
Zinc concentrates	118,000 "	192,000 "
Germanium	13,643 kilos	26,100 kilos
Silver	148,307 "	124,000 "
Uranium oxide	2,110 tons	1,079 tons
Cadmium	214 "	99 "

Copper production rose over the year, despite deliberate cutbacks during the fourth quarter with a view to improving the world price for copper.

Canadian Trade

Direct Canadian trade with the Congo rose to nearly $5 million in 1959 from $4 million in 1958 but by October 1960 had fallen to about $3 million. Exports from Canada ($2.9 million in 1958 and $2.7 million in 1959) dropped to $1.31 million last year. Imports into Canada from the Congo are more difficult to assess. Direct imports in 1958 totalled $1.2 million, in 1959, $2.3 million, and as of October 1960, $1.6 million. But these figures do not include Congo exports which come via Belgium, either by immediate re-export or after some degree of processing. For example, Canada's imports of "unset diamonds" and "tin blocks, pigs or bars" from Belgium presumably originated in the Congo.

Our chief export to the Congo is flour—30 per cent of the total in 1958 (when flour sales were recovering after a sharp drop in 1957) and over 50 per cent in 1959, when they rose to almost $1.4 million. In 1960 flour bulked even larger, with sales valued at $864,000, or over 65 per cent of total Canadian exports to the Congo.

Other leading exports in 1960 included machinery and parts n.o.p., pneumatic tires, gasoline and oil stoves, crude asbestos, newsprint paper, bookkeeping and calculating machines and parts, lamps and lanterns, plastics, synthetic rubber, sparkplugs, and sardines. But the total value of Canadian products exported to the Congo, other than flour, was considerably lower in 1959.

The principal products imported directly into Canada from the Congo are green coffee, manganese ore, black tea, palm and palm kernel oil, veneers of rosewood and other tropical woods.

Import Control

The import controls imposed in August 1960 have been revised frequently. For a time, an extensive list of prohibited imports was established but this was recently withdrawn. It is noticeable, however, that goods formerly on this list seldom receive licences. On December 7, 1960, the Government authorized import without licences of all goods for which payment may be made only in local currency.

The import of goods for which foreign exchange is required is subject to the following procedure:

1. The importer requests a pro forma invoice from the exporter.

2. This invoice is presented to the importer's bank and he deposits 20 per cent of the value of the goods.

3. The bank forwards the application for the licence to the Commission de Change.

4. In due course the licence is granted or refused. If it is granted, the goods may then be shipped. The 20 per cent deposit is frozen until the decision of the Commission is announced.

Exporters will appreciate that this deposit, plus the establishment of the confirmed letter of credit now advisable in trading with the Congo, ties up much of the importer's capital for extended periods.

Generally speaking, licences are being granted for essential foods, fuels and spare parts. Flour import licences have been curtailed because of the distribution of flour ground at Casablanca from a gift shipload of Russian wheat. This amounted to 140,000 bags; some 40,000 are still being handled.

Visiting the Congo

Businessmen who wish to visit the Congo should go to the two main commercial centres, Leopoldville and Elisabethville in the Congo Republic, and perhaps to Usumbura in the Belgian trust territory of Ruanda-Urundi. These places are quite safe. The smaller cities would not at present justify a visit.

Access to Leopoldville, Elisabethville and Usumbura is simple by air services from Europe. Leopoldville may also be reached directly from New York and West Africa. Internal air transport is reliable and fairly frequent, although aircraft are

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occasionally requisitioned for troop movement and other government business. Hotels are good but very full and reservations cannot be guaranteed on short notice. Information about the documents needed and the formalities for visiting the Congo can be obtained from the Consular Division, Department of External Affairs, Ottawa.

Endowed with great natural resources and an active population, the Congo is potentially a wealthy and prosperous country. It is hard to estimate how long it will be before these assets will again be used to the full. For the present, Canadian exporters represented in the Congo should encourage their agents as much as possible and maintain their interests there. Firms wishing to begin business, however, can expect many frustrations before they become firmly established. •

Advertising Abroad

In Singapore and Malaya, newspaper advertising best reaches the literate consumer in the cities; short films of products in use influence lower income groups in rural areas.

KEITH O. HILLYER, *Assistant Trade Commissioner, Singapore.*

IN Singapore and the Federation of Malaya, advertising has become the key to stable and expanding markets for consumer goods. Canadian exporters to these markets are discovering that their buyers are increasingly brand conscious. Competitors from around the world are wooing them through extensive promotion campaigns. If the Canadian product is to remain on the retailer's shelf, the exporter must foster consumer demand through advertising.

Languages and Literacy

Advertising in Malaya should prove challenging to the Canadian exporter. He will face problems different from those in the home market, because the Malayan buying public is partly illiterate and multilingual. But the Canadian firm experienced in advertising in Canada in two languages will have little difficulty in Malaya in coping with four—Chinese, English, Malay and Tamil.

The Malayan consumer may speak any one or more of these four main languages. The last census (1957) gives the population of Singapore as 1.4 million and of the Federation of Malaya as 6.3 million. In Singapore, over 75 per cent of the population are Chinese, 13 per cent Malays, 8 per cent Indians and the remainder European or of other racial origin. In the Federation, 50 per cent are Malays, 37 per cent Chinese, 11 per cent Indians and the remainder Europeans or others.

English and Chinese are the most important languages for advertising because they reach the segment of the population with the largest portion of the national income. Tamil is important in the rural areas of the Federation, where a large percentage of the plantation workers are of Indian extraction. This situation may change shortly because both the Federation and Singapore have established Malay as the national language and its increasing use must be recognized in planning advertising in this market.

Another problem confronting local advertisers is reaching those who are illiterate or not economically active. Approximately 53 per cent of the entire Pan-Malayan population is under twenty years of age and only 34 per cent participate in buying and selling. Advertising agencies estimate that only 35 per cent of the population in Singapore and the Federation of Malaya over ten years of age is literate.

Although the Canadian advertiser may expect more problems in this market, he has a wide choice of media through which he can reach each segment of the population.

Newspapers and Magazines

Newspaper advertising, because of its appeal to the middle and upper income groups and because it offers national coverage at low cost, is considered by most advertisers the best medium for obtaining maximum coverage of the more sophisticated urban communities at minimum expense.

In Singapore and the Federation of Malaya, the advertiser can make his choice of 19 daily papers with an estimated combined circulation of 391,000. Six of these dailies are nationally distributed and have a combined circulation of 268,517. The four English and eight Chinese papers are the most widely read. Others are printed in Malay and Tamil.

Fifteen separate Sunday newspapers with a combined circulation of 422,852 are published each week. Seven of these are national papers and are the most widely read; two are in English, two in Chinese, two in Malay and one in Tamil.

In addition to daily newspapers, over 120 weekly, fortnightly, monthly or annual publications are printed; they have a combined circulation of over 928,000. The majority are in English, and they cover a wide range of specialized fields, from films to engineering equipment.

Screen Advertising

Because movies are the most popular form of entertainment in Singapore and the Federation of Malaya, theatre advertising is an excellent answer to multilingualism and illiteracy. All the principal cities have large comfortable air-conditioned cinemas and practically every small town or village has at least one small theatre. In all of these, advertising films are displayed for ten to fifteen minutes before the presentation of the feature. Most of these ads are full-colour movie productions, show the product in use, and last several minutes.

Out of a total of 307 theatres showing English, Chinese, Malay and Indian films, 119 have published weekly attendance figures that total over 890,000. Through screen ads, advertisers can obtain either national or regional coverage. The theatre can offer a fine degree of selection of audience, regardless of their language, and is highly effective in reaching lower income groups in rural areas, many of whom are illiterate. Movie advertising has proved particularly valuable in programs testing the effectiveness of special ads, as it permits definite selection of a test group by language or income level, avoiding waste coverage of other groups whose inclusion would distort results.

Advertisers will find film companies in this area well equipped to prepare screen ads of excellent quality. Although in the past film commercials prepared overseas have been used, agencies now advise that, to ensure maximum acceptance by local consumers, the product be displayed in familiar surroundings portrayed by local artists.

Radio, Rediffusion and TV

Commercial radio broadcasting in Singapore was begun by the government station—Radio Singapore —on July 31, 1960. Programs are broadcast in English, Chinese, Malay and Tamil. Latest statistics show that there are 102,000 licensed radio receivers in Singapore and as Radio Singapore claims six listeners per set, this means an estimated total audience of over 600,000. Half of this audience is under 18 and 55 per cent is Chinese.

Rediffusion, a commercial service distributing radio programs by wire to pre-tuned receiving sets at a small cost to the subscriber, is available in Singapore, Kuala Lumpur and Penang only (the three principal Pan-Malayan cities). It does not provide national advertising

The local agent for a Canadian product recently introduced into the Malayan market uses his delivery vans in Kuala Lumpur for display advertising calculated to catch the customer's eye. Inside, each van houses a small kitchen equipped with a stove, water supply, sink and storage space.

coverage but is useful as a secondary or supporting medium. The majority of its listeners are Chinese. Sets are not distributed throughout the entire town or city but are confined to certain areas, usually the Chinese districts. The latest figures show that there are 46,000 sets in Singapore, 15,600 in Kuala Lumpur, and 10,500 in Penang. Because of its bulk coverage of certain areas, Rediffusion is regarded as a useful medium for reaching those living in the heavily populated districts. A considerable number of sets are found in stores and coffee shops, where they are usually played very loud and are heard not only by the customers but also by the entire neighbourhood. Experience has demonstrated that when general consumer goods (such as soap and toothpaste), consistently and widely advertised in national media, are supported by Rediffusion, demand increases during the Rediffusion campaign.

The Federation Government has stated that it intends to begin a national commercial radio service during the first week of April 1961. The Singapore Government has also announced that it intends to introduce television at the end of 1961 or the beginning of 1962. No statement has been made on whether or not television will be commercial, but in view of the high development and operating costs, it is likely that advertising will be accepted.

Outdoor Advertising

Outdoor advertising in Singapore and the Federation of Malaya—neon signs, billboards and rear bus panels—is usually confined to towns and highway billboards are unknown. Neon sky-signs and billboards in the built-up areas are popular and it is extremely difficult to obtain premium positions along busy thoroughfares. All billboards are painted; posters do not stand up to the tropical sun and rain.

Rear panels on buses operating on town routes are used extensively for 18 hours a day. They offer a fine degree of selectivity and coverage at low cost.

Many distributors take full advantage of their own delivery vans and make widespread use of signs and models to attract attention. A Canadian product recently introduced into this market now is advertised by brightly painted signs on the sides and backs of six delivery vans in Kuala Lumpur.

Various government controls apply to outdoor advertising. All advertisements on billboards and sky-signs must be approved by the appropriate local authority, which also charges a licence fee.

Media of Limited Use

Point-of-sale display cards and direct mail advertising are of limited use here. Most shops are small with few windows and shelf and counter space is usually overcrowded with goods. The majority of retail outlets are reluctant to use showcards or other forms of display because they prefer to use the space for displaying goods. Should the exporter wish to try point-of-sale ads, he usually rents the required space.

Direct mail is not used here as extensively as in Canada because multilingualism means that copy has to be prepared in three or four languages. However, it is useful for promoting industrial and agricultural equipment and similar products among specific groups because of the scarcity of suitable technical media.

Advice to Advertisers

To be effective, local advertising must be as simple as possible and the more sophisticated style often used in Canada avoided. Local advertisers find that strip cartoons telling a simple story are most effective. Consumers are loyal and conservative in their buying habits and are extremely brand as well as price conscious. Symbols of prestige and claims of health-giving qualities are the two advertising gimmicks highly successful here.

There are some 14 advertising agencies in Singapore and the Federation of Malaya and most are equipped to provide a complete advertising service—from media selection through to final artwork and engravings. Marketing and merchandising aid, and limited market surveys, can be provided for clients on a fee basis.

Two associations which Canadian exporters would be wise to contact before deciding on an advertising campaign are the Malayan Advertisers Association and the Association of Accredited Advertising Agents in Malaya. The first consists of more than 90 local firms and local offices of overseas companies advertising in the area. The latter consists of the 14 active agencies. The two are combining efforts to improve the standard and quality of advertising. They jointly maintain committees concerned with the major advertising media and have produced informative descriptive booklets invaluable to the Canadian executive who wants to get the greatest return for his advertising dollar.

These and other sources of information and statistics are available in the office of the Canadian Government Trade Commissioner in Singapore. The Canadian firm which wants either to obtain or retain a share of this highly competitive market would be wise to earmark a portion of its advertising budget for use in Singapore and the Federation and to contact the Trade Commissioner in Singapore, who will be pleased to provide lists of agencies or any other market information.

Ostrich Farming Recovers

Ostrich farming in South Africa is recovering from the bad effects of speculation and uncontrolled marketing. Ostrich products are now marketed through one channel and stability has returned to the industry. Slaughterings totalled only 3,486 in 1959, compared with the 12,000 birds normally killed each year in the last few years, according to P. Greef, Secretary of the Little Karoo Co-operative at Oudtshoorn. Ostrich feathers brought in £122,000 in 1959 and were expected to do better in 1960. Skins and biltong (strips of sun-dried meat) realized £33,600.

How to Travel in Eastern Europe

Try personal salesmanship if you want to win customers in Eastern Europe. A trip to these countries isn't difficult to arrange, especially if you follow the advice and ask the assistance of our Vienna office.

R. K. THOMSON, *Commercial Counsellor, Vienna.*

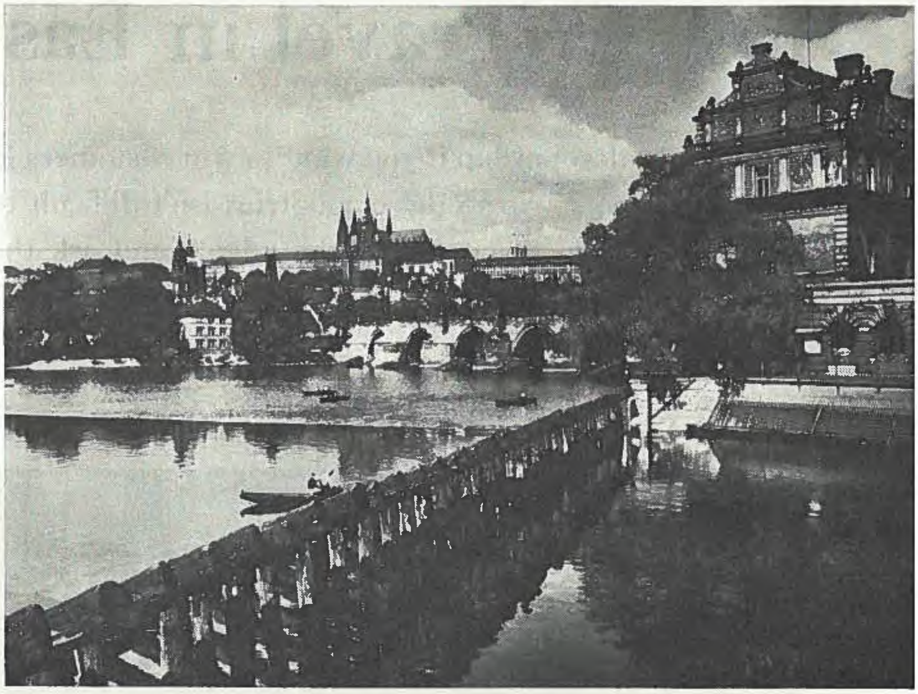
CANADA'S increasing trade with a number of the Communist countries of Eastern Europe has demonstrated to our exporters that these countries represent worthwhile markets as well as sources of imports. More and more Canadian businessmen, both buyers and sellers, are visiting or planning to visit some of these countries. The purpose of this article is therefore to provide information which may help Canadian visitors in making plans for travel in Eastern Europe.

It is the experience of many Canadian businessmen that personal salesmanship is the key to successful selling in Communist Eastern Europe. On-the-spot salesmanship can be as effective there as it is in the home market. Selling by correspondence, rarely effective anywhere under the best possible conditions, is even less so in Eastern Europe, where salesmen from all countries actively compete for the large market for many types of products. Similarly, negotiations for imports can be more effectively conducted on the spot.

Visitors Welcomed

In general, Canadian businessmen can expect a friendly welcome from the traders of these countries, all of whom are interested in finding markets for their products and in learning of new and competitive sources of supply for imports. Moreover, they are keenly interested in expanding foreign exchange earn-

A visitor looks down on Dubrovnik, Yugoslavia, one of the oldest cities on the Dalmatian coast. Yugoslavia offers more than highly rated tourist attractions: it also offers opportunities to sell Canadian goods.



Prague's famous castle, the Hradcany, and the bridge over the Charles River in the heart of the Czechoslovak capital. Canada sold $6.7 million worth of goods to Czechoslovakia last year and this figure might well be increased if Canadian exporters cultivate this market personally.

ings through the tourist trade; this is reflected in the increasing and improved services offered foreign visitors, such as hotel accommodation, travel and other facilities. With few exceptions, travel formalities are limited and pose no real problem. As for language barriers, Canadian visitors will find that most of their business contacts speak English or that interpreters are easily secured. At airports and hotels, one can invariably find personnel speaking English or French.

Canadian visitors will find much of interest in these countries, apart from business. Moreover, in these days of unsettled international relations an opportunity to observe the way of life and methods of doing business under a Communist Government cannot fail to attract alert Canadians.

Methods of Trading

The countries covered in this article are Czechoslovakia, Hungary, Rumania, Bulgaria and Yugoslavia—all of which come within the territory of the Vienna office of the Canadian Trade Commissioner Service. Canadian exports to and imports from these countries in 1960 were:

	Exports to (twelve mos.)	Imports from (ten mos.)
Czechoslovakia	6,766,857	5,182,364
Hungary	931,363	269,232
Yugoslavia	3,249,369	536,033
Rumania	1,325,956	82,464
Bulgaria	491,180	4,753

A few words about the system of trading in these countries might be appropriate. In Czechoslovakia, Hungary, Bulgaria and Rumania all trade is centralized in the hands of a small number of large trading enterprises—one for each product group—almost invariably located in the capital city. For example, in each country the import and export of all chemical products is controlled by one state-owned trade corporation. In Yugoslavia the system is somewhat different and in each product field several state-owned trading companies operate. These are usually located in different cities.

The foregoing explains why a visit to Prague, Budapest, Sofia or Bucharest would, initially at any rate, suffice to discuss business. In Yugoslavia, a Canadian businessman might also consider it desirable, in order to visit a number of participants in a given field, to go to Zagreb as well as Belgrade. Normally the principal points of business contacts are the trading enterprises but, depending on the product, it may be advisable to contact end-users also. This can be achieved sometimes by prearrangement with the trade enterprise concerned.

Securing a Visa

When arranging an itinerary covering one or more of these countries, the first problem is that of visas, necessary for travel to all countries. It is well to make application at least four to six weeks in advance of the date of departure. For Czechoslovakia, this can be done either at the Consulate-General of Czechoslovakia in Montreal or the Legation of Czechoslovakia in Ottawa. For Yugoslavia, apply to the Consulate General of Yugoslavia in Toronto or the Embassy of Yugoslavia in Ottawa. Because Hungary, Rumania and Bulgaria have no representatives in Canada, the application must go to the legations of these countries in Washington, D.C.

The application for a visa should specify the points of entry and departure and approximate dates of visit, as well as the method of travel to be used. It is always wise to carry extra passport photos. If there is some urgency about obtaining a visa, the Office of the Commercial Counsellor for Canada in Vienna may be able to help. All visas for these countries will specify border entry and exit points and the visitor should take care that he uses these border points to avoid considerable delay at another port of entry which may not be specified in the visa. In some countries, special exit visas are required—for example, in Bulgaria and Hungary. The visitor should apply for an exit visa at his hotel 24 hours before his departure.

Customs Regulations

All visitors to these countries are subject to normal customs control. Clothes and personal effects in reasonable quantity and intended for the traveller's own use enter duty-free, as do reasonable supplies of liquor and cigarettes. For all countries except one, samples of a non-commercial value are duty-free; for samples of commercial value the visiting businessman must pay a bond or deposit which is refunded to him when he takes the sample outside the country. In Yugoslavia, samples of non-commercial value are dutiable and samples of commercial value also require the deposit of a bond, unless the samples in both cases are mutilated.

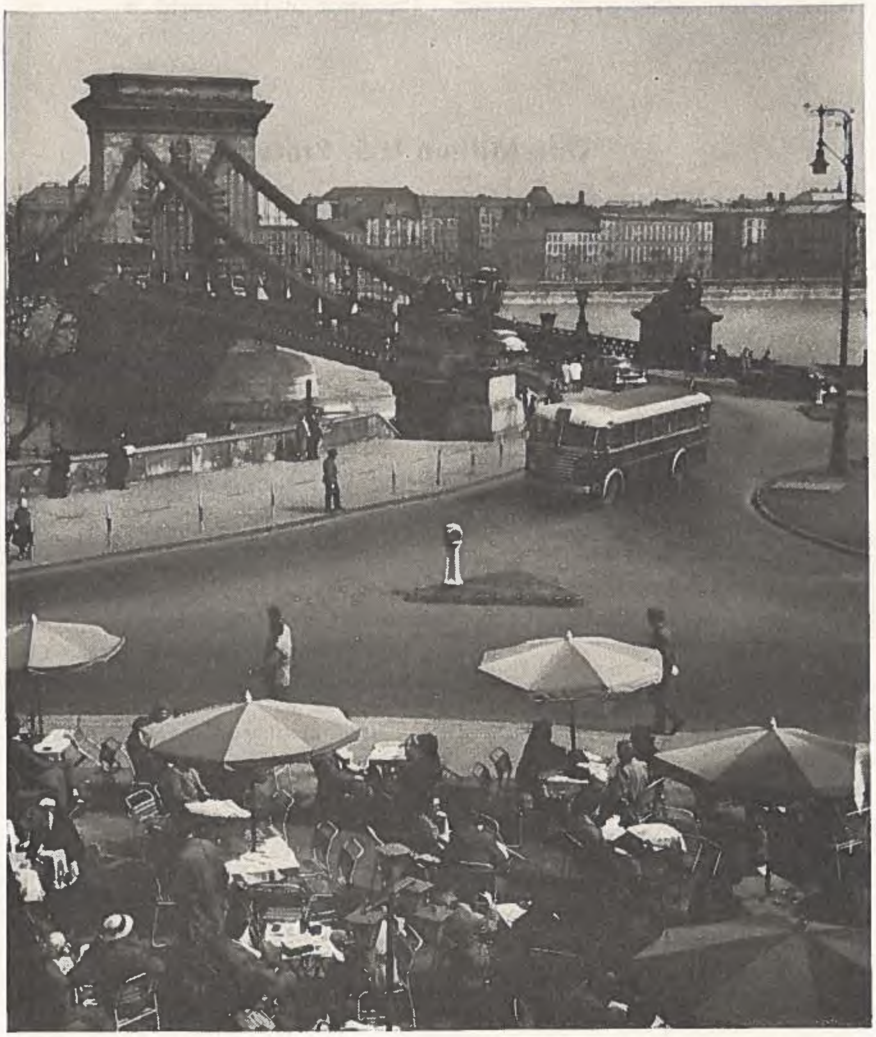
Transportation, Hotels

All Eastern European capitals are well served by international and national airlines connecting with principal air centres in Western Europe. Most of them are within a couple of hours or less of such cities as Vienna, Zurich, Frankfurt, Brussels, Paris and London. Journeys to these countries may also be made by road and by rail. Highways in general are fair to good but automobile servicing and the lack of spare parts might create problems.

When he has completed a tentative itinerary and applied for visas, the visitor should consider the question of appointments, accommodation and timing. Here he might seek the advice of the Office of the Commercial Counsellor for Canada in Vienna. The two Trade Commissioners at this post travel frequently in all these countries. They can suggest the length of time necessary for a particular visit, advise on who to see, and also arrange appointments, recommend hotels and give other assistance.

Currency Control

On arrival in any of these countries the visitor will find that customs formalities are relatively easy but he should observe currency regulations carefully. It is recommended that he carry travellers



Beside the chain bridge in Budapest, Hungarians sip their espresso coffee at an outdoor café. Though visitors to Hungary require both entry and exit visas, these are not difficult to secure and contacts made on the spot with the state trading enterprises can prove rewarding in the long run.

cheques in dollars, with a fair amount in small denominations. All foreign currency must be declared at the port of entry and a currency declaration form is provided. This must be presented to an authorized currency exchange office when converting foreign currencies into the currency of the particular country. These authorized currency exchange offices are located in principal hotels and banks and at airports. On leaving the country, foreign funds must again be declared and must correspond with the amount listed in the currency declaration form, less any shown on the form as having been converted during the visitor's sojourn. It is as well to ensure that little or no currency of the country remains on departure and it is for this reason that travellers cheques in small denominations are useful. No currency of the country being visited may be brought in by the visitor, with the exception of Yugoslavia which permits the traveller to have in his possession 1,500 dinars in 100-dinar notes.

Shortly after their arrival in any of these countries, Canadian visitors are required to report their arrival and address within the country to the Canadian Legation in Prague or the Canadian Embassy in Belgrade. In Budapest, Bucharest and Sofia, the visitor reports to the British Legation.

Business Hours, Services

Generally speaking, office hours in these countries correspond to those in Canada except for Yugoslavia, where appointments after 2 p.m. are rarely available. Transportation within the cities presents no particular problem and can be arranged by the hotel or by the trading corporation to be visited. In most hotels the hotel "portier" is a very useful man—he can arrange taxis or other transport, recommend restaurants and amusements, arrange tickets for theatrical or musical performances, dispatch mail and cables, arrange appointments and assist in other ways. Usually he speaks an impressive variety of languages. The local state tourist agencies are also helpful in making or changing air or rail reservations.

Normal hotel services are available, although laundry and pressing are not always done as speedily as the traveller might wish. Visitors may want to try the cuisine of the country in a variety of local restaurants. (Here it might be mentioned that tipping, although officially discouraged, should by no means be omitted.) The cost of accommodation is reasonable by Canadian standards, but meals (and particularly such usual foods as citrus fruits, breakfast foods or orange juice) are relatively expensive. On the whole, however, funds required are little more than for a business trip to the United States, for example. Various rates of exchange apply, although the normal rate for tourists is usually double the official rate. These exchange rates, however, do not apply to business transactions; f.o.b. and c.i.f. prices in dollars should be quoted.

In summary, travel in the countries mentioned in this article poses no real problems for the Canadian businessman. Facilities and accommodation are fair to good in all principal centres, even though they may not reach the best North American standards. The Canadian business visitor should find the commercial contacts made and information secured by a visit to Eastern Europe serving him well in the future. From its personal experience in these countries, the office of the Commercial Counsellor, Canadian Embassy, Vienna, is prepared and willing to assist Canadian business visitors in planning a journey to this part of the world. ●

One Million U.S. Prefabs

BEFORE 1960 was over, the manufactured housing industry in the United States had produced its one-millionth house. In 1959, one out of every ten homes was prefabricated. Despite a nation-wide drop in residential housing starts, they continued to increase their share of the total housing market. During 1960, the proportion jumped to one in eight, according to estimates. (In some cities close to centres of the prefab industry, they are expected to account for 50 per cent or more of new home construction.) Officials predict that sales of packaged houses in 1961 will reach 150,000.

In addition to the usual features—such as quality-controlled materials, advanced design, shorter erection time, precision construction and cost control—the industry is stressing new design and a wider range of prices. It is appealing to both the mass market and the top range. Houses for the second group provide greater floor space; two-storey and split-level models are increasingly popular.

Earlier prefabs cut costs in the basic structure of the house; now other factors are receiving similar scrutiny. Savings are being made through prefab plumbing, prefab cabinets, and interior and exterior finishes.

Over the years, the industry has emphasized quality as a decisive factor in sales. Manufacturers are continuing to insist on, and to get, top-grade materials. They purchase their lumber requirements from wholesalers, from brokers or direct from mills, but by whatever means they insist shipments meet specifications.

Canadian lumber exporters should make sure that their present export sales distributors do not overlook this large and increasingly important market. One firm, National Homes Corporation, produces 20 per cent of all prefabs, but there are approximately 300 firms that manufacture packaged homes in Canada and the United States. They sell to an estimated 10,000 builder-dealers.

Lists of principal companies can be obtained from the office of the Canadian Trade Commissioner in Chicago, which welcomes inquiries.

—H. J. HORNE,
Consul and Trade Commissioner, Chicago.

As the Businessman Sees It

Merchandising is the Answer

Nathan Bruker, export manager for North-Rite Limited, has selected and stimulated a sales force that is selling ballpoint pens in overseas markets against rugged competition. Recently he discussed his successful formula with the editor of *Foreign Trade*.

DO you want to sell a consumer product in foreign countries? Afraid that you can't stand up to the competition?

Try aggressive, imaginative merchandising.

That's the advice of a Montreal export manager, Nathan Bruker. Because he is successfully selling ballpoint pens in markets scattered across the world, it's obviously a tested and tried recipe for exporting.

When he first enters into negotiations with a potential overseas distributor for his company, North-Rite Limited, Bruker makes his sales philosophy clear: "We're not interested in you if you're only interested in price. But if you're looking for a chance to use your imagination and merchandising ability in selling a quality product, then you're the man we want. North-Rite has the largest ballpoint pen plant in Canada and has captured a good share of the competitive Canadian market. You too can make money—and build plenty of repeat business—by handling our line of pens."

He admits that in pushing a product like ballpoint pens—there are several hundred firms turning them out in North America alone—problem one is getting them onto the retailer's shelves. To convince potential distributors of the possibilities of the North-Rite line, he sends out kits with samples of the pens themselves, catalogues, price lists, and display cards.

Helping the Agent

Bruker makes clear that the company's motto is "Help us and you help yourself." His most potent argument for taking on the line is the continued sales and advertising assistance that North-Rite gives its distributors. With his first shipment of pens the distributor receives the promised sales aids and from then on he is kept generously supplied. Outstanding among these aids are the unit displays: for example, the "picture frame" model that contains 101 ball pens and refills of various types and can be either hung on the wall or placed on a counter. Ingeniously designed, it has proved equally useful in Canada and in foreign countries. It contains no text except the names of the pens and underneath these, spaces where the agent can put the selling prices in his territory. The unit also fits nicely into the limited counter space that many retailers have, without losing its sales appeal.

With point-of-sale advertising goes advertising in newspapers and magazines, on radio and in cinemas. North-Rite shares advertising costs with its distributors; they each receive an advertising allowance in proportion to their sales, calculated against vouchers. If the distributor wishes, advertising mats (usually illustrations only, leaving space for him to supply his own text) are sent to him. But if he wants to strike out on his own or try a different medium, he finds the company willing to co-operate. "Discuss it with your advertising agency," he is told, "get the plates made, and we'll pay our share."

Premiums Pay Off

The premium contest so popular in North America enters into North-Rite's export strategy too, and the incentive which the prizes provide in certain foreign markets is probably even greater than in Canada. The company plans contests to coincide with periodic promotions and distributors' salesmen earn premium points with each sale. Prizes include shirts, clock or transistor radios, floor polishers, movie cameras and projectors, Polaroid cameras and portable television sets. The company keeps distributors completely informed about the details of each contest and assists in adapting each to conditions in particular markets.

Keeping in Touch

No North-Rite agent is ever left in splendid isolation. Hot from the export manager's desk in Montreal he receives sales letters, sales briefs, and other reminders of the company's persistent interest and help. A recent letter, signed by an advertising official of the *Toronto Star Weekly,* included a picture of Bruker and enclosed a proof of an ad in colour for the "Fiesta" pen currently running in the *Star Weekly*. Attached to the letter was a memorandum from Bruker:

"Please consult with your own advertising agency to see how a similar program can be developed for your market. Your own newspapers will no doubt co-operate . . . in developing a special letter on which could appear the photographs of your own sales representatives for the North-Rite line.

"If you will let us have detailed cost estimates for such a program in your own market, we will be only too happy to determine the degree of co-operation we can extend."

The flow of correspondence between the sales manager and his widely dispersed sales force is not entirely one-sided. A North-Rite agent is expected to report to Bruker once a month or at least every two months. This applies even when the record is disappointing; "If you are not selling," says Bruker, "tell us why." Sometimes the company enlists the aid of the Trade Commissioner to call on a sluggish salesman and discover what is wrong. (It may simply be that the agent is handling too many lines.) Every agent's sales figures are analyzed carefully and, where necessary, help and advice offered. Only after every remedy has failed does North-Rite reluctantly change agents.

North-Rite expects a good deal of its representatives but offers first class service in return. Their letters to head office are always answered quickly and completely. Complaints get immediate attention; if certain merchandise is found unacceptable, replacements are sent at once, by air. This procedure is vital, says Bruker, when you are managing a sales force at long range.

Selecting Winners

Basic in North-Rite's export success is careful initial selection of its overseas sales force. The number one requirement is initiative, plus the capacity to recognize opportunities when they present themselves. Before taking a man on, Bruker looks into his credit rating, his reputation in the community, and his commercial contacts. To do this, he checks with the banks, the Trade Commissioner, and possibly with Canadian companies which the prospective distributor already represents. North-Rite's prices are f.o.b. Montreal unless the buyer specifically asks for c.i.f. quotations. It does, however, vary the terms of payment with the market and conditions at the time—from cash or letter of credit to 60 to 90 days. So far, Bruker points out, the com-

This advertisement appeared in the Straits Times *of Singapore; brought the North-Rite distributor there larger sales. The illustration was supplied from Canada and text added in Singapore; exporter and salesman shared the production costs through an arrangement worked out between them.*

pany hasn't lost a nickel in bad credit.

Getting Started

In pushing the sales of ballpoint pens, Bruker is making good use of the knowhow he acquired in the early postwar years as export manager for Dominion Foils (later Aluminum Rolling Mills). In this position he travelled widely, made many Canadian and overseas contacts, and stored up the knowledge about foreign markets that is proving so useful today. When Reynolds Aluminum bought Aluminum Rolling Mills, Bruker set up his own firm to provide export and import management services for small and medium-sized firms.

Not long after, he received a telephone call from the sales manager for North-Rite. Conscious that only by turning out pens in large volume could North-Rite offer consumers quality products at reasonable and competitive prices, the company wanted to increase its sales by tapping export markets. Could Bruker do the pioneering for them?

Undismayed by the fact that some manufacturers were selling ballpoints to foreign customers at a fraction of North-Rite's prices, Bruker began with basic market research. First he obtained figures on exports of ballpoint pens from the United States and picked out the most promising markets. In each of these, he secured names of good prospective agents. To them, he sent kits containing samples of the various North-Rite pens (taking care to exclude any persons who seemed to be merely professional collectors of samples), catalogues, price lists, and sales literature. In his accompanying letter, he stressed that the company wasn't interested in simply getting distribution but wanted real merchandisers, anxious to get long-term business.

His export campaign, he admits, got off to a slow start as he set about overcoming distributor reluctance to take on a new line. But gradually it gathered steam. Some unexpected developments helped it along. One distributor, for example, in a market that had been producing about $200 worth of orders in a year, paid a visit to Canada and was invited to tour the North-Rite plant. He emerged so impressed with the meticulous manufacture of the pens and the care taken to turn out models able to stand up under severe tropical conditions that his orders today run to about $10,000 a year. The imprinting of advertising or other slogans on ballpoints, a popular device at the moment, has also helped sales along.

How to Ship

To exporters of products like his own—high-value, small-size consumer goods—Bruker recommends air parcel post or air freight for shipping to most overseas markets. (The greater cost of shipping by air is usually more than offset by the service given to the distributor badly in need of extra stock.) North-Rite uses surface parcel post, air parcel post and air freight for medium-size shipments, and ocean freight for large ones. Experience has shown that air parcel post and air freight charges run to about 10 to 15 per cent of the value of the shipment, and surface parcel post and ocean freight to 5 to 7 per cent.

Scratching the Surface

At the moment, North-Rite is selling its pens in over twenty countries spread across the globe—and Bruker says it is only "scratching the surface." Some markets are currently closed to the company because of import controls but he keeps his eye on these too—against the day when they open up.

Meantime, from his desk in Montreal he continues to dispatch a steady flow of letters, sales briefs, display materials and advertising gimmicks to his cosmopolitan sales force, convinced that clever merchandising and full value for the customer's dollar are the answer to competition anywhere.

His prescription seems to work. ●

Shannon Free Zone Set Up

BEHIND the tarmac at Shannon airport, Ireland, and within easy reach of the new £1 million jet runway, an industrial estate of 250 acres is taking shape. The Irish Government, through the Shannon Free Airport Development Company, is building factories for rent to Irish and foreign industrialists who wish to take advantage of this new development. The estate was opened about two years ago and already nine companies have begun operations there and eleven others are negotiating for space. Included are United States, British, German, Dutch, South African, and Japanese firms, making products as diverse as pianos, precision-threaded fasteners, miniature capacitors, floor-maintenance machinery, textiles, and radio-gramophones.

Shannon became a customs free zone in 1947 and eliminated duties on raw materials or other components entering the area and on manufactured goods leaving it. This means that a foreign manufacturer can rent a modern plant in the zone, bring in raw materials or semi-manufactured products by air or sea, and then export finished goods. Or he can bring in manufactured products in bulk by sea, store them, or label and process them for onward shipment by air.

Combined air/sea delivery is easy to work. The port of Limerick nearby can now handle ships of up to 10,000 tons and work is in progress to develop the port further. On arrival at Limerick, bulk merchandise can be transferred to the airport by road, under bond given by the Shannon Free Airport Development Company. There are also excellent communications between Shannon and other Irish ports. Any of these may be used for Shannon cargo with minimum transfer formalities.

The services that the Shannon free zone provides include ample electricity and water and a good supply of labour, plus factory and warehouse space at low rentals. The buildings are of a standard type, easy to partition as the tenant desires, and with room for expansion. The Irish Government allows exemption until 1983 from income and corporation profits taxes on profits derived from export business, and also makes grants toward the cost and installation of machinery and the training of staffs.

—W. R. VAN,
Commercial Secretary, Dublin.

U.S. Fisheries Products Supply and Demand

Canada continues to be a leading market for U.S. fisheries products, but as a supplier to the U.S. market is meeting stiff competition.

JOHN MacNAUGHT, *Assistant Agricultural Secretary, Washington.*

THE U.S. fishing industry continues to improve the quality and variety of its output in response to a discriminating and growing consumer demand for the best possible fisheries products. By applying the technological advances resulting from public and private research, the domestic industry—numbering nearly one-half million operators, processors, merchandisers and servicing elements—strives to retain what it considers a fair share of the growing market. The challenge, however, is proving to be a sizable one.

Although most of the catch is still taken in territorial waters or on the high seas off the United States coast, problems of supply and competition are pushing many commercial fishermen into more distant waters. The industry is also trying to improve its position by seeking relief through tariffs and subsidies, and by searching for new fishing devices. Despite these efforts, several of the principal fisheries are reported to be in serious economic straits.

Industry Problems

The Director of the Bureau of Commercial Fisheries has divided the problem into three broad categories:

1. Supplies of some fish are either scarce or uncertain and do not provide a stable, profitable enterprise.
2. Competition from other domestic protein foods (such as chicken, turkey and certain meat products) has become more pronounced. This has boosted the cost of advertising and promotion and reduced profits of the primary fish producers.
3. Competition from foreign products is becoming acute.

Production Down

Domestic producers are now supplying a smaller portion of the edible fisheries products consumed in the U.S. From 1950 to 1959 the domestic catch of edible fish products declined from 3.3 billion pounds to about 2.4 billion, a drop of 27 per cent. The catch for industrial purposes has increased but its value is always lower and thus the total value of all fisheries products has not kept pace. For example, the 1959 catch increased 8 per cent in volume over 1958 but declined 7 per cent in value.

Imports Up

Contributing further to the difficulties of U.S. fishermen are imports. In 1959, for the tenth consecutive year, imports of fisheries products reached a new high—$366.5 million—or more than was paid for the domestic catch. Of this, products for use as food totalled $311 million, a gain of 95 per cent since 1950.

However, the 1960 season was not entirely disappointing. When final accounting is completed, last year's catch is expected to almost equal the five-year average but will probably be about 200 million pounds below 1959's 5.1 billion pounds. Despite the expected overall decline, the catch for human consumption increased, surprisingly, an estimated 30 to 50 million pounds. But this is well short of the catches of ten years ago.

Bristol Bay salmon provided one of the bright spots last year. A huge run in that region brought Western Alaska fishermen a bonanza of 15 million fish worth a dollar apiece. The haddock catch increased too—to 119.2 million pounds from 112.6 million in 1959. The ocean perch catch rose by about 5 million pounds to a total of 141.8 million pounds. Preliminary figures suggest decreases in the cod, herring and whiting catches.

Industrial Catch

It appears that in 1960, as in 1959, the catch intended for industrial purposes—oil, meal and animal feed—will exceed that taken for human food, despite the fact that it fell below the 2.8 billion pounds of 1959 (a record). Catches of menhaden (a herring-like fish), Alaska herring and miscellaneous industrial species in New England were smaller last year.

Fishmeal in Trouble

The menhaden fishery in Atlantic and Gulf Coast waters overshadows all others; it contributes over 32 per cent by volume of the total catch. Most consumers have never heard of menhaden, but processed into fishmeal it is an important constituent of chicken and hog feed. Despite its impressive growth in recent years, this segment of the industry is in trouble. It suffered a setback recently when world surpluses caused prices to plummet from $135 to about $90 per ton between September 1959 and January 1961. After an unsuccessful attempt to have quotas set and tariffs imposed on fishmeal imports, the menhaden group approved and will now participate in a conference convened by the Food and Agriculture Organization of the United Nations, at the request of interested governments. The conference will consider ways and means of stabilizing world markets and of increasing the use of fishmeal products by government and industry.

New England Fisheries

Although some New England fisheries interests are looking for improved conditions this year, the major segment of the groundfish sector is caught in a squeeze; a dwindling catch, according to some experts, threatens its existence. Although the 1960 catch of some groundfish increased over 1959—haddock for example, up 7 million pounds to 119.2 million and ocean perch up 5 million to 141.8 million—the total catch remains at the lowest level in many years.

Shrimpers Seek Relief

Shrimp ranks number one in value of the catch but comprises only one-twentieth of the total catch by volume. The problem is that an increasing number of shrimpers are attempting to harvest a fairly stable domestic resource and competition from shrimp fisheries abroad is mounting. Gross earnings per boat are dropping and imports in 1959 set a record high. The industry has therefore sought relief through the Tariff Commission. The Commission received a directive from the Senate Finance Committee to make a study, the results of which would enable the committee to consider proposals for import control on shrimp during the current Congress.

A hearing, the second within a year, was concluded recently and the Commission is due to report its findings shortly. A number of bills aimed at restricting imports have been submitted to Congress but no action has yet been taken.

Imports at New High

Active consumer demand and a shortfall in domestic production pushed the value of imports in 1959 to a record high for the tenth consecutive time. At $366.5 million, they gained 12 per cent over 1958 and 85 per cent over 1950. Again the U.S. led the world in imports of fisheries products.

Imports accounted for 67 per cent of U.S. consumption of groundfish and ocean perch fillets and blocks. Frozen tuna imports supplied 50 per cent of the market, shrimp imports 42 per cent, fresh or frozen northern lobster 42 per cent, spiny lobster 89 per cent, canned crab meat 71 per cent, and fishmeal 28 per cent. Canada, Japan and Mexico continued as the leading U.S. suppliers (63 per cent of total imports); in all, 108 countries shared the market. Canada again held first place. She supplied a wide range of products valued at nearly $102 million at port of shipment. But imports from Japan are steadily rising and may soon surpass Canadian supplies.

Imports in the first eleven months of 1960 fell by about 300 million pounds from the total for the same period in 1959; groundfish fillets (cod and related species) salmon and tuna were among the species showing a decline. Reflecting a changing pattern of imports between groundfish fillets and blocks, the former declined by 36 per cent during the first ten months compared with the same period in 1959. By contrast, groundfish block imports were 32 per cent higher.

U.S. Exports

United States exported more fisheries products in 1959 than at any time since 1947; at $44.2 million they exceeded 1958 exports by 43 per cent but fell 16 per cent below the 1947 peak level. The United Kingdom was the best foreign customer, taking products valued at $8.9 million. Canada, another leading market in recent years, trailed only slightly behind the United Kingdom. In 1959 she purchased $8.6 million worth of U.S. fish products, including canned, fresh or frozen shrimp, oysters, and oils. The Philippines, the third best customer, took California sardines, canned salmon, canned squid and other products valued at $5.6 million. Europe as a whole was the leading market, buying more than the total value of sales to the rest of the world. The European market is based mainly on two commodities: fish oil and canned salmon.

General Situation

The wholesale price index for edible fisheries products in November 1960 climbed 8.9 per cent from the same month a year earlier and all items in the index registered higher prices except frozen halibut, fresh haddock fillets and canned Maine sardines. Prices of haddock fillets continue to strengthen from the low level of mid-1960 and ocean perch fillets began rising at the beginning of the fourth quarter of 1960 and should be steady during the first quarter of 1961.

Cold storage holdings on December 1, 1960, totalled 231.5 million pounds, about 3 million pounds less than the 1959 figure but almost 23 million pounds more than in December 1958. Holdings of flounder, fish sticks and portions, sable fish, salmon, whiting and most of the shellfish species had also risen. Blocks and slab holdings fell.

The per capita consumption of edible fisheries products in the United States stands at 10 to 11 pounds per year, little changed from recent years. Although it is impossible to forecast accurately what the figure will be some years from now, the rise in population will influence fish consumption. In the next 15 years the population of the United States is expected to increase by one-third and if recent trends continue, this increase will create a correspondingly greater demand for fisheries products, domestic or foreign. ●

FOREIGN TARIFFS AND TRADE REGULATIONS

Cuba Revamps State Trading

THE Canadian Trade Commissioner in Havana reports that, under a series of laws dated February 23, 1961, Cuban Ministries concerned with commerce and industry have been reorganized.

BANCEC (Bank for Foreign Commerce of Cuba), which has been the sole importer of all goods entering Cuba, has been absorbed by the Ministry of Foreign Commerce, which will now be in charge of all aspects of Cuba's foreign trade. Under the law, the Minister of Foreign Commerce has established three "Empresas" or agencies: The Empresa Cubana de Exportacion, the Empresa Cubana de Importacion and the Empresa Cubana de Trafico y Flete (Traffic and Freight Agency.) These Empresas are situated at Infanta 16, Havana, the same address which BANCEC had, and they now assume the commercial activities, as well as some of the capital, of that defunct organization. Thus, under the general guidance of the Ministry, they will carry out the actual import and export transactions of Cuba. It is stated that the Empresas are legally independent units and the Ministry will assume no responsibility for any obligations which they contract.

The collecting and supervisory functions of the Customs House, and all the personnel of the Customs have now been transferred from the Ministry of Finance to the Ministry of Foreign Commerce. However, the export-import operations of the Empresas are exempt from the import duties or export taxes formerly payable by firms or organizations engaged in foreign trade. Instead, the Government will collect as revenue the difference between the cost and the selling price of goods imported or exported. The Cuban Customs Tariff ceased to have any large effect as of the time that BANCEC was made the sole importing authority, and these new provisions appear to eliminate the tariff for all practical purposes.

In the field of domestic commerce, it is provided that the Ministry of Industries will henceforward direct the country's industrial development policies, as well as manage all state industries. As the Ministry of Agriculture was dissolved recently, one of the effects of the new reorganization is to require the National Institute of Agrarian Reform (INRA) to concentrate on agricultural matters. The Banco Nacional is no longer concerned with foreign trade and, instead, it will concentrate on the banking field. All banks in Cuba are now operating as agencies of the Banco Nacional.

The old Ministry of Commerce has been replaced by the Ministry of Internal Commerce. It will direct all commercial concerns established, nationalized or governed by the State, such as the department stores, grocery chain stores, drug stores and food distributors. Previously, these were administered by INRA. The Ministry of Internal Commerce will also be concerned with domestic price controls, the adequate supply of foodstuffs and consumer goods, and weights, measures and standards, etc.

Brazil

FISCAL DOLLAR RATE INCREASED—In a move to bring the conversion factor for the calculation of import duties more into line with the rise in current exchange rates, Brazil has increased the "fiscal dollar" rate to 222.51 cruzeiros per U.S. dollar for the month of March 1961.

Under the Brazilian system of multiple exchange rates whereby the cost of foreign exchange ranges from 100 cruzeiros per U.S. dollar for a few privileged goods to about 650 cruzeiros per U.S. dollar for goods considered unessential, the "fiscal dollar" rate is used by the Brazilian customs authorities to establish the cruzeiro value of imports for duty purposes. According to the Brazilian tariff law, it is fixed monthly by the Brazilian authorities and for the past few months has stood at 174 cruzeiros per U.S. dollar.

This new fiscal dollar rate of 222.51 Cr. will increase the customs charges on imported goods by about 30 per cent. The rates of duty in the Brazilian tariff, however, remain unchanged.

United States

TARIFF COMMISSION TO INVESTIGATE IMPORTS OF CREEPING RED FESCUE SEED—Having found in the course of the peril point investigation under Section 3 of the Trade Agreements Extension Act of 1951, that an increase in duty or additional import restrictions on the article described below are required to avoid serious injury to the domestic industry producing the like article, the United States Tariff Commission, in accordance with section 3(b)(1) of the said Act, instituted an investigation on March 3, 1961, pursuant to Section 7 of the said Act, for the purpose of determining whether such article is, as a result, in whole or in part, of the customs treatment reflecting the concessions granted thereon under the General Agreement on Tariffs and Trade, being imported into the United States in such increased quantities, either actual or relative, as to cause or threaten serious injury to the domestic industry producing the like product.

The imported article covered by this investigation is creeping red fescue seed, provided for in paragraph 763 of the Tariff Act of 1930.

A public hearing in connection with this investigation will begin at 10 a.m., e.d.s.t., on June 27, 1961, in the Hearing Room, Tariff Commission Building, Eighth and E Streets, N.W., Washington, D.C. Interested parties desiring to be heard should write the Secretary of the Commission at least five days in advance of the date set for the hearing.

TARIFF COMMISSION INVESTIGATION OF IMPORTS OF ALSIKE CLOVER SEED—Upon application of Oregon Alsike Seed Growers, and others, received February 6, 1961, the United States Tariff Commission, on February 13, 1961, under the authority of Section 7 of the Trade Agreements Extension Act of 1951, as amended, instituted an investigation to determine whether alsike clover seed, provided for in paragraph 763 of the Tariff Act of 1930, is, as a result in whole or in part of the duty or other customs treatment reflecting concessions granted thereon under the General Agreement on Tariffs and Trade, being imported into the United States in such increased quantities, either actual or relative, as to cause or threaten serious injury to the domestic industry producing like or directly competitive products.

A public hearing in connection with this investigation will begin at 10 a.m., e.d.s.t., on June 6, 1961, in the Hearing Room, Tariff Commission Building, Eighth and E Streets, N.W., Washington, D.C. Interested parties desiring to be heard should write to the Secretary of the Commission at least five days in advance of the date set for the hearing.

The application filed in this case is available for public inspection at the office of the Secretary, United States Tariff Commission, Eighth and E Streets, N.W., Washington, D.C., and at the New York office of the Tariff Commission, Room 437 of the Customhouse, where it may be read and copied by persons interested.

West Germany

MORE IMPORTS LIBERALIZED; FROZEN FRUITS, VEGETABLES FREED—The Federal Republic of Germany has expanded and consolidated its list of goods which are free from import restrictions. The new list reduces to eight the number of industrial products subject to import limitations, and adds to the free list 27 agricultural items. Most farm products are still controlled, however.

Among agricultural items freed from licensing requirements by the new directive are frozen fruit and vegetables; originally these were to be liberalized next July 1. Also added to the free list are vegetables in airtight containers, other than tomatoes, cucumbers, sauerkraut, grape juice; salt; levulose and maltose; bulbs; unrooted vine cuttings and slips; fruit trees and bushes; dextrose and lactose and their syrups.

Further details on German import restrictions are available from the International Trade Relations Branch of the Department of Trade and Commerce.

Trade Commissioners on Tour

In Canada

K. G. RAMSAY, who will take up his duties as Commercial Secretary in Lima, Peru, in August, will visit Toronto, April 24-28. Businessmen who wish to see Mr. Ramsay should get in touch with the Canadian Manufacturers Association in Toronto.

In Territory

J. H. BAILEY, Commercial Secretary in Bogota, Colombia, will visit Quito and Guayaquil in Ecuador in April.

G. E. BLACKSTOCK, Vice Consul and Assistant Trade Commissioner in New Orleans, will visit Jackson, Mississippi, Memphis, Tennessee, and Birmingham, Alabama, at the end of March.

W. G. BRETT, Assistant Commercial Secretary in Paris, France, will tour the French Community countries in Africa from April 10-May 12. His itinerary covers Nouakchott, Fort Gouraud and Port Etienne in Mauretania; Dakar in Senegal; Conakry, Guinea; Bamako, Mali; Abidjan, Ivory Coast; Lome, Togo; Cotonou, Dahomey; Ouagadougou, Volta; Niamey, Niger.

H. E. CAMPBELL, Trade Commissioner in Kingston, Jamaica, will visit Nassau, Bahamas, from April 23-29.

P. A. FREYSENG, Assistant Commercial Secretary in Vienna, Austria, will visit Prague, Czechoslovakia, from April 17-20, and Belgrade and Sarajevo in Yugoslavia from May 15-20.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans, will visit Tulsa and Oklahoma City, Oklahoma, Little Rock, Arkansas, and Shreveport, Louisiana, towards the end of April.

L. J. TAYLOR, Assistant Trade Commissioner in Johannesburg, South Africa, will visit the Malagasy Republic from April 17-25.

R. K. THOMSON, Commercial Counsellor in Vienna, Austria, will visit Zagreb, Ljubljana and Rijeka in Yugoslavia, from May 15-20.

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 Bogota, Mr. Blackstock and Mr. Harris at New Orleans, Mr. Brett at Paris, Mr. Campbell at Kingston, Mr. Freyseng and Mr. Thomson at Vienna, and Mr. Taylor at Johannesburg.

COMMODITY NOTES

Agricultural Machinery

IRAN—Statistics show that $26.7 million worth of agricultural equipment was sold in Iran from April 1957 to November 1960. Tractors (4,014), combines (728), ploughs, discs and seeders, etc., (6,753) made up the total. The Agricultural Mechanization Branch of the Government's Plan Organization finances the farmers' agricultural equipment purchases; payments are spread over four years—Tehran.

Aluminum

FRANCE—Production of primary aluminum totalled 235,200 tons during 1960, compared with 172,996 tons for the previous year. Seventy-nine per cent, or 187,500 tons, came from the Pechiney plants—an increase of 43,000 tons over 1959 production. Ugine, the second French producer of aluminum, accounted for 47,900 tons, an increase of 19,434 over 1959—Paris.

Apples

UNITED KINGDOM—The Minister of Agriculture has reported that 1960 saw a record apple crop. The dessert crop reached an estimated 15.9 million bushels (a record) and the cooking crop 16.2 million. In 1959 the figures were 14.1 and 12.8 million. The Minister has estimated that by the end of last year, two-thirds of the crop had been sold—London.

Coffee

INDIA—It is reported that the Indian Coffee Board has released for export out of the 1960-61 crop 4.54 million kilos of coffee to bilateral-account countries and 9.15 million to non-bilateral-account countries—Bombay.

Fishmeal

IRELAND—A fishmeal factory at Killybegs, County Donegal, built in 1957 at a cost of £132,000, is for sale. The heavy losses sustained because of the difficulty of securing a continuous supply of fish forced the company to go into voluntary liquidation. The very modern plant was designed by a German expert—Dublin.

Instant Coffee

BRAZIL—A new instant coffee plant capitalized at Cr.$22 million has been opened in São Paulo by the Companhia Paulista dos Cafeicultores-Industria de Café Solúvel. Because of the large quantities of coffee held by the Instituto Brasileiro do Café (IBC) for consumption in Brazil, interest in the manufacture of instant coffee is growing. Lower grades can be used and the product sold at reasonable prices. Three instant coffee factories have already been established and the IBC has received eleven proposals for additional ones—São Paulo.

Newsprint

JAPAN—Four Japanese paper mills have concluded contracts that will result in sales of 2,100 tons of newsprint to the Thai Industrial Paper Corporation. It is the largest newsprint order to date that a Thai company has placed in Japan. It is reported that in 1961 Thailand will import about 12,000 tons of newsprint, and that two-thirds of the total will come from Japan—Tokyo.

Seafoods

UNITED STATES—Florida plants packaging and freezing seafoods have turned out on an average some $29 million worth of finished products annually in recent years. Both employment and payrolls have risen to about three times the comparable 1954 figures. Seafood processing includes the freezing of fish, fish fillets, shrimp and other products for shipment over long distances; the shucking of oysters, and the semi-processing of other seafoods for immediate consumption in nearby areas—New Orleans.

Steel

PERU—The government-owned Santa Corporation has agreed to increase the productive capacity of its steel mill at Chimbote, north of Lima, from the present 58,000 metric tons a year to 240,000 by the end of 1963. Overseas Industrial Construction Limited of Zurich, and Continental Security Corporation, Thesaurus Ltd., a Swiss financing company, will finance the project. The Swiss group is extending an initial credit of U.S.$38 million to be amortized over ten years at 8 per cent a year—Lima.

Television

NEW ZEALAND—Auckland, New Zealand's only centre with television so far, will have commercial television after April 1. Total weekly programming in Auckland will increase from 18 to 28 hours. Initial prices for advertising on Channel 2 will centre on a basic charge of £50 a minute for casual commercials. The Minister of Broadcasting has stated that there is enough casual program material on hand and that he wants to expand the service as soon as possible. From April 1, there will be 14 hours a week each of non-commercial and commercial time—Wellington.

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

Conversion 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 1.013942.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 13	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Free	.01198	83.47	(1)
Austria	Schilling		.03812	26.20	
Australia	Pound		2.2092	.4526	
Bahamas	Pound		2.7615	.3621	
Belgium and Luxembourg	Franc		.01981	50.48	
Bermuda	Pound		2.7615	.3621	
Bolivia	Boliviano	Free	.00008632	11,584.80	
British Guiana	Dollar		.5753	1.74	
British Honduras	Dollar		.6904	1.45	
Brazil	Cruzeiro	General Category*	.004308	232.11	*Jan. 17 (2)
		Special Category	.001510	662.02	
		Official selling	.05285	19.18	(3)
Burma	Kyat		.2071	4.83	
Ceylon	Rupee		.2071	4.83	
Chile	Escudo	Free	.9375	1.06667	(4)
Colombia	Peso	Certificate	.1472	6.79	
Congo, Republic of	Franc		.01981	50.48	
Costa Rica	Colon	Official	.1756	5.69	
		Controlled free	.1484	6.74	
Cuba	Peso		.9863	1.01389	tax 2%
Czechoslovakia	Koruna		.1370	7.30	
Denmark	Krone		.1429	7.00	
Dominican Republic	Peso		.9863	1.01389	
Ecuador	Sucre	Official	.06575	15.21	
		Free	.05767	17.34	
Egyptian Region, United Arab Rep.	Pound	Official	2.8321	.3531	
		Export account selling	....	....	
El Salvador	Colon		.3945	2.53	
Fiji	Pound		2.4878	.4020	
Finland	Markka		.003082	324.46	
France, Monaco, etc.	New Franc		.2013	4.97	(5)
Franco-African Republics, etc.	Franc		.004026	248.38	(6)
French Pacific	Franc		.01107	90.33	(7)
Germany	D Mark		.2483	4.03	
Ghana	Pound		2.7615	.3621	
Greece	Drachma		.03287	30.42	
Guatemala	Quetzal		.9863	1.01389	
Haiti	Gourde		.1973	5.07	
Honduras	Lempira		.4931	2.03	
Hong Kong	Dollar	Free*	.1715	5.83	*Feb. 24
		Official	.1726	5.79	
Iceland	Krona	Official	.02595	38.53	(8)
India	Rupee		.2071	4.83	
Indonesia	Rupiah	Official	.02191	45.63	(8)
Iran	Rial		.01302	76.81	
Iraq	Dinar		2.7615	.3621	
Ireland	Pound		2.7615	.3621	
Israel	Pound		.5479	1.82	
Italy	Lira		.001536	630.52	
Japan	Yen		.002740	364.96	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent March 13	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free	.3098	3.23	
Mexico	Peso		.07890	12.67	
Morocco	Dirham		.1973	5.07	
Netherlands	Florin		.2738	3.65	
Netherlands Antilles	Florin		.5230	1.91	
New Zealand	Pound		2.7615	.3621	
Nicaragua	Cordoba	Effective buying	.1494	6.69	
		Official selling	.1399	7.15	
Nigeria	Pound		2.7615	.3621	
Norway	Krone		.1380	7.24	
Pakistan	Rupee		.2071	4.83	
Panama	Balboa		.9863	1.01389	
Paraguay	Guarani	Official	.007796	128.27	
Peru	Sol		.03675	27.21	
Philippines	Peso	Free	.3288	3.04	
		Official	.4931	2.03	
Portugal & Colonies	Escudo		.03442	29.05	(9)
Singapore and Malaya	Straits Dollar		.3222	3.10	
Spain and Dependencies	Peseta		.01644	60.84	
Sweden	Krona		.1909	5.24	
Switzerland	Franc		.2282	4.38	
Syrian Region, United Arab Rep.	Pound	Free	.2755	3.63	
Thailand	Baht	Free	.04690	21.32	(8)
Tunisia	Dinar		2.3670	.4225	
Turkey	Lira		.1096	9.12	(8)
Union of South Africa	Rand		1.3808	.7242	
United Kingdom	Pound		2.7615	.3621	
United States	Dollar		.98625	1.013942	
Uruguay	Peso	Free	.08942	11.18	(10)
Venezuela	Bolivar		.2941	3.40	(11)
West Indies Fed.	Dollar		.5753	1.74	(12)
	Pound		2.7615	.3621	(13)
Yugoslavia	Dinar	Official	.001315	760.46	(8)

*Latest available quotation date.

Notes

1. Argentina: effective Jan. 1, 1959, a single fluctuating exchange rate was introduced. Exports are subject to retention taxes of either 10 or 20 per cent ad valorem under this system.
2. Brazil: exporters receive cruzeiros at official buying rate of Cr.$18.36 plus (a) an exchange premium of Cr.$71.64 per U.S. dollar for coffee green, roasted or powdered and cocoa beans; (b) Cr.$81.64 per U.S. dollar for cocoa products, castor seeds, mineral crude oil and its products. Returns of all other exports 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 imports. Chilean importers must make prior deposits in amounts ranging from 5 to 1,500 per cent, depending on product, prior to shipment of goods. Beginning Jan. 1, 1960, one escudo equals 1,000 pesos.
5. New franc is also used in Algeria, French Guiana, Guadeloupe and Martinique.
6. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
7. New Caledonia, New Hebrides, French Polynesia.
8. Additional rates are in effect.
9. Portugal: approximately same rate for Portuguese territories in Africa.
10. A new exchange system was introduced in December 1959 under which exchange transactions take place at free market rates.
11. Effective Nov. 8, 1960, Venezuela imposed exchange controls. Exchange at the official rate is available for specified purposes. Otherwise, it must be purchased on the free market at fluctuating rates.
12. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
13. Jamaica.

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina	C. S. Bissett Commercial Counsellor C. O. R. Rousseau Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 33-8237
Australia (Capital Territory New South Wales, Northern Territory Queensland) Dependencies	S. V. Allen Commercial Counsellor for Canada L. D. Burke Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY	*Mail:* P.O. Box 3952 G.P.O. *Cable:* CANADIAN *Phone:* BW 5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	H. A. Gilbert Commercial Counsellor for Canada I. R. Smyth Assistant Commercial Secretary	Mobil Centre 2 City Road SOUTH MELBOURNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-3473
Australia	R. B. Nickson Commercial Secretary	Office of the High Commissioner for Canada State Circle CANBERRA	*Mail:* (City Address) *Cable:* DOMCAN *Phone:* U-1304 *Telex:* CBA C217 (DOMCAN CBA)
Austria Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	R. K. Thomson Commercial Counsellor P. A. Freyseng Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	*Mail:* (City Address) *Cable:* CANADIAN *Tel.:* 57-25-97 *Telex:* 1-3380 (DOMCAN VIENNA)
Belgium Luxembourg, European Economic Community, European Atomic Energy Community, European Coal and Steel Community	L. H. Ausman Commercial Counsellor A. A. Lomas Assistant Commercial Secretary P. T. Eastham Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 13.38.50 *Telex:* 0-2613 (DOMCAN BRU)
Brazil	Wm. Jones Commercial Counsellor Malcolm Rowan Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	*Mail:* Caixa Postal 2164 *Cable:* CANADIAN *Phone:* 42-4140 *Telex:* RIO 175 (DOMINION RIO)
Brazil	D. M. Holton Consul and Trade Commissioner R. H. Gayner Vice Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	*Mail:* Caixa Postal 6034 *Cable:* CANADIAN *Phone:* 36-6301
Ceylon	I. V. Macdonald Commercial Secretary	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	*Mail:* P.O. Box 1006 *Cable:* CANADIAN *Phone:* 91341
Chile	J. M. Knowles Acting Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	*Mail:* Casilla 771 *Cable:* CANADIAN *Phone:* 64189
Colombia Ecuador	J. H. Bailey Commercial Secretary and Consul	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	*Airmail:* Apartado Aereo 14522 *Surface Mail:* Apartado 1618 *Cable:* CANADIAN *Phone:* 43-00-65
Congo Angola, Central African Republic, Chad, Congo (Community), Gabon	Consul General	Canadian Consulate General C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	*Mail:* Boîte Postale 8341 *Cable:* CANADIAN *Phone:* 2706 *Telex:* LEO 68 (DOMCAN LEO)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Cuba	P. A. Savard Commercial Secretary	Canadian Embassy Edificio Ingenieros Civiles Calle 17 y O Vedado HAVANA	*Mail:* Apartado 1945 *Cable:* CANADIAN *Phone:* 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Hilda 3306
Dominican Republic Puerto Rico	W. B. McCullough Commercial Counsellor	Canadian Embassy Edificio Copello 408 Calle El Conde CIUDAD TRUJILLO	*Mail:* Apartado 1393 *Cable:* CANADIAN *Phone:* 2-8138
France Algeria; Cameroon Republic, Dahomey, Guinea, Ivory Coast, Mali Republic, Mauretania, Morocco, Niger, Senegal, Togoland, Volta	A. G. Kniewasser Commercial Counsellor W. G. Brett Assistant Commercial Secretary C. T. Charland Assistant Commercial Secretary R. G. Woolham Assistant Commercial Secretary Y. C. Jauron Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* BALzac 99-55 *Telex:* 2-0600 (DOMCAN PARIS)
Germany Federal Republic	J. A. Stiles Commercial Counsellor W. J. O'Connor Assistant Commercial Secretary (Agriculture) Louis de Salaberry Assistant Commercial Secretary	Canadian Embassy 22 Zitelmannstrasse BONN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 21971 *Telex:* 886421 OR 886422 (DOMCAN BONN)
Germany	R. E. Gravel Consul General Richard Turcotte Vice Consul	Canadian Consulate General 69 Ferdinandstrasse HAMBURG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 326149
Ghana Gambia, Liberia, Sierra Leone	K. F. Osmond Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	*Mail:* P.O. Box 1639 *Cable:* CANADIAN *Phone:* 4824
Greece Cyprus, Israel, Turkey	B. A. Macdonald Commercial Counsellor B. C. Steers Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 74044
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Canadian Government Trade Commissioner K. D. Taylor Assistant Trade Commissioner	5a Avenida 11-70, Zone I GUATEMALA CITY, C.A.	*Airmail:* P.O. Box 400 *Surface Mail:* P.O. Box 444 *Cable:* CANADIAN *Phone:* 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	*Mail:* P.O. Box 826
Hong Kong Cambodia, 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	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Phone:* 27743

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
India (except States of Gujerat and Maharashtra) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor B. Horth Assistant Commercial Secretary	Office of the High Commissioner for Canada 13 Golf Links Area NEW DELHI 1	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 35201
India (States of Gujerat and Maharashtra), Goa	W. F. Hillhouse Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	*Mail:* P.O. Box 886 *Cable:* CANADIAN *Phone:* 255154
Indonesia	Commercial Division	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Gambir 1313
Iran	A. B. Brodie Commercial Counsellor	Canadian Legation 32 Anatole France TEHRAN	*Mail:* P.O. Box 1610 *Cable:* CANTRACOM *Phone:* 4-9291
Ireland	W. R. Van Commercial Secretary for Canada	66 Upper O'Connell St. DUBLIN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44251
Italy 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 864-327 *Telex:* RMO 86 (RMO 86 DOMCAN OR RMO 56 DOMCAN)
Japan South Korea	A. P. Bissonnet Commercial Counsellor N. W. Boyd Assistant Commercial Secretary C. M. Kerr Assistant Commercial Secretary	Canadian Embassy TOKYO	*Mail:* Canadian Embassy *Cable:* CANADIAN *Phone:* 408-2101/8 *Telex:* TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Syrian Region of United Arab Republic	W. B. Walton Acting Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 50955
Mexico	F. B. Clark Commercial Secretary W. M. Miner Assistant Commercial Secretary G. L. Gagne Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	*Mail:* Apartado 25364 *Cable:* CANADIAN *Phone:* 25-15-60
Netherlands	J. C. Britton Commercial Counsellor G. E. Woollam Agricultural Counsellor J. R. Caux Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-41-11 *Telex:* 31270 (DOMCAN HAGUE)
New Zealand Fiji, Samoa, Tahiti, Tonga	J. H. Stone Commercial Counsellor W. J. Collett Assistant Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg., WELLINGTON	*Mail:* P.O. Box 1660 *Cable:* CANADIAN *Phone:* 70-644 *Telex:* WGN 9 (DOMCAN WGN)
Nigeria	H. W. Richardson Commercial Counsellor	Office of the High Commissioner for Canada Barclays Bank Building, 4th Floor 40 Marina Road LAGOS	*Mail:* P.O. Box 851 *Cable:* CANADIAN *Phone:* 25262

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Norway Iceland	M. B. Bursey Commercial Counsellor	Canadian Embassy Fridtjof Nansens Plass 5 OSLO	*Mail:* P.O. Box 1379—Vika *Cable:* CANADIAN *Phone:* 33-30-80
Pakistan Afghanistan	L. A. Campeau Commercial Counsellor	Office of the High Commissioner for Canada Hotel Metropole, Victoria Rd. KARACHI	*Mail:* P.O. Box 3703 *Cable:* CANADIAN *Phone:* 50322 *Telex:* KRC 10
Peru Bolivia	W. J. Jenkins Acting Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	*Mail:* Casilla 1212 *Cable:* CANADIAN *Phone:* 72760
Philippines Republic of China (Taiwan)	T. G. Major Consul General and Trade Commissioner R. M. Dawson Vice Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 5-85-97
Portugal Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 53117
Rhodesia and Nyasaland Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Avenue SALISBURY	*Mail:* P.O. Box 2133 *Cable:* CANTRACOM *Phone:* 26571
Singapore Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	E. H. Maguire Canadian Government Trade Commissioner K. O. Hillyer Assistant Trade Commissioner	Rooms 4, 5 and 6 American International Building Robinson Road and Telegraph St. SINGAPORE	*Mail:* P.O. Box 845 *Cable:* CANADIAN *Phone:* 74260
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner L. J. Taylor Assistant Trade Commissioner	Mutual Building 17th Floor, Corner Rissik and De Villiers Streets JOHANNESBURG	*Mail:* P.O. Box 715 *Cable:* CANADIAN *Phone:* 33-2628
South Africa (Cape Province), St. Helena, Southwest Africa	M. R. M. Dale Canadian Government Trade Commissioner	602 Norwich House The Foreshore CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANTRACOM *Phone:* 2-5134/5
Spain 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	*Mail:* Apartado 117 *Cable:* CANADIAN *Phone:* 47-54-00
Sweden Finland	J. M. T. Thomas Acting Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	*Mail:* P.O. Box 14042 *Cable:* CANADIAN *Phone:* 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor J. H. Nelson Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 4-63-81 *Telex:* 2-2386 (DOMCAN GENEVE)
Union of Soviet Socialist Republics	W. Van Vliet Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	*Mail:* (City Address) *Cable:* CANAD *Phone:* 415142
United Arab Republic **Egyptian Region** Aden, Sudan, Ethiopia, Saudi Arabia, Yemen	D. S. Armstrong Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Phone:* 23110

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United Kingdom	B. C. Butler Minister (Commercial) S. G. Tregaskes Commercial Counsellor W. Gibson-Smith Commercial Counsellor D. B. Laughton Agricultural Secretary E. J. White Commercial Secretary (Timber) W. A. Stewart Assistant Agricultural Secretary Geo. Hazen Assistant Commercial Secretary S. G. Harris Assistant Commercial Secretary	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	*Mail:* (City Address) *Cable:* SLEIGHING *Phone:* Mayfair 9492 *Telex:* 2-2526 OR 2-8240 DOMINION LDN) *Cable:* TIMCOM
United Kingdom (Midlands, North England)	A. W. Evans Canadian Government Trade Commissioner	Martins Bank Building Water Street LIVERPOOL	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Central 0625
United Kingdom (Scotland)	P. V. McLane Canadian Government Trade Commissioner E. J. Ward Assistant Trade Commissioner (Timber)	Cornhill House 144 West George St. GLASGOW C.2	*Mail:* (City Address) *Cable:* CANTRACOM *Phone:* Douglas 6751
United Kingdom (Northern Ireland)	W. R. Van Canadian Government Trade Commissioner	36 Victoria Square BELFAST	*Mail:* (City Address) *Phone:* 21867
United States Delaware, Maryland, Virginia, West Virginia	M. Schwarzmann Minister-Counsellor (Economic) D. A. B. Marshall Agricultural Counsellor T. M. Burns Commercial Counsellor J. D. Blackwood Assistant Commercial Secretary J. MacNaught Assistant Agricultural Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* DEcatur 2-1011
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* DEcatur 2-1011
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Jeannette Dugal began a tour of duty in Paris, her first post, in 1957. She is a native of Edmundston, N.B., but her Canadian home is now Ottawa.

Muriel McCann, an Ottawa girl, served for 2½ years in Tokyo before being posted to New Delhi, India, in 1959.

Norah Leonard arrived in Canberra, Australia, last summer; her previous post was Djakarta, Indonesia. She comes from Perth, Ontario.

New Delhi or Canberra

Or in one of the other foreign posts where Canadian women like these are working as secretaries and stenographers for the Department of Trade and Commerce. Classified as Foreign Service Stenographers, they are members of the Canadian Trade Commissioners' staffs. Their stay abroad varies from two to three-and-a-half years, with about one year at Head Office in Canada between postings.

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