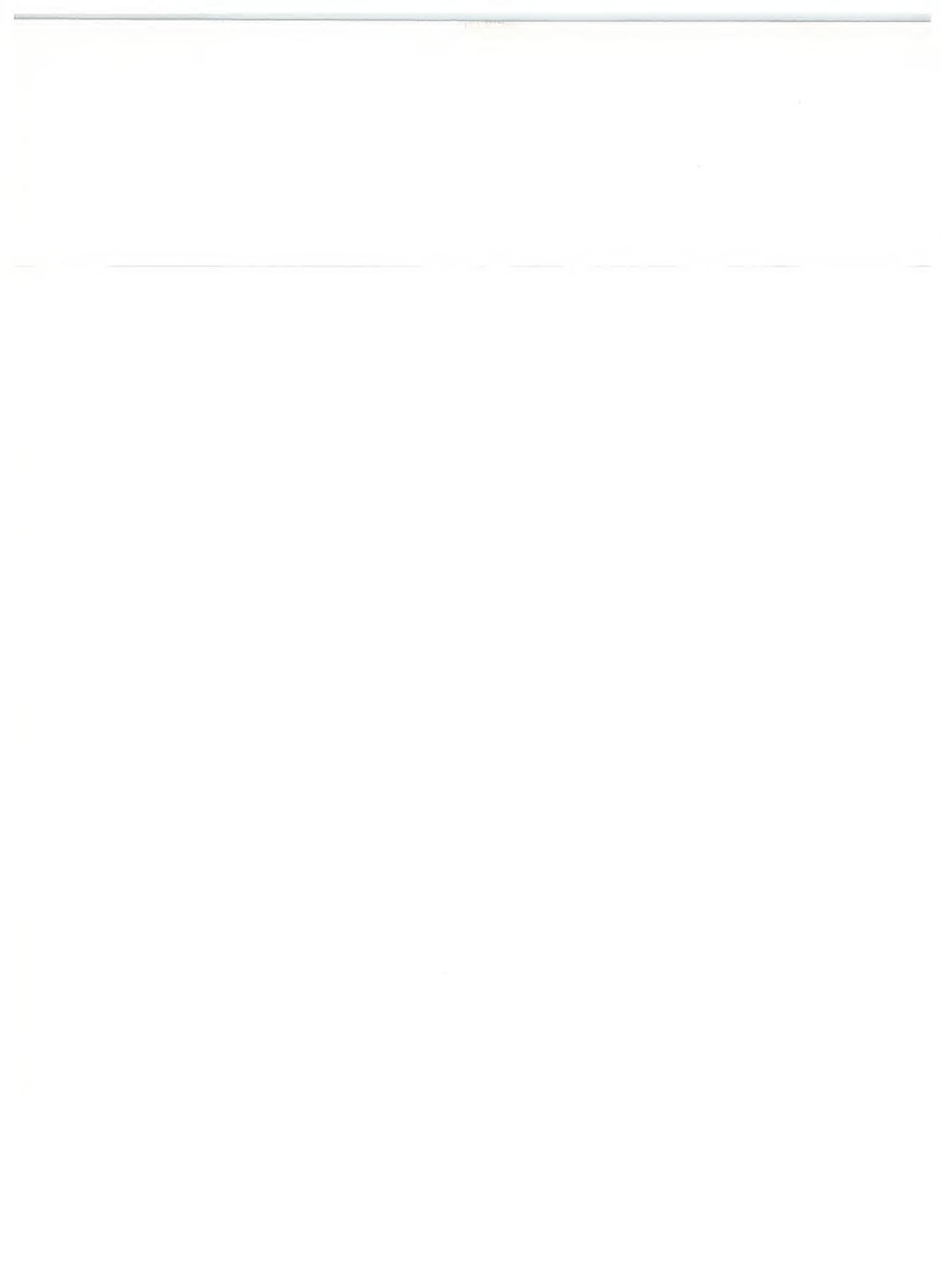




FOREIGN TRADE

DEPARTMENT
OF TRADE AND
COMMERCE
O T T A W A

APRIL 8. 61



FOREIGN TRADE

APRIL 8, 1961

Vol. 115 No. 7

COVER: *At a New Brunswick cannery, gleaming silvery sardines by the bucketful are hoisted out of the hold—step one in their journey to foreign markets. Last year, exports of canned sardines were the second highest in history, with Jamaica as the biggest buyer. For the facts on all types of fisheries production and exports, see the article on page two.*

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Canada's Fisheries Markets in 1960

2

Each spring, just before the Fisheries Council of Canada holds its annual meeting, the chief of the Department's Fisheries Division reviews production, exports, imports and special problems in this vital industry in the past year. You'll find his current report, well buttressed by statistics, on pages 2 to 8.

Australia Builds an Oil-Refining Industry

8

Australians come next to North Americans and Scandinavians as consumers of oil products. Because they haven't yet struck oil at home, they buy Middle Eastern and Indonesian crude, refine it themselves. From Sydney comes an account of the growth of this refining industry, vital in industrial advance.

Advertising Abroad: Italy

11

If you want to advertise your products in Italy, you'll find it has up-to-date advertising agencies, some of them affiliated with Canadian counterparts, ready to advise you. Meanwhile, the background information in this article will give you an initial insight into Italian media and methods.

Argentine Agriculture Faces Problems

14

With eleven years of service in Buenos Aires, Canada's Commercial Counsellor writes of Argentina's agriculture with the perspective that experience provides. Those interested in the Argentine as a source of supply or potential competitor will want to study his analysis of farm production and prospects.

Iran's Industries Are Growing Up

19

Oil revenues, development plans, tax and other concessions are stimulating industrial advance. Iranians are eagerly encouraging foreign participation in this industrial effort—a policy that influences its sources of supply.

The Netherlands Toy Industry

21

Some Dutch boys and girls use Canadian skates and sleighs. What are the chances of our manufacturers making greater inroads into this market against domestic producers? What competition do we have to match in this Dutch market?

Pakistan's New Coinage

7

Canada Sells More to Britain

17

The Canaries Are Booming

18

Canadian Products Attract London Buyers

26

Shipping by Air Parcel Post

27

Commodity Notes

32

Markets in Brief

36

Foreign Exchange Rates

34

The Librarian Suggests

24

Foreign Tariffs and Trade Regulations

28

Trade Commissioners on Tour

10

General Notes

13

COMING—A REVIEW OF TRADE AND DEVELOPMENT IN THE FAR EAST, APRIL 22 ISSUE

Canada's Fisheries

Fisheries Facts in '60

Landings, sea fisheries 1960—1.7 billion pounds.

Landed value, sea fisheries, 1960—\$88 million.

Atlantic catch, up 2.3 million pounds over 1959.

Pacific catch, down 283 million pounds from 1959.

Salmon catch lowest since 1910; landed value down 17 per cent. Canned pack smallest since 1921.

Exports of fisheries products valued at \$138.1 million; went to 87 countries; U.S. alone took \$99 million.

Imports of fisheries products valued at \$15.3 million in first 11 months of '60; came from 43 countries.

Fresh and frozen fish leading export at \$89.4 million; went mainly to the U.S., but British market also opened up.

Salted groundfish found major market in Puerto Rico, replacing Jamaica.

Fresh lobster shipments valued at \$11.2 million; U.S. continued to be major outlet.

LANDINGS in the Canadian sea fisheries during the calendar year 1960 reached 1,667,632,000 pounds, 14 per cent less than in 1959. The landed value totalled \$87,946,000, compared with \$94,853,000 in the previous year. Much smaller catches of salmon and herring in our Pacific Coast fishery was the reason for the smaller returns.

Atlantic Fisheries

The over-all yield of the Atlantic coast fishery in 1960 was a little higher than in 1959, but two important species, cod and haddock, were down. However, higher landings and values of other species—particularly small flatfish, lobster, ocean perch or redfish, herring and sardines—made up for the loss in the cod and haddock fisheries. Atlantic fishermen landed 1,331 million pounds of fish and shellfish with an ex-vessel value of \$59,891,000—about 2.3 million pounds and \$1.4 million higher than in 1959. Lobster was the most important single fishery in terms of value: the 1960 landings were worth \$18,041,000 compared with \$17,322,000 in the previous year. Cod maintained its position as the second most valuable species in the Atlantic fishery, with a total landed value of \$16,823,000 (603,392,000 pounds), compared with \$17,113,000 (642,312,000 pounds) in 1959.

Pacific Fisheries

The catch of the Pacific coast fishery dropped to 336.8 million pounds, bringing down the landed value to \$28,055,000; this was 283 million pounds and \$8,285,000 below the 1959 figures. The quantity of salmon taken in British Columbia during 1960 was the lowest in any year since records were first kept in 1910, totalling only 74,036-

Markets in 1960

T. R. KINSELLA, *Chief, Fisheries Division.*

000 pounds, or a decrease of 30 per cent from 1959. The landed value—at \$17,012,000—fell by only 17 per cent because of higher unit prices. The small salmon run has been attributed to off-seasons in the spawning cycles of several species in the same year. Normally, when one species such as sockeye is low, one of the other types is running in peak numbers. The pink salmon landings in 1960 totalled only 16.5 million pounds as against 35 million in 1959, the lowest since 1954. Limited activity in the herring fishery was mainly responsible for the poor catch of this species; only 186,588,000 pounds were landed compared with 444,032,000 in 1959. The value went down to \$2,702,000, a drop of 63 per cent.

Inland Fisheries

The latest available figures for the inland or fresh water fisheries show that in 1959 landings reached 115 million pounds with a landed value of \$14 million; Ontario was the leading producer, with Manitoba, Saskatchewan, Alberta, Northwest Territories, New Brunswick and Quebec (in that order) contributing to the total. Whitefish, yellow pickerel, perch and sturgeon were the important species taken. The Great Lakes Fishery Commission, a joint Canadian-United States organization, continued its all-out war on the sea lamprey in the Great Lakes during 1960. This predator has played havoc with valuable fish stocks, particularly lake trout. The most spectacular measure in combating the lamprey has been the application to breeding streams of a chemical which acts as a lampicide. Although lethal to lamprey, it does not injure other fish stocks that are exposed to the low concentration used. The Commission has taken steps to restore the lake trout

in areas where they have been drastically reduced. Hatchery-reared trout have already shown a high rate of survival after planting and they will likely play an important part in the recovery of the fishery.

Exports Down Slightly

In 1960, exports of fisheries products reached only \$138,130,000, down 6 per cent from the previous year's \$147,816,000. Smaller quantities of canned salmon and fishmeal were available for export and were responsible for the decrease. Shipments of canned salmon dropped to \$10.9 million in 1960 in comparison with \$22.5 million in 1959. Fresh and frozen fish, particularly in the frozen block form, made moderate gains. Exports of salted groundfish were also higher but smoked, pickled, and dry salted fish were lower in value. Canned sardines sales rose 20 per cent over the previous year and exports of molluscs and crustaceans (notably lobster and scallops) also increased. Marine oils and miscellaneous fisheries products showed losses compared with 1959. Exports of fisheries products during 1960 were consigned to 87 countries.

Imports Increased

The value of imports of fisheries products into Canada during the period January-November 1960 reached \$15,267,000—about \$216,000 higher than in the corresponding period in 1959. Shipments were received from 43 countries. Major purchases included fresh or frozen shrimp from the United States, Mexico, Hong Kong and Panama, plus canned shrimp from the United States, Mexico, Norway and India. Canned tuna was the third highest item and came mainly from Japan, Portugal and the United States. Important quantities of canned sar-

dines and anchovies were also imported from Norway, Portugal, Denmark and Spain. Because of the very small pack of Canadian salmon in 1960, supplies valued at \$664,000 were purchased from the United States. Japanese canned salmon sales to Canada in this period totalled only \$11,000. Another item of interest was imports of fishmeal from Peru (3,418,600 pounds valued at \$126,142) and South Africa (660,000 pounds worth \$43,560).

Fresh and Frozen Fish

There was an encouraging overall increase in exports of fresh and frozen fish in 1960 compared with 1959. An interesting trend during the year was the shift from exports of frozen cod fillets to frozen cod blocks to the United States for making cooked and uncooked fish sticks and portions. Prohibitive tariffs on imports of these products into the United States limit exports but Canada leads all other fish-producing nations in supplying the raw materials.

With the removal of the restrictions on imports of frozen fish into the United Kingdom late in 1959, a new outlet for exports of frozen fisheries products developed. During the war and prewar periods, Britain purchased large quantities of frozen salmon, halibut, cod and haddock fillets from Canada—and important sales of these were made in 1960, indicating that Canadian exporters are planning to re-enter the United Kingdom market in a major way.

In addition, other countries in Europe (such as West Germany and Sweden) were anxious to purchase frozen fish from Canada. The close proximity of the fishing grounds to the Canadian plants (which have all the latest available processing equipment) gives our

producers an advantage over most of the supplying countries. Another feature is the superior quality brought about by the introduction of the specifications of the Canadian Government Specifications Board in 1959, which govern the voluntary inspection of fish plants and fisheries products. Fresh and frozen fish which has passed the rigid standards may bear the Maple Leaf emblems *Canada Inspected or Processed under Government Supervision*. Constant on-the-spot vigilance by inspecting officers of the Department of Fisheries, with the co-operation of industry, ensures that these insignia symbolize the choicest of fresh and frozen fish products.

The trade agreement between Iceland and Russia signed on January 23, 1960, for a period of three years is still in effect. It provides for the annual delivery of up to 32,000 tons of Icelandic frozen fillets to Russia. This should help to maintain the orderly marketing of frozen fish.

Preliminary returns indicate that imports of fresh and frozen ocean perch and groundfish fillets and blocks (cod and related species) into the United States during 1960 totalled 155.6 million pounds compared with 184.8 million in 1959. Canada continued to be the leading supplier of frozen cod fillets, providing 21,561,000 pounds out of the total of 29,565,000. Iceland was second with 7,456,000 pounds followed by Denmark (193,000) and Norway (90,000); other producing countries supplied 265,000 pounds. Imports of fillets of haddock, ocean perch, hake, pollock, and cusk into the United States from all sources totalled 36,313,000 pounds. Canada's share reached 25,336,000 pounds and Iceland furnished 6,896,000. Other suppliers included West Germany, Norway, and the Netherlands.

United States imports of frozen blocked fish in 1960 reached 90 million pounds in comparison with 85.3 million in 1959. Canada was the principal source, shipping 55.3 million pounds, followed by Iceland

(18 million), Denmark (6 million), Greenland (3.9 million), Norway (3.4 million), and West Germany (1.9 million). A few other countries provided the remainder. These frozen blocks or slabs were shipped to 39 manufacturers of fish sticks and fish portions in the United States, who produced 65 million pounds of fish sticks and 48.3 million pounds of fish portions in 1960 as against 60 million and 37.1 million respectively in 1959.

Salted Fish

Exports of salted groundfish (cod and related species) in 1960, at 107,766,000 pounds (\$18,484,000), were higher than in the previous year (106,937,000 pounds worth \$17,726,000), although the boneless and light salted forms had smaller sales. Puerto Rico replaced Jamaica as the leading market in 1960. Shipments of heavy salted

TABLE I

Canadian Exports of Fisheries Products by Forms, 1956-1960

(total value in millions of dollars)

	1956	1957	1958	1959	1960
All Fish Products	133.71	132.46	155.02	147.82	138.13
Fresh and Frozen	77.97	81.46	88.20	85.74	89.47
Whole or dressed	28.50	29.80	35.73	33.15	34.94
Fillets	31.10	33.39	35.17	33.37	33.89
Shellfish (in shell and meat)	18.37	18.27	17.30	19.22	20.64
Cured	22.84	24.51	22.70	21.79	22.16
Smoked	1.76	1.60	1.58	1.43	1.31
Bloaters and kippers	1.23	1.00	1.01	0.92	0.85
All other	0.53	0.60	0.57	0.51	0.46
Salted and Dried	17.71	19.42	18.20	17.72	18.48
Cod	15.59	16.84	15.69	14.77	14.98
All other	2.12	2.58	2.51	2.95	3.50
Pickled	3.37	3.49	2.92	2.64	2.37
Herring	1.65	1.88	1.75	1.45	1.40
All other	1.72	1.61	1.17	1.19	0.97
Canned Fish and Shellfish	19.63	16.02	35.63	28.00	17.77
Salmon	14.98	11.27	30.64	22.46	10.93
Sardines	2.12	2.28	2.80	2.95	3.52
Lobster	2.07	2.06	1.82	1.93	2.45
All other	0.46	0.41	0.37	0.66	0.87
Miscellaneous	13.27	10.47	8.49	12.29	8.73
Meal	7.59	6.18	3.85	6.70	3.83
Oil	2.24	0.93	1.32	2.35	2.05
All other	3.44	3.36	3.32	3.24	2.85

dried cod (43 per cent moisture content or less) remained at the same level as in 1959, while the 43-45 and 45-50 per cent moisture-content cures were a little higher both in quantity and value. Major outlets for the hard-dried light salted cod were Puerto Rico, Spain, Jamaica, Italy and Portugal; Jamaica, Puerto Rico, and Cuba were the leading purchasers of heavy salted hard-dried cod. As at the end of the two previous seasons, because of reduced production the total carryover of stocks of salt cod in the principal producing countries and on the market when the 1959-60 season finished was relatively small. However, towards the end of 1960 Canadian exporters of salt cod were encountering difficulty in the Cuban market because of the shortage of dollars and some Cuban purchases from Iceland under bar-

TABLE II—Canadian Exports of Fisheries Products by Countries, 1956-1960

	1956		1957		1958		1959		1960	
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
All Areas	133,706	100.0	132,455	100.0	155,016	100.0	147,816	100.0	138,130	100.0
United States	96,758	72.4	97,006	73.2	103,321	66.7	98,645	66.7	98,839	71.6
Total British Caribbean	7,389	5.5	7,928	6.0	6,850	4.4	7,909	5.4	8,191	5.9
Jamaica	4,021	3.0	4,456	3.4	3,319	2.1	4,336	2.9	4,372	3.2
Barbados	529	0.4	535	0.4	482	0.3	431	0.3	464	0.3
British Guiana	540	0.4	635	0.5	754	0.5	801	0.5	926	0.7
Leeward and Windward Islands	968	0.7	981	0.7	911	0.6	995	0.7	1,040	0.7
Trinidad and Tobago	1,153	0.9	1,157	0.9	1,189	0.8	1,130	0.8	1,145	0.8
Other British Caribbean	178	0.1	164	0.1	195	0.1	216	0.2	244	0.2
Total Non-British Caribbean	10,092	7.5	9,759	7.4	9,671	6.2	9,027	6.1	8,907	6.5
Puerto Rico	3,205	2.4	3,887	2.9	4,017	2.6	2,773	1.9	3,635	2.6
Cuba	2,820	2.1	2,488	1.9	2,204	1.4	2,736	1.8	1,839	1.3
Dominican Republic	1,831	1.4	1,670	1.3	1,599	1.0	1,669	1.1	1,723	1.3
Haiti	1,214	0.9	656	0.5	798	0.5	677	0.5	724	0.5
Panama	314	0.2	362	0.3	377	0.3	146	0.1	195	0.2
Other Caribbean	708	0.5	696	0.5	676	0.4	1,026	0.7	791	0.6
Total Europe	15,257	11.4	13,294	10.0	31,501	20.3	28,751	19.4	18,006	13.0
United Kingdom	8,799	6.6	7,731	5.8	25,453	16.4	22,363	15.1	11,525	8.3
Belgium and Luxembourg	1,284	1.0	1,003	0.8	1,013	0.7	1,139	0.8	1,081	0.8
Germany	1,191	0.9	369	0.3	565	0.4	487	0.3	438	0.3
Italy	1,525	1.1	1,732	1.3	1,214	0.8	1,364	0.9	1,132	0.8
Netherlands	661	0.5	364	0.3	1,091	0.7	613	0.4	604	0.4
Portugal	172	0.1	261	0.2	532	0.3	993	0.7	906	0.7
Spain	847	0.6	1,083	0.8	932	0.6	285	0.2	878	0.6
Other Europe	778	0.6	751	0.5	701	0.4	1,507	1.0	1,442	1.1
Total All Other Countries	4,210	3.3	4,468	3.4	3,673	2.4	3,484	2.4	4,187	3.0
Other Commonwealth	3,455	2.6	3,114	2.4	2,783	1.8	2,495	1.7	3,809	2.8
Brazil			397	0.3	308	0.2	524	0.4	22	*
Congo (Belgian)	17	*	63	*	19	*	32	*	18	*
Taiwan			164	0.1	40	*				
Philippine Islands	338	0.3	293	0.2	93	0.1	99	0.1		
All Other Countries	400	0.3	437	0.4	430	0.3	334	0.2	338	0.2
Total Commonwealth Countries	19,643	14.7	18,773	14.2	35,086	22.6	32,767	22.2	23,525	17.0

*Less than half of one-tenth of one per cent.

ter arrangements. Exchange difficulties continued in Brazil and immediate prospects for re-entering that important prewar outlet for Canadian salt cod appear bleak. Spain liberalized imports of salt cod early in 1960 and Canada's trade agreement with Portugal covering the provision of dollars for the purchase of Canadian salt cod remained in force.

Wet salted cod (over 50 per cent moisture content) exports decreased in 1960—9,933,000 pounds as against 11,828,000 pounds in 1959.

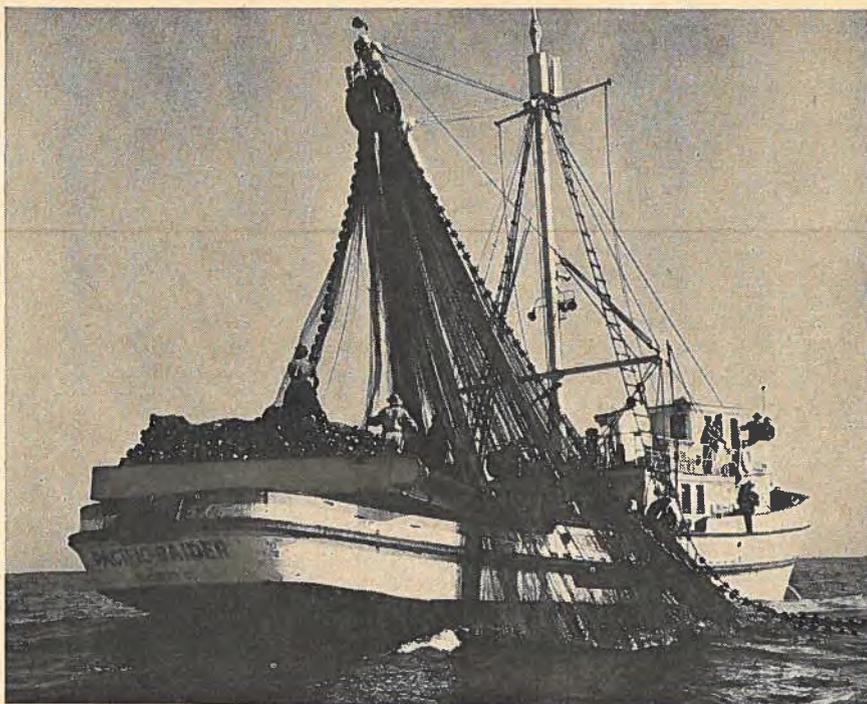
Higher unit prices prevailed, however, and the over-all value remained almost the same—\$1,050,000 compared with \$1,051,000 in 1959. Italy, Portugal, the United States, Cuba and Greece were the markets involved.

Shipments of salted scale fish (pollock, hake and cusk) were up in 1960, with the Dominican Republic, British Guiana and Puerto Rico taking important quantities. Sales of salted alewives and pickled split mackerel and herring, as well as mild cured salmon, were down in

comparison with the previous year. Lesser quantities of smoked herring bloaters were exported in 1960; Haiti and the Dominican Republic were the main markets.

The Fisheries Research Board of Canada, through its Technological Station at Grande Riviere on the Gaspé Coast, conducts investigations relating to salt cod in the interests of the salt fish industry. During 1960, experiments were made in vacuum freeze drying of codfish steaks and fillets. Similar research is planned for 1961, using

The power block mounted on the mast of the seagoing Pacific Raider hauls in the huge net. Seiners like these reaped a poorer harvest last year: the Pacific herring catch dropped drastically. The salmon catch too was the smallest since records were first kept in 1910.



spiked plate drying and radiant heating. Experiments will also be conducted with salt fish; one has to do with the problem of holding semi-processed salt fish. It would be a considerable advantage to fishermen and plant managers if light-salted fish could be semi-dried and then held in storage without deterioration until the fishing season was over, when processing could be completed at leisure.

Canned Fish

The final pack report for British Columbia canned salmon shows that only 632,089 cases of all varieties were put up in 1960. This is the smallest pack since 1921 (603,548 cases) and compares poorly with the average pack of around 1.5 million cases or the near-record 1958 pack of 1,900,025 cases. Although last year's cycle has generally been low in production, the unexpected drop may be partly explained by poor spawning conditions and low ocean survival. However, reports from the Pacific Coast indicate that the fisheries scientists are predicting better runs for 1961, especially to the Quesnel Lake area of the Fraser

River. The return of the famous Adams River run is expected in 1962 and this augurs well for the Canadian salmon-packing industry. United States production of canned salmon was higher in 1960 than in the previous year—the Alaska pack alone reached 2.55 million cases, of which 1.17 million cases were sock-eye. On the other hand, Japanese output of canned salmon and trout in 1960 is reported to have dropped to almost half of the 2.8 million cases put up in 1959. No official reports have been received about the Russian salmon pack but it is understood that it was also lower in 1960.

Over-all export sales of all varieties of Canadian canned salmon were disappointingly low, at \$10,927,000 compared with \$22,460,000 in 1959. The United Kingdom was the major market, followed by New Zealand, Belgium, Australia, the United States, Trinidad, Italy, Netherlands, Rhodesia and Nyasaland, South Africa, and numerous other countries. Australia put canned fish imports under replacement licensing effective January 1, 1961; New Zealand increased its

over-all allocation on imports of canned fish for the ensuing year. However, no improvement was made in the quota scheme governing imports into South Africa.

The value of exports of canned sardines was the second highest in the history of the industry and reached \$3,523,000 as against \$2,953,000 in 1959. Jamaica was the leading outlet and gains were also made in Australia. South Africa, Trinidad, Cuba, British Guiana, Leeward and Windward Islands, Barbados, Panama, Fiji, Dominican Republic, Surinam, Netherlands Antilles, and New Zealand were other principal markets. Some progress was made in sales to the United Kingdom.

Molluscs and Crustaceans

Exports of molluscs and crustaceans (mainly lobster and scallops) were higher in 1960 both in quantity and value. The lobster catch totalled 50,072,000 pounds with a landed value of \$18,041,000, in comparison with 45,631,000 worth \$17,322,000 taken in 1959. Exports in all forms were up. Lobsters alive or fresh boiled

valued at \$11.2 million went mainly to the United States, although small allotments were also consigned to Belgium and the Netherlands. Shipments of canned lobster amounted to \$2.5 million; the United States, United Kingdom, Sweden, West Germany, Belgium, Netherlands and Denmark were the major outlets. Exports of fresh or frozen lobster meat consigned to the United States, with a limited quantity to the United Kingdom, were valued at \$6.5 million.

Fresh or frozen scallops exports in 1960 reached \$2.5 million and were shipped principally to the United States, with Bermuda, Jamaica and Barbados consuming relatively smaller quantities.

Production of Atlantic clams and oysters was lower in 1960 than in the previous year and landings of squid increased from 6.8 million pounds to 11.2 million. Output of crabs, clams, and shrimp in the Pacific fisheries was higher in 1960, but oysters were down from 7 to 6 million pounds.

Fish and Byproducts

Landings of herring in British Columbia during 1960 amounted to only 93,300 tons compared with 222,000 in 1959. Actual operations did not begin until late in November because of a wage dispute between the fishermen and the reduction companies. The phenomenal growth of Peru's fishmeal industry from about 61,000 tons in 1957 to over 550,000 in 1960 had a tendency to glut world markets and prices finally tumbled in 1960 from a high of about \$150 a ton to as low as \$60. Conditions improved a little towards late fall, making it fairly economical to operate. However, only 13,712 tons of herring meal were produced in British Columbia in 1960 in comparison with 37,578 in the previous year. Output of herring oil also was very low—only 1,717,563 gallons as against 4,746,304 in 1959. The United States and Mexico were the main outlets for the herring meal.

Fishmeal production on the Atlantic coast dropped to 25,225 tons from 30,576 in 1959. However, the 1960 output of Atlantic fish oils (including cod and seal), at 1,312,016 gallons, was up a little from 1,291,121 gallons of 1959. The bulk of the Atlantic fishmeal exports went to the United Kingdom and the United States.

The United Kingdom continued to be the main market for Pacific herring oil, followed by West Germany, the Netherlands, the United States and Australia. Atlantic Coast cod liver oil was shipped to the United States and the United Kingdom. Halibut liver oil for pharmaceutical purposes was exported to the United States, Venezuela, Guatemala and Switzerland. Small quantities of whale and seal oil went to the United States. Fish livers, viscera for oil, fish scales, fish solubles and seaweeds also found outlets in the U.S.

Trade Fairs and Conferences

Canadian exporters of canned salmon, sardines and lobster took advantage of the facilities provided by the Department of Trade and Commerce and displayed their products at the Ideal Home Exhibition and the British Food Fair held in London, England, during 1960. Because of the success they achieved, the individual firms are planning to exhibit again at these Trade Fairs in 1961.

The annual meeting of the Fisheries Council of Canada will be held in Toronto from April 10 to 12 and representatives of the fishing industry and trade from coast to coast will be present. Officials of the Department of Trade and Commerce have been invited to attend and will be on hand for the various discussions on export trade in Canadian fisheries products. A member of the Department's Fisheries Division visited all of the fish-producing countries and markets in Europe last fall and also attended the International Meeting on Fish Meal held in Rome, March 20-29, 1961. ●

Pakistan's New Coinage

ON January 1, 1961, Pakistan adopted the decimal system of coinage. The question of introducing it was considered on many occasions in the past. Although the advantages were recognized and the idea accepted in principle, the introduction was deferred until now, when the new regime agreed that the time had come when the decimal system could be adopted in the country.

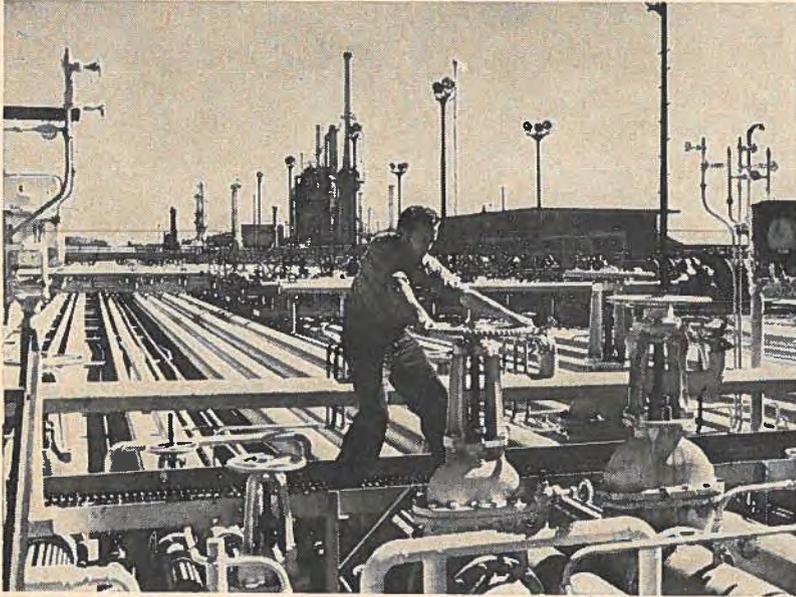
The existing form, "rupia" (or rupee), is retained as the basic unit of currency, without any changes in its present value. Under the new system, however, it is divided into 100 paise instead of 16 annas (or 64 pice or 192 pies). Between the rupee and the paise there will be five intermediary coins of the value of 50, 25, 10, 5 and 1 paise. Only three new coins of the denominations of 1, 5 and 10 paise have been introduced so far; the other denominations are expected to be issued at some later date.

All existing coins continue to be legal tender and will remain in circulation with the new coins. The transition period during which both currencies will be used is expected to last for about three years. By that time, the authorities hope that it will be possible to withdraw the old coins completely.

The Government has distributed tables for the conversion of the existing coins and has advised the public to keep these tables for ready reference. All government accounts are now being maintained in the new currency and banks and commercial houses have switched over their accounts as of January 1, 1961. It should be observed that a decimal point is to be used after expressing the figures in rupees; for example, Rs.1.04 Ps. If a bar is used instead of a decimal point (for example Rs. 1/04,) no abbreviation such as Ps. above is required.

This reform in the coinage system was well received by the public and it appears that the people have readily adjusted themselves to the new system. The next step is expected to be adoption of the metric system of weights and measures; this will probably be approved in the near future.

—L. A. CAMPEAU
Commercial Counsellor, Karachi.



Another twist of the valve will pass more crude into this huge refinery at Kurnell, near Sydney. Built in 1956, it handles over a million tons of crude a year, which flows to the plant through some 120 miles of steel pipeline.

Australia Builds an Oil-Refining Industry

Consumption of refined petroleum products is steadily mounting in Australia, but she is building more refineries to make them. This economic development has meant savings in foreign exchange and has brought an inflow of foreign capital.

L. D. BURKE, *Assistant Commercial Secretary, Sydney.*

THE refining of petroleum has become a major industry in Australia in the past ten years. In this country—one of the largest markets for petroleum products in the world, yet still dependent entirely on foreign sources for its oil—the establishment of new refineries has had a great influence on industrial expansion and diversification, capital investment from abroad, and savings in foreign exchange.

Petroleum Demand Growing

In Australia today, per capita consumption of petroleum is higher than anywhere in the world except North America and Scandinavia. Demand for oil products of all kinds has now reached more than 2.5 billion gallons a year (nearly three times the 1949 figure) and is rising at a rate of nearly 8 per cent a year. Australia is becoming one of the world's most motorized nations. Latest figures show that there are 2.58 persons per automobile in the United States, 3.25 in New Zealand, 3.63 in Canada and 4.00 in Australia. The astonishing growth in the number of motor vehicles on the road has sharply increased consumption of gasoline, now running at 1.2 billion gallons a year.

Despite this voracious appetite for petroleum products, Australia is one of the few leading oil-consuming countries that does not produce any of its own petroleum but must import it all from abroad. Until a few years ago, imports consisted almost entirely of refined products—gasoline, diesel fuels, kerosene, etc. Now, a vast and modern domestic refining industry is able not only to meet domestic needs for such products but also to export some of them as well.

Beginnings of Refining

Refining was actually carried out in Australia as early as 1924 at a plant established in the state of Victoria. A second refinery started operations in 1925 and just after World War II, two other small units went into production, turning out

bitumen, lubricating oils and gasoline. But Australia by the end of the 1940's was able to process only a fraction of the petroleum products she used.

This situation was to change practically overnight; 1951 marked the turning point. By that time, after years of relatively little refinery construction, a number of factors had moved in Australia's favour. First, consumption of finished products had reached a point where local refining was economically attractive, and second, the oil industry had come to favour location of refineries in actual market areas, rather than near the source of supply as in the past. Almost simultaneously four international petroleum companies—two British and two American—decided to build their own refineries in Australia.

Growth of the Industry

First in the market was the Shell group, which began construction of its plant at Geelong in the state of Victoria in June 1951. The unit started production in 1954 with a capacity of 2.4 million tons of crude per year. Next came one of Australia's great postwar refineries, that of the Standard Vacuum Oil Co. at Altona (Victoria). Work on this plant began in 1953 and within the remarkably short time of 22 months it was in full production. The company initially planned to process 870,000 tons of crude but while construction was still under way, it was decided to add a further unit for refining high-octane aviation gas. Production from this unit began in 1956 and Altona can now supply 40 per cent of Australia's requirements of this fuel; current capacity for crude is 2.1 million tons a year. The California Texas Corp. (Caltext), operating through a subsidiary here, in 1953 began construction of its \$50 million refinery near Sydney, New South Wales, and by February 1956 was producing a number of refined products, including gasoline, kerosene and diesel fuel. Capacity is 2.25 million tons of crude a year.

Australia's biggest refinery is situated near the city of Fremantle in Western Australia. Built at a cost of approximately \$85 million by the British Petroleum Co. Ltd. and completed in 1955, it has a throughput capacity of three million tons a year. Establishment of the B.P. refinery was by far the largest industrial undertaking ever carried out in Western Australia. What it meant economically to that relatively under-developed state can be appreciated by the fact that the site is more than 2,000 miles from the main business and industrial centres of Australia and separated from them by one of the world's largest deserts. Besides the increase in new capital, employment opportunities, etc., a number of new enterprises sprang up around the plant, including steel rolling and cement industries.

During this boom in the construction of new refineries, existing plant facilities were also enlarged. One of the medium-sized refineries which had been operating since prewar days was taken over by the Shell Company, modernized, and capacity increased to 950,000 tons of crude. Extensive changes were also made at two smaller refineries originally set up to manufacture bitumen. This permitted them to produce gasoline and other fuels and handle up to 930,000 tons of crude a year.

Changing Pattern of Imports

These rapid developments in the refining industry soon had their effect on imports, with purchases of refined products dropping off sharply. In 1956 purchases of crude oil exceeded those of refined products for the first time and ever since they have increased in proportion to total purchases. Today Australia imports 87 per cent of its petroleum requirements in the form of crude oil. Most of it is brought in from the Middle East and nearby Indonesia. Imports of crude and enriched crude in 1959/60 totalled 2.7 billion gallons and cost this country approximately \$225 million.

To bridge the gap between demand and domestic supply, Australia still imports some refined products, mainly gasoline, aviation fuels, kerosene, lubricants and solvents. Purchases of these items in 1960 totalled approximately \$70 million. Indonesia was a major supplier of gasoline, aviation fuel, solvents, etc.; lubricants came mainly from the United States.

Australia herself produces surpluses of certain refined products, such as diesel oils and industrial fuels, and sells them abroad. The main market is New Zealand but sales last year were made to countries as distant as Argentina and to markets as unlikely as Saudi Arabia and Aden.

Future Plans

Australia will soon be independent of even the present small imports of refined products. Plans are under way to build two more new refineries. The Standard-Vacuum Oil Company is scheduling a construction start in a few months on a 1.55 million-ton capacity plant near Adelaide in Southern Australia. The Standard Oil Company of Indiana, in what is reported to be one of its few ventures abroad, has announced a plan to build a new medium-sized refinery at Brisbane, Queensland. When this is completed (some time in 1966) every state in mainland Australia will have a refinery.

Benefits to Australia

Construction of up-to-date refineries, a sign of Australia's coming-of-age as a modern industrial nation, has greatly benefited the country through capital inflow and savings in foreign exchange. Australia's ability to import crude, rather than costly refined products, is estimated to save nearly \$70 million a year.

In addition, substantial refining capacity has given birth to a new industry—petrochemicals—which Australians hope will boost industrialization in the 1960's. A carbon

black factory, a plant for the manufacture of epoxy resins, and sulphur recovery units are now operating at three of the refineries. Plans have been announced to build plants turning out polyvinyl chloride, styrene monomer, refined naphthalene, detergent alkylate, high purity benzene, toluene, xylene and other chemicals.

Marketing of petroleum products in Australia has kept pace with developments in refining. Today nine major oil companies distribute petroleum products here. Four of them—Standard-Vacuum Oil, Shell, Caltex and British Petroleum—operate their own refineries, marketing products under trade-names known the world over—Mobilgas, Flying Red Horse, Shellubrication, etc. Two have their own independent marketing firms. The Shell group's Australian subsidiary, Neptune Oil Co. Pty. Ltd., draws on the Shell refinery in Geelong, Victoria, for its requirements; Standard Vacuum Oil Company's refinery at

Altona provides gasoline and other items to its subsidiary here, the Atlantic Union Oil Company. Two independent Australian marketing firms—H. C. Sleigh Ltd., and Ampol Petroleum Ltd.—carry crude in their own tankers to the Sydney refinery of the Caltex organization, where it is refined to specifications and special additives mixed in for product distinction. Finally, a relative newcomer representing French interests, Total Oil Products (Aust.) Ltd., has been marketing gasoline in Australia since 1955. Total Oil has done an extensive selling job and has progressively expanded its retail outlets in New South Wales and Queensland. It obtains most of its finished products from crude which it imports and has refined locally.

First Gas Pump Canadian

Canada has a special niche in the history of gasoline marketing in Australia because the first hand-operated curbside pump in this

country, the "Bowser", was imported from Toronto, Ontario. The pump incorporated a number of revolutionary features, including a gauge showing all the gasoline bought by the station owner and a gallon meter measuring each individual sale. Many brands of pumps have been marketed in Australia over the years but the name "Bowser" has stuck in the public mind. Even today, in many parts of Australia people are still apt to call any pump a Bowser.

It is the fervent hope of all Australians that one day, not too far off, it will be possible to supply local refineries not with imported crude but with raw products from the nation's own wells. To this end the search for oil goes on unremittingly.* Should large oilfields be found either in mainland Australia or in its territories, the one missing link in an otherwise fully integrated oil industry will be provided. ●

*See "Australia Seeks Oil" in the March 11, 1961, issue of *Foreign Trade*.

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.

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 Mauritania; 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.

T. G. MAJOR, Consul General and Trade Commissioner in Manila, Philippines, will visit Taiwan during the last two weeks 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. Brett at Paris, Mr. Campbell at Kingston, Mr. Freyseng and Mr. Thomson at Vienna, Mr. Harris at New Orleans, Mr. Major at Manila, and Mr. Taylor at Johannesburg.



Advertising Abroad

In Italy, weekly magazines attract more readers than the dailies do; sell advertising space through space brokers or occasionally deal directly with advertisers.

J. G. IRELAND, *Assistant Commercial Secretary, Rome.*

EXPENDITURES on advertising in Italy, it is estimated, totalled about \$100 million in 1959, or something less than 0.5 per cent of the gross national product. This percentage appears to be smaller than in most other Western European countries: the actual figure comes close to that spent during the same year in Belgium or the Netherlands. However, the Italian standard of living is rising rapidly and the country is in the early stages of a period of greater mass consumption. For this reason, advertising expenditures will probably more than keep pace with the rapid rise in economic prosperity.

Italy has practically all the advertising media in common use in Canada and in other highly developed western countries, although there are differences in emphasis. At the present time advertising expenditure is said to be distributed as follows among the following media:

Press	27 per cent
Radio	16 per cent
Outdoor	6 per cent
Cinema	5 per cent
Television	5 per cent
Direct mail	2 per cent
Other forms, including fairs, window displays, advertising departments of firms, etc.	39 per cent
Total	100 per cent

There are more than 100 daily newspapers in Italy with an estimated circulation of about five million. There are no national newspapers; all of them are regional or local. The following dailies have an estimated circulation of 120,000 or more:

DAILY NEWSPAPERS IN ITALY	
Newspaper	Circulation
<i>Il Corriere della Sera</i> , Milan	450,000
<i>La Stampa</i> , Turin (including evening edition of same paper)	430,000
<i>Il Paese</i> , Rome (including evening edition of same paper)	200,000
<i>Il Corriere d'Informazione</i> , Milan (this paper is evening edition of <i>Il Corriere della Sera</i>)	180,000
<i>Il Gazzettino</i> , Venice	180,000
<i>Il Tempo</i> , Rome	160,000
<i>Il Giorno</i> , Milan	160,000
<i>Il Messaggero</i> , Rome	160,000
<i>La Nazione</i> , Florence (including evening edition of same paper)	140,000
<i>Il Mattino</i> , Naples	120,000
<i>Il Resto del Carlino</i> , Bologna	120,000

Most Italians read morning papers. It is reported that 50 per cent of adult males and 30 per cent of adult females read morning papers; the corresponding figures for evening papers are 8 per cent of males and 4 per cent of females.

These are national averages and it should be borne in mind that newspaper readership is much greater in the north and decreases from north to south.

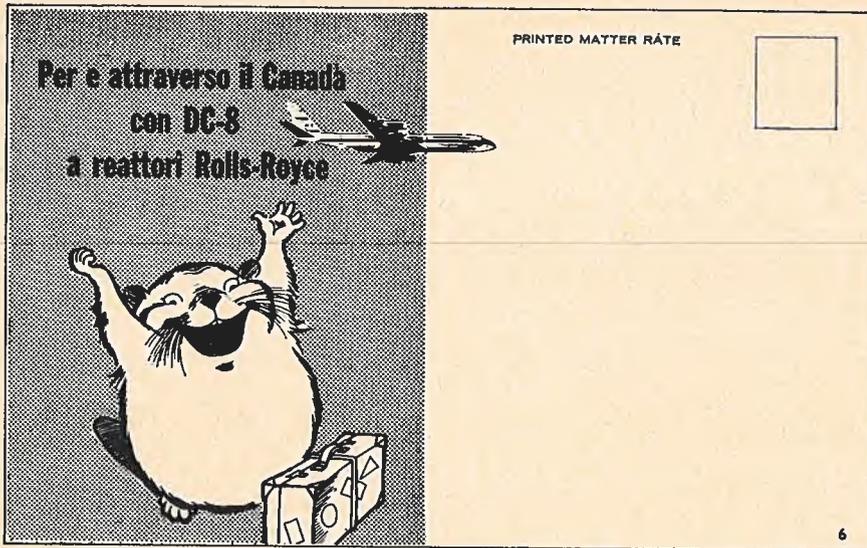
Most Italian newspapers sell advertising space through a very small number of large space brokers. These brokers do not provide full agency service, though they are equipped to translate advertisements supplied from abroad. Italian agencies placing advertising in newspapers usually obtain a small commission from these space brokers.

Weekly and Monthly Periodicals

Italian periodicals are usually national in character and enjoy a much larger readership than daily newspapers. Weeklies of the general news type, it is said, are read by about 55 per cent of adult males and 60 per cent of adult females and each person reads from two to four of them. Monthly periodicals are read by about 10 per cent of males and 20 per cent of females but normally each person reads only one monthly. Periodicals with the largest estimated readership are:

Weekly	Readership	Type
<i>Annabella</i>	1,000,000	Women's
<i>Domenica del Corriere</i>	1,000,000	General news
<i>Oggi</i>	600,000	General news
<i>Epoca</i>	400,000	General news
<i>Tempo illustrato</i>	400,000	General news
<i>La Tribuna illustrata</i>	350,000	General news
<i>L'Europeo</i>	300,000	General news
Monthly		
<i>Arianna</i>	500,000	Women's

Many Italian periodicals, like the newspapers, sell advertising space



This clever little postcard advertises to Italians the air services to and across Canada with DC-8 jetliner planes, powered by Rolls-Royce-made jet engines.

through space brokers, although some of the most important ones deal directly with advertisers. In addition to the popular periodicals, there are more than 500 specialized or trade publications that cover practically all sectors of industry and trade. There are also a large number of trade and commercial directories that carry advertising.

Radio Advertising

In Italy, both radio and television are public monopolies operated by Radiotelevisione Italiana (or RAI) and all advertising is in the hands of a subsidiary organization of RAI.

RAI broadcasts three different radio programs. Two of these include advertising, and it is estimated that about 80 per cent of the adult population listens to the radio regularly. Radio advertising is concentrated during particular times, especially during meal hours, and the cost is based on the number of words broadcast—usually between 12 and 25. Sponsored programs with a certain amount of advertising throughout are also permitted.

Italy has only one TV channel which operates for about ten hours a day (longer on Sundays) but a second channel is expected to come into operation late this year. Adver-

tising on TV is permitted only during a few short periods, usually in the evening. As a rule, two or more advertisers share a program of advertising which lasts for only a few minutes. Each commercial message may last only 20 seconds and the rest of the time is reserved for entertainment. Advertisers must sign a contract for at least 12 programs and it is usually necessary to make reservations a long time in advance. Ownership of TV sets is increasing rapidly and a great many sets are installed in bars and other public places. Although there are no statistics to illustrate the point, television is expected to play an ever increasing rôle in Italian advertising in the future.

Cinema Advertising

Nearly 50 per cent of Italian adults go to the movies at least once a month and with this high attendance, cinema advertising is widespread throughout the country. In the large cities practically all cinemas are equipped for slide projection and the audience may be shown as many as 30 slides during a single performance. Advertising films are also shown in most city cinemas. Cinemas in country areas are less popular and are not always equipped for slide projection, nor do they

always show advertising films. Most advertising in cinemas is handled by two or three large firms which specialize in this field.

Other Advertising Media

Although practically all common forms of advertising are to be found in Italy to some degree, outdoor advertising and trade fairs perhaps deserve special mention.

Outdoor advertising is widely used, particularly outdoor posters and signs. A considerable number of posters and signs are also in evidence indoors; this includes window displays and posters on or in public vehicles. Visitors to Italy are frequently surprised at the relative popularity of this type of advertising.

Trade fairs are also widely used in Italy as a means of promoting goods and services. There are a great many fairs throughout the country each year, ranging from several large international ones to many smaller ones of local interest. Foreign firms frequently employ this medium to advertise their products, often in collaboration with their Italian agents.

Advertising Agencies

Italy has a large number of advertising agencies as we know them in Canada; they range from large organizations that can provide full agency service on a country-wide basis to small local firms, some of which offer only specialized services. Most of the larger and better known Italian agencies have affiliations with Canadian, U.S. and British agencies, and several of the more important international agencies maintain branches in Italy. There are also many organizations doing market research; some are departments of complete advertising agencies and others separate firms specializing in market research. Foreign firms wishing to advertise in Italy should have no difficulty in finding a suitable advertising agency.

Italy differs greatly from Canada in national characteristics and tastes. In addition, there are important differences in local customs and tastes between different areas of the country. These differences must be recognized and considered by any firm planning an advertising campaign in Italy. Having advertising

copy from abroad translated into Italian presents no problem, but Canadian firms are strongly advised to employ the services of a qualified Italian agency to ensure that they will derive the greatest benefit from their advertising expenditure. This could be done by working through their Italian agent or by direct con-

tact with either an Italian advertising agency or a Canadian agency with affiliations in Italy. The office of the Commercial Counsellor at the Canadian Embassy, Rome, would be pleased to provide interested Canadian firms with further information on advertising in this country. ●

GENERAL NOTES

Belgium

ECSC STEEL INVESTMENT—Investment programs in the steel industry in the six countries of the European Coal and Steel Community (France, Germany, Italy, Belgium, Luxembourg and the Netherlands) reached a record level of \$1,800 million in 1960—a 260 per cent increase over 1959's \$494 million. New plant and equipment comprised: rolling mills \$900 million, steel mills \$350 million, blast furnaces \$150 million, other equipment and construction \$400 million. A large part of the increase was due to the adoption of new oxygen processes, bringing capacity to 17 million tons compared with only 1.2 million tons in 1959. Altogether the new investments probably increased Community production from 70.5 million tons of steel in 1959 to 83.7 million in 1960—Brussels.

Mexico

NEW CHEMICAL COMPANY—Mexican interests own majority shares in a new company, Quimica General, S.A., formed to take over the existing operations of Celanese Mexicana and to open a new plant. Celanese Mexicana currently produces formaldehyde, polyester resins, polyvinyl acetates and associated products. The new plant will concentrate on petrochemicals and derivatives used in the manufacture of pharmaceuticals, paints, plastics and textiles.

Quimica General will be financed mainly by Mexican capital, with three foreign companies also providing capital and technical knowhow: Celanese Corporation of America, Chemcell Limited of Canada, and Farbwerke Hoechst of Germany—Mexico, D.F.

Sweden

FOREIGN TRADE—Of the Kr.2.4 billion increase in Sweden's imports in 1960, Kr.575 million was accounted for by a rise in base metal, iron and steel imports. They climbed by 264,000 tons to a new peak of 1.1 million tons. Machinery imports rose by Kr.309 million and means of transport by Kr.220 million. Car

imports increased slightly (by 2,000) to 119,841 units. Imports of raw materials rose by Kr.291 million and oil imports went up Kr.204 million (from 10.8 to 13.1 million tons). Chemical imports totalled Kr.197 million and yarns and textiles Kr.113 million, higher than in 1959.

On the export side, Kr.630 million, or one-third the total increase of Kr.1.86 billion, was accounted for by timber, pulp and iron ore. Shipments of sawn and planed timber rose from 1.01 million to 1.1 million standards; chemical and mechanical pulp from 2.7 million to 2.9 million tons; iron ore from 15.6 million to 20 million tons. Paper and paperboard exports were up from 1.1 million to 1.3 million tons and iron and steel from 409,000 to 422,000 tons.

Machinery exports rose in value by Kr.446 million and cars by Kr.99 million (from 6,500 to 58,775 units). Exports of ships remained more or less unchanged.

Swedish imports in 1960 totalled Kr.14.9 billion (\$2.89 billion) and exports totalled Kr.13.3 billion (\$2.58 billion), leaving a balance of trade deficit of Kr.7.6 million (\$310 million)—Stockholm.

West Germany

COST-OF-LIVING INDEX—Changing patterns of personal income and consumer habits in West Germany have led the Federal Statistical Office to alter its cost-of-living index. The base year has been changed from 1950 to 1958 and the index will be based on 434 items instead of 249. Biggest difference in the new index is the reduced importance of food. According to the old index, food absorbed 46.1 per cent of the average family's income; the new index gives it a weight of only 38.5 per cent. Higher weights have, however, been given to home appliances, motor vehicle expenses, education, entertainment, alcoholic beverages and tobacco, reflecting the increased amount of money which Germans find they can spend on these items. Heat and light are given less importance—Bonn.

Argentine Agriculture Faces Problems

C. S. BISSETT, *Commercial Counsellor, Buenos Aires.*

THE past year has not been notably successful for Argentine farming, either in the cereal or in the meat divisions. Both wheat and meat were dealt severe blows, the first by weather and the second by disease. This greatly reduced their ability to earn much needed foreign exchange.

Wheat to Meat

In recent years, Argentina has never had any difficulty in selling abroad all the wheat it has been able to offer for export. This held good in spite of the fact that both the United States and Canada have had relatively heavy surpluses overhanging the market for several years which act as a threat to the international price structure. However, this favourable situation did not prevent a substantial reduction in the acreage sown to wheat in the 1960/61 crop year. This was due to the fact that, although the wheat trade had been freed from government control, the export retention levied upon it remained partly in force and a substantial section of the wheat farmers felt that if their land were used for meat production, the return would be greater than if the traditional wheat were sown. In addition, seeding conditions for wheat continued to be poor. Unfortunately, even this smaller wheat acreage experienced poor growing weather and the prospect now that harvesting has been completed is that this country is not likely to have more than one million metric tons (36,733,333 bushels) of wheat for export until the new crop is available next December.

The trend from wheat to meat last year did produce a substantial increase in the meat supplies available for export. Unfortunately, the prevalence of foot-and-mouth disease (aftosa), alleged by several

for export, indicate a lessened capacity for earning foreign exchange during 1961. The saving grace may be the corn crop shortly to be harvested. If no disaster strikes it during the few remaining

Last season, Argentine farmers:

- Diverted land from wheat growing to livestock production.
- Produced only about one million metric tons of wheat to be exported in 1961, instead of the 2.5 to 3 million tons that could be sold abroad.
- Grew a bumper crop of corn (4.1 million metric tons); sold nearly all the export surplus.
- Harvested a 30 per cent smaller crop of linseed, only 570,000 metric tons.
- Continued to replace imported seed-potato stock with locally grown varieties.
- Lost markets for meat products in U.S., West Germany, Italy and Britain because of foot-and-mouth disease.
- Doubled production of cherries, apricots and peaches; had slightly smaller apple and pear crops.
- Sold 137,500 metric tons of quebracho extract to foreign customers.

countries to be present in various types of Argentine meat, greatly reduced exports to a number of traditional markets. Moreover, these markets are likely to maintain the severe restrictions until Argentina has eradicated this disease. Only the non-cooked types of meats were affected but these constitute the bulk of exports. Smaller export sales of meat, combined with a relatively very small quantity of wheat

weeks before maturity, it should provide important earning capacity and go a long way toward remedying the unfavourable situation created by the inability of wheat to "deliver" this year.

Trade circles in general believe that 1961 will see a complete about-face in the 1960 trend away from wheat to meat. The partial reduction in the export retention on wheat (which came too late in 1960 to

influence more acreage being sown) now makes the net return on wheat, at the international price level, more attractive. This, combined with the elimination of important export markets for meat, should mean the return to wheat growing of at least all of the land which in 1960 was turned over to meat production, and possibly a substantial further acreage.

Effect of Taxation

The main taxation changes during 1960 affecting grains and oilseeds concerned retentions levied on the export of these commodities. During the year these levies were reduced from 20 to 10 per cent for the following products: wheat, oats, barley, rye, linseed, sunflowerseed oil and linseed oil. This decision benefited exporters greatly. The retention was based on the so-called "basic index or f.o.b. value" set for each product. For wheat, this amounted formerly to 960 pesos per metric ton—i.e., 20 per cent of the basic f.o.b. value which was 4,800 pesos per metric ton. Now it amounts to just half (480 pesos) and the producer benefits accordingly. Some other minor changes were made during the year in certain other taxes levied on the grains and oilseeds trade and upon exports.

The table below summarizes the taxation levied on grain exports.

Winter-sown Grains

Last year was an exceptionally bad one for wheat; it was favoured neither by weather conditions nor by economic factors. In the first place, the seeded area decreased 10 per cent—to 4,250,000 hectares from the 4,792,300 in the crop year 1959/60. This smaller acreage was not only the result of drought at seeding time but also of the switching over of many producers to other crops or to livestock production. Drought continued for some time and the growing wheat stands suffered from lack of moisture until widespread rains brought welcome relief in late September and October. However, as time went on they proved to be a mixed blessing, because their persistence provoked widespread damage, especially in the northern regions. Fungus diseases, favoured by wet soils and foggy days, also infested extensive areas. A sudden burst of hot weather in late October meant excessive development of the wheat heads and as it was followed by another sudden spell of much cooler weather, extensive shrinkage took place in many stands. Finally, when harvesting was about to be com-

pleted, violent wind and rainstorms damaged a wide area in the southern part of the Province of Buenos Aires, and the already disastrous first estimate of production of 4.1 million metric tons had to be cut to 4 million.

At the beginning of the crop year 1960/61, wheat stocks amounted to only about 1.1 million metric tons (including stocks reserved for seed). They would have been lower still had not home consumption decreased during 1960 from the normal 4.1 million to about 3.7 million metric tons. A similar figure is expected for this year. As a result, the exportable surplus for 1961 totals just about one million metric tons, instead of the 2.5 to 3 million which could have been sold for export had it been available.

Oats, barley and rye were affected as badly as wheat by the prevailing conditions. The second official production estimates just published follow, with the percentage decreases from last year's crop in brackets: rye 510,000 metric tons (51.9 per cent); barley 779,000 (30.2 per cent); oats 830,000 (15.6 per cent).

Summer-sown Grains

Corn—Undoubtedly corn provided the bright side of the grain picture during 1960 and prospects that 1961 will see a repeat performance are excellent. The harvesting of the 1959/60 crop of 4,108,000 metric tons was carried out under normal conditions and the grain proved sound and dry. By the end of the year, almost the whole of the export surplus had been shipped out and already some deals are in hand for 1960/61 grain. The 1960/61 sowings were somewhat delayed in certain areas, but once they were completed timely rains favoured them. The latest official bulletin states that although some of the corn areas suffered somewhat in December from lack of moisture, rains fell throughout January and the crops are now in excellent condition. The general opinion in trade

Argentine Taxes on Grain Exports

Statistical charge	0.3 per cent of the index value
Stamps on purchase-sale contract	0.6 per cent of real f.o.b. price
Contribution on export grains (for National Grain Board)	1 per cent of the index value
Business tax	0.9 per cent of actual f.o.b. price less retention
Public works tax (for construction of elevators)	1.5 per cent of the index value
Contribution to the National Technological Agricultural Institute (INTA)	1.5 per cent of the index value
Road tax (for road construction)	0.5 per cent of the index value
Sales tax	8 per cent of the index value*
less: statistical charges	
export tax	
elevators	
INTA	
road tax	
export retention	10 per cent of the index value
Retention	

*Sales tax of 8 per cent is levied upon the index value after this basic value has been reduced by the combined amount of the six different taxes listed under "less."

circles is that a crop of six million metric tons may be expected.

Grain Sorghum—This also offers a promising picture; the seeded acreage, at 839,000 hectares, is 14.9 per cent above seeded area in the 1959/60 crop year.

Oilseed Crop—The 1960/61 linseed crop suffered a fate similar to the other winter-sown crops. The official estimate of production is a bare 570,000 metric tons, 30.9 per cent below that of 1959/60.

The official provisional estimate for the sunflowerseed harvest for 1960/61 is 1,130,000 tons. This is 9.6 per cent below the previous year's production but the trade believes that the next estimate will show some increase, because the condition of the crop is generally excellent.

Potatoes and Fruit

Total production for the 1959/60 crop year was as follows: early crop 44,500 metric tons; semi-early 236,600; semi-late 1,508,000; late 70,400. So far in the 1960/61 crop year there has been a 48.5 per cent increase in the semi-early crop; early potatoes decreased by 8.5 per cent. The semi-late crop, the most important, was sown on 141,000 hectares, 9.1 per cent less than in the previous season, but the stands are in good shape and promise a good harvest.

Extensive research work has been carried out to create new potato varieties suitable for Argentine soils and growing conditions and to produce enough seed stock to supply the demand. Already locally produced varieties have superseded much of the imported seed; in fact, last year and presumably also during 1961 only some seed of late varieties for the Province of Mendoza was imported, mainly from Denmark and Holland.

Citrus fruit production decreased during 1960, as shown by the following figures: (the one in brackets is the percentage decrease from the previous season): lemons 95,500 tons (5.9 per cent); tangerines 125,000 (25.7 per cent); oranges

474,000 (3.4 per cent) and grapefruit 30,500 (0.8 per cent). The production in 1960/61 of summer fruits shows a much more promising picture. The harvest of cherries, apricots and peaches—at 2,600, 16,200 and 190,500 tons respectively—more than doubled the rather poor crop of 1959/60. Plums (at 41,400 tons) increased by 16.6 per cent, apples (425,700 tons) decreased very slightly, and pears (101,700 tons) fell by 9.8 per cent from the previous season.

Other Crops

The area sown to cotton increased from 604,700 hectares in 1959/60 to 636,000 hectares in 1960/61 and a good yield is expected. The growers are finding, however, that their production and delivery costs are higher than the international ruling price. Nevertheless, the Government has rejected their request for a minimum guaranteed official price or for a production subsidy. The answer to this problem might be the introduction of better seed stock and cultivation methods, thus ensuring a higher yield per hectare.

Rice production for 1959/60 was 190,000 metric tons, 17.5 per cent above the previous season, but this year's sown area, at 55,000 hectares, decreased by 10.7 per cent from last year.

The Argentine forested area is officially estimated at about 123 million acres. One of the most important native species is the red quebracho, from which tannin extract is obtained. This is Argentina's most valuable forest product and the only one exported in other than negligible quantities. These exports totalled 123,432 metric tons in 1959 and 137,502 in 1960.

Livestock and Meat

One of the main drawbacks of Argentine livestock production is the endemic foot-and-mouth disease. The Government has announced it will tackle this problem in all seriousness. It is reported that

an intensive campaign to eradicate it will be carried out, including (among other measures) compulsory vaccination of all animals with a new improved vaccine. However, the slaughter of infected herds has not been decided upon.

This disease greatly restricts potential exports of Argentine fresh and semi-cured meats. United States and Canadian regulations prohibit the import of infected meats from all countries. Were these two areas with high purchasing power open to Argentine meats, potential sales could treble overnight and the average price obtainable would at least double.

Total sales of cattle during 1960 in the "Liniers" market in the suburbs of Buenos Aires (the most important one of its kind in Argentina), and direct purchases from producers, ex-farm, amounted to 4,097,000 head. This figure is estimated to be 47 per cent of the total slaughter of the country. The cattle population is estimated at 38 to 40 million head. Compared with 1959, offerings were proportionately higher but because of the successive restrictions of export outlets, demand diminished and prices fell. The general average for 1959 was 15.30 pesos per kilo; for 1960 it was only 13.90 pesos. Exports of hides decreased from the 8,985,256 units of 1959 to 6,952,620 in 1960.

Sheep sales for slaughtering purposes are mainly centered in the "Avellaneda" market in the suburbs of Buenos Aires. There were 3,728,509 entries during 1960 compared with 3,037,975 in 1959. Local packinghouses bought 1,639,439 and 2,446,301 respectively in those years. By the end of 1960, up to 520 pesos were being paid for wethers, 650 for ewes and 460 for hoggets. Exports during 1960 totalled 64,308 bales of wool compared with 57,525 in 1959 and 118,624 during 1958.

Sales of hogs from January 1 to November 30, 1960, totalled 1,166,273 head, compared with 1,003,953 in 1959. The price per kilo liveweight increased from an

average of 15.24 pesos in December 1959 to 18.11 by January 1, 1961. Exports of pork during 1960 reached only 12,500 tons, down from the 21,018 tons of 1959.

Future Trends

The mechanization of local agriculture has made great progress. The local agricultural machinery industry has been fairly well developed, and many types of implements (up to and including wheat combines) are produced domestically, with the exception of some of the most modern and specialized equipment. Tractor manufacture

has been established to the point where the Government will accept no further offers to establish new tractor plants under the Foreign Capital Investment Law. Local tractor prices, however, are much higher relatively than they are in the main producing countries, and this hinders full absorption of the present local production. At present, there is a surplus of locally made tractors.

Although 1960 has in general not been favourable for Argentine agriculture, the outlook is somewhat more promising. Both Government and producers have intensified their

efforts to increase yields and quality, improve roads and communications, and adopt the most modern and scientific agricultural methods. The work of the National Technological Agricultural Institute (INTA) deserves special mention. Its many experimental stations all over the country have been carrying out important research and development aimed at improving Argentine agriculture in all of its phases. Co-operative action between official bodies and private producers and their associations has increased recently and it already shows beneficial results. ●

Canada Sells More to Britain

CANADA exported £375 million worth of goods to the United Kingdom in 1960, 20 per cent more than in 1959, according to an analysis by the *Board of Trade Journal*, London. United States exports to Britain jumped by 53 per cent, reaching £567 million. If differences in size of plant and population are taken into account, however, the Canadian figures are considered comparable. The rate of increase in imports from both the United States

and Canada slowed down during the last quarter of the year. Imports into the United Kingdom from all sources totalled £4,556 million, up 14 per cent from 1959.

Because 1960 was the first full year since the liberalization of imports from dollar sources, a large increase in imports from North America was to be expected. The larger Canadian sales marked the return of many products shut out from the British market during the

last twenty years. Traditional exports, however, such as metals and lumber, also made considerable gains.

The EEC countries exported 19 per cent more to Britain last year than in 1959 and exports from the EFTA countries showed a similar rise. British purchases from France went up 27 per cent, from West Germany 26 per cent, Belgium and Luxembourg 20 per cent, the Netherlands 13 per cent, and Italy 7 per cent. Sweden at 28 per cent and Austria at 29 per cent had the largest increases in sales to Britain of the EFTA countries.

British exports to the Six (EEC) totalled £514 million, up 10 per cent, and to the Seven (EFTA) increased by 10 per cent to £380 million. The accompanying table shows that the United Kingdom buys more from than she sells to all the major trading countries except Communist China and Australia. She exported slightly less to Japan and the United States in 1960 and imported less from Latin America, Australia and Japan.

—B. C. BUTLER,
Minister (Commercial), London.

FOREIGN TRADE OF THE UNITED KINGDOM

Country or Area	1958		1959		1960	
	Exports to	Imports from	Exports to	Imports from	Exports to	Imports from
	(in £ million)					
Canada	188 (- 4)*	308 (- 4)	207 (+10)	312 (+ 1)	213 (+ 3)	375 (+20)
United States	272 (+15)	350 (-27)	359 (+32)	370 (+ 6)	322 (-10)	567 (+53)
Latin America	150 (- 8)	295 (-15)	154 (+ 2)	321 (+ 9)	171 (+11)	311 (- 3)
EEC (the Six)	418 (- 9)	533 (+ 9)	465 (+11)	558 (+ 5)	514 (+10)	662 (+19)
EFTA (the Seven)	318 (- 6)	365 (- 8)	346 (+ 9)	391 (+ 7)	380 (+10)	463 (+19)
U.S.S.R. and Eastern Europe	45 (-20)	102 (- 7)	60 (+33)	116 (+14)	76 (+26)	139 (+20)
Communist China	26 (+120)	18 (+30)	24 (- 8)	19 (+ 6)	31 (+29)	24 (+26)
Japan	19 (-31)	35 (+46)	32 (+66)	43 (+22)	27 (-14)	42 (- 2)
Sterling area	1393 (- 3)	1353 (-11)	1341 (- 4)	1442 (+ 7)	1422 (+ 6)	1515 (+ 5)
Australia	235 (+ 0)	198 (-20)	223 (- 5)	222 (+12)	259 (+16)	198 (-11)
New Zealand	128 (- 9)	160 (-12)	97 (-24)	182 (+14)	120 (+23)	185 (+ 2)

*Percentage change from previous year in brackets.

The Canaries Are Booming

The author recently visited these small islands; found business stimulated by oil search in Spanish Sahara, but trade with Canada small because of shipping problems.

M. T. STEWART, *Commercial Counsellor, Madrid.*

THE oil exploration program begun in the Spanish Sahara about a year ago has sparked a trade and travel boom in the Canary Islands which should produce lasting benefits for the economy. Two large United States oil companies working with Spanish firms are almost ready to drill their first oil wells in the Sahara. Should an important oil or gas field be found, the port of Las Palmas, transshipment point for all supplies going to the Spanish Sahara at El Aiun, will become an important trading centre.

Economic Mainstays

The Canary Islands comprise seven inhabited islands totalling some 3,000 square miles, with a population of about half a million. They are of volcanic origin and extinct volcanoes on which no vegetation grows cover a large area. However the available arable land is extremely rich and exports of tomatoes and bananas are the islands' economic mainstay, although a very limited rainfall troubles and impedes agriculture. Shipping too is important; Las Palmas is one of the foremost bunkering ports in the world. In 1960, 5,344 foreign vessels called at Las Palmas (chiefly for fuel oil), and of these, one was of Canadian registry.

The mild sunny winter climate attracts many tourists, and during these months hotel space on the Grand Canary (Las Palmas) and Tenerife, Santa Cruz and Puerto de la Cruz is at a premium. But the climate is agreeable all year round; it is not overly hot in summer. The islands are now within easy reach,

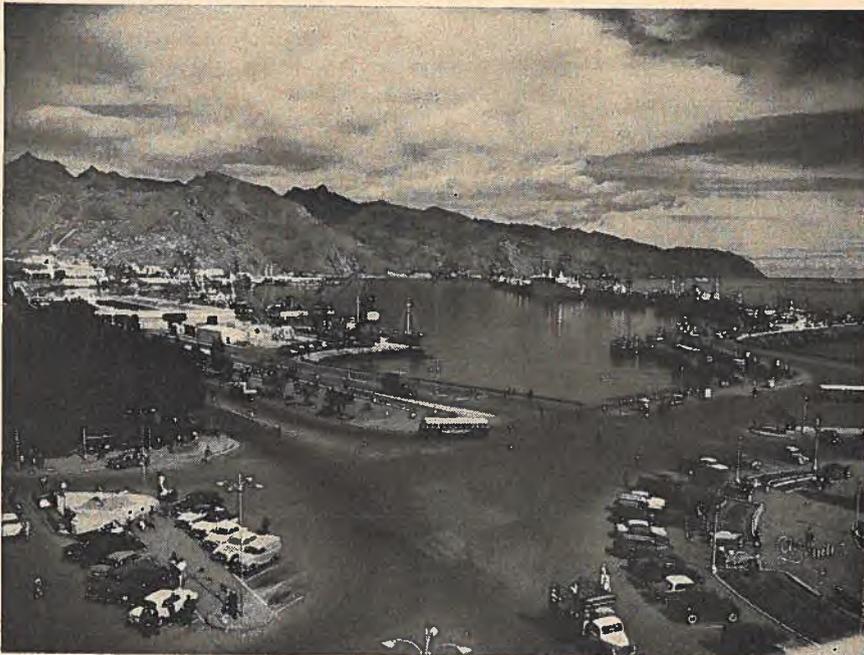
by jet, of Britain and Northern Europe and the tourist trade, particularly at Tenerife, is expected to develop further. A Canadian recently acquired a concession of 2,500 hectares with nine beautiful beaches on the island of Lanzarote, and is setting about financing an important tourist development. The area is said to provide some of the finest deep-sea fishing and skin diving in the world, plus a fine sunny climate.

Trade Liberalized

The islands, though part of Spain, since 1900 have had free ports (in theory at least), although the trade restrictions imposed by Spain after

the Civil War naturally caused difficulties. However, since introduction of the Stabilization Plan in July 1959, most of the trade has been liberalized and the shops are filled with a wide range of imported consumer goods, mostly from Britain, selling at very reasonable prices. Imports into the islands are not subject to the Spanish customs tariff, although certain local levies are made to raise revenue. The leading brands of Scotch whiskies, with taxes paid, sell for less than half the London price and the same is true of English gin. The United Kingdom sells the Canaries most of its automobiles and the retail prices of these cars, which are freely

A view of the port of Santa Cruz and, in the background, the Anaga Mountains.



available to everyone, are reasonable. However, automobiles cannot be transferred to the mainland where restrictions are very rigid.

No Trade with Canada

Canada has not carried on trade with the Canaries, chiefly because of the lack of direct shipping from Canadian ports; any of our primary products that cannot stand transshipment charges are not likely to be competitive. Las Palmas is well served by direct sailings from the Gulf ports and New York and there is a steady movement of fruit boats between Britain, Las Palmas and Santa Cruz. Other lines go to Ham-

burg and Scandinavia as well. The natural flow of trade is between the Canaries and the United Kingdom; there is a marked English influence on the islands, seen in the number of old and well-established British shipping and merchant firms and insurance companies.

Oil Discovery the Key

It is difficult to foresee any important trade developments between Canada and the Canaries, mainly because of the shipping problem. However, some consumer goods might find a small market. Just now an importer is trying to sell a small

shipment of Canadian canned hams, apparently the only Canadian product imported so far. There is a good market for kraft paper and other wrapping papers for fruit exports. There is some demand for timber, but this is supplied chiefly by Scandinavia, where ample shipping service carries cargo both ways. Sample shipments of ripe tomatoes have been sent to Canada recently and if this trade develops, it could help our exports. But the potential market is limited and the key to the future lies in the Spanish Sahara a short distance away, where the discovery of oil would open a new chapter for the islands. ●

Iran's Industries Are Growing Up

Springing up of new plants, some aided by foreign capital and knowhow, is affecting sources and pattern of Iranian imports; increasing the competition faced by Canadian suppliers.

A. B. BRODIE, *Commercial Counsellor, Tehran.*

IRAN'S industries are taking on greater importance and are tending to change the pattern of imports into the country. During the past three years, inexpensive loans have been granted to many medium and large-sized industries to aid their growth. Outside technical knowhow has been a major factor in the development of many of the more promising Iranian industrial ventures and will become even more vital over the next ten years.

The great oil production of Iran has sparked industrial expansion and has provided some of the capital for most of the major projects. The more important industries today include textiles, cement, carpets and (to a lesser degree) sugar

beets. The new medium-sized plants—many of which have been set up within the past three years—are enjoying a worthwhile domestic market. The list of factories is lengthy but of particular interest to Canadian suppliers of raw and semi-finished materials are those in the following fields: metal and wooden furniture, beer, tanning and leather, pharmaceutical laboratories, rubber goods, plastics, soap and margarine, space and water heaters, aluminum (extruding and sheeting), flour mills, cigarettes, automobiles and trucks. New plants which will probably be constructed in Iran over the next 18 months vary from automobile and transistor factories to a major petrochemical installation

in the south. A large tire factory and a modern household refrigerator plant will both go into production very soon and will eventually turn out some 50 per cent of Iran's requirements.

Assistance to New Industries

The Ministry of Industries and Mines—as well as the newly formed Industrial and Mining Development Bank—are encouraging the development of new industries based on sound principles and able eventually to stand on their own feet. The generous flow of financial assistance that Iranian plants have been enjoying, at most attractive rates of interest, from the currency revaluation fund (through the Ministry of

Industries and Mines) during the past few years has unfortunately dried up. With a further tightening up of bank credits, new industries are running into difficulties in finding sufficient funds to expand their production and still maintain adequate working capital to carry on their operations.

Under the Third Iranian Plan Organization (which is scheduled to start in September 1962) the Government will endeavour to encourage the expansion of small and medium-sized industries by granting worthwhile incentives to local investors. These will take the form of long-term loans bearing low interest rates and exemption from customs duties of those raw materials which make up the end product. The Industrial Mining and Development Bank (IMDB),* which started its activities over a year ago, has already granted loans to some twenty industries important to the economy. Among others receiving this financial assistance are a fruit and vegetable canning and processing industry, a modern laundry and dry-cleaning plant, a grape drying and packing factory, a biscuit factory, a match plant, a shoe manufacturing firm, an automatic brick factory, a manufacturer of rubber flooring and plastics, and a vegetable oil plant.

Government Concessions

Government concessions currently granted to new industries include:

*The Agreement for the Industrial Mining and Development Bank was signed on March 1, 1959. The bank has two functions: (a) to make long-term and medium-term investments in mining and other private enterprises of importance to the economy of Iran; (b) to act as an investment bank and underwrite and distribute issues of securities with a view to building up a local capital market where Iranian investors can put their savings to work. The capital, \$23.7 million in cash and \$18.7 million in loan portfolio, was realized from foreign industrial and banking interests, plus a portion from the Iranian Government.

- Exemption from customs duties of imported machinery and spare parts for new plants. In certain preferred industries, an exemption from customs duties for ten years has been granted for imported raw or semi-finished products going into the end product.

- Exemption of 50 per cent in taxes if the location of the plant is under 60 kilometres from Tehran. At a location over 60 kilometres radius from Tehran, industries are exempt from all taxes for five years. Thereafter, they are exempt from 50 per cent of all taxes.

- Tariff protection, if it is necessary to withstand foreign competition.

- Prohibition of the import of certain specified products if it can be proved that Iran can supply her entire domestic requirements.

Problems Facing Industry

Iran, in common with other Middle East countries which are in the early stages of industrial development programs, is confronted with a number of problems. The most important are communications (rail, road and port facilities), sufficient working capital, and a dearth of skilled manpower. To alleviate the latter and train Iranian workers, many plants have found it profitable to employ Western Europeans (Germans, Dutch and British for the most part) and specialists from Hong Kong and Japan. Certain plants have made remarkable progress and have manufactured good quality products at reasonable factory costs. Others are encountering production problems with products that demand a higher degree of skill from workers.

Effect on Canadian Exports

To carry out a stabilization program and improve her foreign exchange position, Iran introduced on September 6, 1960, many new commercial profits taxes covering a wide range of luxury and semi-luxury

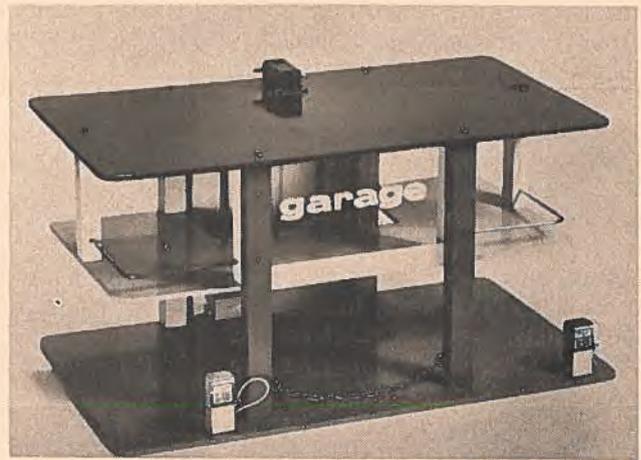
products (see *Foreign Trade of October 22, 1960*). These new taxes, which are applied in the same manner as customs duties, will tend to reduce the flow of certain imported products and, in some cases, shut out other commodities entirely. To meet this austerity program, Iranians are now endeavouring to associate themselves with European and other manufacturers in building modern plants in the country. These new plants will create a demand for a wide range of raw and semi-manufactured products which are not found nor produced in the country. The extent of these new trade prospects will depend, however, on the degree of foreign participation in Iranian industries over the next eighteen months. It is now clear that at least one Western European country intends to play a more active and important role in Iran's industrial development before too long.

This outside foreign participation in Iranian industries at this time will undoubtedly influence the sources of supply for the many imported products needed to keep these new plants alive. On top of this likely diversion of raw materials to specified European and other countries, the United States assistance program, through the Development Loan Fund (DLF) and the International Co-operation Administration (ICA)—now that offshore purchasing has been forbidden—will present additional obstacles. These and other problems will be facing Canadian exporters to Iran.

Green Turtles for Jamaica

Nine hundred green turtles have joined their brothers cruising about in Caribbean waters off the coast of Jamaica. Brought from Haiti, the turtles were supplied by the Caribbean Conservation Corporation (an affiliate of the University of Florida) to the Jamaican Ministry of Agriculture and Lands. The restocking program began last year when the Ministry released several hundred turtles.

The Netherlands Toy Industry



The market for toys in the Netherlands is expanding steadily and the versatile Dutch industry does not meet the entire domestic demand. Canadians are selling skates and sleighs; may succeed in other lines if they can match EEC and Japanese competition.

J. C. BRITTON, *Commercial Counsellor, The Hague.*

THERE is a substantial, growing market for toys in the Netherlands. Domestic manufacturers are catering to the demand but imports are also large, exceeding \$9 million in 1960. Dolls and plastic and metal toys are the principal imports; the main suppliers are the Netherlands' EEC partners and Japan. The Dutch also export toys, chiefly to markets in Western Europe. Canada participated actively in the Netherlands toy trade before and immediately after the war but recently Canadian toy exporters have experienced difficulty in meeting domestic, Western European and Japanese price competition. However, a number of Canadian firms are actively investigating sales prospects here.

Holland has been making toys for more than a century, but the local industry was small before the war and the bulk of the toys were imported. During the war, local manufacturers increased their output of wood and cardboard toys and in the past fifteen years the industry has expanded rapidly. Now toys are made from metal, wood, cloth, rubber, cardboard, glass, ceramic materials and plastics.

Wooden Toys—Wooden toys still account for more than 50 per cent of local production although plastic toys are making gains. The wooden toy industry sprang up near and around sawmills; during the slack winter months, waste wood was fashioned into toys. Now all types of passenger cars, buses, trucks and

trailers, trains, streetcars and ships are made from wood. Design and colours are attractive; the workmanship and finish excellent. A large variety of hoisting equipment is also made; toys which can travel, rotate and hoist are very popular with boys. Wooden toys for girls include dolls' houses, furniture and carriages.

Babies' Toys—There is a steady output of babies' toys such as rattles, rubber dolls and animals—animals of shiny plastic filled with soft wool, plastic animals (mainly teddy bears, monkeys and dogs), and ducks and fish of celluloid or some other synthetic material.

Dolls and Dolls' Clothes—The Dutch make dolls from rubber,

papiermâché, cloth, celluloid and plastic. They are generally colour-fast, washable and non-inflammable, and are produced in various colours for children in all parts of the world. Even Eskimo dolls are available. A specialty of the industry is dolls in traditional Dutch costume: boys and girls from Zealand, Volendam, Marken and Scheveningen, all with wooden clogs. Dolls' clothes are attractive and well in line with current fashions; dresses, skirts and blouses, overcoats, suits and rain-coats come in all sizes. In addition, the industry produces dolls for Punch and Judy shows that are outstanding in characterization and workmanship.

Tricycles and Scooters—The Netherlands has an enormous number of bicycles; tricycles and scooters are therefore very popular with the youngsters. There is hardly a Dutch child who does not own one or the other. The industry makes a large number of them, of good quality, to meet the great demand.

Building Blocks and Construction Sets—Building blocks are made in a wide selection. The industry produces bars containing cubes, triangles, long and short bars, arches and pillars. It sells special boxes for building houses or assembling vehicles (trucks, mobile cranes, tipping wagons, streetcars and aircraft). There are sets for building villages, gardens, farms and railway yards, and also mechanical construction sets with which numerous structures can be assembled from separate parts by means of screws, bolts and nuts. It is possible, for instance, to build machines that are driven by miniature motors powered by small batteries or by current from the mains brought through a transformer. The sets are sold in different sizes and in series. The simplest is gradually expanded by adding other sets to build more and larger structures.

Radio Sets—The building of radios is an instructive pastime for

boys with technical abilities. A series of transistor radio construction sets is marketed by a Netherlands company. The simplest one is a

radio receiver for listening to home stations on headphones. A boy gradually advances until he has a receiver with loudspeaker. With a

Netherlands Imports and Exports of Toys 1960

	Imports		Exports	
	Metric tons	Dollars	Metric tons	Dollars
Children's Vehicles				
Total	846	528,320	495	430,040
of which:				
Belgium-Luxembourg	157	135,200	77	74,620
West Germany	289	185,640	9	8,580
East Germany	187	73,840		
Switzerland			133	114,140
Austria			54	44,980
Dolls of All Kinds				
Total	548	1,003,080	100	277,420
of which:				
Belgium-Luxembourg	4	11,480	69	181,220
France	15	67,080		
West Germany	56	158,340	22	51,740
East Germany	98	84,500		
Italy	208	387,920		
Japan	58	116,740		
Hong Kong	53	102,180		
Plastic Toys				
Total	1,900	3,336,580	506	769,600
of which:				
Belgium-Luxembourg	227	437,580	294	437,060
United Kingdom	166	286,260	2	6,240
West Germany	545	872,820	116	152,620
Denmark	338	76,700	9	18,720
Switzerland			39	62,140
Japan	136	225,160		
Hong Kong	189	281,580		
Wooden Toys				
Total	746	423,540	358	321,620
of which:				
Belgium-Luxembourg	14	11,700	186	135,460
West Germany	33	9,880	101	103,220
East Germany	212	99,840		
Switzerland			13	13,000
Rumania	127	35,100		
Czechoslovakia	54	43,420		
Hungary	54	15,600		
CANADA			5	5,980
Japan	58	50,700		
Metal Toys				
Total	2,122	2,915,380	116	138,840
of which:				
Belgium-Luxembourg	30	26,260	103	116,740
United Kingdom	254	510,380	1	3,640
France	45	102,960		
West Germany	674	1,328,080	8	10,400
East Germany	157	93,080		
Poland	158	46,020		
Rumania	123	21,580		
Japan	610	723,840		

Netherlands Imports and Exports of Toys 1960

	Imports		Exports	
	Metric tons	Dollars	Metric tons	Dollars
Toys of Other Materials				
Total	962	847,340	279	217,100
of which:				
Belgium-Luxembourg	16	28,340	66	76,180
United Kingdom	35	35,620	44	9,360
France	3	4,940	14	3,640
West Germany	143	268,320	115	82,940
East Germany	236	155,480		
Poland	78	47,320		
Japan	418	270,920		
Surinam			10	17,160
	No. of pairs	Dollars	No. of pairs	Dollars
Ice Skates				
Total	57,190	153,140	1,265	13,260
of which:				
West Germany	30,910	73,320	500	2,080
East Germany	3,320	8,060		
Norway	5,777	23,140	230	2,080
Sweden	1,682	4,420		
Austria	1,000	3,120		
Czechoslovakia	6,528	26,000		
United States	1,500	3,120		
CANADA	4,678	7,540		
Roller Skates				
Total	94,857	247,000	2,643	8,580
of which:				
Belgium-Luxembourg	4,406	10,920	1,960	7,020
United Kingdom	24,119	44,200	619	1,300
West Germany	63,312	185,640		
East Germany	2,950	5,460		

NETHERLANDS TARIFF ON IMPORTED TOYS

	General tariff	Proposed		Sales tax*
		EEC tariff	general tariff	
(In per cent)				
Children's bicycles, tri-cycles, scooters, automobiles, dolls' carriages	20	14	21	5
Dolls, also dressed	20	14	25	8
Dolls' clothes, shoes, hats	20	14	21	8
Other dolls' parts	13.5	8.4	21	5
Other toys	20	14	24	5

*18 per cent for clothes made wholly or chiefly of natural furs; furniture upholstered wholly or mainly with leather; electric trains and electrically driven parts thereof.

Sales tax is levied on the duty-paid value of the goods.

good aerial and proper earth connection, reception is guaranteed from any station within a radius of 60 miles. The assembled receivers

operate on torch batteries and are completely safe. Transistors consume a minimum of current, so that receivers can be used for long

periods without battery replacement. All sets are provided with detailed instructions, diagrams, pictures of parts, drawings and soldering equipment.

Table Games—Netherlands manufacturers offer a wide selection of table games. Extremely popular are the football games and shovel-boards are also in great demand. Ping pong sets come complete with bats, net, iron net-posts and balls. A 96 by 48-inch ping pong table is available for the living room or a 108 by 60-inch one for competitions. Both are of excellent quality. Bingo is gradually becoming more popular and well-finished bingo games are turned out.

Roller and Ice Skates—Roller skating is fairly popular. Demand for ice skates and sleighs is good but sales are often affected by mild winters when there is no ice or snow. In spite of local and Western European competition, Canadian ice skates and sleighs sell on the Netherlands market.

Equipment for Kindergartens—All materials necessary for kindergartens are manufactured in the country: clay, zinc trays for clay, clay tools, modelling spatulas; paints, coloured pencils; paper and cardboard in pretty colours for folding, cutting and pasting; Froebel mosaic and all materials for braiding, embroidering and stringing beads; adhesive figures in glazed paper, jigsaw puzzles and counting frames.

Imports and Exports

Netherlands imports and exports of toys in 1960 are shown in the accompanying tables.

Import duties are a serious handicap to exporters located in other than EEC countries (Netherlands, Belgium, Luxembourg, West Germany, France and Italy). Rates on EEC goods will gradually be reduced to nil but the general tariff will be raised to the proposed figures. ●

The Librarian Suggests

In December the Department of Trade and Commerce library prepared a selective list of publications of general interest to exporters and of particular value to those inexperienced in this field. This issue of *Foreign Trade* lists some of these publications covering Europe, Asia and the Middle East. Lists on the Commonwealth, Latin America, the West Indies, and the United States will appear in coming issues. *Foreign Trade* cannot undertake, however, to provide or to order copies of any of the publications.

Publications on Export Trade

Europe

Books and Pamphlets

THE COMMON MARKET. J. P. Deniau. Translated from the French edition. Outline of the structure and purpose of the European Common Market. Barrie and Rockliff with Pall Mall Press. London, 1960. 139 pages. Price: \$2.10. Order from: Smithers & Bonellie Limited, 266 King Street West, Toronto 2B, Ontario.

COMMON MARKETS, FREE TRADE AREAS AND CANADA. Papers presented at a panel discussion at the twelfth annual meeting of the Canadian Council, International Chamber of Commerce, 1958. 38 pages. Free. Order from: Canadian Council, International Chamber of Commerce, 1224 St. Catherine Street West, Montreal, Quebec.

THE EUROPEAN COMMON MARKET AND ITS MEANING TO THE UNITED STATES. Committee for Economic Development. New York, 1959. 152 pages. Price: \$2.00. Order from: Committee for Economic Development, 711 Fifth Avenue, New York 22, New York.

EUROPEAN FREE TRADE ASSOCIATION. Compendium for the use of exporters. Board of Trade. London, 1960. 150 pages. Price: \$1.09. Order from: United Kingdom Information Service, 119 Adelaide Street West, Toronto, Ontario.

THE EUROPEAN FREE TRADE ASSOCIATION. A preliminary appraisal. Miriam Camps for Political and Economic Planning, London, 1959. 38 pages. Price: 56 cents. Order from: Political and Economic Planning, 15 Queen Anne's Gate, London, S.W.1, England.

THE EUROPEAN FREE TRADE ASSOCIATION. A special bulletin for industry prepared by the Information Division of the Treasury. London, 1959. 6 pages. Free. Order from: United

Kingdom Information Service, 119 Adelaide Street West, Toronto, Ontario.

INTERNATIONAL MARKET GUIDE, CONTINENTAL EUROPE, 1961. General market information and a list of 75,000 manufacturers, wholesalers, sales agents, and other importers in sixteen European countries. Dun and Bradstreet ratings of the companies are given. 1,000 pages. Price: \$250.00. Order from: Dun and Bradstreet Inc., 99 Church Street, New York 8, New York.

THE SEVEN. A provisional appraisal of the European Free Trade Association. F. V. Meyer. Barrie and Rockliff with Pall Mall Press. London, 1960. 140 pages. Price: \$2.52. Order from: Smithers and Bonellie Limited, 266 King Street West, Toronto 2B, Ontario.

U.S.-SOVIET TRADE. Facts for the businessman's appraisal. Study prepared by graduate students at the Harvard Graduate School of Business Administration. An excellent source of information on the Soviet business structure, U.S.-Soviet trade relations, existing trade procedures and practices, and recent trade experience. Trade Research Associates. Cleveland, 1960. 230 pages. Price: \$18.50. Order from: Trade Research Associates, Box No. 5616, Cleveland 1, Ohio.

Periodicals

BULLETIN DE LA COMMUNAUTE ECONOMIQUE EUROPEENNE. Monthly. Publication available in French, German, Italian, or Dutch. Current activities of the European Economic Community are covered. Free. Order from: European Economic Community, Avenue de la Joyeuse Entree, Brussels, Belgium.

EFTA BULLETIN. Monthly. Covers current activities of the European Free Trade Association.

Free. Order from: Information Department, European Free Trade Association, 32, Chemin des Colombettes, Geneva, Switzerland.

EUROPEAN PRODUCTIVITY. Four to six times a year. Contains articles on the general aspects and problems of productivity in Europe, case studies of productivity achievements in various spheres, and news of the activities of the European Productivity Agency, national productivity centres and kindred organizations. Free. Order from: European Productivity Agency, Organization for Economic Co-operation and Development, 2 rue Andre-Pascal, Paris 16e, France.

OPERA MUNDI-EUROPE. Weekly. Published in French, German and English editions. Provides current information on the European Economic Community, European companies, institutions and government activities. Price: \$210.00 a year. Order from: Business Intelligence Services Limited, Mercury House, 109-119 Waterloo Road, London S.E. 1, England.

UN ECONOMIC BULLETIN FOR EUROPE. Three times a year. Provides a regular review of the economic situation in Europe, with articles on subjects of particular current interest. Developments in Communist countries are included. Price: 50 cents a copy; annual subscription, including Annual Survey, \$4.00. Order from: The Queen's Printer, Ottawa, Ontario.

UN ECONOMIC SURVEY OF EUROPE. Annual. An analysis of current developments in the European economy, with special attention to trade, balance of payments. Developments in Communist countries are included. Price: \$3.00. Order from: The Queen's Printer, Ottawa, Ontario.

Asia and Africa

Books

UN ECONOMIC SURVEY OF AFRICA SINCE 1950. Analysis of the economic structure and development of African countries, with emphasis on the development of external trade. United Nations Department of Economic and Social Affairs, 1959. Price: \$3.00. Order from: The Queen's Printer, Ottawa, Ontario.

THE MIDDLE EAST. Annual. A survey and a directory. Price: \$13.50. Order from: Europa Publications Limited, 56 Bloomsbury Street, London, W.C. 1, England.

ECONOMIC DEVELOPMENTS IN THE MIDDLE EAST. Annual. A UN publication. Review of the main economic developments in the countries of the Middle East, including trade and balance of payments. Price: approx. \$1.25. Order from: The Queen's Printer, Ottawa, Ontario.

ECONOMIC SURVEY OF ASIA AND THE FAR EAST. Annual. A UN publication. An analysis of current developments in the economy of these regions, with special attention given to trade and balance of payments. Price: \$3.00. Order from: The Queen's Printer, Ottawa, Ontario.

Periodicals

EASTERN ECONOMIST. Weekly. Mainly concerned with Indian economic development, but includes articles on Europe and other areas. Price: \$16.00 a year. Order from: Eastern Economist, 52 Queensway, New Delhi, India.

FAR EAST TRADE. Monthly. Articles review public affairs, business, industry, economy and trade of the Far East countries. Price: \$3.36 a year. Order from: Laurence French Publications Limited, 3 Belsize Crescent, London, N.W. 3, England.

INDUSTRIAL REVIEW OF AFRICA. Monthly. Contains articles and notes on the recent developments in trade, industry and economic conditions in various African countries. Price: \$5.60. Order from: Industrial Review of Africa, P.O. Box 10674, Johannesburg, South Africa.

MIDDLE EAST ECONOMIST AND FINANCIAL SERVICE. Monthly. Covers the current activities in trade and finance and economic conditions in the Middle East countries. Price: \$15.00. Order from: The Middle East Economist, 66-19 Alderton Street, Forest Hills 74, New York, New York.

NEW COMMONWEALTH. Monthly. Articles on various aspects of industrial, political and trade affairs in the Commonwealth, with emphasis on Africa and Asia. Price: \$6.00. Order from: Tothill Press Limited, 33 Tothill Street, London, S.W. 1, England.

ECONOMIC BULLETIN FOR ASIA AND THE FAR EAST. Three times a year. A UN publication. Provides a regular review of the economic situation in Asia and the Far East, with articles on subjects of particular current interest. Price: 50 cents a copy. Annual subscription, including Annual Survey, \$4.00. Order from: The Queen's Printer, Ottawa, Ontario.

(Right) The salesman is explaining to potential customers some of the finer points of the wringer-type washing machines, made in Guelph, on display at the fair. This firm also exhibited automatic washers, ranges and freezers. (Below) Impossible to sell textiles in Britain? Our enterprising exporters prove it can be done. British housewives are examining with appreciation the smart designs and good materials used in Canadian towels, pillowslips, and sheets, shown by the London agent.



Canadian Products Attract London Buyers

When the Ideal Home Exhibition opened at Olympia, London, on March 7, ninety-eight Canadian companies had their products on display. Canada was making its second appearance at this fair, which ran until April 3.



(Above) "Mixes" that make cooking easy drew attention at this Canadian booth; the two visitors on the left examine the "pouch-pak" cake mix. Buying was stimulated by the offer of a free sandwich tin with purchase of any two packets. (Right) Vegetables grown and canned in Canada are being promoted by the personable British representative of the Canadian firm. The same company exhibited at the Ideal Home Exhibition in 1960 and also at the British Food Fair in September.



Shipping by Air Parcel Post

If you are exporting small-size or lightweight products, have you tried air parcel post? Here is advice on when and how to use it.

WENDELL FULTON, *Assistant Trade Commissioner, Ottawa.*

ARE you using air parcel post in your export business? If not, or if you employ it only occasionally, you may be overlooking the importance and potential advantages of this service, as near as your local post office.

If you have a package weighing twenty pounds or less that you want to ship by air because speed is of the essence, a number of choices are open to you. These include air parcel post, air express and air freight. Short of using first class airmail, the fastest, most economical method for shipping small-size or lightweight products abroad is often air parcel post.

Air parcel post service is available to most countries. Ordinarily, maximum weight for packages is 20 pounds. Minimum size for parcels is 4 x 2½ inches and the maximum is 3½ feet in length, width or depth but the combined length and girth must not exceed 6 feet. The minimum charge for air parcel post service is based on a minimum

weight of 8 ounces, with extra charges for each additional 4 ounces or fraction thereof. Each country has a list of articles that cannot be shipped there by air parcel post. Information about these prohibitions, import restrictions, weight limits, postage rates and insurance is given under country headings in the *Canada Official Postal Guide*. Exporters should consult their local Post Office for conditions of entry of parcels into various countries.

Documentation Needed

Documentation required for packages sent by air parcel post is not complicated. All such parcels must bear an adhesive Customs Declaration Form 91 B, fully completed. In addition, certain countries require one or more non-adhesive Customs Declaration Forms 15 B and a Dispatch Note Form 16 B. (Any Post Office can furnish copies of these.) In addition, where the value of the package is more than \$10.00, a Customs export entry form must be

surrendered with the parcel to the Post Office. This form is available from local Customs offices. Exporters should always check to see whether an export permit is needed; it is required for all goods intended to be shipped to any destination placed on an Area Control List established under the Export-Import Permits Act or Regulations. Certain goods enumerated in an Export Control List, also established under the authority of the Export-Import Permits Act or Regulations, need a permit when shipped to any destination. Information on export permits can be obtained from local Customs offices or direct from the Department of Trade and Commerce in Ottawa. The shipper dispatches directly to the consignee any customs invoice or other documents which he will need to clear the package at its destination. These documents are not usually enclosed in the package nor may they be affixed to the outside.

Once the parcel arrives in the country to which it is addressed, the receiver clears it through Customs, pays duty where applicable, and then takes possession. A word of caution—although a parcel can be sent to most countries in under three days by air parcel post, it may in certain cases take considerable time for the addressee to clear the parcel through Customs.

Air Freight and Air Express

Packages of all sizes can be sent by air freight, with service available to most countries. Air freight is designed essentially for the rapid delivery of larger shipments. The minimum charge for this service, regardless of the size of the parcel, is \$8.00 for destinations across the Pacific, \$9.00 for transatlantic shipments, and \$10.00 for South American points. Packages are accepted on the basis of "shipment when

COMPARE THESE AIR SHIPPING RATES

	1 lb.	2 lb.	3 lb.	5 lb.	10 lb.
London					
Air freight	\$ 9.00*	\$ 9.00*	\$ 9.00*	\$ 9.00	\$12.80
Air parcel post	1.80	3.40	5.00	8.20	16.20
Buenos Aires					
Air freight	10.00*	10.00*	10.00*	10.00*	16.00
Air parcel post	3.30	5.90	8.50	13.70	26.70
Hong Kong					
Air freight	8.00*	8.00*	8.00*	11.45	22.90
Air parcel post	3.20	6.00	8.80	14.40	28.40
Johannesburg					
Air freight	9.00*	9.00*	9.09	15.15	30.30
Air parcel post	3.95	7.55	11.15	18.35	36.35

*Minimum charge.

space available." Special rates are offered for a number of commodities shipped in amounts of 100 pounds or more.

Commercial airlines operate air express service to the United States. It is designed essentially for transmission of smaller packages and is available only in the United States and Canada. Canadian National Express will pick up the parcel, dispatch it by air as soon as is convenient, and deliver it to the customer's residence or business after he has cleared the package through Customs. The minimum charge is \$1.50 for parcels shipped to a Canadian address and \$3.50

for the United States. The charge is based on a unit of eight ounces; any excess is treated as if it were another half-pound. Packages may also be sent to the United States at the airmail rate of 7 cents for the first ounce and 5 cents for each ounce thereafter.

The accompanying table compares some air parcel post and air freight rates to four destinations.

Advantages Noted

The reader will note that air freight is expensive unless the weight of the package places it above the minimum charge. Air parcel post is higher when the cost is more than

the \$8.00, \$9.00 or \$10.00 minimum charge for air freight, as the case may be.

Air parcel post is most convenient for relatively light parcels where speed of transmission is essential at the lowest possible cost. It is an excellent method for rapid dispatch of lightweight samples or of any lightweight products of high value.

The 1961 *Canada Official Postal Guide* (available for \$2.00 from the Queen's Printer, Ottawa) gives complete information on air parcel post. A monthly supplement containing changes in the regulations costs \$1.00 a year. ●

FOREIGN TARIFFS

AND TRADE REGULATIONS

Brazil

EXCHANGE RATES ALTERED—Our Commercial Counsellor in Rio de Janeiro reports that, by Decree No. 204 of March 13, 1960, the Brazilian Government has made several important changes in exchange rates applicable to imports.

General Category—Exchange for import of goods classified in the "General Category" in the Brazilian exchange control system must be purchased on the free market. Purchases will be limited to \$20,000 per week per firm, although the Decree provides for larger quotas to be established in proven cases of necessity.

Special Category—Exchange for goods classified in the "Special Category" will continue to be available under the exchange auction system. (Recent rate approximately 660 cruzeiros per U.S. dollar.)

Preferential Imports—Exchange for goods previously enjoying the favoured 100 cruzeiros per U.S. dollar, such as newsprint, fertilizers, wheat, oil, industrial equipment and printing machinery, will now be available at the fixed rate of 200 cruzeiros per U.S. dollar. It is announced that the difference between this rate and the free market rate is to be progressively eliminated, beginning in the second half of this year.

Ceylon

IMPORT CONTROLS AND TARIFF CHANGES—On January 25, 1961, in an effort to conserve foreign

exchange, the Controller of Imports and Exports, Ceylon, announced that individual licences would be required for imports of the following goods from all countries:

Biscuits; cocoa (prepared); coffee, roasted ground; coffee, roasted and not ground; coffee, not roasted and ground; confectionery (including chocolates); tamarind; fruits, fresh apples and grapes; currants; raisins; jams, jellies and marmalades; fruits, preserved in sugar, syrup or spirits; vegetables preserved or tinned; sauces; fruit cordials; pearls (natural and cultured unset); precious and semi-precious stones (cut and uncut); chinaware, porcelainware and stoneware other than sanitary fittings and satsumaware; domestic and fancy glassware; platinum; photographic instruments, appliances and apparatus (including paper, plates and films); wireless goods and apparatus; electrothermic apparatus (including domestic appliances); electric fans (complete); refrigerators and refrigerating machinery; sewing machines (household); footwear; account books; exercise books in paper covers; albums; motor cars (including motor station wagons); motor cycles and motor scooters; motor lorries; chassis with engines mounted for motor buses, motor trucks and motor lorries; imitation jewellery; jewellery, including silver, gold, silverplated and goldplated wire and thread; musical instruments and parts and accessories; gramophones and phonographs, including parts and accessories, and records; powder, face and bath, and eau-de-cologne; toothpaste and dentrifices; fountain pens; toys and parlour games; travel goods and handbags; rubberized clothing; manufactures of plastic, vinyl, polythene or any other similar material; cotton piecegoods; cloths and stuffs, pure wool; fabrics of synthetic fibre and spun yarn; stockings and hose; cotton underwear and nightwear; sarees of any material; cotton camboys, handloom; cotton garments, outerwear; cotton handkerchiefs; haberdashery; clothing.

To further conserve foreign exchange the Ceylon Government on the same date announced the imposition of an import surcharge of 5 per cent of the value of the goods on all goods, other than food and goods admitted free of duty under the customs tariff.

The Ceylon Government also announced increases in the duties on certain goods, including the following (former rates in parentheses):

Motor vehicle spare parts and accessories 30 per cent (15 per cent); newsprint 50 per cent (5 per cent); other writing and printing paper 10 per cent (5 per cent); fountain pens and parts, excluding nibs of a c.i.f. value exceeding Rs.5.00, 87½ cents plus 150 per cent of the excess of the c.i.f. cost over Rs.5.00. (17½ per cent plus 75 per cent of the excess). The 5 per cent surcharge described above is levied in addition.

Iran

IMPORT REGULATIONS ANNOUNCED—The Currency and Credit Board of the Central Bank of Iran has recently announced important import regulations in an effort to improve the serious balance-of-payments position of the country. The following extracts from these new regulations will be of particular interest to Canadian firms:

A. Effective March 21, 1961, (the beginning of the Iranian year 1340), importers are allowed to import the following goods through *documentary credits* or collections:

1. Industrial and agricultural machinery and spares
2. Pharmaceuticals and specialties
3. Chemicals and all types of dyes and paints for industrial purposes, provided they are imported by local factories
4. Natural and synthetic rubber
5. Chemical fertilizers and insecticides
6. Trucks, vans and buses
7. All types of plastic material, whether in the form of powder, crystals, tubes or sheets
8. Artificial silk, nylon and perlon yarn, and other artificial fibres for use by local factories
9. Raw wool for use by local factories
10. Machine-spun yarns and fine wool yarn for use by local factories
11. Metal in the form of wire, sheets, plates and bars for use by local factories
12. Ox or buffalo hides
13. Newsprint and writing paper

B. Other goods not mentioned in the foregoing paragraph (Paragraph A) are to be imported only *under documentary letters of credit*, irrespective of whether they are imported against foreign exchange reserves of Iranian banks, ICA funds, or through bilateral trade agreements.

C. Documentary credit deposits are to be accepted in the following manner:

(1) A minimum of 40 per cent from firms of high credit standing for the following products:

1. Powdered, condensed, concentrated and unsweetened milk; powdered eggs, with the permission of the Ministry of Health

2. Tea, provided the current regulations on the import of tea are observed
3. Gallnuts, myrobalan, yellow and black; mimosa; quebracho; natural tanning and dyeing materials (vegetable); wood tar
4. Non-alcoholic vegetable extracts for medical use
5. Vegetable and hydrogenated fats, edible and inedible; butter, animal fats made from milk
6. Lubricating oils
7. Heavy chemicals for industrial use; chemical fertilizers
8. Pharmaceutical products, specialties; dosed medicines; medicinal cod liver oil; industrial alcohol (fluid); sterilized surgical dressings, hygienic bands; medicinal glucose and lactose, pure sulphuric acid, pure hydrochloric acid, pure nitric acid for medical and laboratory use; room disinfectants
9. Sodium carbonate 98 per cent purity and above for crystal manufacturing. Import permits will be issued only to manufacturers of glass with the approval of the Ministry of Mines and Industries
10. Radiographic films
11. Cochineal, cochineal dye; carmine, other animal dyes; azure blue; synthetic indigo; Prussian blue; logwood
12. Synthetic indigo mixture; alizarin, dyes in bulk; sulphur-based dyes; other textile dyes (cotton, wool, cloth); black vegetable and mineral dyes; prepared barium sulphate; mineral dyes (zinc oxide or sinca); zinc sulphide; lithopone, anti-corrosion paint, alkanet, natural and synthetic; chrome-based dyes; violet indigo; pigments, painting enamels, pigments for glass, ceramic and china manufacture; enamels for household manufacture; fire-resisting paints; alkaline powders; clear or coloured varnishes, nitro-cellulose-based or synthetic; paint thinners (tinol); aniline paints; paints for mixing; synthetic dyes for leather, oilcloth and boot-polish manufacture; other similar dyes; nitro-cellulose-based and synthetic cement; varnishes for galosh and rubber coating.
13. Printing and stamping inks; China inks; copying inks, powdered or in tablet form; writing and drawing inks; fountain-pen inks, gum alcohol and glycerine free; fluid ink-stain removers
14. Typewriter and calculating-machine ribbons; box painting sets; paints in tubes; black pencils, coloured pencils, copying pencils, pastel pencils, pencil cores; stamps (in boxes)
15. Cowhides, buffalo hides, calf hides, other hides
16. Leather belts for machinery; other machinery components and fittings made of leather; patent leather, black only; chamois leather for car cleaning
17. Vehicle tires and tubes (passenger cars, trucks and tractors); solid tires for vehicles, rubber belting; other rubber equipment for vehicles; industrial machinery
18. Reels and shuttles made of cardboard or paper for spinning and weaving purposes; perforated paper or cardboard for weaving; saturated cardboard; paper for match manufacturing
19. Cardboard of every description (except common cardboard made of old paper or straw, and of 0.5 to 5.0 mm. thickness); corrugated cardboard and cardboard-wrapping boxes for packing export goods; laminated cardboard; tarred paper for roofing purposes; paper pulp; suitcase-reinforcing fibre angles
20. Newsprint of any description
21. Writing paper of any description, typewriting paper, stencil paper, carbon paper
22. Books, newspapers, periodicals, catalogues (without exchange remittance), free samples
23. Sifting gauze for industrial purposes made of synthetic or natural silk
24. Cotton materials (except those listed among the prohibited items)
25. Jute, sacking, hessians
26. Cast iron; iron; mild and hard steel in shape of blooms, slabs, strips, pipes, angles, rods, round, half-round or square sections, plates and sheets; cast-iron, iron and steel manufactures; scrap iron in the shape of rods, pipes, etc.; tools made of cast iron, iron or steel, alloyed or not with other metals; wire; barbed wire; welding rods; piping; pipe-laying materials; rails, rail-laying fittings; structural steel and components (for

factory building only); nails, nuts and bolts; telephone and telegraph poles; metal tanks; padlocks; douches, siphons; valves, dentists' chairs; surgical tables; mechanical hospital beds; other metal manufactures for medical use; steel levers, shovels and picks; enamelware for hospital use; patients' wheel chairs; enamelled lampshades and projector shades

27. Type founts, printing materials, date stamps, numbering machines
28. Industrial, agricultural and road-making machinery—self propelled or otherwise; printing, typesetting and bookbinding machinery; motor pumps; cranes; power-generating machinery; machine tools; deep-well drilling machinery and equipment; irrigation machinery; sewing machines; knitting machines
Fittings, spares and components for above-listed machinery
29. Electrical instruments and apparatus; wet and dry batteries; electric candles, electric fittings; wire-laying materials, wire sheaths and their fittings; cabling and wiring; high tension and main powerline, electric, telephone and telegraph insulators
30. Motor coaches; ambulances; trucks, truck chassis; vans, cross-country vehicles, jeeps, etc.
31. Trucks and passenger-car spares and components
32. Scientific, medical and precision instruments of every description, their spares, components and fittings; spectacles, magnifying or light-repelling; binoculars; microscopes; water and gas meters; surgical and medical equipment of every description; artificial limbs, orthopaedic footwear and soles, wrapping rolls, orthopaedic stockings; medical rubber pillows; projectors; magnifying equipment and apparatus; thermometers; barometers; measuring tape; humidity meters, speedometers; revolution counters; surveying and mapping instruments; divider sets in boxes; rules; triangles; metres; balances; plumb lines and similar; ground-measuring, surveying, marine and astronomical equipment and apparatus; scientific instruments and equipment for classroom purposes
33. Wool and fine wool yarn; artificial silk yarn
34. Raw, natural and synthetic rubber

(2) A minimum of 70 per cent for goods not listed in Section C 1. above.

(3) A minimum of 25 per cent against agricultural and industrial machinery to be used by the respective importers themselves.

Documentary bills covering goods other than those specified in Paragraph A, and shipped from the country of origin *before April 4, 1961*, will be settled according to existing regulations. Should goods of this nature be shipped *on or after April 4, 1961*, settlement will be refused. Documents covering such shipments will be returned to the senders. The date on the bill of lading will be taken as evidence of the date of shipment.

It is to be noted that Paragraph C repeats those items outlined in Paragraph A and also includes additional commodities. This has been done to indicate the margin of credit which a first class importer must be prepared to put forward in the event that the suppliers of those products covered in Paragraph A want the importer to pay by irrevocable letter of credit as opposed to documentary collection bills.

—A. B. BRODIE,
Commercial Counsellor, Tehran.

A detailed list of the machinery, apparatus and equipment included in Paragraph A can be obtained by writing to the Chief, Asia and Middle East Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Jordan

IMPORT TRADE RESTRICTIONS ANNOUNCED

—By a notice in the *Official Gazette*, dated February 5, 1961, the Prime Minister of Jordan announced certain restrictions concerning the import trade control regulations, effective from the date of publication of the order. According to the order, import licences will not be granted for any of the following commodities from any country except the United States: wheat and flour; passenger automobiles and trucks; radios, pickups, recorders, gramophones (excluding parts); yellow sulphur for agricultural use; mineral oils; refrigerators; air conditioners; canned cheese; space heaters; gas ranges; toilet soap; sporting arms.

Lebanon

IMPORT RESTRICTIONS REVISED—As a result of recent amendments to Lebanon's import trade control regulations, the schedules of goods subject to restrictive measures have been revised and consolidated.

Under the present import trade control regulations, an importer in Lebanon must obtain an import permit before placing an order abroad for any of some 60 commodities. Also the import of four categories of goods is prohibited. Commodities which are not included in these two lists can be imported freely into Lebanon without an import licence.

There are no exchange regulations, and no control on the transfer or remittance of foreign currency.

The schedules of commodities, as approved by the Ministry of National Economy, that are affected by these restrictive measures as of March 9, 1961, may be obtained from the Asia and Middle East Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Pakistan

IMPORT CONTROLS—The Pakistan Minister of Commerce and Industry announced on March 10, 1961, that an additional eleven items have been put under Open General Licence for orders of up to and including established limits as follows:

Iron and steel (Rs.10,000), books (Rs.2,000), drugs and medicines (Rs.5,000), typewriters and office machines (Rs.5,000), tractors and tractor spares (Rs.50,000), milk food (Rs.2,500), tires and tubes (Rs.10,000), spares for automotive vehicles (Rs.2,500), laboratory glassware (Rs.2,500), tools and workshop equipment (specified items) (Rs.10,000), and cement (for East Pakistan only) (Rs.10,000).

This brings to 73 the total number of items automatically licensed for import into Pakistan.

Philippines

FOREIGN EXCHANGE REGULATIONS ANNOUNCED—The Central Bank of the Philippines has issued, in a circular dated March 2, 1961, new regulations respecting foreign exchange transactions effective

from that date. According to the circular, all foreign exchange receipts shall be surrendered to the Central Bank by those authorized to deal in foreign exchange in the following manner: all export proceeds, United States Government expenditures and invisibles, other than those mentioned below, will be surrendered on the basis of 75 per cent at the free market rate (pesos 3.00 to U.S.\$1.00) and 25 per cent at the preferred rate (pesos 2 to U.S.\$1.00). Foreign investments, gold proceeds, tourist receipts and inward remittances of veterans and Filipino citizens and personal expenses of diplomatic personnel will be surrendered at 100 per cent of the free market rate.

Sales of exchange by the Central Bank at the preferred rate of pesos 2.00 to the \$1.00, plus the margin levy, are applicable only to the following transactions: 50 per cent of decontrolled imports, such as canned milk, canned fish and meat, wheat flour and newsprint—the other 50 per cent will be sold on the free market; 25 per cent of the import requirements of dollar-earning industries; foreign exchange contracts with monetary board approval; government expenditures within the budget for the fiscal year 1960-61, ending June 30, 1961. Thereafter, all government expenditures will be treated in the same manner as other similar private transactions.

Sales of foreign exchange for transactions other than the above and those in excess of exchange licences granted by the Central Bank will be at the free market rate.

The margin levy over the Bank's selling rate was reduced from 25 to 20 per cent on November 27, 1960, and to 15 per cent effective from March 16, 1961.

The above amendment is part of the four-year decontrol program initiated last year. It was explained by the Central Bank that these steps represent the last stage before full decontrol and will be maintained until the necessary complementary measures of full decontrol are implemented.

South Africa

REPRESENTATIONS RESPECTING THE TARIFF
—The South African Board of Trade announced recently that it has received the following representations respecting the tariff:

Increase in duty on:

1. (a) Woven cotton/man-made fibre mixture printed piecegoods containing not more than 80 per cent but more than 50 per cent man-made fibre by weight and with an f.o.b. price not exceeding 11s. per pound by weight of material, but excluding indigo blue discharge prints and fabrics of a width exceeding 45 inches (other than split fabrics of wide fabrics designed for splitting into individual widths not exceeding 45 inches)

(b) Woven printed piecegoods containing more than 50 per cent by weight of man-made fibre (other than rayon or cellulose acetate or mixtures thereof) and with an f.o.b. price not exceeding 11s. per pound by weight of material, but excluding indigo blue discharge prints and fabrics of a width exceeding 45 inches (other than split fabrics of wide fabrics designed for splitting into individual widths not exceeding 45 inches) and all napped or raised, plush or pile and embossed fabrics

2. Domestic glassware that is either tinted, painted or bears any design in colour, including gold lines, badging and lettering
3. Certain scales and weighing machines
4. Wheel wrenches of all sizes whether for trucks, light delivery vans or motor cars
5. Dried beans

Reduction in duty on:

1. Magnetic recording tape
2. Chlorotrifluoromethane
Dichlorofluoromethane
Chlorodifluoromethane
1,1,2-Trichloro 1,1,2-Trifluoroethane
1,2-Dichlorotetrafluoroethane
2 Chloro-1,1,1-Trifluoroethane

Rebate in duty on:

1. Plastic covered piecegoods (leathercloth) for the manufacture of ladies' handbags
2. The following components for the manufacture of brakes, clutches and steering equipment for motor vehicles:
 - (a) tanks, extruded barrels and master cylinder sub-assemblies for brake master cylinder assemblies
 - (b) cover, pressure plate, release lever plate, release lever, release lever pins, eye bolts and struts for cover assembly (pressure plate assembly)
 - (c) raw hose for the manufacture of brake hose assemblies
3. Printed, knitted nylon piecegoods for the manufacture of ladies' underwear
4. Microcrystalline wax for the manufacture of plain and printed waxed papers
5. Fully transparent irradiated polyethylene film for wrapping poultry produce
6. Spun rayon, art silk and washable mohair, plus materials and plastics and glass eyes for the manufacture of plushtype toys
7. Hydraulic and/or pneumatic hose for the manufacture of hydraulic/pneumatic hose assemblies
8. The following chemicals used in the textile industry for the purposes indicated:
 - Beta naphthol flake, used for development of diazotized direct dyestuffs to improve wet fastness
 - Coprantex B, fixing auxiliary to improve wet fastness of selected dyestuffs
 - Lustrol, finishing auxiliary to give a lustre in calendering
 - Urea, chemical used in finishing to obtain a full handle
 - Sodium sulphate, used in dyeing and finishing; in dyeing it accelerates the uptake of dyestuffs, and in finishing it acts as a filling chemical
 - Textiline W.1, used in finishing and sizing to obtain the desired handle
 - Sodium acetate, used in dyeing or acrilan to obtain a level uptake of dyestuffs
 - Persistol, waterproofing textile auxiliary
 - Quellin, used in sizing and finishing to obtain the desired handle
 - Talc R.M.56, used as a filling and weighting chemical, chiefly in finishing of sheeting
9. Woven rayon material for the manufacture of girls' gym clothes
10. Woven cotton piecegoods for the manufacture of women's and girls' underwear

Refund of duty on:

1. Knitted piecegoods used in the manufacture of leathercloth for export
2. Nylon and rayon non-woven gauze used in the manufacture of sanitary towels for export

Canadian firms exporting these goods to South Africa may wish to have their views on these tariff inquiries placed before the Tariff Board. The most effective method of doing so is for the Canadian exporter to have his South African agents act on his

behalf. Action should be taken as soon as possible, because tariff inquiries normally begin in South Africa soon after the announcements are made.

Venezuela

NEW FOREIGN EXCHANGE CONTROL REGULATIONS—Our Commercial Counsellor in Caracas reports that, effective March 17, exchange at the official exchange rate of 3.35 bolivars per U.S. dollar will be available only for some two thousand "essential" imports. All other imports must be paid for at the "free market" rate of exchange.

Exchange for the payment of freight and insurance on "essential" imports will be provided at the official exchange rate. Imports of "essential" goods of up to \$2,000 in value are exempt from import permits provided they are not partial shipments.

Before import of these essential items can be made a prior import *permit* must be obtained from the Foreign Currency Control Office of the Venezuelan Central Bank. This prior import *permit* granted by the exchange authorities does not supersede the prior import *licence* which will also be required for goods previously subject to import licensing.

The payment of debts incurred before November 8, 1960, for which application for registration has already been made, as well as debts contracted between November 8 and March 17, provided they are registered within thirty days of March 17, will be made at the official rate.

Further information may be obtained from the Latin American Division, International Trade Relations Branch, Department of Trade and Commerce.

COMMODITY NOTES

Air Conditioners

COLOMBIA—Under licence from a major United States appliance manufacturer, a plant is being established in Barranquilla to make air-conditioning equipment for both domestic (1 h.p.) and commercial (5 to 15 h.p.) use. The factory will also produce a range of ventilating equipment for the building industry—Bogotá.

Aircraft

SWEDEN—Malmö Flygindustri, a firm within the Trelleborg group, has started production of Sweden's first mini-plane, an all-metal two-seater called the MFI Junior. It is intended as a "people's car of the air", and will cost under 30,000 kronor. A 100 h.p. engine will permit cruising speeds of about 225 kilometres per hour. It weighs about 300 kilograms and the pilot can drag it from its hangar and get it into starting position without help. The prototype, tested for two years, was designed and built by Rune Andreasson, formerly with Convair in the United States. It is 5.6 metres long, with wing span 7.2 metres and height 1.9. Fuel consumption is less than 17 litres per flying hour at cruising speed—Stockholm.

Cloth

SOUTH AFRICA—When their £275,000 expansion program is completed at the end of this year, Union Spinning Mills and its associate company, Algoa Weaving Mills (Pty.) Ltd., both of Port Elizabeth, will aim at increased exports. They have a substantial market in the Federation of Rhodesia and Nyasaland and will concentrate on other African territories. An annual

turnover of £3 million and an annual output of 350 linear miles of cloth, 99 per cent of which goes direct to manufacturers, is expected. New buildings include a dyeworks and cloth-finishing plant as well as housing for a turbostapler for production of high-bulk orlon tops—the first in Africa and one of the few in the world—Cape Town.

Coal

ECSC—According to information published by the European Coal and Steel Community, coal imports into the six member countries fell from 19.2 million tons in 1959 to 17.3 million in 1960, principally as a result of import restrictions imposed by Belgium and West Germany—Brussels.

Copper, Zinc

PHILIPPINES—Marinduque Iron Mines Inc. will construct an integrated copper-zinc extracting and fabricating plant in the Philippines, assisted by a \$13 million Export-Import Bank loan. Marinduque will provide initial working funds and capital for erection of the plant. The loan will be used to purchase smelting and refining machinery and equipment.

The new plant will process ores into finished copper products by chemical bleaching, gaseous production and newly-developed rolling methods. These should help to replace the \$10 million worth of copper products now imported each year. It is also hoped that processing of the base metal concentrates will provide sulphur—an ingredient of fertilizer badly needed in the Philippines.

Marinduque currently owns and operates two copper mines capable of producing 75,000 tons of ore a year—Manila.

Forest Products

SWEDEN—The Swedish Cellulose Company's (SCA) external deliveries rose by 15 per cent to Kr.623 million (\$121 million) in the financial year ended August 31, 1960. Exports accounted for 76 per cent of the over-all value. Production of chemical pulp rose from 482,000 to 543,000 tons; mechanical pulp from 127,000 to 163,000 tons; paper from 145,000 to 200,000 tons; board from 45,000 to 51,000 tons, and timber from 78,000 standards to 80,000. A new kraft liner mill will go into production in the first half of this year, and expansion of the Obbola sulphate mill to 110,000 tons of unbleached pulp will be completed early in 1962. Investment during the financial year totalled Kr.120 million—Stockholm.

Iron Ore

ECSC—Iron ore production in the six countries of the European Coal and Steel Community in 1960 totalled 95.8 million tons, the highest on record and 8.5 per cent above the 1959 figure. Following is 1960 production for each country, in millions of tons (1959 figures in brackets): France 67.7 (61.6), West Germany 18.9 (18.1), Luxembourg 6.9 (6.5), Italy 2.1 (2.0), Belgium 162,000 (142,000).

Imports of iron ore from third countries reached about 30 million tons in 1960, representing about one-third of domestic extraction—Brussels.

Motor Vehicles

JAPAN—Production of four-wheel motor vehicles in 1960 jumped to 481,543 units, an increase of 83.2 per cent over 1959, according to the Automotive Industrial Association. The figure includes Japanese "standard" passenger cars: 129,000 of these were produced compared with 73,000 in 1959. Production of three-wheel vehicles in 1960 jumped to 278,032 from 158,042 in 1959, according to the Midget Motor Manufacturers' Association. The three-wheel vehicles are used principally to transport goods—Tokyo.

Oil

NEW ZEALAND—New Zealand's new oil refinery company, the New Zealand Refining Company Limited, has been incorporated with authorized share capital of £6 million in ordinary shares of £1 each. At some time in the future a prospectus will be issued inviting New Zealand investors to participate in ownership of the company. Preliminary arrangements were handled by a committee representing Atlantic, B.P., Caltex, Europa, Shell and Standard Vacuum Oil companies.

Detailed specifications for tenders to build the new £20 million refinery at Marsden Point, Whangarei, are being prepared by specialist engineers in The Hague—Wellington.

Paper Mill

INDIA—India's largest paper producer, Orient Paper Mills Limited, plans to double its capacity by constructing a new paper mill at Amlai in Madhya Pradesh. It will have a capacity of 50,000 tons a year. The mill's output of writing and printing papers will be based on bamboo. Equipment will be purchased in the U.S. under an Export-Import Bank credit of \$18.5 million, repayable over a ten-year period commencing in 1964. Technical and engineering services are being provided by Eastern Engineering Company of Atlanta, Georgia—New Delhi.

Phosphate

ALGERIA—Construction has started on the \$25 million Djebel-Onk phosphate works in northeastern Algeria. Total reserves are estimated at 500 million tons, one-fifth of which is in open pits. By the end of 1962, the enterprise will have turned out its first 50,000 tons of 75 per cent phosphate content. In 1964, production will hit full stride at 800,000 tons a year.

The Société d'Exploitation du Gisement de Phosphate de Chaux du Djebel-Onk, jointly owned by the State and private interests, will mine the deposits. Major shareholder is Compagnie des Phosphates de Constantine, with 40 per cent of the new firm's \$6 million capital; the French Government holds 34 per cent through two agencies. Most of the remaining shares are held by Algerian development groups.

The raw ore, no richer than 50 per cent in content, will be treated through to the roasting process at Djebel-Onk and taken to Bône on the Mediterranean, 210 miles north, to be washed, dried and readied for shipment. The treatment plants will cost \$8 million and laying an electrified rail line from Djebel-Onk to Tebessa a further \$9 million—Paris.

Correction

In our March 11, 1961, issue, a note on the new Tasman Pacific Service carrying meat from New Zealand to the west coast of North America gave the refrigerated capacity of the vessels as 20,000 cubic feet. The correct figure is 200,000 cubic feet each. Canadian agents for the line are the Griffiths Steamship Company Limited, Vancouver. For return voyages, the line will accept perishables and other cargo that will not damage the installations and special fittings in the refrigerated compartments.

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 1.0101.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 24	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Free01199	83.40	(1)
Austria	Schilling03826	26.14	
Australia	Pound	2.2160	.4513	
Bahamas	Pound	2.7700	.3610	
Belgium and Luxembourg	Franc01985	50.38	
Bermuda	Pound	2.7700	.3610	
Bolivia	Boliviano ..	Free00008665	11,540.68	
British Guiana	Dollar5771	1.73	
British Honduras ..	Dollar6925	1.44	
Brazil	Cruzeiro ..	General Category*	No quotation available	No quotation available	* (2)
		Special Category			
		Official selling			(3)
Burma	Kyat2079	4.81	
Ceylon	Rupee2078	4.81	
Chile	Escudo	Free9411	1.06	(4)
Colombia	Peso	Certificate1478	6.76	
Congo, Republic of ..	Franc01985	50.38	
Costa Rica	Colon	Official1763	5.67	
		Controlled free1488	6.72	
Cuba	Peso9900	1.0101	tax 2%
Czechoslovakia	Koruna1375	7.27	
Denmark	Krone1433	6.98	
Dominican Republic	Peso9900	1.0101	
Ecuador	Sucre	Official06600	15.15	
		Free05789	17.27	
Egyptian Region, United Arab Rep.	Pound	Official	2.8428	.3518	
		Export account selling	
El Salvador	Colon3960	2.52	
Fiji	Pound	2.4955	.4007	
Finland	Markka003094	323.21	
France, Monaco, etc.	New Franc2020	4.95	(5)
Franco-African Republics, etc.	Franc004040	247.52	(6)
French Pacific	Franc01111	90.00	(7)
Germany	D Mark2494	4.01	
Ghana	Pound	2.7700	.3610	
Greece	Drachma03300	30.30	
Guatemala	Quetzal9900	1.0101	
Haiti	Gourde1980	5.05	
Honduras	Lempira4950	2.02	
Hong Kong	Dollar	Free*1706	5.86	*Mar. 10
		Official1731	5.78	
Iceland	Krona	Official02605	38.39	(8)
India	Rupee2078	4.81	
Indonesia	Rupiah	Official02200	45.45	(8)
Iran	Rial01307	76.51	
Iraq	Dinar	2.7720	.3607	
Ireland	Pound	2.7700	.3610	
Israel	Pound5500	1.82	
Italy	Lira001594	627.35	
Japan	Yen002750	363.64	

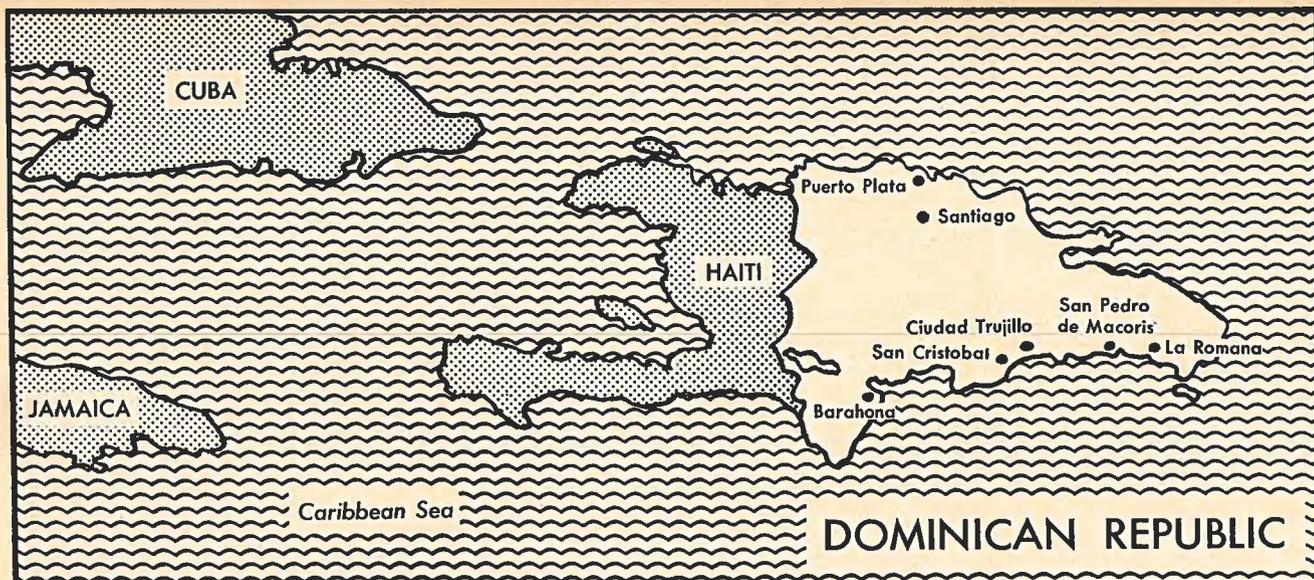
*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent March 24	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free	.3110	3.21	
Mexico	Peso		.07920	12.63	
Morocco	Dirham		.1980	5.05	
Netherlands	Florin		.2756	3.63	
Netherlands Antilles	Florin		.5250	1.90	
New Zealand	Pound		2.7700	3.610	
Nicaragua	Cordoba	Effective buying	.1500	6.67	
		Official selling	.1404	7.12	
Nigeria	Pound		2.7700	3.610	
Norway	Krone		.1386	7.21	
Pakistan	Rupee		.2078	4.81	
Panama	Balboa		.9900	1.0101	
Paraguay	Guarani	Official	.007826	127.78	
Peru	Sol		.03691	27.09	
Philippines	Peso	Free	.3300	3.03	
		Official	.4950	2.02	
Portugal & Colonies	Escudo		.03455	28.94	(9)
Singapore and Malaya	Straits Dollar		.3232	3.09	
Spain and Dependencies	Peseta		.01650	60.60	
Sweden	Krona		.1917	5.22	
Switzerland	Franc		.2292	4.36	
Syrian Region, United Arab Rep.	Pound	Free	.2762	3.62	
Thailand	Baht	Free	.04708	21.24	(8)
Tunisia	Dinar		2.3859	4.191	
Turkey	Lira		.1100	9.09	(8)
Union of South Africa	Rand		1.3850	7.220	
United Kingdom	Pound		2.7700	3.610	
United States	Dollar		.9900	1.0101	
Uruguay	Peso	Free	.08976	11.14	(10)
Venezuela	Bollvar		.2958	3.38	(11)
West Indies Fed.	Dollar		.5771	1.73	(12)
	Pound		2.7700	3.610	(13)
Yugoslavia	Dinar	Official	.001320	757.57	(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.



Markets in Brief

DOMINICAN REPUBLIC

Area: 17,840 square miles.

Population: 3,011,121.

Climate: tropical; cool valleys in mountains.

Language: Spanish.

Currency: peso, at par with U.S. dollar.

Weights and measures: metric system, although British and American units commonly used.

Capital: Ciudad Trujillo; population 350,847.

Chief ports: Ciudad Trujillo, Puerto Plata, Barahona, La Romana.

Marketing centres: Federal district (population) 390,750; Santiago district 305,080; Puerto Plata district 172,849; San Cristobal district 239,603.

Economy: mainly dependent on sugar; coffee, cocoa, tobacco, cattle important.

Total Dominican imports: 1959—U.S.\$120.2 million; 1958—U.S.\$129.5 million.

Chief imports: 1958 (in per cent)—machinery, apparatus, spares 16.3; motor vehicles 10.8; food products 9.2; mineral oils, including gasoline 7.9; cotton and manufactures 7.4; iron, steel and their manufactures 7.4.

Chief suppliers: (in per cent)—United States 59.8, West Germany 6.1, United Kingdom 4.3, Canada 4.0, West Indies 3.6.

Value of imports from Canada: 1960—\$5,061,888; 1959—\$5,137,477.

Chief imports from Canada: 1960—dried, salted fish \$1,377,082; wheat, except seed, \$1,002,672; oil, gasoline, naphtha, fuel \$490,822; tires for trucks, buses \$245,217; insulated copper wire \$229,772; newsprint \$202,280.

Total Dominican exports: 1959—U.S.\$130,135,772; 1958—U.S.\$136,614,711.

Chief exports: 1959 (U.S.\$ million)—raw sugar 45.6, green coffee 17.5, cocoa 15.1, chocolate 7.1, bananas 5.9, bauxite 5.0, tobacco 5.0, molasses 4.4.

Chief markets: 1959 (U.S.\$ million)—United States 68.6, United Kingdom 20.4, Netherlands 5.3, Japan 4.5, West Germany 4.4, Canada 1.6 (DBS).

Value of exports to Canada: 1960 (10 months)—\$1,246,903; 1959—\$1,636,888.

Chief Canadian purchases: 1960 (nine months)—green coffee \$479,699, bananas \$417,835, molasses \$60,483, baler twine \$33,442, cocoa beans \$16,980.

Dollar exchange: freely available. No exchange permit required but there are administrative controls since all applications for foreign exchange require approval of the Central Bank.

Prices: quote in U.S. dollars, c.i.f. or f.o.b.

Samples: import restricted if of commercial value.

Trade agreements: the Dominican Republic is a member of GATT; it also has a separate most-favoured-nation agreement with Canada. GATT concessions apply only to imports from countries accorded m.f.n. treatment.

Import permits: not required except for wheat, wheat flour, barbed wire, firearms, milk products, fruits, vegetables, and confectionery products containing sugar or chocolate as the principal ingredient.

Import controls, documentation, customs tariffs, marking and labelling: consult the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Canadian Banks: Royal Bank of Canada in Ciudad Trujillo, Santiago, San Pedro de Macoris, Puerto Plata, La Romana; Bank of Nova Scotia in Ciudad Trujillo, Santiago.

For detailed information on this market write to:
Latin American Division
International Trade Relations Branch
Department of Trade and Commerce
Ottawa

or
Commercial Counsellor
Canadian Embassy
Apartado 1393
Ciudad Trujillo, Dominican Republic

Picture Yourself in Paris

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



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.

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.

Trade and Commerce is looking for women with a sense of responsibility and the spirit of adventure—who are willing to serve wherever they are needed. You are eligible for this career-with-travel if you are 21 to 45 years old, a Canadian, or a British subject with five years' residence in Canada. Starting salaries for the initial period at Head Office in Ottawa range from \$257 to \$297 a month, depending on your qualifications. Minimum salary on posting is \$295. While abroad you are paid cost-of-living and rent allowances. For an application form, contact the Civil Service Commission either at the office in your area or in Ottawa.