

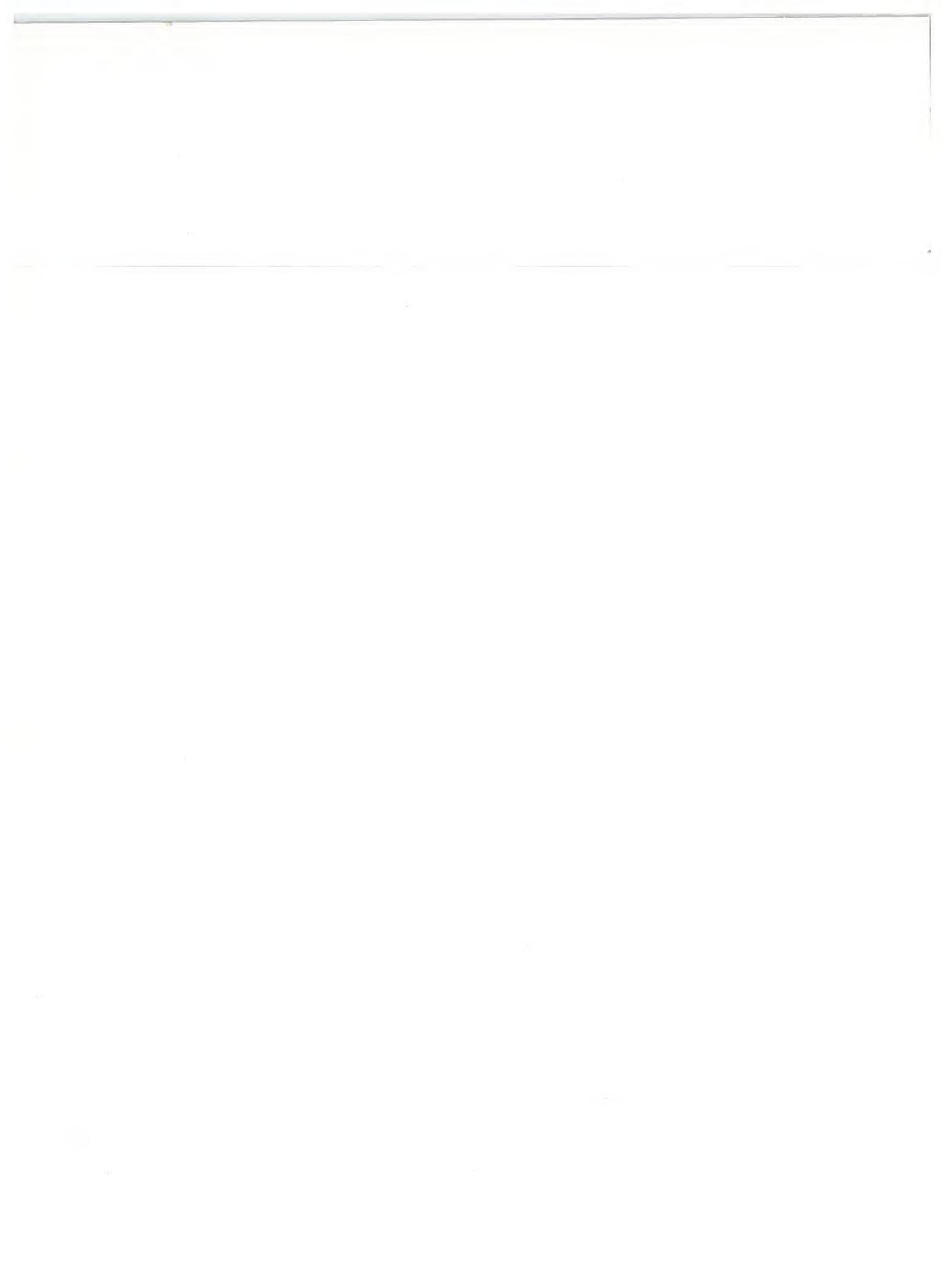
**How "Operation Export" Helped Business (page 3)**

**Nine Companies Tell Their Story (page 7)**

# FOREIGN TRADE

DEPARTMENT  
OF TRADE AND  
COMMERCE  
O T T A W A

**DEC. 2. 61**



# FOREIGN TRADE

DECEMBER 2, 1961

Vol. 116 No. 12

Established in 1904. Published fortnightly by the Department of Trade and Commerce.

The Hon. GEORGE HEES, Minister.

JAMES A. ROBERTS, Deputy Minister.

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

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

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

## How "Operation Export" Helped Business 3

*A "what happened after" report on last December's Export Trade Promotion Conference and some of its results, based on personal interviews with and letters from Canadian businessmen, and reports from our Trade Commissioners abroad.*

## Nine Companies Tell Their Story 7

*Foreign Trade talked with nine companies who had sent representatives to the Conference; discovered that some of them have already made sales in nearby or distant markets. Others have improved distribution, made useful contacts.*

Ceylon Commissions Chemicals Study	7
Veteran Exporter Renews Contacts	7
Salt Sells in New Zealand	8
Food Broker Investigates Markets	8
Ten Countries in a Year	9
Boat-Builders Become Export Conscious	9
Electrical Firm Studies Markets	10
Oil Furnaces for Australia	11
Distillers Make Personal Contacts	11

## We Go to the Provinces 12

*Teams from the Department of Trade and Commerce have staged ten trade conferences in eight provinces during 1961—conferences organized by the provincial governments with the aid of business and trade associations. Here is a look at the procedure followed and the program undertaken at these meetings.*

## Why and How to Exhibit at U.S. Trade Fairs 16

*From Chicago, locale for hundreds of vertical trade fairs, comes this article, packed with down-to-earth advice on planning an exhibit, setting it up and staffing it, attracting potential customers, and following up on inquiries received.*

## Canada's Trade in the First Half of 1961 20

*This analysis of our foreign trade from January-June explains changes in its direction, discusses the leading commodities and the leading markets, makes predictions about the full year's results, and includes some illuminating tables.*

## Hard Maple Scores 15

## What's Current in Commodities?

### Markets for Textiles in South Africa and Norway 24

Canada in Foreign Markets	19
Foreign Exchange Rates	29

Foreign Tariffs and Trade Regulations	27
Foreign Trade Service Abroad	31

COMING—THE BRITISH MARKET FOR HEATING EQUIPMENT, DECEMBER 16



## **A Continuing Campaign**

*LAST December my Department and I had the privilege of welcoming over 1,300 businessmen who came to the Export Trade Promotion Conference that we organized. I talked with many of them then; I have met hundreds of their colleagues since; others have written to me about their plans and their problems. I have been filled with admiration for their efforts and gratified by their success in foreign markets. I am conscious too of how much remains to be done and how many have not yet enlisted in this campaign.*

*This Conference, "Operation Export", I regarded as the first salvo in a continuing campaign—a campaign to ensure for Canada its proper place as one of the world's great trading nations. It is a campaign in which, as I have often emphasized, three forces must co-operate—management, labour and government. Each must contribute its best if we are to win our objective.*

*When the Conference ended, we moved quickly to enlist other allies—the provincial governments and the business and trade associations. With their help and stout support, we have staged trade conferences in eight of the provinces and by February we will have covered the remaining two. These meetings with businessmen have proved to be a useful exercise.*

*As a Department, we have pressed the attack on our objective on two fronts. We have urged business to go after foreign markets and we have given our exporters every encouragement. But we have also built up our domestic commerce services. This action we took to help business produce more efficiently and at lower cost and to improve productivity and product design. This will, in turn, make us more competitive abroad. With wider and more varied markets, we can produce more competently a broader range of products and so diversify our economy.*

*In the Department of Trade and Commerce we have qualified personnel and an efficient operation. The businessmen of Canada whom we serve have told me this and my own observations confirm it. We stand ready to assist in many ways and I urge more of you to call on us.*

*This issue of Foreign Trade contains a number of examples of Canadian firms that, with the impetus the Conference provided, are well on the road to achieving export success. Their experiences have encouraged me and I hope that they will encourage you, the businessmen of Canada, to press forward in a trade offensive confidently begun.*

*George Heus*

*Minister of Trade and Commerce*



One year ago, over 1,300 Canadian businessmen travelled to Ottawa to attend an Export Trade Promotion Conference. What kind of advice and assistance did they receive and how has it helped them to expand exports? The experience of a number of companies supplies a partial answer and a number of encouraging examples.

*"WE greatly appreciated your Department's invitation to the Trade Promotion Conference in Ottawa last December. As a result of this, we were encouraged to attempt to establish distribution in both the Caribbean and the United States. From results to date, it would appear that we can reasonably expect in excess of \$2 million worth of sales . . . in the American market during the coming twelve months."*

*"As a result of your good work, I am rather in a quandary as I have literally been flooded with requests for our line."*

## How

# "Operation Export" Helped Business

*"By June, we had reached the point where we had enough new business. If we had contacted all the Trade Commissioners we interviewed at the Conference, we could not have supplied the resulting demand."*

*"Thanks to the Conference, we set out to learn the technical language of a new market."*

THESE are comments made by businessmen in the months following the Export Trade Promotion Conference, held in Ottawa in the first three weeks of December 1960. They are typical of the experience of many of the 1,365 businessmen who each sought interviews at the Conference with from eight to twenty of the 110 Trade Commissioners brought home for the occa-

sion and who have since made serious efforts to sell abroad.

The impression that the Conference made upon these active or potential exporters and their success since naturally have depended not only upon the person but also on the products he wished to sell; it takes much longer, as a rule, to establish contacts for and make sales of complicated and highly engineered equipment or oil heaters than, say, toys or wood pulp. They have depended on how actively and enthusiastically the firm followed up the leads that the Trade Commissioners provided. They have depended on the markets the companies chose to tackle; some were less restricted or perhaps less competitive than others. And sometimes luck played a part, as it does in many commercial undertakings.

### Personal Contacts

Just how did the Conference help to boost export trade? What did it give businessmen and Trade Commissioners in the way of concrete help? A look at the record and talks with businessmen and officers of the Department provide a composite and interesting answer to these questions.

The most obvious way in which the Conference helped was by bringing together Trade Commissioners and businessmen in high-speed but practical conferences. The businessman could get his story across more easily than by correspondence. (And, of course, personal acquaintance makes subsequent correspondence easier.) He could brief the Trade Commissioner on the product itself, the ways in which it could be used, the type of people who would buy it, its superiority over competing lines, the sales literature he could provide, prices, and possible promotion plans. Sometimes

this discussion had a direct bearing on sales. The Commercial Counsellor in New Zealand discussed with a manufacturer of heavy machinery the model he was trying to sell there. When he returned to Wellington, he was able to spur on the company's agent and to take a helpful part in discussions with the government department that was considering buying the machinery. The result: solid sales.

Some Trade Commissioners, on their return to their posts, were able to find customers for certain Canadian companies almost immediately. The Commercial Counsellor in Norway just before he left Oslo for Ottawa was consulted by a Norwegian firm that wanted to import household refrigerators. One of his first interviews at the Conference was with a firm turning out refrigerators. The result: Canadian supplier was put in touch with Norwegian customer. Every Trade Commissioner went back with a new appreciation of what Canada was producing. One of them wrote to the Department later: "One outcome [of the Conference] is that our correspondence files and catalogue library are again full of information about Canadian goods for export . . . This material will be most useful."

### Where to Sell

Once he explained what he had to sell, the businessman's next question was: "Where shall I try to sell it?" As the representative of one company remarked, "If you're new to export, what do you do? Just take off? Should I start in the U.S. or Europe or where? That's what I went to Ottawa to find out." For the man already selling abroad or faced with import restrictions in certain countries, the question became: "What other markets should I try?" Hundreds of the participants emphasized the unique value of the Conference in answering these questions. Trade Commissioners covering literally every world market could be consulted under one roof; one visitor said he obtained "a bird's



*The Commercial Counsellor in Brussels (left) and a Canadian exporter engage in earnest discussion over sales opportunities and trading techniques in Belgium during the Export Trade Promotion Conference held in Ottawa in December 1960.*

eye view of world conditions in one fell swoop."

When they had completed their schedule of interviews with Trade Commissioners and Commodity Officers, representatives from one company reported that they had "wrapped up the world market possibilities for their line." Another firm making heavy equipment had pinpointed the areas in which its products could compete without facing import restrictions or dollar shortages. The part-owner of a small hardware business, just entertaining the idea of exporting, came with the intention of making an initial try in Europe. He found that the competition for his lines would be too stiff and was advised to try Latin America instead. A fourth company assessed in two days of interviews the market possibilities throughout Latin America and a number of exporters with their eyes fixed on more distant opportunities were persuaded not to overlook the nearby U.S. market. One handbag manufacturer, with the assistance and advice of the New York Trade

Commissioner, has had notable success in that competitive city. Another large company interviewed the Commercial Counsellor from Vienna, who suggested Eastern Europe as a possible outlet. The export manager has since visited these countries and prospects have proved to be promising.

### Finding Agents

One of the main tasks in which the Trade Commissioners at nearly all posts were engaged when the Conference was over was the finding of suitable agents for a large number of the companies they interviewed. They have reported their progress with this assignment at regular intervals to the Department at home. By the end of September 1961, 922 new agencies or buying connections had been established and some 1,200 were still being explored. The job of locating a suitable agent can be time-consuming, especially when the one chosen has to provide servicing or other special facilities.

About 20 per cent of the firms represented at the Conference were newcomers to export trade. For the other 80 per cent, the problem might be finding agents in a previously untried market. Frequently these firms, in interviews with the Trade Commissioners, concentrated on straightening out problems arising between agent and principal or on obtaining additional information about the agents. A Montreal engineering firm, for example, made a point of getting from the officers with whom they talked an evaluation of their representatives. Others asked for information on credit standings. One firm exporting to Venezuela discovered that its agent had gone out of business. Another company got additional orders because it assured the Trade Commissioner that it did make the size of vinyl tile that a foreign customer wanted; the agent was unaware of this and was on the point of refusing the business. During one interview, the Trade Commissioner was presented with a list of possible

agents and culled from it the firms he thought worth serious consideration and not mere sample seekers. One officer posted in Latin America undertook to call on the agents for companies whose representatives he met at the Conference and to find out whether they were pushing their products sufficiently.

### Tariff and Other Problems

Some large companies with impressive sales and experience abroad made a point at the Conference of discussing trade policy and access to markets, both with the Trade Commissioners and with officers of the International Trade Relations Branch. Many sought information on the possible effect of the Common Market on their trade. One of them wrote later: "A growing problem for the exporter . . . is to maintain reasonably free access to both traditional and new markets. Tariff intelligence, and negotiations where necessary, are essential to the solution of this problem and the help of the Trade Commissioner who is

on the spot in foreign countries is most useful. We therefore appreciated the opportunity which the Conference gave to meet personally the field representatives of the Department and thus to supplement the contacts we have always enjoyed with officials of the Department in Ottawa."

This company was not alone in seeking tariff intelligence: the International Trade Relations Branch was kept busy for two months after the Conference ended answering hundreds of requests for detailed information on tariffs, import restrictions, and other regulations affecting Canadian trade.

Sometimes teamwork between head office and foreign posts cleared up a situation that was making an exporter consider giving up his sales efforts entirely. One man had been selling an agricultural product in the United States, had run into a labelling problem, and had been told to take it up with the U.S. Food and Drug Administration. Uncertain about how to do this, he had stopped shipping. At the Conference he talked to one of the Trade Commissioners in the United States, who asked his colleague in Washington to take the matter up with the proper authorities. A solution was soon reached.

### Export Techniques

Many businessmen reported that they profited from the advice they received on export techniques. Quoting c.i.f. prices is a point that the Trade Commissioners always make; one company decided that quoting prices f.o.b. to its customers in Manila might be the reason for its lack of success in the Philippines. It has taken some firms a number of months to work out c.i.f. prices for various areas, revise their export catalogues, reprint them, and get ready for a real export drive.

Other companies were convinced by the Trade Commissioners and Commodity Officers that the product itself must be modified for export or perhaps the packaging

*Some 100,000 pounds of Canadian salt arrive in Jamaica, a market that the company opened up with the help of the Trade Commissioner following the Conference.*



changed. "As soon as we have a product in a proper package," one company wrote, "we hope to get some export business." Said another, "We have designed a new and smaller machine suitable for export as well as the home market. We are now making same and preparing literature about it." Sometimes the first step was making up a new range of samples and getting them shipped promptly to posts in the countries with sales possibilities. Firms with electrical appliances, heating equipment, etc., to sell often needed advice and assistance from the Department at home and abroad in getting these products tested by the authorities to make sure that they met the standards of the country. Occasionally the Canadian manufacturer had to make certain modifications in his design before he could begin his sales drive.

### Visits Encouraged

Many of the Conference visitors were stimulated to undertake personal exploration of export markets. A number of them acted quickly. "By 9.15 a.m. on January 3rd," the Trinidad office reported, "three exporters whom we had met at the Conference arrived in our offices and by the end of the day, we had established three new agency connections." From January to April 1961, the Jamaica office welcomed 81 business visitors and 41 of these were from firms interviewed at the Conference. Many of the sales successes that have been reported owe much to the visits made to hopeful areas by company executives. This held true in Britain; the London office, in reporting certain sales, added: "One point that all these companies had in common was that they sent a senior executive of the company, who was able to make decisions on the spot, to visit Britain for at least two weeks." Another Trade Commissioner reported that "Mr. X made a personal visit to New Zealand, accepted our agency recommendation, toured the country, and did what we consider to be

a professional job on introducing his product . . . We underline his personal visit as a key factor in his success."

Among the steps in sales promotion that many of the Trade Commissioners recommended was participation in trade fairs abroad. An Ottawa Valley lumber firm acted on this recommendation promptly by entering the Northeastern Retail Lumber Dealers Show in New York City in January. "Since that time," the firm told us, "we have increased our sales to the point . . . where in the month of January, which is normally a very slow month in the lumber industry . . . we have had to run our plant on a three-shift basis." A number of other companies were persuaded to enter specialized fairs, particularly in the United States and Britain. Some are going into the Canadian trade fairs in Ghana and Nigeria in January and February 1962, and others intend to participate in trade exhibitions when their export plans have taken shape.

### A New Prestige

One rather intangible but important effect of the Conference was emphasized by men with years of experience, some of whom had long struggled to convince top management of the importance of export trade. The enthusiasm that the Conference engendered, the publicity it received, and the favourable impression it made on the participants helped to give exporting a new prestige. It was noted that, as the Conference proceeded, more presidents, vice-presidents and general managers, and general sales managers applied for interviews. They came away convinced that export trade is vital. Said one export manager, "It brought the attention of top management to export and made it conscious of what exporting requires." It also induced in many a more realistic attitude towards the whole business of trading abroad. One point was made again and again—that export sales, even when the profit is smaller than on

domestic sales, reduce unit costs and thus help domestic sales. This in turn makes it easier to keep a plant in full production. The Department also made clear to its visitors that in exporting, as in other ventures, the prize goes to the man who perseveres. One executive remarked, "I'm prepared now to give exporting a good try and to stick with it for at least five years." Like his colleagues, he had discovered also the range of the services that the Department of Trade and Commerce provides. Another export manager said, "I've found out that I have 110 crackerjack salesmen on my staff that I haven't been using."

Most important, the Export Trade Conference got more products moving out of Canada and into the hands of foreign customers. Naturally, other factors also operated—especially the aggressiveness and drive of businessmen themselves in following up leads or adapting their techniques and their products where necessary. Leafing through the Department's files, one can discover many success stories in addition to the eight covered on pages 7 to 11 in this issue. Canadian rock maple furniture is now on sale at Harrod's in London; a tracked carrier is in use in Gabon, Africa; dental burrs were sold in New Zealand, frozen foods in Bermuda, tomato juice in British Guiana, bleached pulp in the Netherlands, steel barrels in South Africa, laboratory desk tops in the United States, and lamps in Britain—to pick out only a few products.

Above all, the Export Trade Promotion Conference raised the sights of Canada's businessmen and made the target clear. Business has a bead on export. ●



# Nine Companies Tell Their Story

## Ceylon Commissions Chemicals Study

ONE evening last July, a Canadian consulting engineer found himself enjoying a rubber of bridge with three Ceylonese in up-country Ceylon. A special assignment—a study of the domestic chemical industry and the directions in which it should expand—had brought him to Ceylon and his fellow players were co-operating with him in his investigation.

As George Crane, of Casson and Crane, tells it, his firm won the contract chiefly because his partner, Vincent Casson, came down to the Export Trade Promotion Conference. He was on the lookout for opportunities to do engineering studies in the under-developed countries. He therefore chose to talk principally with the Trade Commissioners from Asia and Africa. When he met I. V. Macdonald, Commercial Secretary in Colombo, he had a definite project to discuss. From the External Aid Office, Mr. Casson had heard that Ceylon was considering a study of its chemical industry with special reference to chemicals for paper-making and agriculture. It would not, however, be carried out under the sponsorship of the Colombo Plan. He explained that his firm had special competence and experience in the electrochemical and fertilizer fields and was anxious to get the contract.

Mr. Macdonald listened with increasing interest and, when he returned to Ceylon, drew the attention of the proper people to Casson and Crane's capabilities. He kept pursuing the matter and early in 1961 the firm was given the opportunity to do a free preliminary survey, using material supplied from Ceylon. This introduction to the prob-

lems of the industry convinced Mr. Crane that these were soluble and convinced the crown corporation that he was the man to do the job. The contract was awarded in April, Mr. Crane arrived in Ceylon in July, and by mid-August the survey was completed and the report presented to the Government.

The assignment had several aspects. First, Mr. Crane checked on the design and efficiency of the existing chemical plants and gave technical assistance on the operation and management of them. Second, he advised on how byproducts could be put to use in producing chemicals that were being imported—such as water-treatment chemicals, detergents, and fertilizers. In fact, he recommended the establishment of an integrated fertilizer industry. He covered the economic as well as the technical aspects of all these undertakings and estimated the possible savings in foreign exchange. The Government of Ceylon has already indicated that it would like to go into making fertilizers, so the firm's services may be used again.

"We never would have got the contract without the work of the Trade Commissioner," Mr. Crane says. "He continued to help us in a number of ways, such as the clarification of bills and the payment of accounts. When I arrived in Ceylon in July, I went straight to his office and he gave me a useful rundown on the economic and political situation. I was going into the back country by myself and I needed this briefing."

Engineering projects sometimes take a long time to reach fruition and Mr. Crane is hopeful that some of the inquiries from other countries, such as Greece and Nigeria, that came to him as a result of the Conference may eventually mean business for his firm. A small com-

pany, he explains, can't spend money on selling itself and its services. He gives the Department and its Trade Commissioner Service full marks for its efforts on the firm's behalf. ●



## Veteran Exporter Renews Contacts

A company that has sold abroad for close to half a century and that today markets its products in 40 countries in the face of stiff and increasing competition does not rank as an amateur in the export field. Yet the Reliable Toy Company of Toronto accepted the invitation to attend the Export Trade Promotion Conference and sent the assistant to the vice-president and the general sales manager as its representatives.

"We didn't want to miss any opportunity of furthering our close contacts with the Department of Trade and Commerce," E. S. Lindo, assistant to the vice-president, explains. "We weren't so much looking for new markets as trying to increase our knowledge of and cement our relations with our present markets."

"For us, the most valuable thing about the Conference was that it gave us the chance to sit down with the Trade Commissioners and discuss difficulties that had arisen in various countries. In doing busi-

ness, situations sometimes develop, either with an agent or a customer, that can't be straightened out easily by letter. The trouble may be that the agent hasn't access to the information he needs, or something similar. We were able to give the Trade Commissioner our side of the story and he in turn was able to explain matters to the agent or buyer.

"These interviews helped us in another important way: they meant that we could bring ourselves up-to-date quickly on import restrictions, surcharges, the licensing position and exchange controls in many areas. Sometimes it was a question of interpreting the regulations for us. We had appointments chiefly with officers from Latin America, South Africa, Australia, and the Middle East—areas in which import controls often operate.

"Though we did not go to Ottawa with the idea of branching out into new territory, we may soon make sales in one country untapped before. This is a direct result of the Conference. Our sales in regular markets have risen, but it is hard to say what influence the Conference had on this.

"One rather interesting indirect result came to my notice last summer. Our agent in Australia paid us a three-week visit, and became well acquainted with our plant and personnel. He told us that the Trade Commissioner had convinced him that such a visit would be worthwhile. We also had a visit from one of our customers in the Far East.

"We believe that the Conference proved valuable, even to an experienced firm like ours, and suggest that the Department consider repeating it, perhaps every two years." ●



## Salt Sells in New Zealand

"WE didn't consider New Zealand a likely market for our salt. It's a long way off and besides, Australia is a salt producer. But after we talked to the Trade Commissioner from Wellington at the Export Trade Promotion Conference, we began to think about it seriously. We worked out shipping methods and costs and now we are selling there. In fact, we have had a new moisture-proof polyethylene bag printed specially for use in a New Zealand chain of food stores."

S. D. Salmon, traffic and export sales manager, Sifto Salt (1960) Limited, came to the Export Trade Promotion Conference with a group of executives from the Dominion Tar and Chemical Company and its subsidiaries, of which Sifto is one. They spent two days in Ottawa and talked to about twenty Trade Commissioners. As a result, Sifto wrote off some markets as currently impossible. But others were worth trying—New Zealand for one. Hong Kong was another: the Trade Commissioner provided information that has helped Sifto get started there and in spite of difficulties, Mr. Salmon is optimistic about future sales.

The Congo was also a possibility. The Trade Commissioner thought Sifto should be able to compete f.o.b. Halifax. Mr. Salmon found they could, although the volume of business is restricted by high transportation costs.

Sifto's successful sales efforts in the Caribbean were greatly helped by excellent co-operation from the Trade Commissioners in Port-of-Spain and Kingston, Mr. Salmon says. The company is now selling salt in Bermuda, St. Kitts (itself a salt producer), Montserrat, St. Lucia, St. Vincent, Barbados, Grenada, Jamaica and Trinidad (it supplies a supermarket chain there), and is negotiating in British Guiana.

Orders and inquiries from several Latin American countries are being

worked on now, and these new customers will get their Sifto salt in a specially prepared, bilingual (Spanish and English) package.

Sifto Salt, a wholly Canadian owned and operated company, has developed these markets for its consumer salt in little more than a year; previously it exported to only one country. The company also produces agricultural and industrial varieties of salt at its four plants in Amherst (Nova Scotia), Sarnia and Goderich (Ontario), and Unity (Saskatchewan). From its mine at Goderich it ships hundreds of thousands of tons of rock salt to points in the central United States. ●



## Food Broker Investigates Markets

"THE Trade Commissioner is almost indispensable to the small exporter who cannot leave his office to travel abroad and hasn't the staff to send in his place," says Stephen Nagy, Montreal food broker. "At the Export Trade Promotion Conference I talked to 17 Trade Commissioners from posts around the world. Each of those half-hour visits gave me more information than a year's correspondence could have done."

Mr. Nagy knows the problems of the small exporter very well: his is a one-man business, except for the able assistance of his wife as office manager. And he has experience too—forty years of it. Before leaving Hungary eleven years ago for Canada, Mr. Nagy was active in the European grain and oilseed trade. Today, he exports to Europe, the

Middle and Far East, Central and South America, and the Caribbean. He also does some importing. Among the lines he handles are soya beans, dried yellow and green peas, beans, mustardseed, sunflowerseed, peanuts and skim milk powder.

Mr. Nagy came to the Export Trade Promotion Conference to discuss the situation in markets he knew and to get information about prospective new outlets for his lines. He wanted to know how business was conducted in these countries, about the financing and packing requirements, and whether he could ship economically. He says the Trade Commissioners were able to answer most of his questions on the spot. He learned, for instance, that skim milk powder shipped in the usual paper bag is not acceptable in one Central American country which insists on fibre drums; that the paper bags must be enclosed in jute bags for a Middle East market, and that an African country will not accept the powder unless it is packed in tins, although this is usually the practice only for whole milk powder. He learned also which markets prefer skim milk powder prepared by the low-heat process and which by the high-heat process.

Immediately after the Conference, Mr. Nagy broke into the skim milk powder market in the Caribbean islands. In the past months he has also entered markets in the Middle East and Central America. At present, with the help of the Trade Commissioners, he expects to develop his business in Europe.

Mr. Nagy says the Department has helped him on a number of occasions with problems in distant markets that needed on-the-spot handling. He cites as an example the order he sent to a Latin American country whose government imposed import restrictions on the commodity while the ship was still at sea. Without the help of the Trade Commissioner, who pursued the matter for some three months, the shipment might still be in the port warehouse. ●

## Ten Countries in a Year

R. J. BOXER, president of Waldec of Canada Limited, came to the Export Trade Promotion Conference as a would-be exporter without a product to sell. But his company, a wholly Canadian one set up not long before, expected to be turning out wallpaper shortly and had plans for selling it in world markets. The problem: where to begin?

Because he felt that Commonwealth countries might provide the best sales opportunities, he asked for interviews with the Trade Commissioners from that area. Some of them, he discovered, could name immediately persons interested in locating a Canadian source of wallpaper. Others felt they could find agents for him without much difficulty. Mr. Boxer undertook to make up sample books of Waldec's prepeasted wallpapers as soon as possible and to send them out to the hopeful markets.

Because his schedule of appointments at the Conference had certain gaps, it was suggested to Mr. Boxer that he see some of the Trade Commissioners from Western Europe, particularly those from Italy, Germany, the Netherlands, and other Common Market countries. One of these interviews brought results rather quickly. The Trade Commissioner did some market research, samples were dispatched, an agent selected, and recently a large order was shipped, even though competition was stiff.

"After talking to some of the men stationed in Europe, I decided that possibilities there were good," Mr. Boxer says. "So I wrote to the T.C.'s whom I had not met in Ottawa. This too brought results, especially in Belgium. Orders from other countries, such as Norway and Portugal, developed more slowly. Just a short time ago we had an inquiry from France." Waldec is also busy cultivating the market in Britain; it is taking space at the *Daily Mail* Ideal Home

Exhibition in London in March, in co-operation with its British agent. New Zealand too has proved to be a good outlet. After the Conference ended, Waldec sent samples out to four leading importers in that country. Later the company obtained an agent and he in turn visited the Waldec plant in Canada a short while ago. Prospects are promising for continued sales.

"The Trade Commissioners whom I met at the Conference," says Mr. Boxer, "were particularly helpful in the selection of agents. They made the choices in an intelligent way and nearly all have worked out well. Soon I hope to do some travelling, meet these agents myself, and develop new business."

Waldec's score one year after the Conference: wallpaper sales in ten countries scattered across the world, and good prospects for exporting to at least ten more. ●



## Boat-Builder Becomes Export Conscious

"WHAT we really want is a keen amateur who will act as our agent." The speaker, John Burn, was one of two young men who had launched a boat-building business in Oakville, Ontario, a few months back. The setting was the Export Trade Promotion Conference, and he was talking with one of the Trade Commissioners from Chicago.

In making this request, the young managing director of the business realized that he was practically demanding the impossible. But as a

new company Grampian Marine Limited simply could not afford to pay for the services of a big dealer. Mr. Burn gives the Trade Commissioners in several areas (Chicago and New Orleans, for example) full marks for coming up with exactly what he asked for.

Grampian Marine, as he explained to the men whom he interviewed at the Conference, makes fiberglass sailing boats; some with fiberglass hulls only, and some with both hulls and decks moulded from this material. Its production ranges from small dinghies to a 32-foot job that carries an impressive price tag.

When they started out, the partners in this enterprise meant to make their major sales effort in the domestic market. The visit to Ottawa last December and their subsequent success led them to change their minds. Now they are concentrating on exports and over half of their production goes to foreign markets.

The Conference also helped to steer their export efforts in the right direction. At the outset, John Burn made appointments mainly with the Trade Commissioners from South America. However, the company's product appeals largely to the middle class rather than the luxury market, and so far it has found the largest share of its export orders going to the United States. (They still keep in touch by correspondence with the South American posts and now intend to try their luck in Britain.) The Department's help in clarifying the U.S. tariff position for its products and making sure that they were classified correctly has proved invaluable.

In January, Grampian Marine will be exhibiting at the National Sporting Goods Association convention in Chicago and that same month will display two of its boats at the huge International Boat Show at Earls Court, London, England. Mr. Burn and his partner, Mr. Bisiker, will themselves go to London to staff the exhibit, explore the English market, and bone up

on their competition. They feel confident that their boats have something "different" to offer and may have a special appeal for the boating fraternity in Britain and possibly in some European countries.

"The Conference made us thoroughly export conscious," says John Burn. "It changed our thinking about markets and gave us the push we needed to go after foreign customers. We knew practically nothing about the Department and its services when we went to Ottawa a year ago. We learned a lot—and we have put it to good use."●



## Electrical Firm Studies Markets

WHEN A. D. Burford, export manager of Amalgamated Electric Corporation Limited, came down to the Export Trade Promotion Conference, he did not expect that in three days he could line up prospects for immediate sales. Only about three months earlier Amalgamated had set up an export department; before that, sales (mainly to the West Indies) had been handled by the domestic sales department. And the products that the company makes—equipment for the internal distribution of domestic power and also for commercial, industrial and exterior lighting—can't be sold as quickly as soap or fishing rods. It may take months of investigation and effort.

But the Conference did come at a strategic moment for them. The firm had decided on an orderly, step-by-step export campaign, concentrating on one area at a time.

Its representatives came to Ottawa in the hope that the Trade Commissioners could help them with preliminary investigation and market research. Their appointments with some 25 Trade Commissioners, chiefly from the United States and the Caribbean, were made with this objective in mind.

Mr. Burford has no doubts about the value of the contacts he established with the Department's officers at home and overseas. The help the Trade Commissioners could give him on the spot was limited, but he has continued to correspond with 50 to 65 per cent of those with whom he talked. And he adds, "Letters have more meaning when you have been able to say hello to the man you're writing to." He has also renewed his acquaintance with many of them through sales trips to their territories. In these two ways, he has been able to decide where to direct Amalgamated's sales effort for best results, and has set about establishing a distribution system.

His interviews at the Conference proved helpful in another way—in getting advice on and assistance with the peculiar problems of exporting electrical equipment. Before it can be sold in a foreign country, the would-be exporter needs certain fundamental information: the voltage that is used, the standards applied to electrical equipment, the local inspection authorities and how to approach them, tariffs, and any import restrictions that might affect sales. Some of this information the Trade Commissioners and the Commodity Officers were able to give him forthwith. Other problems they carried back with them and provided the answers later. Those answers when they came were clearer and more helpful, Mr. Burford believes, because he could explain personally just what he was seeking.

One piece of advice that he received he has already acted upon—providing c.i.f. prices in local currency in the export catalogues of Amalgamated equipment. In setting these prices, the company

has studied both U.S. and British prices for comparable equipment and the price level in each territory.

With active distributors in many of the markets they decided to explore, with direct mail campaigns under way in some of them, and with plans lined up for orderly expansion of export sales in the next two years, Mr. Burford feels that his company has already profited from the time spent in Ottawa last December. ●



## Oil Furnaces for Australia

AMONG the companies which the Trade Commissioner from Melbourne interviewed at the Export Trade Promotion Conference was Maxwell Limited of St. Mary's, Ontario, manufacturers of Marchand oil-heating equipment. About three months later this interview had interesting results—and in a rather unusual way.

One evening in March the Assistant Trade Commissioner in Melbourne was chatting with the sales engineer for an Australian company. The Trade Commissioner's landlord had recently signed a contract with this company for the installation of an oil furnace and this was the basis of the conversation. As they chatted, the Canadian recalled and mentioned to his companion the St. Mary's firm with ambitions to sell its Marchand furnaces in Australia. Impressed with the possibilities after further investigation, the young engineer changed jobs and began negotiating for the Marchand agency, with the strong backing of one of the Australian oil companies. The Mel-

bourne office of the Trade Commissioner Service recommended the firm to Maxwell and the deal was concluded.

Shortly after the arrangements were completed, Maxwell sent one furnace to Australia by air freight and this furnace was tested and won approval. Since then the company has shipped some 42 furnaces to Australia and by the end of October 1961, 27 had been installed in the Melbourne metropolitan area and three in Canberra, where the agent had appointed two distributors. He expects soon to have a distributor in Sydney as well and to double the business in furnaces next year. The last winter, when the furnaces were first put on the market, proved to be one of the mildest in fifty years in the Melbourne area and in addition, the heating season was almost over before they were put to work. None of the furnaces has so far been installed with ducts but this step may be taken in the new selling season. ●



## Distillers Make Personal Contacts

"IT'S a personal thing with me—I find it more satisfactory to do business with someone I know, easier to compose a letter when I can visualize the face of the man I'm writing to. The Export Trade Promotion Conference gave me an opportunity to meet many of the Trade Commissioners I did not know; I always see those who come to Montreal, and I visit the Department in Ottawa several times a year."

E. F. P. Singleton, import-export sales manager with H. Corby Dis-

tillery Limited, spent several days at the Conference, accompanied by the general sales manager of his company. They had already been corresponding with some of the Trade Commissioners about new markets they hoped to develop and were able to clear up a number of points quickly in across-the-desk talks.

For many years Corby and its subsidiary, Wisser's, concentrated on the domestic market, Mr. Singleton says. They began to export seriously only six or seven years ago. Theirs is a luxury product and it takes time to build up substantial markets. During the past year they have arranged trial shipments to countries in Europe, Australasia, the Far East and Latin America. In all these markets the Trade Commissioners have been able to help the company with some of the intricacies of exporting by:

- obtaining a listing with the single monopoly in one country
- helping the company to change agencies (it can be more difficult to change agencies than to arrange for one initially)
- finding desirable sales distributors
- assisting in handling the sometimes lengthy negotiations involved in obtaining an import licence.

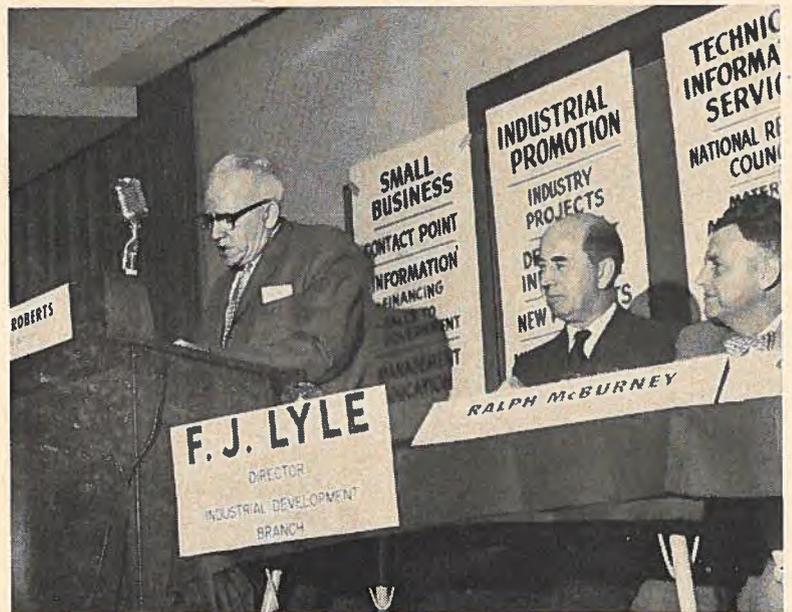
An example of beyond-the-call-of-duty assistance with which one Trade Commissioner earned Corby's astonished thanks involved its agent in a Latin American country. Mr. Singleton says the agent became *persona non grata* with his government through no fault of his own but because of his family connections. Because the customer was a government agency, Corby's was in danger of losing the business. The Trade Commissioner, on his own initiative, convinced the government agency that orders could be given directly to him, and so the market was saved and the blameless agent retained until a better day. ●

The months since the Export Trade Promotion Conference ended have seen the provinces enlisted in the effort to step up business both at home and abroad. How and why was this co-operative venture planned and what has it achieved?

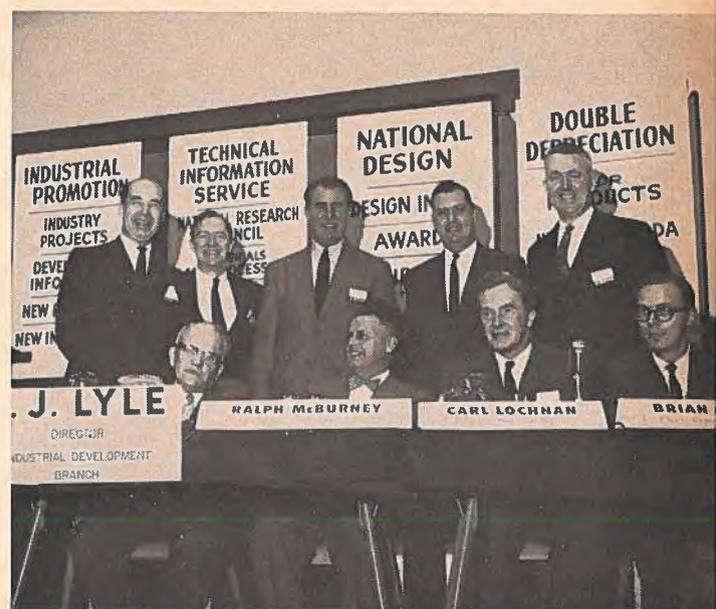
# We Go to the Provinces



Question time begins during the external trade session at a provincial conference. (Left to right): H. J. Horne, Consul and Trade Commissioner, Chicago; B. I. Rankin, Deputy Consul General (Commercial), New York; H. L. Brown, Assistant Deputy Minister (External Trade Promotion), Department of Trade and Commerce, Ottawa, and (standing and reading over the questions submitted) James A. Roberts, Deputy Minister.



F. J. Lyle (left), director, Industrial Development Branch of the Ontario Department of Commerce and Development, gives the opening address at the trade conference held recently in Kingston. On his left: James Roberts, Deputy Minister, Department of Trade and Commerce, and R. McBurney, Technical Information Service, National Research Council.



(Left) Ready for the external trade session at Kingston are: (front row, left to right) R. H. Stapleford, Denis Harvey, Hugh Aitken, V. L. Chapin. (Back row): J. A. Roberts, Hon. George Hees, W. J. Millyard, H. J. Horne, B. I. Rankin, and H. L. Brown. (Right) At the domestic commerce session (front row, left to right): F. J. Lyle, R. McBurney, C. J. Lochnan, Brian Armishaw. (Back row, left to right): J. A. Roberts, G. A. Browne, Hon. George Hees, B. J. Barrow, J. J. McKennirey.

WHERE do we go from here? What should the next step be? Once the success of the Export Trade Promotion Conference was assured, these questions began to tease the minds of senior officials in the Department of Trade and Commerce. Before the Ottawa Conference ended, the Minister himself had come up with an idea for spreading the export gospel further and was initiating action on it. His plan was to co-operate in various ways with the provincial governments in furthering export trade, as we were already co-operating with them in advancing industrial development. Early in December, Mr. Hees wrote to the Ministers in each province directly concerned with the promotion of trade and of industrial expansion, suggesting meetings to discuss the matter. The response was good and the Department set to work to do further planning.

One of the major methods of co-operation between the federal and provincial trade ministries that was subsequently worked out was a series of one-day conferences devoted to ways and means of expand-

ing both domestic commerce and foreign trade. The first conference was held in Winnipeg on February 9. Since then, these cities have been the setting for similar ones:

Location	Date	Attendance
Calgary, Alberta	May 16	253
Vancouver, B.C.	May 18	228
London, Ontario	May 25	195
Charlottetown, P.E.I.	October 18	104
Halifax, N.S.	October 20	222
Saint John, N.B.	October 23	149
Kingston, Ontario	November 7	281
Regina, Sask.	November 14	179
Toronto, Ontario	November 21	951

On the program for December 13 is a conference at St. John's, Newfoundland, and in February, one will be held in Montreal. By then, each of the ten provinces will have been covered. At all these conferences the attendance has been excellent; it has ranged from 104 at Charlottetown to 951 in Toronto.

#### Tryout in Manitoba

The first conference, at Winnipeg in February, was something of an experiment. Some 640 businessmen accepted the invitation of the pro-

vincial Ministry of Industry and Commerce to attend a luncheon. At this luncheon, the Hon. George Hees spoke on the need for and the value of greater export trade. About 200 businessmen then stayed on to put questions to senior officials of the federal Department of Trade and Commerce for an hour and a half. This tryout in Manitoba demonstrated the acceptability and value of a conference of this type and the project was worked out in greater detail. Out of this study came plans for the meetings at Calgary, London and Vancouver, plus a useful program and a simple method of procedure. After the summer lull, the Maritimes became the locale of a new series, followed by further ones in Ontario.

These trade promotion conferences have proved to be an excellent method of federal-provincial co-operation. Each one is sponsored by two governments and each serves two purposes—one, the promotion of domestic and overseas trade and two, the furthering of industrial development. As Mr. Hees put it, "We [the federal department and

the provinces] already co-operate closely in the field of industrial development. It is most desirable that we should explore every avenue leading to the co-operative development of markets at home and abroad, and in the establishment of new industries. In this way, I am hopeful we will build together a firmer foundation for a balanced economy and provide greater employment opportunities for Canadians."

### **Responsibility Divided**

How is the responsibility for these conferences shared? The local organization is done by the province, usually with the help of the Boards of Trade or Chambers of Commerce, and, in some cases, the local branch of the Canadian Manufacturers' Association. The part that each plays varies, but among them they provide the audience and look after most of the physical arrangements for the production. They send out invitations to businessmen, particularly those in the primary and secondary industries, arrange for advance publicity, obtain a suitable meeting-place, handle the registration, and print the program.

The Department of Trade and Commerce in Ottawa puts on the show. Each conference is attended by the Minister and the Deputy Minister, with a team of senior officers. From time to time, as appropriate, provincial officials also participate in the program.

Each conference customarily begins with an opening speech by a provincial dignitary, such as a Minister or his deputy, who chairs the opening session. He then introduces the Minister of Trade and Commerce who speaks briefly. Directly afterwards, the meeting is turned over to the Deputy Minister of Trade and Commerce, Mr. Roberts. When the morning session is devoted to domestic commerce, Mr. Roberts has beside him on the platform officials engaged in that phase of the Department's work as he outlines these "domestic commerce services". Some of them, such as

## **What They Ask**

What types of questions are put to the panellists at a typical provincial trade promotion conference? Here is a sampling.

### **External Trade**

1. How is Canadian content calculated for present tariffs on exports to Commonwealth countries?
2. How is the value for duty established on goods entering the United States?
3. Approximately what proportion of Canadian export sales are made on irrevocable letter of credit terms, and should an exporter always begin on such payment terms?
4. How can small business enter the export field? Is it very difficult to learn all of the necessary documentation, forms, insurance, etc., let alone financing a sales force to develop possible markets?
5. Do our Trade Commissioners give information as to the creditworthiness of prospective customers in other countries?
6. Do export firms quote their factory prices or their delivered prices? How do they determine the latter?
7. Will the entry of the U.K. into EEC discourage the use of Canadian basic materials by British firms which are exporting to other countries?

### **Domestic Commerce**

1. Is there any advantage in claiming the Special Capital Cost Allowance in any other than the first year?
2. Will the National Design Branch be able to assist a manufacturer with a specific design problem that he is encountering?
3. Are federal standards mandatory?
4. What are the specific ways in which the Small Business Branch can help me in the matter of management education?
5. What procedure would the Industrial Promotion Branch recommend that Canadian companies follow in looking for new products to manufacture?

industrial promotion and industrial standards, have been carried on for years. Others are quite new—such as assistance to small business, including guaranteed bank loans for small business enterprises; accelerated capital-cost allowances available for assets to produce new

products, and the promotion of good industrial design as a factor in the competitiveness of Canadian products.

### **Lively Question Period**

Following this brief outline, each official on the platform panel has

five minutes to make a clear and succinct statement about the work of his branch. This part of the program lasts about half an hour and is followed by a coffee break, during which everyone relaxes and gets ready for what is to come. The rest of the session is given over to answering written questions from the floor, fully and freely. Sometimes the Minister himself answers the questions, especially if they have political overtones. Invariably, question time is lively—it even impressed one hard-headed reporter who was at the Vancouver conference. He wrote that those who attended “were treated to brief, lucid explanations of the Department’s activities, and then invited to take part in a no-holds-barred question-and-answer session”. If a question were not answered to Mr. Roberts’ satisfaction, the reporter went on, the panellist “would be prodded with supplementary questions until there was no doubt that the original questioner had all the information he could possibly be seeking.”

For the other half of the day, external trade is in the spotlight. In introducing this session, Mr. Roberts discusses the work of the Commodity Branches, of the International Trade Relations Branch, and of the Trade Commissioner Service. He also speaks about the value of exhibiting at trade fairs abroad and of the new program of trade promotion overseas. Brief speeches by the panellists and the usual question period follow.

In addition to the Department officials from Ottawa, two or three Trade Commissioners posted outside Canada are usually present. Normally they are serving in those parts of the United States near the locale of the conference, such as Chicago, Detroit or New York. In the Maritime Provinces series, three Trade Commissioners joined the group—the Minister (Commercial) from London, the Deputy Consul General (Commercial) from New York, and the Commercial Counsellor in Port-of-Spain, Trinidad. Each of the Trade Commissioners

has a few moments to speak about trade prospects in his territory; he also answers questions on his work.

### What They Achieve

What have the conferences accomplished? From the beginning, it was clear that Canadian businessmen who attended became thoroughly aware of the services that the Department offers to them, the extent of which many firms had not realized. The flood of expressions of approval and appreciation that the Department has received has encouraged the continuation of the conferences and the improvement of the program as experience suggests. Through these conferences the Department carries its story to businessmen across Canada and encourages them to make greater efforts both at home and abroad.

The interchange of information and ideas benefits not only the business community and the provincial departments of trade and industry but also the Department here in Ottawa. Through the conference experience and the contacts made at each one, the Department of Trade and Commerce has become better acquainted with the domestic and external trade problems of the provinces and how they differ from province to province.

In the words of the Minister, the provincial trade promotion conference “is one of several methods in which we . . . co-operate with the provincial governments to promote export trade. It presents an opportunity for government, at the federal and provincial level, to work together with industry and business . . . to make a significant contribution not only to the economy of the province, but, as well, to the national interest.”

One of the senior officials who has attended all of these conferences spoke for the Trade and Commerce team. “These conferences,” he said, “mean a loaded desk when you get back to Ottawa. But they are stimulating and all of us who take part agree on one thing—they are certainly worthwhile.” ●

### Hard Maple Scores

AUSTRALIAN imports of hard maple have jumped 300 per cent this year to meet the growing demands of the ten-pin bowling industry. In a market where Canadian maple is underpriced some 10-30 per cent by competitive local hardwoods and finds limited acceptance for traditional use as flooring, the current bowling boom with its requirements for specialty woods may chalk up a few strikes for Canadian suppliers.

Introduced recently by two U.S. giants—American Machine and Foundry and the Brunswick Corporation—there are now eight bowling centres in Sydney, with others in Melbourne, Brisbane, Adelaide, Newcastle and Wollongong. The number is expected to more than double within three years, according to forecasts of local promoters.

The new centres range in cost from \$420,000 for the standard 24-lane alley with automatic pinsetters to \$1.4 million for a projected 52-lane centre, complete with restaurant, swimming pool and motel. Another feature is the “minding station” where young mothers can leave their children during a bowling day that starts at nine in the morning and ends its frantic activity at midnight.

In the construction of these centres, imported hard maple is the only known hardwood resilient enough to withstand the heavy wear of the big bowling balls and at the same time give the necessary smooth surface for unhindered delivery. It is used for the bedstock at the delivery and pit ends of the bowling lanes and also for the approaches. Locally grown hardwoods are used for the middle of the lane, known as the rolling area. Of the 41,000 lineal feet required for the standard lane, the proportion of imported maple to local hardwood is approximately fifty-fifty.

Hard white maple is purchased through the American companies’ head offices in the United States. Cut on the eastern coasts of Canada and the U.S., it is shipped in random lengths varying from three to 16 feet and widths from four to 18 inches in metal-strapped bundles of 1,000 square feet. The rough-sawn lumber (which pays a British preferential rate of 6/- per 100 superficial feet as opposed to 22/- per 100 superficial feet for finished flooring) is pre-kiln-dried to between 20-30 per cent moisture content. Upon arrival it is dried by local timber merchants to a content of 8-10 per cent before final dressing and milling.

—EDMUND E. PRICE, *Assistant Commercial Secretary, Sydney.*

Why and how you should

## Exhibit at U.S. Trade Fairs

Don't overlook this valuable aid to selling in the U.S. market.

Do get the best possible return from your effort and money by carefully planning your participation, your exhibit, and your publicity, and by making the most of your time at the fair.

DAVID A. HILTON, *Vice Consul and Assistant Trade Commissioner, Chicago.*

IT may be at the Coliseum in New York, at McCormick Place in Chicago, the Memorial Arena in Los Angeles, Cobo Hall in Detroit or in any of a hundred places in the country—somewhere in the United States a major trade show is operating today. The Canadian exporter who does not display his goods in these shows is missing a great opportunity for quick market penetration and immediate sales.

To the U.S. buyer, national trade shows are of prime importance. The bigger and better known shows can attract over 50,000 buyers (even at a small show there will be 400), and the important thing to remember is that they come to do business. The U.S. manufacturer knows this and in many instances his company's sales program is planned around an important trade fair.

### The Vertical Fair

Trade fairs can be of many different types. The U.S. shows that are of most interest to the Canadian exporter are those confined to exhibits in one particular industry and generally closed to the public. These are known as "vertical" trade fairs. Many of these shows are held annually, sometimes in the same place year after year, but more often they rotate among the major cities in the United States. In some lines the shows are held less frequently: the machine tool industry, for instance, holds only one national show

every five years. But in boats and housewares, for example, there are three or four national shows in each twelve-month period that are "musts".

Besides the national shows, there are a number of smaller regional shows covering a specific market area that are well known for their excellent management and the business opportunities they provide.

Many vertical trade shows are sponsored by associations of members in the trade and a permanent organization within the association plans and operates the show. This group sets the date and location of the fair and handles the booking of space, usually giving first preference to previous exhibitors and association members. Most groups of this type have some requirements, such as that first-time exhibitors must take out associate memberships in the association. Sometimes the show management will want a list of the products a new applicant intends to exhibit before renting him space.

A few organizations will not allow foreign exhibitors in their shows (usually this rule doesn't apply to Canadian firms). In many instances where this has happened, private organizations have stepped in and produced independent shows open to imported goods, often held concurrently with the association show in a hotel or some other location in the trade-fair city. Private firms also organize trade fairs in lines that

have no industry association. But no matter who is the organizer or sponsor, the operation of a vertical trade show follows a set pattern.

A vertical trade show is a big, busy, competitive marketplace. To get the most out of it, the Canadian exhibitor should plan his operations step by step. This article will try to point out some of the things that he should consider to ensure his success.

### Which Show, What Space?

First comes the selection of the proper show and the renting of suitable space. The eight Trade Commissioner offices in the United States can give you a list of the upcoming shows in their areas and a report on their suitability. The Canadian Government's active participation in U.S. vertical trade fairs has given the Trade Commissioners in the United States a good background on the shortcuts to success (and the pitfalls) in trade fair participation. The Trade Fairs Abroad Division and the Commodity Officers in the Department of Trade and Commerce receive reports on most U.S. trade shows and can also give the exporter some guidance.

Remember to plan ahead; some leading shows are completely sold out a year ahead. In almost all instances, space is booked for first-time exhibitors four to six months ahead of the opening. If space is available, the show management

will send you a floor plan and background information on the fair. The plan shows the location of available booths and their cost (as mentioned before, previous exhibitors have first choice), the entrances to the building, the rest areas and exits to washrooms. Large block spaces on a floor plan usually indicate an area reserved year after year by a leading manufacturer. They are often key spots, even though at first sight they may seem to be out of the central traffic movement. In picking your location, watch out for booths located in dead ends or out of the main traffic flow. Be especially dubious about exhibit space that opens up at the last minute.

### **Planning Your Exhibit**

Once you have your show selected and the space rented, start planning your exhibit. Your contract will list the management's regulations on height, flashing lights, inflammable materials and so forth. In the large U.S. cities you can contract for the design and the building of your exhibit with an outside firm. The total cost, of course, is predicated on just how elaborate a stand you wish to use. Minimum cost in Chicago for a locally designed and built 8- by 10-foot stand is about \$550. This will give you a basic design without too many frills or extras.

If you're planning to re-use the exhibit in other trade shows, or in a static display in your factory or sales office, keep in mind that you'll want it designed so that it can easily be broken down and packed. Leave room in your exhibit area for a table and a couple of chairs so that you can sit down with prospective customers. You'll also need a little storage space for advertising material and price lists that you plan to distribute during the show.

Try to get a simple design that can be erected quickly and easily, because labour rates are high. Some exhibit halls have contracts with craft unions, but carpenters' rates can be as much as \$15 an hour for

last-minute work on the evening before the show opens. If you are shipping your display from Canada, try to include everything you may need to erect it, even hand tools. If you need local labour to assemble your exhibit, you should reserve it well in advance of the arrival of the shipment.

Bright lighting enhances your display and makes it stand out from the neighbouring booths. At most fairs, spot and floodlights can be rented, but it saves money if you bring them with you. At the vertical trade fairs held in Chicago hotels, floodlights are rented at a flat fee of \$12 for the show.

In addition to lighting, make sure that the other facilities you have contracted for in your exhibit space are there and working. This includes heavy wiring for operating machinery, water if needed, and a telephone outlet. In exhibit halls a telephone outlet is usually optional, but for the cost involved (\$10 to \$20) you will find it well worthwhile. A telephone at your booth means you can do follow-up, make appointments for outside calls, and get the last-minute things you find you need after the show opens without disturbing your manning schedule.

### **Shipping from Canada**

If you're building your exhibit in Canada, double check on your shipping arrangements. There is a very narrow margin between the date up to which the show management will accept your delivery and the opening hour of the show.

Customs clearance presents no problems. As show material, your exhibit enters the United States duty-free if it is shipped in bond. At the end of the show, a customs officer will give you clearance and the entire exhibit can be freighted back to Canada. One thing to keep in mind is that if your exhibit does enter the United States in bond, you cannot sell samples off your stand and the customs official who clears your entrance will check to see that all samples that entered are being

returned to Canada. If you plan to give away samples, you should send them as a normal commercial shipment and pay duty on them when they enter the U.S. A freight-forwarding firm or express agency will be able to arrange customs clearance, but the cardinal rule is to have someone from your firm on hand to handle any last-minute snags if they develop.

### **Make Your Exhibit Pay**

Perhaps the simplest way of attracting attention to your display is to have something in it that moves. If you are showing machinery and appliances, have them operating or capable of being operated. Novelty moving display cards can be effective, and so are automatic slide projectors showing your product and factory. Some exhibitors use give-aways; usually a contestant has to fill out an entry blank that provides the exhibitor with a check on attendance after the show closes. Many firms hand out merchandising gimmicks or samples.

Not as common but seen at most shows is the practice of hiring models to display the products. Girls with experience in this work can be hired from local agencies; in Chicago the fee is usually about \$65 a day. If you do use a model, make sure she understands your product and can talk about it intelligently.

Most important, see that your booth is manned at all times. Taking part in a trade show requires long hours and hard work but your effort is worthless if you have an empty stand during show hours. Registered buyers can usually be identified by a distinctive coloured badge. Make sure your sales staff knows the colour code so that they can discriminate between other exhibitors, buyers, and sightseers. If you have sales calls to make in the city in conjunction with your participation, arrange them for after the show closes. If the buyer is important, chances are he will be at the show most of the time it is open.

In most shows, the heaviest attendance is on opening day and you want to have your exhibit erected and ready to do business the moment the doors open. And be prepared to do business right down to the closing hour on the last day. No matter how tired you are or how anxious to get back home remember that, even if last-day attendance is light, many buyers go through a show four or five times before placing their orders. You are throwing business away if you start late or close early.

### **Publicity Is Important**

Just as important as a well designed and operated exhibit is well planned publicity before and during the show. Many firms mail to prospective buyers invitations to visit their display. One Canadian firm did a series of mailings from its plant in Canada informing the U.S. trade of its participation for the first time in a U.S. show and outlining its product lines. This was followed by an invitation to U.S. buyers from the president of the company. The personal invitations worked wonders.

Most shows give exhibitors a number of passes (usually distributed on the basis of the amount of space rented) three or four weeks before the opening. These can be exchanged for free registration at the show. Since there is usually a fee for buyers' registration at vertical shows, the passes serve as valuable come-ons in attracting the right people to your display.

You should also consider advertising in trade publications. If the show is sponsored by an organization, the management will probably be publishers of a trade magazine and will produce a special show issue. As most of these special issues give lists of exhibitors and describe the day-to-day activities, they are circulated widely among the buyers who plan to attend the trade fair. At larger fairs, either the sponsoring organization or an independent publisher circulates each day a paper that covers the activities and usually

has write-ups on interesting exhibits and notes on new products being shown. A small ad in these dailies often pays off in editorial coverage of your firm and its display.

Generally speaking, advertising can be handled from your Canadian office before the show opens. If you are planning a full-scale advertising campaign in conjunction with your trade-fair participation, you might consider hiring a locally based public relations firm. The minimum fee in Chicago runs to about \$750, but if you have a product that needs promotion before public acceptance, the expenditure can be worthwhile. A public relations firm, with its knowledge of the local market, can assist in arranging news coverage in the daily press and on radio and can arrange for free publicity in the trade papers and other media. If you plan to entertain any of the visiting buyers formally, a public relations firm can handle arrangements for a reception or cocktail party.

### **Some Final Points . . .**

● Leave yourself time while the show is open to go around and see what the competition is offering and how they are selling. And while you are checking the competition's lines, don't overlook them as potential customers. It's surprising how much business is done between exhibitors at large fairs.

● If you are entering the U.S. market for the first time and are looking for a representative, put up a sign in your exhibit announcing the fact. At any show, reputable manufacturers' representatives will be scouting the exhibits for new lines. In fact, a trade show is probably one of the easiest ways to line up representation for your product in the United States.

● If you already have a local agent, work with him before the show and have him on your stand. If he is the kind of agent you need, by the time the show opens he should be able to give you a list of all his contacts who will attend.

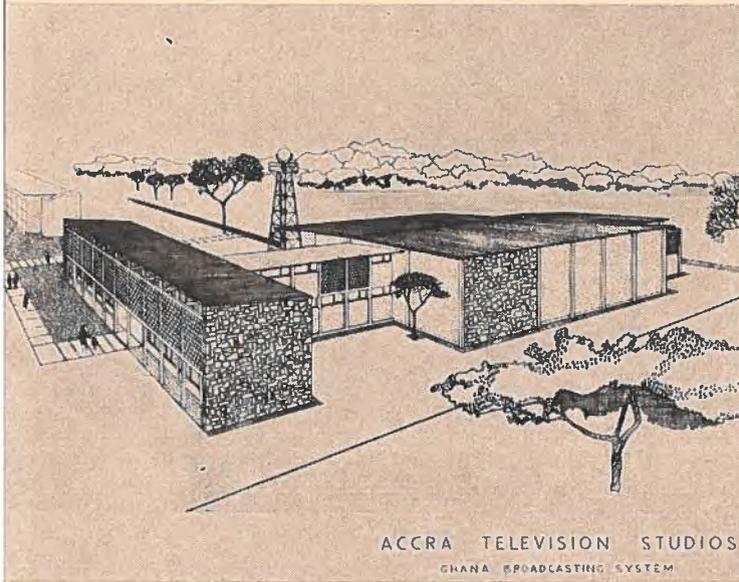
● Remember that a vertical trade show is a place of business, not a country fair, and that you have come to it to sell. You may get a valuable introduction to the U.S. market by participating but you receive no return on your money unless you make sales. Be in a position to quote on all the lines you display; be able to quote duty and freight paid to the show location. Have some knowledge of shipping facilities from your plant or warehouse to various U.S. points. Go after the small orders as well as the big ones. Many buyers will be committed to former lines before the show opens but will place trial orders with new firms to test their lines. The cardinal rule is: the buyers are there, sell them.

● After the show closes, don't forget to follow up on the contacts made and the sales leads uncovered. If you promised a buyer further information on your line, get it in the mail as soon as possible. Most shows provide exhibitors with copies of the buyers' registration lists. These are valuable as mailing lists for future participation in shows and as a check on the ones you saw and those you missed during the show. The little extra effort after a show pays dividends.

A vertical trade show is a central marketplace. The majority of manufacturers in any given industry are going to have their products on display—probably the only time in a year that they can be found in one location. This presents an opportunity for the Canadian manufacturer looking for new lines to produce under licence, as well as for the exporter. A visit to a U.S. trade fair can introduce the manufacturer to the smaller U.S. firms that have a Canadian market but are not in a position to finance a subsidiary operation.

If you are planning to enter a U.S. trade fair, write to the Trade Commissioner in that area. He can and will be glad to help you. ●

*In Ghana—This is the Accra headquarters of a 14-station television system designed in all its phases by a Canadian firm of consulting engineers. Tenders are now being called.*



*In United States—The owner of this Canadian-made, 32-foot ketch ties her up in Rochester, New York. Deck and hull were each moulded of fiberglass by an Ontario boat-builder.*

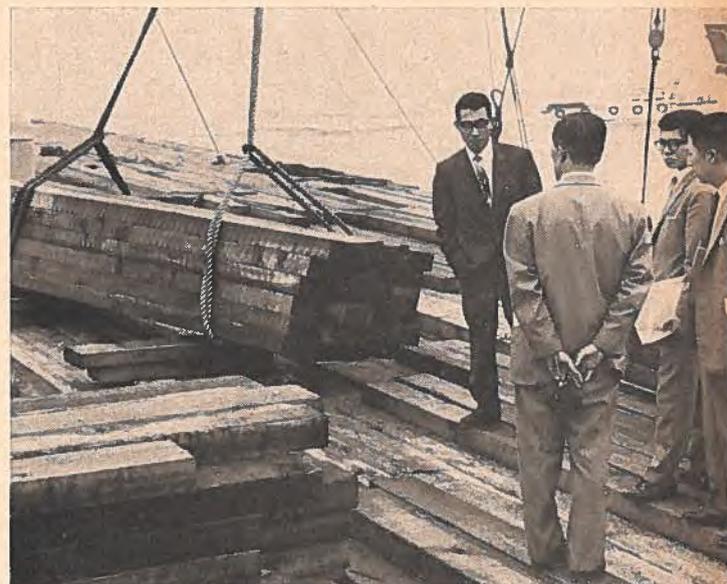


## Canada in Foreign Markets

*Canadian exporters are invited to contribute to this series photographs of their products in use or on sale in foreign markets. Photographs should be adequately captioned, protected for mailing, and addressed to: The Editor, "Foreign Trade".*



*In Cuba—At Los Pinos in Pinar del Rio, a Cuban ranch hand leads a Canadian bull recently imported as breeding stock.*



*In Japan—Japanese importers watch from the docks at Yokohama as a full cargo of Canadian baby squares are unloaded.*

# Canada's Trade in the First Half of 1961

WILLIAM G. STARK, *External Trade Section, Dominion Bureau of Statistics.*

## From January-June 1961, Canada . . .

- Pushed exports up to \$2.67 billion, the highest figure ever for the first half of the year.
- Increased shipments to Latin America almost 50 per cent, to Europe nearly 20 per cent, and to other areas 63 per cent over January-June last year.
- Sold 50 per cent more wheat than in the same period of last year, with Britain, Japan, Communist China and West Germany the principal buyers.
- Decreased its imports by 1.2 per cent, to \$2.77 billion, compared with \$2.8 billion last year.
- Imported 2.7 per cent less from the United States and 1 per cent more from Britain during this period.
- Had an import trade balance for the first six months of \$99 million, less than half that of January-June 1960.

THE value of Canadian foreign trade for the first six months of 1961 reached a new high of \$5,444 million, a fractional increase over total trade for the first half of last year. Total exports were the highest registered for any first six-month period. At \$2,673 million, they were up 2.7 per cent over January-June 1960 and were composed of \$2,606 million of domestic exports and \$67 million of re-exports. Imports, at \$2,771 million, were 1.2 per cent below the corresponding figure in 1960 and 2.5 per cent less than the record amount reached in the first half of 1957. The import trade balance for the first six months of this year, at \$99 million, was less than half that in January-June 1960.

Domestic exports in the first quarter of this year were 2.5 per cent less than in the first quarter of 1960, but in the second quarter advanced 7.7 per cent over those in the same three months of last year, resulting in a net gain of 2.6 per cent for the first half of 1961. Following an increase in January, exports fell sharply in February, recovered in March, and from April on were higher than in the corresponding months of the preceding year, except for a modest setback in May. Imports in the first quarter were 3.0 per cent below the same period of last year and were lower in every month but January. April imports were also considerably less than those of last year but a trend of monthly percentage increases began in May. Second-quarter

advances, however, were not sufficient to cancel out the declines in the first quarter and imports for the first six months went down slightly.

The average level of export prices remained relatively unchanged during the first six months of 1961, so that virtually all of the rise in value resulted from the increase in the physical volume of exports. Because the average level of import prices advanced moderately, the drop in the physical volume of imports was somewhat greater than the decline in their value. The terms of trade deteriorated slightly. Table I gives summary statistics of Canadian trade in the last two-and-a-half years, indexes of price and volume, and percentage changes in the first halves of '59, '60 and '61.

## Direction of Trade

The direction of trade changed considerably, with smaller shares of exports going to the United States and the Commonwealth and larger shares to foreign overseas markets. During the first half of this year, 53.1 per cent of domestic exports went to the United States compared with 58.3 per cent in the same period of 1960. The share taken by Britain declined fractionally to 16.3 per cent for January-June 1961 and by the rest of the Commonwealth to 6.0 per cent. The proportion going to other countries, however, rose to 24.6 per cent from 18.6. A larger part of exports to this last group, 11.2 per cent, was destined to Western Europe, mainly because of increased shipments to the Federal Republic of Germany and to Italy. The proportion for Asia advanced to 6.6 per

cent, principally because of greater sales to Japan and Communist China. Both South and Central America obtained larger shares of Canadian goods, with Mexico, Cuba, Brazil and Argentina increasing their purchases substantially in the first six months of the year.

The proportions of imports derived from the principal trading areas, with the exception of a smaller share supplied by the United States, showed only fractional variations from those for the first half of last year. The United States sent 68.0 per cent of all imports compared with 69.1 per cent in January-June 1960. Britain forwarded 11.3 per cent, other Commonwealth countries 4.7 per cent, and the remaining countries 16.0 per cent. Of imports in this last group, 6.4 per cent came from Western Europe, 4.7 per cent from South America, and 2.0 per cent from Asia.

Table II records the movement in absolute terms of total exports to and imports from the main regions, together with percentages of increases and decreases between the first halves of 1960 and 1961. The reader will note that the most significant changes were in exports to foreign overseas markets: shipments to Europe rose nearly 20 per

cent, to Latin American almost 50 per cent, and to other areas by 63 per cent.

### Commodity Changes

Table III lists the twenty principal commodities in both Canada's export and import trade during the first half of 1961, together with comparative figures for the same period in 1960, and also the percentage of increase or decrease. The commodities are ranked in descending order of value.

Among exports, the largest absolute and relative increase was in wheat, which rose over 50 per cent. Shipments to Britain, our principal wheat market, declined nearly a tenth, but to Japan, our second customer, they rose by one quarter. Communist China came third, with substantial purchases, followed by West Germany and the U.S.S.R. Exports of nickel, crude petroleum, non-farm machinery and seeds increased considerably. Aluminum, uranium, copper and iron ore dropped substantially.

The chief gains in imports in the first six months of 1961 were in aircraft and parts, which more than doubled, and in engines and boilers, (including aircraft engines) which rose by more than one fourth. Crude petroleum arrivals increased

by one tenth. Declines were particularly noticeable in automobiles, which decreased by one third, and automobile parts, one eighth less. Rolling mill products dropped substantially and arrivals of non-farm machinery and rubber products were significantly less.

### Trade with the United States

Domestic exports to the United States for the first six months of this year, at \$1,383 million, declined nearly 7 per cent from those in the same period of the preceding year. Newsprint and wood pulp, the two main commodities, advanced fractionally but lumber shipments fell by 6 per cent. Uranium ores and concentrates declined nearly a quarter but crude petroleum rose over 30 per cent. Farm machinery exports were some 8 per cent less and shipments of copper, zinc, iron ore, rolling mill products and cattle showed sizable declines. Nickel, non-farm machinery and aircraft showed gains.

Imports from the United States were 2.7 per cent less and were valued at \$1,885 million. Non-farm machinery and automobile parts, the two leading commodities, dropped over 7 per cent and 12 per cent respectively. Farm implements rose, and electrical apparatus

**Table I**  
**Summary Statistics of Canadian Trade**

	1959		1960		1961	Change		
	1st half	2nd half	1st half	2nd half	1st half	1st half '59 to 1st half '60	1st half '60 to 1st half '61	
	1948=100						%	
<b>VALUE OF TRADE</b>								
Total exports	2,401.3	2,739.0	2,602.2	2,793.1	2,672.6	+8.4	+2.7	
Domes. exports	2,344.6	2,677.1	2,540.0	2,724.1	2,606.0	+8.3	+2.6	
Re-exports	56.7	61.9	62.2	69.0	66.6	.....	.....	
Imports	2,753.4	2,755.5	2,805.6	2,686.7	2,771.3	+1.9	-1.2	
Total trade	5,154.7	5,494.6	5,407.8	5,479.8	5,444.0	+4.9	+0.7	
Trade balance	-352.1	-16.5	-203.4	+106.3	-98.7	.....	.....	
<b>PRICE INDEXES</b>								
	1948=100							
Domestic exports	122.5	123.1	123.2	123.2	123.3	+0.6	+0.1	
Imports	115.1	113.9	115.8	116.7	118.2	+0.6	+2.1	
Terms of trade	106.4	108.1	106.4	105.6	104.3	0.0	-2.0	
<b>VOLUME INDEXES</b>								
	1948=100							
Domestic exports	125.6	142.8	135.3	145.0	138.7	+7.7	+2.5	
Imports	182.7	184.4	185.1	175.8	179.1	+1.3	-3.2	

**Table II**  
**Direction of Canadian Trade**

Area	January-June		Change
	1960	1961	
	\$'000,000		%
<b>TOTAL EXPORTS</b>			
United States	1,534.1	1,435.2	- 6.4
Britain	436.3	430.7	- 1.3
Other Commonwealth & Ireland	157.5	163.7	+ 3.9
Other Europe	275.1	328.7	+19.5
Latin America	75.6	112.8	+49.3
Other countries	123.7	201.5	+63.0
<b>IMPORTS</b>			
United States	1,938.0	1,885.3	- 2.7
Britain	310.5	313.7	+ 1.0
Other Commonwealth & Ireland	126.5	129.9	+ 2.7
Other Europe	179.1	182.5	+ 1.9
Latin America	148.1	155.1	+ 4.7
Other countries	103.5	104.9	+ 1.4

Table III

## Leading Commodities in Canada's Trade

DOMESTIC EXPORTS	January-June		Change %	IMPORTS	January-June		Change %
	1960	1961			1960	1961	
	\$'000,000				\$'000,000		
Newsprint paper	357.6	367.6	+ 2.8	Machinery (non-farm) and parts	308.4	292.8	- 5.0
Wheat	182.5	274.9	+ 50.6	Automobile parts	176.2	154.9	- 12.1
Lumber and timber	173.5	169.2	- 2.5	Farm implements and machinery	140.5	145.3	+ 3.4
Wood pulp	160.5	169.0	+ 5.3	Petroleum, crude	130.7	144.6	+ 10.6
Nickel	130.4	148.1	+ 13.6	Electrical apparatus, n.o.p.	132.4	126.9	- 4.2
Aluminum and products	135.2	115.0	- 15.0	Aircraft and parts	49.0	99.0	+102.2
Uranium ores and concentrates	139.4	105.9	- 24.0	Engines and boilers	73.7	94.1	+ 27.7
Copper and products	111.9	98.7	- 11.9	Automobiles, freight and passenger	137.9	92.7	- 32.7
Petroleum, crude	48.4	63.3	+ 30.9	Fruits	71.6	76.7	+ 7.1
Fish and fishery products	58.4	58.3	- 0.3	Books and printed matter	49.4	54.0	+ 9.3
Asbestos and products	52.0	54.0	+ 3.8	Rolling mill products (steel)	78.7	50.9	- 35.4
Plastics and synthetic rubber, not shaped	52.6	51.2	- 2.7	Plastics and products	48.8	50.0	+ 2.6
Farm implements and machinery	55.6	50.2	- 9.8	Cotton products	54.9	49.3	- 10.3
Machinery (non-farm) and parts	33.6	43.6	+ 29.6	Vegetables	41.7	37.3	- 10.5
Seeds	33.4	41.2	+ 23.0	Paper	34.2	36.0	+ 4.8
Iron ore	51.1	34.7	- 32.1	Rubber and products	46.6	35.9	- 23.0
Alcoholic beverages	33.4	33.0	- 1.1	Aluminum and products	32.7	35.8	+ 9.5
Rolling mill products (steel)	31.5	32.0	+ 1.6	Petroleum products	42.3	35.4	- 16.2
Flour of wheat	29.1	30.7	+ 5.7	Apparel and apparel accessories	34.1	33.9	- 0.7
Fertilizers and fertilizer materials	28.7	29.9	+ 4.0	Sugar and products	32.7	32.2	- 1.5

declined. Imports of aircraft and parts were considerably larger and engines and boilers advanced slightly. Fruits, books and plastics increased moderately, but rolling mill products, cotton products and automobiles decreased considerably.

#### Trade with Britain

Domestic exports to Britain declined 1.8 per cent to \$425 million for the first half of 1961. Wheat shipments fell 9 per cent, copper 6 per cent, aluminum 18 per cent, and newsprint 5 per cent. Nickel exports rose 23 per cent, lumber 10 per cent and tobacco 21 per cent; precious metals more than doubled. Wood pulp and wheat flour increased slightly, seeds advanced considerably and plastic material and synthetic rubber rose sharply. Barley sales were much smaller.

Imports from Britain strengthened enough in the second quarter to offset the slight decline in the first three months, so that the total for the first half of 1961, at \$314 million, was 1 per cent above the same period of last year. There were large increases in the totals for engines and boilers (including

airplane engines), cotton products and aircraft, but sizable declines in automobiles, wool products and rolling mill products. Non-farm machinery, farm implements and raw wool increased moderately; electrical apparatus was unchanged. Imports of precious metals advanced considerably.

#### Commonwealth and Ireland

Domestic exports to other Commonwealth countries and Ireland rose 2.1 per cent to \$157 million in January-June 1961. Australia was the leading destination, with shipments valued at \$44 million, followed by exports to South Africa (\$20 million) India (\$19 million), and the West Indies Federation (also \$19 million). Shipments to South Africa declined nearly a quarter but those to India rose almost a fifth. Exports to New Zealand, at \$17 million, gained nearly 80 per cent. There were larger wheat shipments to Ireland, India and Pakistan, more engines to India and New Zealand, machinery to Australia, rolling mill products to New Zealand, aluminum to South Africa and New

Zealand, copper to Australia, and aircraft and wheat flour to Ghana.

Imports from other Commonwealth countries were valued at \$129 million for the first half of this year, a 2.3 per cent increase over the same period of last year. The West Indies Federation was the chief supplier in this group, followed by India, Australia and Kuwait. Imports from all of the foregoing increased moderately. Arrivals from Malaya and Singapore, principally rubber, declined over 30 per cent. Sugar shipments from Jamaica, Trinidad and Fiji were less, but those from Australia, British Guiana and Barbados advanced considerably. Kenya and Uganda increased their sales of coffee, Ceylon and India sent slightly less tea, and Nigeria less cocoa. Wool from Australia was one-fourth less, while New Zealand wool shipments remained the same as in January-June 1960. Bauxite deliveries by Jamaica were slightly less but those from British Guiana increased. There were larger imports of crude petroleum from Kuwait, Qatar and Trinidad.

Table IV

Leading Countries in Canada's Trade

DOMESTIC EXPORTS			IMPORTS		
Country	January-June		Country	January-June	
	1960	1961		1960	1961
	\$'000,000			\$'000,000	
United States	1,482	1,383	United States	1,938	1,885
Britain	433	425	Britain	311	314
Japan	78	105	Venezuela	94	100
Germany, West	64	81	Germany, West	64	63
China, Communist	6	55	Japan	53	53
Australia	45	44	West Indies Federation	26	29
Norway	35	38	France	23	24
France	36	37	Saudi Arabia	16	21
Italy	19	35	Italy	18	19
Belgium and Luxembourg	26	32	India	15	17
Netherlands	28	28	Netherlands	15	16
South Africa	27	20	Belgium and Luxembourg	19	16
India	16	19	Australia	13	15
West Indies Federation	19	19	Brazil	12	13
Mexico	15	19	Mexico	13	12

Trade with Other Countries

The greatest advances occurred in exports to the group of foreign overseas countries. For the first half of this year, domestic exports to this group were valued at \$641 million, an increase of 35.8 per cent over those in January-June 1960. The largest proportion of these was directed to Western Europe and, at \$291 million, these exports were 15.8 per cent above the corresponding figure for the first half of last year. Shipments to the German Federal Republic (over a third consisting of wheat) were 27 per cent above the first six months of 1960; those to Norway (over two-thirds nickel) were 9 per cent higher, and to France (divided among many commodities) were 2 per cent greater. A significant advance was made in exports to Italy, which rose over 80 per cent above the 1960 half-year total. Deliveries to Belgium and Luxembourg increased by one fourth, but there was a slight decrease in shipments to the Netherlands. Exports to Eastern Europe advanced over 60 per cent to \$38 million for January-June 1961; the main increases were in wheat shipments to the U.S.S.R., Czechoslovakia and Albania. Czechoslovakia bought

more aluminum but less nickel, Poland more copper but less wheat and no barley, and the Soviet Union purchased more nickel.

Exports to South America during the first half of 1961, at \$67 million, and to Central America and the Antilles, at \$52 million, were nearly 50 per cent larger than in the same period of last year. More wheat was sent to Colombia, Ecuador, Peru, Venezuela and the Dominican Republic, more wheat flour and wood pulp to Cuba, and larger shipments of newsprint to Argentina, Brazil, Colombia, Mexico and Venezuela. Argentina and Mexico purchased more rolling mill products and Argentina and Brazil took more aluminum.

Domestic exports to Asia for the first half of 1961 were valued at \$173 million, or nearly three-fourths more than in the same period of 1960. Shipments to Japan, Canada's third most important customer, advanced by 34 per cent to \$105 million. Wheat accounted for about 44 per cent and there were important quantities of seeds, aluminum, iron ore, copper, lumber, asbestos, machinery, and pigs and ingots of iron. Communist China became fifth among purchasers from Canada, with exports

for the first six months of this year valued at \$55 million. Wheat, at \$41 million, was the principal item and barley, at \$13 million, accounted for most of the remainder.

Imports from this group of other countries for the first six months of 1961 were valued at \$444 million, an increase of 3 per cent over the same period of last year. Of this total, \$178 million came from Western Europe, \$130 million from South America, \$56 million from Asia, \$36 million from Central America and the Antilles, and \$34 million from the Middle East. Shipments from all these areas rose, except from Asia and Central America.

In Western Europe, France, Italy, the Netherlands, Switzerland and Sweden increased their shipments to Canada; those from Belgium and Luxembourg declined considerably and from the German Federal Republic dropped fractionally. There were more cars but less machinery from West Germany, more machinery from Sweden, less rolling mill products from Belgium, and fewer automobiles from France. From South America, Venezuela forwarded more petroleum and petroleum products, Brazil more coffee, and Ecuador less bananas. From Asia, Japan sent more electrical apparatus but less rolling mill products. From the Middle East, there were larger imports of crude petroleum from Saudi Arabia and smaller imports from Iran.

Outlook

The upward trend in Canada's foreign trade shows signs of developing with moderate impetus in the second half of 1961. Imports appear to be continuing the advance begun in May and give indications of reaching a higher level for this year. Over-all, exports for the second half of 1961 are tending to rise. Demand from Western Europe, Asia and Latin America continues strong and a higher level of activity in the United States, coupled with the lower exchange value of the Canadian dollar, is expected to be encouraging to trade. ●

# What's current in commodities?

## Textiles

**South Africa**—Best opportunities for Canadian sales lie in high-quality printed woven piecegoods, both cotton and synthetic, but market is a sophisticated one and very competitive.

L. J. TAYLOR, *Assistant Trade Commissioner, Johannesburg.*

NEARLY every major textile-producing country in the world is selling to South Africa. The Republic imported \$250 million worth of textiles in 1960, the bulk of it woven fabrics of rayon, cotton and wool. A number of mills have been set up in recent years and last year local production of textiles reached over \$150 million. Consumption is grow-

ing by 3 per cent a year but is still only 12 pounds per capita—well below the Canadian level. The Government announced in May that textile importers would be limited in 1961 to 60 per cent and textile manufacturers to 75 per cent of the average of their 1959/60 imports. This, plus growing local production, will intensify the scramble for mar-

kets and now more than ever Canadian textiles will have to be competitive in price and quality and have designs that catch the eye if they are to succeed.

### Rayon and Cotton

South Africa imports 30 million pounds of rayon staple fibre a year. The blanket industry uses 65 per cent, yarn spinners 30 per cent, and carpet-makers 5 per cent. Prices are cut-throat; in 1959 the average price was 23 cents a pound f.o.b. country of export. No rayon staple fibre is produced, although there is a mill turning out 85,000 tons of dissolving pulp a year, all of which is exported. Some cotton is grown but imports supply more than half the requirements of the yarn spinners.

South Africa imports a few special yarns such as sewing cottons and rayon filament yarns (for tire cord) but its own output of cotton and rayon yarns—65 million pounds in 1960—supplies most of the local market. Local production also cuts out the import of most knitted piecegoods of cotton or rayon.

South African mills meet only 25 per cent of the demand for piecegoods. They produce unbleached plain-weave fabrics, industrial cloth, linings and some drill, twill and sateen. Some bleaching and piece dyeing is done and one mill has started producing printed cotton. Imports supply the remaining 75 per cent of the piecegoods market. (See table.)

### Local Production Encouraged

The Government in a recent report of the Board of Trade made it clear that it would like to see local manufacture fill certain pro-

TEXTILE IMPORTS INTO SOUTH AFRICA, 1959

	(Can.\$'000)					
	Woven Piecegoods			Rayon		
	Cotton	Rayon	Synthetic	Staple Fibre	Tire Cord	
Britain	11,530	2,419	935	103	510	
United States	6,294	4,939	1,911	1,003	728	
Belgium	1,221	546	14	53	.....	
Netherlands	3,718	316	20	76	.....	
Germany	2,859	2,430	258	1,803	.....	
Italy	1,151	2,103	361	11	.....	
France	596	356	107	.....	.....	
Switzerland	778	580	378	.....	20	
Norway	160	.....	.....	20	.....	
Sweden	56	11	11	387	.....	
Austria	269	361	.....	1,448	.....	
Spain	389	129	.....	.....	.....	
Israel	53	8	.....	.....	.....	
Czechoslovakia	272	126	.....	.....	.....	
East Germany	22	549	.....	.....	.....	
Communist China	92	76	.....	.....	.....	
Japan	7,932	15,165	511	14	.....	
Hong Kong	680	20	.....	.....	.....	
Taiwan	148	.....	.....	.....	.....	
Brazil	375	.....	.....	.....	.....	
United Arab Republic	67	.....	.....	.....	.....	
Canada	193	45	3	.....	.....	
Federation of Rhodesia and Nyasaland	115	17	.....	.....	.....	

duction gaps, particularly in unprinted plain-weave cheap rayon piecegoods, piece-dyed plain-weave rayon fabrics, rayon gingham, serge and suitings, and rayon drills, twills and sateens. It cites 25 per cent as the "right" share for local manufacturers—that is, about 20-25 million yards.

Roughly 110 million yards of rayon woven piecegoods are imported each year into South Africa. Very cheap, mainly unbleached fabrics make up 80 million yards of this and 30 million are printed piecegoods and narrow fabrics, also for the cheaper side of the trade and mostly for over-the-counter sales.

Cotton piecegoods imports in 1960 totalled 175 million yards—50 million yards each of printed piecegoods, bleached or piece-dyed fabrics for shirt and nightwear manufacturers, miscellaneous piecegoods such as terry towelling, pile fabric, etc., and 25 million yards of drill, twill and sateen. The Board of Trade has suggested domestic manufacturers might replace, in whole or in part, imports of bleached and piece-dyed poplin shirting fabric, gingham, khaki sateen, twist drill, quality drills and denims (piece-dyed), plus cheaper cotton and rayon printed goods.

Canada's best opportunities lie in capturing a larger share of the 10-15 million yards of high-quality printed cottons imported each year. We face stiff competition from Britain, the United States, the Common Market countries (particularly the Netherlands and Germany) and Switzerland. Most of the printed rayons and cottons imported are for over-the-counter cheap end of the trade; fully 70 per cent of the 80 million yards sells to the trade at less than 28 cents f.o.b. country of export. Canada's chances are much slimmer in this part of the market.

#### **Man-made Textiles and Fibres**

South Africa makes no synthetic yarns other than rayon and produces no fabrics with a synthetic content greater than 50 per cent. Imports of yarns in 1960 totalled 3

million pounds and of woven piecegoods 9 million square yards. The latter market is growing rapidly and reliable estimates put the demand for synthetic fabrics at 25 million yards in the very near future. In all probability, imports will fill this demand entirely. The market for synthetic fabrics is a high-class one, competition is vigorous, but inventive designs and keen pricing can win Canada a share of it.

The Government feels that a nylon staple fibre plant will be economically feasible when consumption in the Republic reaches five million pounds (three million pounds in 1960—rate of growth 30 per cent). Nylon still holds 70 per cent of this market so there is no prospect of an orlon or terylene plant just yet.

#### **Wool**

South Africa is the world's fifth largest wool producer and exports 90 per cent of its annual clip of 100 million pounds. It produces its own woollen yarns, with the excep-

tion of certain specialty yarns and knitting wool for retail sale. Most of the higher-priced knitted style goods and 90 per cent of the woven woollen piecegoods are imported. If anything, the competition is even sharper in this market than it is in cotton and rayon.

#### **Best Prospects**

Canada's best prospects in South Africa lie in style goods—printed woven piecegoods, both cotton and synthetic. A good agent who covers the major dressmakers and leading department stores is a must. Canada receives no tariff preference on textiles and duty rates range from 15 to 30 per cent. South African importers have to obtain import licences and with the Republic's foreign exchange reserves now recovering, it is hoped that the present shortage of licences will ease in 1962. However, Canadian firms must bear in mind that the market is as sophisticated as any in the world and only the best designs and quality can be sold there. ●

**Norway**—Most of Canada's textile exports to Norway have been for use in the fisheries; these enter duty-free. We are competitive in certain other fields, such as synthetic woven textiles; good agents and acceptable payment terms will help in making sales.

B. G. R. BARTON, *Office of the Commercial Counsellor, Oslo.*

CANADIAN exporters who wish to sell textile goods to Norway must be prepared to meet strong competition. There are no import restrictions and tariffs—except those on synthetic fibre woven goods—are generally low. Domestic mills have had to compete with imports from many countries and have replied by concentrating their production on items that in quality and price are well suited to the home market. Although the domestic market is

limited, local manufacturers are aware of the advisability of introducing new materials into it and they receive invaluable assistance in this and other matters from the Norwegian Textile Research Institute in Oslo. The past few years have also seen a drive to increase textile exports and to use a larger proportion of locally produced staple fibres. From 1956 to 1960, exports rose from 100 million to 148 million kroner.

TABLE I  
NORWEGIAN TEXTILE INDUSTRY, 1960\*

	Imports		Exports	
	Tons	Kr.'000	Tons	Kr.'000
Wool and other animal hair	2,685	40,931	1,321	9,385
Cotton	6,678	23,260	53	104
Jute	780	818	1	1
Synthetic fibres	1,048	12,913	7,852	26,938
Waste and rags	5,246	3,148	1,717	3,231
Yarns and threads	9,885	169,615	3,947	35,112
Fabrics of cotton	6,199	128,345	120	2,068
Fabrics of silk, wool, linen, etc.	7,898	159,726	591	19,543
Ribbons, laces, embroideries, etc.	292	16,770	10	102
Special articles of wool, cotton, linen, etc.	3,351	53,901	1,079	10,724
Finished textile goods, n.o.p.	2,461	32,306	474	3,910
Carpeting, linoleum, etc.	8,230	38,227	23	383

\*Table does not include clothing.

TABLE II  
IMPORTS OF WOVEN TEXTILES,  
YARNS AND THREADS

	Millions of kroner
West Germany	123.4
Britain	105.1
Netherlands	61.8
Sweden	46.2
Belgium	45.7
Denmark	35.7
France	32.3
Switzerland	22.5
Japan	19.1
Italy	18.9
United States	16.9
Austria	15.8

TABLE III  
CANADIAN TEXTILE EXPORTS  
TO NORWAY, 1960

	Can.\$
Cotton fabrics, n.o.p.—5,179 yards	2,110
Synthetic fibre, thread and yarns— 191,044 lb.	209,725
Synthetic fibre clothing, n.o.p.	76
Rags and waste, n.o.p.—16 cwt.	1,147
Nets, twine, commercial fishing	376,762
Felts and jackets, papermaking— 8 cwt.	2,544

The domestic industry produces viscose staple fibres and viscose filament yarn. Production in 1959 totalled 35.5 million pounds of staple fibre and 1.4 million pounds of filament yarn. In addition, about 5 million pounds of homegrown wool are delivered annually to the spinning mills.

Table I gives the relation between imports and exports for the year 1960.

The largest suppliers of woven textiles, yarns and threads in 1960 are given in Table II.

These countries supplied 91 per cent of the imports listed from "yarns and threads" (No. 6) down, in Table I.

Canadian textile exports to Norway during 1960 are shown in Table III.

### Selling in the Market

Canada appears to be competitive in the synthetic woven textiles market, except possibly for some rayon fabrics, in which Norwegian mills have specialized. Nearly all man-made woven textile materials, however, are subject to an ad valorem duty of 25 per cent on the c.i.f. value, or a specific duty of 10 kroner per kilogram, whichever is the greater. Canadian exports have been confined largely to items for use in the fisheries. Most of the synthetic fibres, threads and yarns shown in Table III were imported by Norwegian fish-net factories; they enter free of duty when they are imported for use in the fisheries.

In nearly all cases, Norwegian clothing manufacturers and wholesale outlets prefer to deal with locally appointed agents. Since the beginning of 1961 a number of such agencies have been established with

the co-operation of the Canadian Commercial Counsellor's office in Norway, and it appears that initial orders for several thousand dollars have already been placed, despite the fact that collections were not available until rather late in the year.

### How to Quote

As well as appointing local agents, Canadian textile exporters should be prepared to quote either c.i.f. or c. & f. Norwegian port, as f.o.b. prices are of little use for estimation. Competing countries are allowing payment terms of 30 days or better and anything less than this is considered unacceptable. It is also unusual to demand minimum quantities for shipment except in special cases. Weave widths depend on the type of fabric but the widths in common demand are 36, 50/51, and 60 inches. There are regular sailings from Canada to Norway and although the long freight haul at first sight seems to place Canada at a disadvantage, this can be offset by careful timing and prompt attention to orders received.

### Tours of Commodity Officers

ONE of the principal functions of the Commodities Branch is to maintain close liaison with the Canadian business community. This function is carried out by commodity specialists organized into divisions representing major industry groups.

In the course of their trade promotion efforts, these officers are required to undertake tours and to interview Canadian firms interested in export trade or needing the assistance of the Department of Trade and Commerce.

Any firm interested in meeting these commodity specialists should write to the Director of the Commodities Branch, Department of Trade and Commerce, indicating the products that it is anxious to sell abroad. The appropriate commodity officer will then undertake to interview the company on his next tour that includes the city.

# FOREIGN TARIFFS

## AND TRADE REGULATIONS

### Australia

**TARIFF CHANGES**—Effective October 6, 1961, a temporary duty of 1½d. per pound was imposed on high density polyethylene. In addition, a temporary duty of ¾d. per pound was imposed on low and intermediate density polyethylene for every penny or part thereof by which the f.o.b. price is less than 28d. per pound.

A temporary duty of 8d. per pound has been imposed on paper cones of the type used in the spinning industry.

A Tariff Board inquiry will be held on these commodities at which firms may present evidence for or against any increase in duty. Dates for these hearings have not yet been announced. The temporary duty, which is additional to the normal duty, will remain in effect until the Australian Government takes action on a final report of the Tariff Board and, in any case, will not remain in effect for a period longer than three months after the receipt of that report.

### India

**IMPORT POLICY FOR IRON AND STEEL**—The Iron and Steel Controller, Ministry of Steel, Mines and Fuel, has announced the import licensing policy for iron and steel materials for the period October 1, 1961, to March 30, 1962.

Established importers will be allowed to import the following items to the extent of the percentage of the base quota indicated against each:

	Per cent
1. Industrial scrap	7½
2. Tool and alloy steel, including stainless steel sheets, plates, strips and circles of gauges other than 18 to 25 gauge	10
3. Wire of all types, excluding commercial quality H.B. wire of 16 gauge and thicker, cycle spoke wire, and umbrella rib wire	7½
4. Box strappings	7½

Import licences will be granted to actual users for the following categories:

1. Tinplate, prime and secondaries
2. Terneplate
3. Wire of all types, excluding commercial quality H.B. wire of 16 gauge and thicker, cycle spoke wire, and umbrella rib wire
4. Box strappings
5. Steel strips, tapes, skelp
6. Tool and alloy steel, including stainless steel sheets for users other than the utensil industry
7. Industrial scrap
8. Forgings, unmachined
9. Swedish charcoal iron bars and other wrought iron bars

10. Nose bars for ring frame for textile and jute industry
11. Wheels, tires and axles
12. High silicon sheets and electrical steel sheets
13. Silico manganese spring steel bars
14. Cold-rolled and deep-drawing quality sheets
15. Hot-rolled and galvanized plain sheets
16. Carbon wire rods with carbon 0.45 per cent and over for high carbon wire drawing United registered with the Iron and Steel Controller.

As in the previous licensing period, import licences for stainless steel sheets will not be issued to manufacturers of utensils, but their requirements should be met from barter imports.

### 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:

Splits for use as linings and/or soles, of a free-on-board price per square foot of not less than 8½c.

Splits other, including splits for gloves of a free-on-board price per square foot of not less than 15c.

Other leathers made from bovine and horses' hides and skins, other than for use as lining white leathers having a suede, velour or velvet finish, or being whole hides and calfskins, whether shaped or not, including pieces, of a free-on-board price per square foot of not less than 25c.

Certain leathers made from sheep and lamb skins, including persians and cabrettas.

Certain leathers made from goat and kid skins.

Canadian firms exporting these goods to South Africa may wish to have their views on the tariff inquiries placed before the Tariff Board. The most effective method of doing so is for the Canadian exporter to have his South African agent act on his behalf. Action should be taken as soon as possible because tariff inquiries normally begin in South Africa shortly after the announcements are made.

#### 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. Natural and synthetic sausage casings
2. Chloramphenicol products
3. Nylon fishing lines

**Reduction in duty on:**

1. Titanium sheets
2. Piston castings
3. Racing boats
4. Material made from rayon staple fibre
5. Components for rear tipping trailers

**Rebate of the customs duty on:**

1. Hook and eye stripping
2. Plastic materials for the manufacture of guitars
3. Components for louvre window hardware
4. Coated fabrics
5. Laevo—L-P-Nitrophenyl-Z-Amino-1-3-Propanediol (L base)
6. Certain components for electronic organs
7. Polyethylene terephthalate cellulose acetate film
8. Sulphasomidine
9. Insole fabricated ribbing
10. Vinylvinyledene chloride

**Withdrawal of the rebate on:**

1. Chlorinated paraffin plasticizers

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 to have South African agents act on their behalf. Action should be taken as soon as possible because tariff inquiries normally begin in South Africa shortly after the announcements are made.

**Switzerland**

**TARIFF REDUCTIONS ANNOUNCED**—The Swiss Government has announced tariff reductions on a number of goods provided they are imported for specific purposes. Of interest to Canada are the following items for which the reductions came into effect on October 1, 1961:

Tariff Item	Tariff Rate	
	Countries other than EFTA (including Canada)	EFTA Countries
4417.01 "Improved" wood, in sheets, blocks or the like	15 Swiss francs per 100 kg.	10.50 Swiss francs (does not apply to imports from Austria which are subject to the higher rate)
Improved wood blocks, sawn or surface worked by planing, cut lengthwise, rectangular, not further worked, for the manufacture of shuttles in weaving looms	4 Swiss francs per 100 kg.	4 Swiss francs per 100 kg.
4428.40 Other articles of wood: rough not combined with other materials	35 Swiss francs per 100 kg.	24.50 Swiss francs per 100 kg.
Blocks of various woods glued together, roughly planed, rectangular, not otherwise worked, for the		

manufacture of shuttles in weaving looms

4 Swiss francs per 100 kg.

4 Swiss francs per 100 kg.

4701.34 Pulp derived by mechanical or chemical means from any fibrous vegetable material: bleached, subject to proof of use in the manufacture of artificial textile fibers

Same rate applies to bleached pulp (dissolving pulp) destined for the manufacture of viscose films

1 Swiss franc per 100 kg.

0.70 Swiss franc per 100 kg.

One Swiss franc equals 24 Canadian cents; 4.20 Swiss francs equal one Canadian dollar. One kilogram (kg.) equals 2.204 pounds.

**Uruguay**

**CONSULATE OPENED IN MONTREAL**—The Uruguayan Government has announced the opening of a Consulate General in Montreal and the appointment of Mr. Nicolas Onassis as Honorary Consul. This Consulate is to serve exporters in Eastern Canada who had previously to send their shipping documents either to the Vancouver Consulate or to their agents or importers in Uruguay for legalization.

Mr. Onassis may be reached at the Uruguayan Consulate General, Suite 404, 3495 Mountain Street, Montreal 25, P.Q. (Tel. VI 9-8393).

**Venezuela**

**FOREIGN EXCHANGE REGULATIONS**—The Foreign Exchange Control Office of the Central Bank of Venezuela has issued a notice to importers that, effective December 1, 1961, it will be necessary when filing applications for foreign exchange for goods on the list of controlled imports to present a sworn declaration furnished by the overseas exporter on the final commercial invoice. The statement will be to the effect that the invoice prices are those in effect in the market in which the goods originated on the date of purchase. The invoice with the sworn declaration is to be legalized before a notary public or before any other authority with notarial powers. Instead of the foregoing declaration, a certification of the respective Chamber of Commerce, to be registered with the Venezuelan Consulate, may be substituted.

The Venezuelan importer must submit the sworn invoice with the Application for Exchange if the import is less than U.S.\$2,000, or with the Import Permit and Exchange Licence if the import is greater than U.S. \$2,000—Caracas.

*The list of controlled imports is on file with the Latin American Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa, and with the Commercial Counsellor, Canadian Embassy, Caracas, Venezuela.*

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 .966183.

# Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 20	Units per Canadian dollar	Notes (See below)
Argentina .....	Peso .....	.....	.01248	80.13	
Austria .....	Schilling .....	.....	.04007	24.98	
Australia .....	Pound .....	.....	2.3315	.4289	
Bahamas .....	Pound .....	.....	2.9144	.3431	
Belgium and Luxembourg ....	Franc .....	.....	.02079	48.10	
Bermuda .....	Pound .....	.....	2.9144	.3431	
Bolivia .....	Boliviano .....	Free .....	.00008828	11,330.16	
British Guiana ...	Dollar .....	.....	.6072	1.85	
British Honduras ..	Dollar .....	.....	.7288	1.37	
Brazil .....	Cruzeiro .....	Free .....	.003393	294.72	
		Special Category .....	†	†	
Burma .....	Kyat .....	.....	.2174	4.60	
Ceylon .....	Rupee .....	.....	.2188	4.57	
Chile .....	Escudo .....	Free .....	.9838	1.01847	
Colombia .....	Peso .....	Certificate .....	.1545	8.47	
Congo, Republic of.	Franc .....	.....	.02079	48.10	
Costa Rica .....	Colon .....	.....	.1562	8.40	
Cuba .....	Peso .....	.....	†	†	
Czechoslovakia ...	Koruna .....	.....	.1437	8.98	
Denmark .....	Krone .....	.....	.1503	8.85	
Dominican Republic .....	Peso .....	.....	1.03500	.988183	
Ecuador .....	Sucre .....	Official .....	.05750	17.39	
		Free .....	.04787	20.89	
El Salvador .....	Colon .....	.....	.4140	2.41	
Fiji .....	Pound .....	.....	2.6256	.3809	
Finland .....	Markka .....	.....	.003234	309.21	
France, Monaco, etc. ....	New Franc .....	.....	.2109	4.74	(1)
Franco-African Republics, etc. ...	Franc .....	.....	.004218	237.08	(2)
French Pacific ...	Franc .....	.....	.01180	88.21	(3)
Germany .....	D Mark .....	.....	.2586	3.87	
Ghana .....	Pound .....	.....	2.9144	.3431	
Greece .....	Drachma .....	.....	.03450	28.98	
Guatemala .....	Quetzal .....	.....	1.03500	.968183	
Haiti .....	Gourde .....	.....	.2070	4.83	
Honduras .....	Lempira .....	.....	.5175	1.93	
Hong Kong .....	Dollar .....	Free* .....	.1815	5.51	*Oct. 27
		Official .....	.1822	5.49	
		Official .....	.02407	41.54	(4)
Iceland .....	Krona .....	.....	.2186	4.37	
India .....	Rupee .....	.....	.02300	43.48	(4)
Indonesia .....	Rupiah .....	Official .....	.01366	73.19	
Iran .....	Rial .....	.....	2.8980	.3451	
Iraq .....	Dinar .....	.....	2.9144	.3431	
Ireland .....	Pound .....	.....	.5750	1.74	
Israel .....	Pound .....	.....	.001688	599.52	
Italy .....	Lira .....	.....	.002875	347.83	
Japan .....	Yen .....	.....			

†Exchange auctions will be held each week for limited amounts of exchange.

‡There is no trading in Cuban pesos in U.S. or Canadian banks at present.

\*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 20	Units per Canadian dollar	Notes (See below)
Lebanon .....	Pound .....	Free .....	.3252	3.07	
Mexico .....	Peso .....	.....	.08280	12.08	
Morocco .....	Dirham .....	.....	.2070	4.83	
Netherlands .....	Florin .....	.....	.2874	3.48	
Netherlands Antilles .....	Florin .....	.....	.5488	1.82	
New Zealand .....	Pound .....	.....	2.8945	.3455	
Nicaragua .....	Cordoba .....	Effective buying .....	.1568	6.38	
		Official selling .....	.1468	6.81	
Nigeria .....	Pound .....	.....	2.9144	.3431	
Norway .....	Krone .....	.....	.1454	6.88	
Pakistan .....	Rupee .....	.....	.2186	4.57	
Panama .....	Balboa .....	.....	1.03500	.966183	
Paraguay .....	Guarani .....	Official .....	.008182	122.22	
Peru .....	Sol .....	.....	.03858	25.92	
Philippines .....	Peso .....	Free .....	.3450	2.90	
		Official .....	.5175	1.93	
Portugal & Colonies Republic of South Africa .....	Escudo .....	.....	.03612	27.68	(5)
Singapore and Malaya .....	Rand .....	.....	1.4572	.6862	
Spain and Dependencies .....	Straits Dollar .....	.....	.3400	2.94	
	Peseta .....	.....	.01725	57.97	
Sweden .....	Krona .....	.....	.2004	4.99	
Switzerland .....	Franc .....	.....	.2395	4.17	
Syria .....	Pound .....	Free .....	.2890	3.46	
Thailand .....	Baht .....	Free .....	.04896	20.42	(4)
Tunisia .....	Dinar .....	.....	2.5047	.3992	
Turkey .....	Lira .....	.....	.1150	8.69	(4)
United Arab Republic .....	Pound .....	Official .....	2.9721	.3365	
United Kingdom .....	Pound .....	.....	2.9144	.3431	
United States .....	Dollar .....	.....	1.03500	.966183	
Uruguay .....	Peso .....	Free .....	.09456	10.57	
Venezuela .....	Bolivar .....	Free .....	.2261	4.42	
		Official .....	.3077	3.25	
West Indies Fed. ...	Dollar .....	.....	.6072	1.65	(6)
	Pound .....	.....	2.9144	.3431	(7)
Yugoslavia .....	Dinar .....	Official .....	.001380	724.64	

## Notes

1. New franc is also used in Algeria, French Guiana, Guadeloupe and Martinique.
2. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Camerouns, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
3. New Caledonia, New Hebrides, French Polynesia.
4. Additional rates are in effect.
5. Portugal: approximately same rate for Portuguese territories in Africa.
6. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
7. Jamaica.

# Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina	C. O. R. Rousseau Commercial Secretary J. G. Ireland Assistant Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 33-8237
Australia (Capital Territory New South Wales, Northern Territory Queensland) Dependencies	S. V. Allen Commercial Counsellor for Canada L. D. Burke Assistant Commercial Secretary E. E. Price Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY	<i>Mail:</i> P.O. Box 3952 G.P.O. <i>Cable:</i> CANADIAN <i>Phone:</i> 28-5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	H. A. Gilbert Commercial Counsellor for Canada I. R. Smyth Assistant Commercial Secretary	Mobil Centre 2 City Road SOUTH MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-3473
Australia	R. B. Nickson Commercial Counsellor	Office of the High Commissioner for Canada State Circle CANBERRA	<i>Mail:</i> (City Address) <i>Cable:</i> DOMCAN <i>Phone:</i> U-1304 <i>Telex:</i> CBA C217 (DOMCAN CBA)
Austria Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	R. K. Thomson Commercial Counsellor for Canada P. A. Freyseng Assistant Commercial Secretary	Opernringhof Opernring 1 VIENNA 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97 <i>Telex:</i> 1-3380 (DOMCAN VIENNA)
Belgium Luxembourg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor A. A. Lomas Assistant Commercial Secretary P. T. Eastham Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 13.38.50 <i>Telex:</i> 0-2613 (DOMCAN BRU)
Brazil	Wm. Jones Commercial Counsellor Malcolm Rowan Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> Caixa Postal 2164 <i>Cable:</i> CANADIAN <i>Phone:</i> 42-4140 <i>Telex:</i> RIO 175 (DOMINION RIO)
Brazil	D. M. Holton Consul and Trade Commissioner R. H. Gayner Vice Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	<i>Mail:</i> Caixa Postal 6034 <i>Cable:</i> CANADIAN <i>Phone:</i> 36-6301
Ceylon	Commercial Secretary (absent)	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	<i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Phone:</i> 91341
Chile	J. R. Midwinter Commercial Secretary J. M. Knowles Assistant Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	<i>Mail:</i> Casilla 771 <i>Cable:</i> CANADIAN <i>Phone:</i> 64189
Colombia Ecuador	J. H. Bailey Commercial Secretary and Consul (absent) R. A. Bull Acting Commercial Secretary	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	<i>Airmail:</i> Apartado Aereo 8582 <i>Surface Mail:</i> Apar- tado 1618 <i>Cable:</i> CANADIAN <i>Phone:</i> 43-00-65

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Congo</b> Angola, Central African Republic, Chad, Congo (Community), Gabon	Consul General	Canadian Consulate General C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	<i>Mail:</i> Boîte Postale 8341 <i>Cable:</i> CANADIAN <i>Phone:</i> 2706 <i>Telex:</i> LEO 68 (DOMCAN LEO)
<b>Cuba</b>	P. A. Savard Commercial Counsellor	Canadian Embassy Edificio Ingenieros Civiles Calle 17 y O Vedado HAVANA	<i>Mail:</i> Gaveta 6125 <i>Cable:</i> CANADIAN <i>Phone:</i> 32-3526
<b>Denmark</b> Greenland, Poland	K. Nyenhuis Commercial Counsellor	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> Hilda 3306
<b>Dominican Republic</b> Puerto Rico	W. B. McCullough Commercial Counsellor J. C. Leith Assistant Commercial Secretary and Vice Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	<i>Mail:</i> Apartado 1393 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-8138
<b>France</b> Algeria; Cameroon Republic, Dahomey, Guinea, Ivory Coast, Mali Republic, Mauritania, Morocco, Niger, Senegal, Togoland, Volta	A. G. Kniewasser Commercial Counsellor R. G. Woolham Assistant Commercial Secretary Y. C. Jauron Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> BALzac 99-55 <i>Telex:</i> 2-0600 (DOMCAN PARIS)
<b>Germany</b> Federal Republic (Baden-Wurttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar)	J. A. Stiles Commercial Counsellor W. J. O'Connor Assistant Commercial Secretary (Agriculture)	Canadian Embassy 22 Zitelmannstrasse BONN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 21971 <i>Telex:</i> 886421 OR 886422 (DOMCAN BONN)
<b>Germany</b> (North-Rhine-Westphalia)	H. E. Campbell Consul Louis de Salaberry Vice Consul	Canadian Consulate Flingerstrasse 11-17 DUSSELDORF	<i>Mail:</i> P.O. Box 2102 <i>Phone:</i> 1-69-58
<b>Germany</b> (Bremen, Hamburg, Lower Saxony, Schleswig-Holstein)	R. E. Gravel Consul General Richard Turcotte Vice Consul	Canadian Consulate General 69 Ferdinandstrasse HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 326149
<b>Ghana</b> Gambia, Liberia, Sierra Leone	K. F. Osmond Commercial Secretary P. A. Theberge Assistant Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	<i>Mail:</i> P.O. Box 1639 <i>Cable:</i> CANADIAN <i>Phone:</i> 4824
<b>Greece</b> Cyprus, Israel, Turkey	B. A. Macdonald Commercial Counsellor B. C. Steers Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 74044
<b>Guatemala</b> Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Chargé d'Affaires, a.i. K. D. Taylor Assistant Commercial Secretary	Canadian Embassy 5a Avenida 11-70, Zone I GUATEMALA CITY, C.A.	<i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Phone:</i> 28448
<b>Haiti</b>	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
<b>Hong Kong</b> Cambodia, Communist China, Laos, Vietnam, Macao	C. M. Forsyth-Smith Canadian Government Trade Commissioner J. M. T. Thomas Assistant Trade Commissioner D. J. McEachran Assistant Trade Commissioner D. Molgat Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Phone:</i> 27743

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>India</b> (except States of Gujerat and Maharashtra) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor  B. Horth Assistant Commercial Secretary	Office of the High Commissioner for Canada 13 Golf Links Area NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Phone:</i> 74261
<b>India</b> (States of Gujerat and Maharashtra), Goa	W. F. Hillhouse Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Phone:</i> 255154
<b>Indonesia</b>	Commercial Division	Canadian Embassy Djl. Budi Kemuliaan No. 6 DJAKARTA	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> Gambir 1313
<b>Iran</b>	A. B. Brodie Commercial Counsellor	Canadian Embassy 32 Anatole France TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Phone:</i> 4-9291
<b>Ireland</b>	W. G. Brett Commercial Secretary for Canada	66 Upper O'Connell St. DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44251
<b>Italy</b> Libya, Malta	Richard Grew Commercial Counsellor  M. S. Strong Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 864-327 <i>Telex:</i> RMO 86 (RMO 86 DOMCAN OR RMO 56 DOMCAN)
<b>Japan</b> South Korea	A. P. Bissonnet Commercial Counsellor  N. W. Boyd Assistant Commercial Secretary  C. M. Kerr Assistant Commercial Secretary	Canadian Embassy TOKYO	<i>Mail:</i> Canadian Embassy <i>Cable:</i> CANADIAN <i>Phone:</i> 408-2101/8 <i>Telex:</i> TK 2218 (DOMCAN TK 2218)
<b>Lebanon</b> Iraq, Jordan, Persian Gulf area, Syria	L. A. Campeau Commercial Counsellor  W. B. Walton Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boite Postale 2300 <i>Cable:</i> CANADIAN <i>Phone:</i> 50955
<b>Mexico</b>	F. B. Clark Commercial Counsellor  G. L. Gagne Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	<i>Mail:</i> Apartado 25364 <i>Cable:</i> CANADIAN <i>Phone:</i> 25-15-60
<b>Netherlands</b>	J. C. Britton Commercial Counsellor  J. E. Montgomery Assistant Commercial Secretary  J. R. Caux Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-41-11 <i>Telex:</i> 31270 (DOMCAN HAGUE)
<b>New Zealand</b> Fiji, Samoa, Tahiti, Tonga	J. H. Stone Commercial Counsellor  W. J. Collett Assistant Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg., WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Phone:</i> 70-644 <i>Telex:</i> WGN 9 (DOMCAN WGN)
<b>Nigeria</b>	H. W. Richardson Commercial Counsellor  C. T. Charland Assistant Commercial Secretary  N. L. Williams Assistant Commercial Secretary	Office of the High Commissioner for Canada Barclays Bank Building, 4th Floor 40 Marina Road LAGOS	<i>Mail:</i> P.O. Box 851 <i>Cable:</i> CANADIAN <i>Phone:</i> 25262

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>Norway</b> Iceland	M. B. Bursley Commercial Counsellor  W. E. Fulton Assistant Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Phone:</i> 33-30-80
<b>Pakistan</b> Afghanistan	J. E. P. Lancaster Commercial Secretary  J. A. Elliot Assistant Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Rd. KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Phone:</i> 50322 <i>Telex:</i> KRC 10
<b>Peru</b> Bolivia	K. G. Ramsay Commercial Secretary  W. J. Jenkins Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Phone:</i> 72760
<b>Phillippines</b> Republic of China (Taiwan)	T. G. Major Consul General and Trade Commissioner  R. M. Dawson Consul and Assistant Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Phone:</i> 5-85-97
<b>Portugal</b> Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 53117
<b>Rhodesia and Nyasaland</b> Kenya, Seychelles Is., Tanganyika, Uganda, Zanzibar	L. S. Glass Canadian Government Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Avenue SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Phone:</i> 26571
<b>Singapore</b> Brunei, Burma, Federation of Malaya, North Borneo, Sarawak, Thailand	E. H. Maguire Canadian Government Trade Commissioner  K. O. Hillyer Assistant Trade Commissioner	Rooms 4, 5 and 6 American International Building Robinson Road and Telegraph St. SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Phone:</i> 74260
<b>South Africa</b> (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner  L. J. Taylor Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Streets JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Phone:</i> 33-2628
<b>South Africa</b> (Cape Province), St. Helena, Southwest Africa	M. R. M. Dale Canadian Government Trade Commissioner	602 Norwich House The Foreshore CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANTRACOM <i>Phone:</i> 2-5134/5
<b>Spain</b> Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Phone:</i> 47-54-00
<b>Sweden</b> Finland	G. F. G. Hughes Commercial Counsellor	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Phone:</i> 67-92-15
<b>Switzerland</b> Tunisia	S. G. MacDonald Commercial Counsellor  J. H. Nelson Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44-63-81 <i>Telex:</i> 2-2386 (DOMCAN GENEVB)
<b>Union of Soviet Socialist Republics</b>	R. V. N. Gordon Commercial Counsellor	Canadian Embassy 23 Starokonyushenny Pereulok Moscow	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 415142
<b>United Arab Republic</b> Aden, Sudan, Ethiopia, Saudi Arabia, Yemen	D. S. Armstrong Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Phone:</i> 23110

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
<b>United Kingdom</b>	B. C. Butler Minister (Commercial) S. G. Tregaskes Commercial Counsellor W. Gibson-Smith Commercial Counsellor D. B. Laughton Agricultural Counsellor E. J. White Commercial Secretary (Timber) W. M. Miner Assistant Agricultural Secretary Geo. Hazen Assistant Commercial Secretary S. G. Harris Assistant Commercial Secretary	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING, LONDON, W.1 <i>Phone:</i> Mayfair 9492 <i>Telex:</i> 2-2526 OR 2-8240 DOMINION LDN)  <i>Cable:</i> TIMCOM, LONDON, W.1
<b>United Kingdom (Midlands, North England)</b>	W. R. Van Canadian Government Trade Commissioner	Martins Bank Building Water Street LIVERPOOL	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> MARitime 2177
<b>United Kingdom (Scotland)</b>	P. V. McLane Canadian Government Trade Commissioner E. J. Ward Assistant Trade Commissioner (Timber)	Cornhill House 144 West George St. GLASGOW C.2	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> Douglas 6751
<b>United Kingdom (Northern Ireland)</b>	P. V. McLane Canadian Government Trade Commissioner E. J. Ward Assistant Trade Commissioner (Timber)	36 Victoria Square BELFAST	<i>Mail:</i> (City Address) <i>Phone:</i> 21867
<b>United States</b>	M. Schwarzmann Minister-Counsellor (Economic) W. J. Van Vliet Agricultural Counsellor R. R. Parlour Commercial Counsellor J. D. Blackwood Assistant Commercial Secretary J. MacNaught Assistant Agricultural Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011
<b>United States</b>	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011
<b>United States (Connecticut, New Jersey, New York) Bermuda</b>	B. I. Rankin Deputy Consul General (Commercial) A. A. Caron Consul and Trade Commissioner R. D. Sirrs Consul and Assistant Trade Commissioner F. I. Wood Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> JUdson 6-2400
<b>United States (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)</b>	J. C. Depocas Consul and Trade Commissioner L. D. R. Dyke Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston Street BOSTON 16	<i>Mail:</i> (City Address) <i>Phone:</i> COngress 2-1245

<b>Territory</b>	<b>Officer</b>	<b>City Address</b>	<b>Mail and Cables, Office Telephone &amp; Telex</b>
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	H. J. Horne Consul and Trade Commissioner  N. L. Currie Vice Consul and Assistant Trade Commissioner  D. A. Hilton Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 111 North Wabash Avenue CHICAGO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> RANDolph 6-6033
United States (Michigan, Ohio)	Blair Birkett Consul and Trade Commissioner  I. V. Macdonald Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	<i>Mail:</i> (City Address) <i>Phone:</i> WOODward 5-2811
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	G. F. J. Osbaldeston Consul and Trade Commissioner  R. C. Anderson Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 510 West Sixth Street LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Phone:</i> MADison 2-2233
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	T. F. Harris Consul and Trade Commissioner  G. E. Blackstock Consul and Assistant Trade Commissioner	Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> JACKson 5-2136
United States (Delaware, Maryland, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner  J. B. McLaren Vice Consul and Assistant Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA 2	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> LOCUST 35838
United States California (except the ten southern counties), Wyoming, Nevada (ex- cept Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Phone:</i> SUTter 1-3039
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1, Washington	<i>Mail:</i> (City Address) <i>Phone:</i> MUTual 2-3515
Uruguay Paraguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Phone:</i> 96096
Venezuela Netherlands Antilles	W. D. Wallace Commercial Counsellor  D. I. Campbell Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	<i>Mail:</i> Apartado 11452-Este <i>Cable:</i> CANADIAN <i>Phone:</i> 32.40.41.44
West Indies (Barbados, Trinidad and Tobago, Windward and Leeward Islands) British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	R. F. Renwick Commercial Counsellor  R. L. Richardson Assistant Commercial Secretary	Office of the Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. BOX 125 <i>Cable:</i> CANADIAN <i>Phone:</i> 34787
West Indies (Jamaica) Bahamas, British Honduras	R. W. Blake Canadian Government Trade Commissioner  C. G. Bullis Assistant Trade Commissioner	Barclays Bank Building King Street KINGSTON	<i>Mail:</i> P.O. BOX 225 <i>Cable:</i> CANADIAN <i>Phone:</i> 26948



# It's *your* Department

## *Do you know what it can do for you?*

The Department of Trade and Commerce was organized 68 years ago to serve the Canadian businessman. Today it is in business for the same reason, with new services developed to meet the complexities of modern business and to keep pace with growing Canadian production and exports.

Do you know what Trade and Commerce can do for you? Do you know the variety of services it offers to help you promote your business at home and abroad? A new booklet tells you. Brief descriptions of the kind of information the Department can provide are arranged alphabetically for quick reference under 40 headings, such as Agency Connections, Capital Cost Allowances, Export Documentation, Market Information, Sales Trips Abroad, Trouble-Shooting. Write for a free copy of

## *Trade and Commerce at Your Service*

Trade Publicity Branch, Dept. of Trade and Commerce, Ottawa, Canada.

Please send me ..... free copies of *Trade and Commerce at Your Service*.

Name .....

Firm .....

Address .....

---

AGENCY CONNECTIONS  
BUYING CONNECTIONS  
CAPITAL COST ALLOWANCES  
CLAIMS ASSISTANCE  
COMPANY INFORMATION  
DESIGN AWARDS  
DESIGN INDEX  
DESIGN SCHOLARSHIPS  
ESTABLISHING A NEW BUSINESS  
EXPORT CONTROLS  
EXPORT CREDITS INSURANCE  
EXPORT DOCUMENTATION  
EXPORT FINANCING ASSISTANCE  
EXPORT TECHNIQUES  
GOVERNMENT PROCUREMENT  
IMPORT CONTROLS  
LABELLING AND MARKING REGULATIONS  
MANUFACTURING OPPORTUNITIES  
MARKET INFORMATION  
MARKET RESEARCH  
MEASUREMENT  
PATENTS AND TRADE MARKS ABROAD  
PRECIOUS METALS MARKING  
PUBLICATIONS  
SALES TRIPS ABROAD  
SOURCES OF SUPPLY  
STATISTICS  
TARIFFS  
TRADE FAIRS  
TRANSPORTATION INFORMATION  
TROUBLE-SHOOTING  
WATCHING BRIEFS