

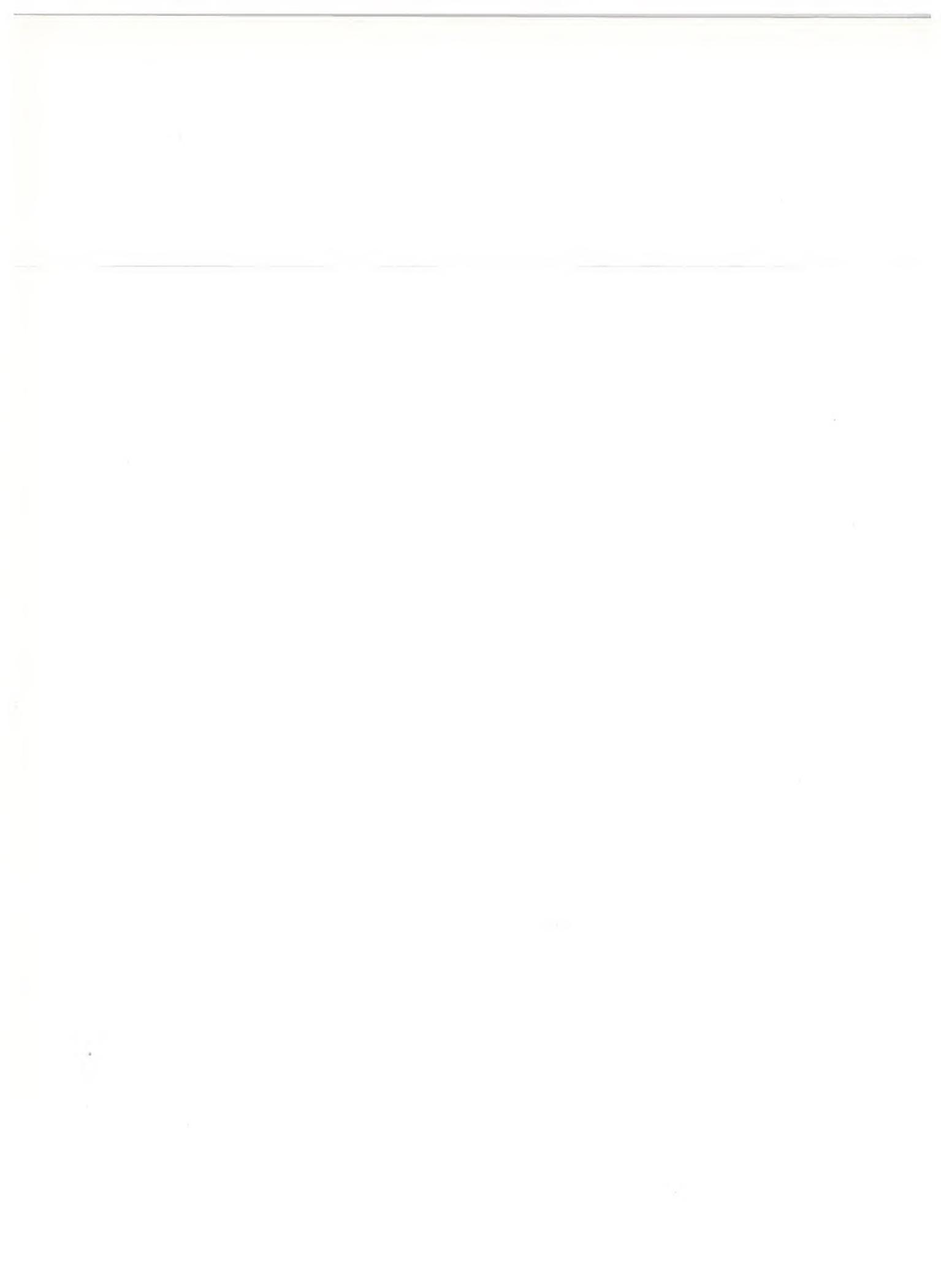
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FOREIGN TRADE

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OF TRADE AND
COMMERCE
O T T A W A

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FOREIGN TRADE

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With the Canadian Trade Fair scheduled to open in Accra in February, companies which intend to participate will find this up-to-date review of economic advance there and of Ghanaian foreign trade particularly pertinent.

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One of a series of articles in which Gerald Newman, our Commercial Counsellor in New Delhi, is discussing domestic output, production targets and import needs under the Third Five Year Plan of a number of the key Indian industries.

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Search for better and more economical ways of getting shipments on and off carriers and safely to their destinations has resulted in the development of containerization. The Transportation Division discusses our progress in this field.

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Famed as a centre of entrepôt trade, this city-state is now turning its attention to building up industry, improving the lot of its people. Here is the blueprint of the plan and some details on the allocation of funds.

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In our September 23 issue, our office in New Orleans discussed sales opportunities in North Carolina. Now attention turns to the sister state and the busy South Carolina centres—Greenville, Columbia and Charleston.

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A fast-growing industry needing larger supplies of raw material—that's the situation of Norway's pulp and paper producers. With Norwegian forest resources just keeping pace with demand, Canadian pulpwood exporters may make sales.

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COMING—DEVELOPMENT AND TRADE IN LATIN AMERICA, OCTOBER 21 ISSUE

Ghana Makes Progress

K. F. OSMOND,
Commercial Secretary, Accra.

A higher national income, larger crops and agricultural exports, many new industries, and a construction boom underline Ghana's continuing economic growth. But exports could not match sharp increase in 1960 imports and a balance-of-payments deficit resulted. Measures taken to reduce imports and finance internal spending may affect Canadian sales to some extent.

THE high rate of growth that has characterized Ghana's economy over the past five years was more than maintained in 1960. The gross national product rose by 5 per cent to £533 million, despite a severe decline in the export price of cocoa. This increase in the national income represented a rise in real terms since the level of prices remained virtually stable.

Progress was made in most sectors of the economy. The cocoa crop, Ghana's main source of export earnings and fiscal revenue, reached a new record of about 430,000 tons in the 1960-61 season, up more than 35 per cent from the previous crop year. Production of other agricultural products also improved, and exports of kola nuts, bananas, coconuts and palm kernels rose substantially. Production and exports of logs and sawn lumber were higher too.

In the industrial field, 64 new factories were opened or had reached an advanced stage of preparation by the end of the year. Those opened include a distillery, a milk processing plant, a brewery and a vehicle assembly plant. In addition, agreements were signed for the establishment of an oil refinery, a sugar factory, a flour mill, a cement factory and a textile factory. Following the successful conclusion of the various loan agreements in connection with the Volta River hydroelectric power develop-

ment project, the Government of Ghana has recently signed a contract with an Italian firm for the construction of the Volta River Dam.

Gold, diamonds, bauxite and manganese continued to play an active part in the economic life of the country, and in 1960 accounted for 24.1 per cent of all domestic exports.

The building and construction industry has made tremendous strides in recent years. Last year its gross output reached about £58.6 million, an increase of £14.8 million or 33.7 per cent compared with the previous year.

Balance of Payments

Ghana's balance of payments on current account showed a deficit of £26.56 million, compared with a deficit of £11.26 million in 1959. A sharp increase in imports of capital equipment with only a modest rise in exports was the main factor contributing to this increase in deficit on current account, which has caused a large reduction in the Government's foreign assets.

There is a danger that if counter measures are not taken imports will go on increasing, and indeed the trend during the first months of 1961 points that way. On the other hand, the prospects for large increases in the total value of exports are not very bright. In order to help overcome this imbalance, import duties on many types of goods have been substantially increased in the budget for 1961-62.

Financial Policy

In line with the principle announced by the President, Dr. Nkrumah, in his opening speech to the



—Ghana Information Services
Among the industrial enterprises set up in Ghana last year was a milk-processing plant. Our picture shows the sealing and packing of cartons of fresh milk at this up-to-date factory.

budget session of Ghana's Parliament on July 4, 1961, all internal development plan expenditures and all recurrent expenditures will be financed entirely from internal sources in the future. External development expenditures on plant, machinery, materials, equipment, etc., will be met by credits and loans raised abroad and, where necessary, by making use of Ghana's external reserves. Total expenditure for the fiscal year 1961-62 is estimated at £128 million, divided into £104 million for internal expenditure and £24 million for external development plan expenditure. To meet internal expenditure and leave a little in hand, it is estimated that an extra £31 million will be required.

The Government proposes to raise this amount in the following ways:

- Increased customs and excise duties on a wide range of products.
- A new, very stiff, purchase tax on many items.
- More efficient personal income and company tax collections.
- A new tax on urban properties.
- Compulsory saving by individuals, self-employed people and companies

amounting to 5 per cent on wages and salaries and 10 per cent on all other types of assessable income, including payments to cocoa farmers.

Some of the interest on the national savings bonds that the compulsory savings will purchase will be paid out by lotteries, but in general neither capital nor interest will be available for ten years. This, in effect, means a 5 to 10 per cent cut in incomes for the next ten years. Although some of the increases in import duties are aimed at reducing imports in order to strengthen the country's balance of payments, others are intended to protect local industry and to encourage domestic food production. The introduction of purchase taxes particularly is designed to cut down imports of goods considered to be in the luxury class.

A number of Canadian exports will be affected by these changes, especially wheat flour and automobiles. Flour, which was formerly admitted duty free, is now subject to an import duty of twopence per pound. A purchase tax of 66½ per cent has been imposed on automobiles exceeding 2,500 c.c. Other commodities of interest to Canadian exporters on which import duties have been raised include canned

fruits and jams, processed vegetables, meats of all kinds, spirits, beer, and building boards.

The new purchase taxes mean that the consumer will have to pay 66½ per cent on the value of imported furniture, refrigerators, air-conditioning units, washing machines, vacuum cleaners, floor polishers and "similar luxury goods", and 33½ per cent on such items as wearing apparel (outer garments), domestic stoves, desk fans, electric irons, kettles and toasters, and automobile tires and tubes.

Foreign Trade

Ghana's imports and exports established a new record in 1960, reaching a total value of £245.6 million, compared with £226.3 million in 1959. Imports climbed by 15 per cent to £129.6 million, exports rose by just over 2 per cent to £116.0 million, resulting in a deficit in the visible trade balance of £13.6 million.

Table I shows Ghana's imports for 1959 and 1960 by commodity groups.

The most important increase in imports, a jump in value of 32 per cent, was in machinery and transport equipment, particularly non-electrical machinery and appliances, road motor vehicles, railway vehicles and agricultural machinery. The miscellaneous manufactured articles group, comprising mainly furniture, clothing, footwear, watches, clocks, optical and photographic instruments and books, rose by 25 per cent in both volume and value. Clothing and footwear accounted for much of this increase. Almost all food imports were larger, except for a few such as rice and eggs where local production contributed



—Ghana Information Services
At Ghana Aluminium Products Ltd., subsidiary of a Canadian company, corrugated aluminium roofing sheets are counted and packed. In the background are the large rolls from which these sheets are made.

TABLE I
GHANA'S IMPORTS

	1959	1960
	(£ million)	
Food	19.1	21.0
Beverages and tobacco	4.3	3.8
Crude materials, inedible, except fuel	0.4	0.3
Mineral fuels	6.3	6.8
Animal and vegetable oils and fats	0.1	0.2
Chemicals	9.0	9.5
Manufactured goods classified by material		
Textiles	17.9	19.7
Others	18.5	20.2
Machinery and transport equipment	25.6	33.7
Miscellaneous manufactured articles	10.1	12.6
Miscellaneous commodities, n.e.s.	1.6	1.8
Total	113.0	129.6

TABLE III
PRINCIPAL CANADIAN EXPORTS TO GHANA

	1959	1960
	(Canadian dollars)	
Wheat flour	3,536,853	3,136,734
Automobiles and parts	159,365	371,475
Aluminum in primary forms		166,539
Bookkeeping and calculating machines and parts	17,944	60,448
Calcium compounds	24,178	43,647
Marine engines and parts	2,594	24,192
Malt		16,006

a fairly large volume. Although textile purchases from abroad continued to grow, higher average prices and increased duties reduced the rise in 1960 by 6 per cent as compared with 20 per cent in 1959. Imports of other manufactured goods such as building materials, metals, rubber, paper, and leather manufactures showed little change in volume from the previous year and the greater value was almost entirely due to higher prices. Imports of cement, however, increased sharply. Bigger imports of medicinal and pharmaceutical products were largely responsible for the increase in the chemical group.

Ghana's exports continued to be dominated by cocoa beans, followed by timber (logs and sawn), gold,

TABLE II
DIRECTION OF GHANA'S TRADE, 1959-60

	1959				1960			
	Import		Export		Import		Export	
	G £'000	%						
Sterling area	52,416	46.4	39,435	34.8	54,032	41.7	41,809	36.0
of which								
United Kingdom*	45,288	40.1	34,889	30.8	47,555	36.7	36,275	31.3
African countries*	3,622	3.2	1,878	1.7	2,120	1.6	2,315	2.0
European Economic Community	25,212	22.3	42,887	37.8	33,127	25.6	40,739	35.1
Dollar area	10,040	8.8	22,392	19.8	10,745	8.3	18,437	15.9
U.S.S.R., Communist China, other countries of Eastern Europe	3,651	3.3	2,230	1.9	5,362	4.1	8,049	6.9
African countries, excluding those in sterling area	4,462	4.0	454	0.4	6,761	5.2	1,757	1.6
Japan	8,584	7.6	605	0.5	10,837	8.3	895	0.8
Others	7,049	6.2	5,350	4.8	6,966	5.4	4,292	3.7
Parcel post	1,608	1.4	5	0.0	1,787	1.4	5	0.0
Total	113,022	100.0	113,358	100.0	129,617	100.0	115,983	100.0

*Not included in total.

diamonds (mostly industrial), man-ganese, and sundry agricultural products.

Direction of Trade

There was a significant change in the direction of Ghana's trade with other countries in 1960. The sterling area and the European Economic Community were still the principal trading partners but trade with Communist China, the U.S.S.R., and other countries of Eastern Europe, as well as African countries outside the sterling area, rose sharply. The dollar area's share fell in both imports and exports; the drop in exports was much larger, however, because the United States bought less cocoa. Table II shows the direction of trade for 1959 and 1960 in more detail.

Trade with Canada

Canada's exports to Ghana in 1960 were valued at \$3.88 million, compared with \$3.78 million in 1959. Sales of wheat flour, our main export to this market, fell off by about 11 per cent. However, this was more than offset by bigger purchases of automobiles, aluminum in primary forms, bookkeeping and calculating machines, marine en-

gines and calcium compounds. Although the composition of our principal exports to Ghana has shown little change from year to year, our sales in general are becoming more diversified. They now include such new items as aircraft, ladies' clothing of cotton and synthetics, plastic basic shape forms, prepared animal food, canned meats, ale and beer, power-operated saws, whole milk powder and maple syrup. Table III gives the value of Canada's principal exports to Ghana in 1959 and 1960, according to DBS figures.

Ghana's exports to Canada in 1960 totalled \$3.1 million compared with \$4.1 in 1959. Although Canada took more cocoa beans in 1960, imports of manganese ore dropped in value to \$811,363 from \$2,273,401. Our imports of mahogany and teak also fell off somewhat.

Trade Prospects

The taxation increases and other fiscal measures introduced by the recent budget will undoubtedly have the effect of reducing the purchasing power of the majority of people in this country. The full impact has not been felt yet since there are still considerable stocks of prebudget

goods on hand. It is therefore difficult at this stage to forecast to what extent trade will be affected. It is generally believed in business circles, however, that there will be some slackening in demand for cer-

tain consumer goods, particularly the more expensive ones.

Now that the contract for the Volta River Dam Project has been concluded there may well be new opportunities for Canadian manu-

facturers to participate in this as well as other development projects. The forthcoming Canadian Trade Fair to be held in Accra in February 1962 should also stimulate Canadian trade with this country. ●

India Imports Non-Ferrous Metals

This study of India's projected needs for non-ferrous metals under the Third Five Year Plan also discusses Canada's chances of increasing her shipments over the next few years.

GERALD A. NEWMAN, *Commercial Counsellor, New Delhi.*

ONE of the results of the forced industrial expansion under the Five Year Plans is a sharp rise in the demand for raw materials, such as non-ferrous metals. This demand for aluminum, copper, lead and zinc is increasing and despite India's critical foreign exchange position, the demand must be met. Here are details on local supplies and imports.

● *Aluminum*—India produced in 1960 some 18,000 tons of aluminum and imported 22,000. Estimates put demand by the end of the Third Five Year Plan (1965-66) at 100,000 tons. The Government feels reasonably certain that by 1964, 87,000 tons a year will be produced from local sources and hopes that, with the licensing of further capacity, demand will be fully met. The uncertain factor is the supply of electric power. Power shortages are already plaguing general industrial production in India and there is no assurance that any increases in power will meet the many new demands, let alone provide the large amounts needed for aluminum production. Yet, of all the non-ferrous metals, India is closest to self-sufficiency in aluminum.

● *Copper*—Production in India in 1960 reached 8,700 tons of fire-

refined copper; imports totalled 55,000 tons. The yearly demand by 1965-66 is expected to approximate 150,000 tons, of which 50 to 60 per cent would be for electrolytic copper. If local deposits now being proved can be successfully developed, indigenous production by 1965-66 will probably exceed 18,000 tons, plus a further 8,000 tons based on imports of blister copper. Production of electrolytic copper from scrap totals about 10,000 tons a year and the installed capacity for secondary manufacture is about 45,000.

No matter how the picture is examined, however, the prospects are for continued copper imports on an increasing scale during the course of the Third Five Year Plan.

● *Lead*—Present production of lead totals about 4,000 tons, with imports in 1960 at about 22,000. Demand in 1965-66 is expected to reach 55,000 to 60,000 tons, of which perhaps 10,000 will be supplied from indigenous sources and 12,000 from imported concentrates. This points to possible lead imports of about 48,000 tons a year.

● *Zinc*—From the Canadian point of view, zinc may prove interesting. Present production in India is nil;

imports in 1960 amounted to 61,000 tons. The rapid expansion in India's steel production puts the estimated zinc requirements for 1965-66 at some 160,000 tons. By then, yearly production from local ores is expected to total about 18,000 tons and from imported concentrates 12,000. This still leaves 130,000 tons a year to be imported—much the highest tonnage of the four metals under discussion.

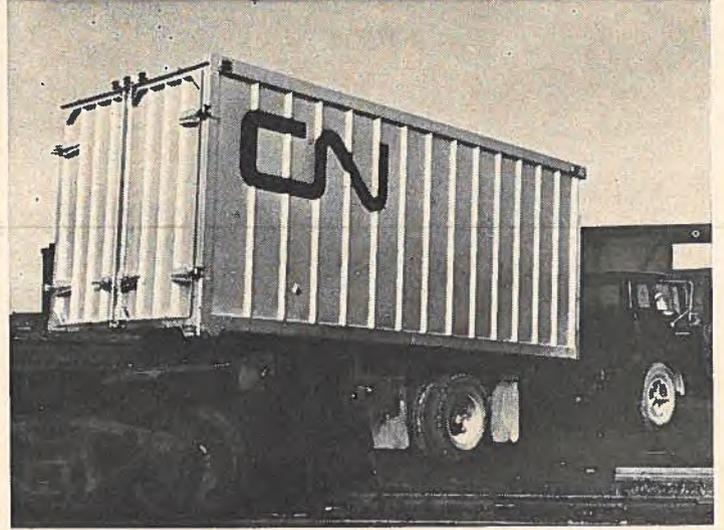
Non-ferrous metals have constituted Canada's major export to India in recent years. Two of the most important, aluminum and copper, have been supplied under the Colombo Plan as well as commercially. Zinc has been shipped to India on a commercial basis only. Since the beginning of India's First Five Year Plan in 1951, shipments of these metals have increased:

	1951	1955	1960
	(tons)		
Aluminum, in primary and semifabricated forms	2,928	3,796	17,838
Copper, in ingots, bars, billets, etc.	3,649	1,724	10,908
Zinc spelter	1,949	3,260	13,362
Lead			16,224

Because of India's critical foreign exchange position, the Government has arranged to have part of the Third Five Year Plan requirements imported under the United States Development Loan Fund program, which requires that all imports paid for with DLF money originate in the United States. ●



(Left) This container used by a shipping company on the Lakes measures 90 by 54 by 54 inches, has steel mesh sides and, when empty, collapses so that it can be compactly stowed away. (Right) Designed in Canada, this type can be moved by hydraulic power from a truck tractor to a railway flatcar; no special lift equipment is needed. Canadian National is using it.



Containerization Benefits Shippers

A technique that lowers handling, packing and insurance costs, and protects against damage and pilferage, is an obvious boon to anyone engaged in shipping goods. It will be most effective when international standards are set for types and sizes of containers.

Transportation and Trade Services Division.

"Without a doubt, containerization should be investigated by all traffic men, particularly those whose goods are subject to inordinately high loss and damage, pilferage, et cetera, or expensive outer packaging. With few exceptions, others will find that optimum use of the common unit-load principle (for example, palletization) will produce the best results."

—Chairman, Materials Handling Committee, Canadian Industrial Traffic League.

CONTAINERIZATION is a technique that uses specially designed containers to "unitize" a number of individual packages for shipping purposes, and offers a solution to

the materials handling problem. Shippers and carriers generally consider it important that the container be designed so that it can be transported by truck, railway, ship or aircraft interchangeably.

The concept of shipping cargo in containers is not new. In the 1920's, North American railways actually were using containers for less-than-carload shipments. However, the significant development in this shipping method did not take place until after the Second World War when the rising costs of handling materials in transit compelled carriers and shippers to explore unconventional techniques. Containers in a range of designs and sizes and constructed of a variety of materials

made their appearance, and research was directed towards finding special types of containers to fit the needs of particular trades.

Some Types of Containers

Van containers are exercising a wide influence on the movement of commercial goods today, and seem to offer the most promise for future development. These containers are designed for general cargo and range in size up to truck trailer dimensions. They may be built of several kinds of materials, though there is a discernible preference for a combination of plywood and aluminum that provides the necessary strength and, at the same time, low tare weight.

Refrigerated containers are used to carry chilled and frozen perishables where the volume of movement is not sufficient to justify large refrigerated installations.

Collapsible tank containers are used to transport liquids; when empty the collapsed tank uses little space and permits dry cargo to be carried on return trips. The most common size in marine use has a capacity of about 850 gallons, within the lifting capability of the tackle and equipment generally found in ships, port installations and transport depots.

A sausage-like tank of rubber and nylon construction that can be loaded with any bulk fluid having a specific gravity less than that of water, and can be towed afloat behind a ship, was pioneered in the United Kingdom and has recently been introduced in Canada. Known as dracones, these flexible barges are made in four sizes, ranging from 70 to 200 feet in length and from 4,500 to 90,000 gallons in capacity.

The airlines have been active in exploring the use of containers. In air cargo operations, time on the ground must be cut to the minimum if the economies possible with large modern aircraft are to be realized. Containers which permit cargo to be moved into and out of aircraft rapidly are available in different sizes, and are usually designed to be accommodated in particular types of aircraft. They are made of lightweight materials such as aluminum, fiberglass, cardboard and fiberboard.

The Advantages

The benefits that can result from the use of containers include:

- *Savings in handling costs*—Expense is incurred each time goods are handled in transit. By unitizing cargo, individual package handling is limited to two operations: loading into containers at the point of origin and unloading at destination. At other points in transit, for example, when a shipment is transferred from one carrier to another, mechanical

CONFERENCE ON CONTAINERIZATION

November 9, 1961

Royal York Hotel

Toronto

For details, write to
National Harbours Board
Ottawa

equipment moves the container as a unit and the handling of a number of individual packages is avoided. The saving realized should be reflected in lower freight costs.

- *Protection from pilferage*—Containers virtually eliminate pilferage, a serious problem in many world ports.

- *Reduced damage in transit*—Containers protect their contents from rough handling, exposure to weather, and from crushing when cargo is stacked in freight sheds and in the holds of ships.

- *Lower insurance rates*—Insurance companies, recognizing that containers provide protection from damage and pilferage, quote lower insurance rates on containerized cargo.

- *Reduced packing costs*—Goods may be shipped in containers without expensive export packaging. Shipments for export may be packed as for domestic delivery, and in some cases may be stowed without packaging of any kind.

The Problems

Developing a container system involves a substantial investment in containers and in the specialized equipment needed to handle them efficiently. This poses a question: who is to provide the capital equipment and the organization to set

up a container system—the shipper, the carrier, or some other entity?

Up to now, the carriers have taken the lead—railways and truckers with their trailer-on-flatcar (piggyback) operations, a few steamship lines with full-scale container services in short sea trades, and a few other lines with containers available for a proportion of the cargo transported in general trades. Support is growing, however, for the establishment of an independent organization, preferably with international affiliations, which would own and lease containers to either shippers or carriers.

Because many of the existing systems have developed independently, there are various sizes and shapes of general cargo containers. This makes interchange among carriers in world trades difficult. It is recognized that a measure of standardization is needed and efforts are being made to achieve it. The American Standards Association has, after detailed study, set the following standard sizes for van containers in the United States: 8 feet in height, 8 feet in width, and 10, 20, 30, or 40 feet in length. These standards will be proposed for international acceptance at a meeting of the International Standards Organization to be held in Geneva this year.

An important consideration is how container shipments are to fare under customs procedures. If, for example, the contents have to be removed for inspection before arrival at their destination, the advantage of a container movement may be lost. This plain fact has been appreciated by many trading countries and customs procedures have been adapted to facilitate container movements. In Canada provision is made for containers to be moved inland from ocean terminals. From the sufferance warehouse at their destination, the containers may be removed to the premises of an importer within the customs port area where the contents can be unloaded, or to the premises of a shipper where the container can be loaded with goods for export.

CANADIAN EXPORT AND IMPORT TRADE WITH SELECTED COUNTRIES—1960

(in millions of dollars)

Country (1)	Total Exports (2)	Containerable Exports (3)	Total Imports (4)	Containerable Imports (5)	Ratio of (3) to (5) (6)
Belgium/Luxembourg	69.1	6.1	41.4	19.8	1: 3.2
France	72.9	4.6	50.1	32.1	1: 7.0
Italy	66.1	6.5	42.8	36.6	1: 5.6
Japan	178.0	6.9	110.3	85.0	1:12.3
The Netherlands	62.5	5.8	31.4	21.6	1: 3.7
Norway	70.0	1.2	4.2	3.2	1: 2.7
Sweden	20.9	5.7	20.4	12.5	1: 2.2
Switzerland	26.4	4.5	24.3	22.2	1: 5.0
United Kingdom	915.2	63.7	588.9	361.3	1: 5.7
West Germany	165.6	17.8	127.0	66.3	1: 3.7

Containers in Canada

Container operations in Canada have been confined principally to domestic trade. The railways and trucking companies have expanded their trailer-on-flatcar (TOFC) operations from a few inter-city runs to coast-to-coast movements. More recently, this type of operation has been refined through the use of van containers with removable wheels. A Canadian firm has designed a container which can be transferred by hydraulic power from a truck tractor to a railway flatcar, eliminating the need for special lift equipment. It can be removed from the tractor and left standing on four legs that drop into position.

The possibility of using dracones to supply bulk fluids in the Canadian North where wharves are non-existent is being studied.

An Ontario firm which rents containers for domestic shipments calls its operation a "midget piggyback service." This firm specializes in providing shippers of less-than-truckload shipments with a one-way container service between specified points in Ontario and Quebec.

A Great Lakes shipping company that offers a package freight service uses a container measuring 90 by 54 by 54 inches. It has steel mesh sides and collapses for compact stowage when not in use.

In 1958, the Canadian National Railways established a complete container system from North Sydney, Nova Scotia, to Port aux Basques, Newfoundland, using the

ferry *William Carson*. The vessel carries approximately 120 containers, each with a capacity of 265 cubic feet, on its trip across Cabot Strait. Recently, this service was extended to include containers originating at Moncton as well as those destined for St. John's. The company has experimented with small collapsible containers for domestic movements, which it rents to shippers and returns empty without charge.

Containers have attracted only limited attention in Canadian overseas trade, although their use on an experimental basis has shown promising results. No specially constructed container ships are being used to carry Canadian exports, but it is possible to stow 30 to 40 twenty-foot van-type containers in modern cargo liners regularly engaged in transatlantic service. Nevertheless, only a negligible proportion of Canadian exports is being shipped in containers. In contrast, container service from the United States has made notable advances. There are at least 57 ocean carriers offering container cargo service from the United States on world trade routes.

The absence of a balanced two-way flow of cargo adaptable to container shipment between Canada and overseas countries is possibly a reason for the apparent hesitation of carriers to develop container operations more quickly. Although it is true that a large part of Canada's exports is bulk cargo, there

has been a significant increase in the export of manufactured goods. The accompanying table compares the value of Canadian exports and imports which might lend themselves to containerization. From an examination of the table it may be concluded that, although the value of imports which might be shipped into Canada in containers is from two to twelve times as great as the value of containerable exports, the export volume appears sufficiently promising to warrant the introduction of a container operation to most of the countries listed.

Transportation interests recognize the urgent need for a solution to the problem of high and increasing cargo-handling costs. Typically, a steamship executive has noted that in many cases nearly half the freight earned on general cargo is spent in handling the cargo in and out of the ship, leaving far too small a proportion to meet the expenses of the voyage. Containerization may offer the solution.

The Royal Commission on Transportation has commented in Volume I of its Report (page 24):

"Containerization, which although it has a long history, has really only developed to any extent in North America as a refinement of the piggyback operation, permits a more intimate degree of cargo interchange between rail and truck than does piggyback. This technique is generally conceded to hold great promise but it also involves a lot of expensive experimentation to determine the most satisfactory type of container—a process which is being proceeded with very actively in the United States but has so far, in the different circumstances prevailing in Canada, not made very much headway."

Coincident with a growing awareness that traditional methods of moving goods to markets may have to give way to, or at least be supplemented with, better and more economical techniques, an upsurge of interest in containerization is evident in Canada today. ●

Singapore's Development Plan

Spurred on by unemployment, some decline in entrepôt trade, Singapore has launched a four year, many-sided development plan. This outline of it may suggest opportunities to Canadians.

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

SINGAPORE, for the first time in its history, has a Development Plan. Details of the Four Year Plan were announced earlier this year. Its objective is to make a bold and urgent attempt to solve the nagging unemployment problem in the State. With Singapore's population rising at the annual rate of 4.7 per cent, the labour force is expected to increase by 55,000 in the next four years. Adding this sum to the current estimate of 31,000 unemployed, 80,000 jobs must be created by 1964.

Singapore's development program calls for the expenditure of \$290 million over the next four years. Of this, 58 per cent will go towards economic development, 40 per cent to social development and 2 per cent to public administration.

Economic Development (\$169 million)

Economic Development Board—\$33 million will go to this newly established Board charged with the task of attracting the private investment so necessary if the objectives of the Plan are to be achieved. In addition to making loans on favourable terms to desirable industrial projects, the Board will also participate in these projects by subscribing to their share capital, whether these projects are planned by the Board or by private enterprise. Recently it loaned \$167,000 to assist in the purchase of two tankers for scrapping.

Industrial Estates—Two of these estates will be set up—at Jurong and at Kallang. The Jurong estate

consists of 9,000 acres about ten miles from the commercial heart of Singapore; it has facilities for large industries, complete with deep-water berths. The Singapore Government hopes to attract to this area an iron and steel plant; a United Nations Technical Assistance team, including a Canadian steel expert, has been doing a feasibility study of this proposal. A Japanese company has already decided to set up a small steel industry, confining itself at first to making light steel products. The Kallang project calls for the draining and reclaiming of a large swampy area of over 12,000 acres to provide land for industry and housing. The two estates will require an investment of close to \$28 million over the four years.

Electrical Generating Capacity—Using an investment of \$26 million, generating capacity is to be stepped up. Some 25 megawatts are to be added to the present thermal power plant and a 60-megawatt steam generator built as the first stage of a new generating plant. Over the long term, this plant will have four 60-megawatt generating sets. In addition \$7 million of the total \$26 million will be spent in building an electrical distribution network.

Waterworks Expansion—Water is still a vital problem in Singapore, with consumption increasing steadily. By 1965, 83 million gallons a day will be needed, an increase of nearly 33 per cent over 1960. Urgent waterworks expansion will take a total of \$18 million. Headworks will be built on the

Johore River in the Federation of Malaya and a pipeline run down across the causeway to Singapore Island.

Transportation and Communications (over \$39 million)

In spite of the emphasis that Singapore places on greater industrialization as a solution to unemployment, the planners recognize the continued importance of the island as a trade centre. For this reason, it is anxious to build up its transportation and communication facilities.

Port Improvement—Nine new deepwater berths are to be built and quays and channels along the Singapore River improved.

Airport Facilities—Runways and telecommunications at the Singapore international airport are to be improved and a new passenger terminal built. New equipment for the Pan-Malayan Meteorological Service will be installed.

In addition, roads, telephone service, the drainage system and postal services will be enlarged.

Social Services (almost \$117 million)

Public Health—Almost \$13 million will be spent on building three new hospitals and scores of clinics; existing ones will be enlarged.

Education—Over \$31 million will be spent on building 76 new schools to accommodate the growing school-age population and on extensions to the Teachers' Training College, the University of Malaya in Singapore, Nanyang University, and the Polytechnic.

Cultural Program—The cultural program of the Singapore Government will be enlarged; plans have been made to introduce two new

television channels and to build an Academy of Arts and a National Art Gallery. (The ground for the new National Theatre has already been broken; the cost of it was raised by public subscription.) The remainder of the amount earmarked for social services will be spent on housing, sewerage works, and government administrative services.

The Singapore Government expects that \$39 million towards the cost of the plan will consist of surplus from revenue projected from 1961 through to 1964. Other internal sources, such as the realization of existing assets and the acquisition of funds available locally, will provide \$158 million. For the remainder, the State will

require external aid. Singapore hopes to negotiate a loan of \$43 million from the United Kingdom, which has already loaned \$14 million and promised a grant of \$2.9 million. This leaves \$33 million to come from other sources, possibly the World Bank. Total loan financing under the plan would amount to about \$167 million. ●



Advertising Abroad

In Ceylon, newspaper advertising is economical and the literacy rate high; Radio Ceylon's popular musical programs reach the local market and big audiences in India, Burma and Pakistan.

I. V. MACDONALD, *Commercial Secretary, Colombo.*

ADVERTISING in Ceylon has made remarkable progress despite the difficulties encountered in some other sectors of the economy and the low average level of consumer incomes. Its growth into an industry in which prominent international agencies are represented is primarily the result of the relatively free import of consumer goods, the strong influence of Western culture, and the importance to the buying public of symbols and brand names.

The Media

Newspapers—The literacy rate here is among the highest in the East. As a result, the local newspapers, which give a much wider coverage than their circulation figures suggest,

carry the bulk of the advertising. Circulation figures are published and audited by the Audit Bureau of Circulations in Bombay since Ceylon does not have its own Audit Bureau. There are two leading newspaper groups publishing in English, Sinhalese and Tamil, and an independent Tamil newspaper. Technical facilities are good and most of the newspapers are printed on modern rotary presses. Rates are relatively low and this medium is considered the most economic by many advertisers. The highest rate per column inch for newspaper space is about \$2.70, giving an exceptionally low cost per thousand. The rates for periodicals and newspapers with smaller circulations are

proportionately lower and some excellent coverage is available for as little as about \$1.30 a column inch.

Other Publications—There are a few monthly and fortnightly magazines published in English and Sinhalese and these carry advertisements of recognized international products designed chiefly to reach the consumer. Trade journals are practically non-existent and there is only one recognized annual trade directory, Ferguson's Directory, but it is circulated widely.

Radio—There is no television service in Ceylon as yet. Radio, however, is important. It covers not only the Ceylonese market but also, through Radio Ceylon's International Service, the markets in India, Pakistan and Burma. These countries have not yet developed their own commercial radio broadcasting systems. Radio Ceylon coverage of the Indian market is reported to be particularly good with a large group of listeners devoted to the popular musical pro-



A number of Canadian companies, including some offering engineering services, are already advertising in Ceylon, as this montage of actual advertisements taken from Ceylonese newspapers and magazines shows. Note the range of products.

grams. Broadcasts are in three languages, English, Sinhalese and Tamil. Spot announcements, sponsored programs and radio jingles are the recognized means of putting over sales messages; commercial radio spots cost \$2.70 for 50 words preferred time (evening broadcast).

Outdoor Advertising—Outdoor advertising is not very well organized yet, although individual firms have erected billboards at strategic locations. There are no facilities for large printed posters nor any chains of billboards. Generally, appropriations for outdoor advertising are not large.

Neon signs are manufactured and erected by a company in Ceylon and used chiefly in the main cities and towns, but the popularity of this method of advertising has been inhibited somewhat by fluctuations in the electric power supply. Recently the Ceylon Transport Board began selling advertising space on buses and this medium promises to grow in importance. So far it has not been widely used, apparently because a satisfactory audit of the facilities is not yet available.

Cinema—Filmlits 90 feet long are commonly used in the cinemas, as are film slides. They are distributed

through a local agency which has a monopoly on the business by virtue of a contract with the cinemas.

Direct Mail—The direct mail approach is used by a few big advertisers but there is no organized service and only one advertising agency is equipped to handle large-scale direct mail. Certain magazines will accept stuffers.

Point of Sale—Very little point-of-sale advertising is done because of the high cost of local production, but its use is growing.

Trade Fairs—International trade fairs are virtually unknown although there are facilities for advertising at exhibitions and carnivals, usually sponsored by charitable organizations. Cost of participation in these is generally considered high, compared with advertising rates for the usual media.

Brand Names—Because of the diverse cultural influences in Ceylon it is not possible to generalize on local tastes, customs and taboos. However, trademarks, signs and symbols easily recognized by westerners can sometimes have no meaning at all in this country. Choice of a brand name or symbol can certainly

affect sales but their suitability must be assessed on an individual basis.

Agency Services

There are three well-equipped advertising agencies in Ceylon with creative staff and divisions handling media, traffic, production, radio, etc. They are paid standard agency commissions by newspapers, magazines and radio. They charge separately for artwork, proofs, type setting, blocks and matrices, etc. One of them is a wholly owned branch of a United States agency but is completely staffed with Ceylonese personnel. The other two have affiliated connections abroad.

There are no recognized organizations that carry out market research although studies have been undertaken by individual manufacturers and importers. Few importers, however, maintain budgets large enough to finance market research for specific products. Some of the agencies adapt motivation research findings from American and British sources to the Ceylon market.

Facilities for translating copy from English into Sinhalese and Tamil are adequate. Most agencies employ well-known free lance writers who have a good knowledge of local idiom for this purpose. ●

Canada's Trade Fair Program in 1962

THE Department has drawn up its trade fairs abroad program for 1962 and plans to sponsor Canadian participation in thirty-one fairs. This enlarged program will provide many new opportunities for Canadian firms to display their products in foreign markets. Of the thirty-one, fourteen are fairs in which Canada participated in past years and our exhibits are expected to meet with the success enjoyed previously. Canadian products will also go to 17 fairs previously untried; each of the new ones caters to a growing Canadian industry and a growing foreign market. Should any additions or deletions be made to this program at a later date, *Foreign Trade* will publish the changes.

Of the shows repeated, four are in the United Kingdom, seven in the United States, one in France, one in Germany, and one in South Africa. Canada will send household goods, building materials, engineering equipment, sports supplies, metals, furs and leathers to these fairs.

Of the new ones, eight are in the United States, two in Nigeria, two in the United Kingdom, and one each in Czechoslovakia, France, Italy, Germany, and Ghana. Seven of these are specialized vertical shows devoted to foods, hotel and institution supplies, household goods, or building supplies. The other ten are horizontal and show a wide range of products.

Reports on these Canadian exhibits will appear in the "Fairs and Exhibitions" section of *Foreign Trade* in coming issues. Businessmen interested in participating should write as soon as possible to the Trade Fairs Abroad Division, Trade Publicity Branch, Department of Trade and Commerce, Ottawa, for further details.

London England Jan. 3-13	International Boat Show. For pleasure craft of all kinds and related sporting and aquatic equipment. Nearly 325,000 visitors from 111 countries attended in 1961.	London England March 6-31	Ideal Home Exhibition. Largest fair of its kind in the U.K. devoted to consumer goods. Previous exhibitors very successful.
Lagos Nigeria Jan. 17-28 Accra Ghana Feb. 14-24	Canadian Trade Fairs. Solo fairs which have been organized by the Department. Basically the same exhibition will be held in both cities, with more than 80 Canadian firms displaying manufactured goods. All space has been booked.	Lyon France March 25-April 2	Lyon International Fair. One of the most important held in France. In 1960, 6,000 exhibitors and 900,000 visitors. Food, fishery products, industrial and consumer goods recommended.
Chicago United States Jan. 21-25	National Sporting Goods Association Exhibition. Exhibitors must be NSGA members (fee \$50). Show is nation-wide in scope, the market potential good, especially for winter sporting equipment and clothing; 13,000 visitors.	Glasgow Scotland April 3-14	Scotland's Food Exhibition. Canada will promote foodstuffs in this market where our sales could be increased.
Minneapolis, Chicago, Milwaukee, Kansas City, United States Jan. and Feb.	Lumberman's Association Regional Shows. Two- and three-day shows in January and February at these four regional centres. The Department will promote the use of Canadian woods, but not individual company products.	Johannesburg South Africa April 10-23	Rand Easter Show. Leading trade fair in South Africa, it emphasizes industrial and consumer goods.
Cologne Germany Feb. 23-26	International Household Goods and Hardware Fair. Attendance from buyers in 1961 was 58,700. Market offers good prospects for appliances, hardware, houseware products.	Frankfurt Germany April	European Fur Fair. Canadian exhibit advertises Canadian fur industry, not private company products. Visitors numbered 12,500 in 1961.
		Paris France April	Fur Industries Salon. As in the above, private companies do not participate in the Canadian exhibit; much the same display used.
		Milan Italy Spring	Hotel Salon Display. The Department will set up a display of Canadian furs for local buyers.



Blueberries were among Nova Scotia's exhibits at the Ideal Home Show in London in March. Canada will participate in this popular exhibition for the third time running next spring.

Chicago
United States
April 30-May 3

Design Engineering Show. Canadians very successful in this show in the past. Fair stresses new products and designs.

Manchester
England
May 2-14

Grocers and Allied Trades Exhibition. Visitors from wholesale and retail food industry. Exhibitors provide samples and sell products; 1960 attendance 94,000.

London
England
May 22-24

Leather Importers, Factors and Merchants Association Exhibition. U.K. agents of Canadian tanners provide leathers for hotel-room type specialized exhibition.

Los Angeles
United States
June

Pacific Fine Foods Fair. A wide range of consumer food products, in particular specialty foods, will find a good market here.

New York
United States
August

National Fancy Food and Confection Show. Largest show of its kind in the U.S., it had 19,000 visitors in 1960 from all sections of the \$180-million-a-year market.

Brno
Czechoslovakia
Sept. 10-24

Brno International Trade Fair. A good opportunity to contact the buying organizations; attendance in 1960, 1.3 million; total business turnover at fair, \$600 million.

Glasgow
Scotland
Oct. 3-20

Modern Homes Exhibition. Similar in content and second only to Ideal Home Exhibition in size; Canadian exhibit will stress home building materials, appliances.

New York
United States
Oct. 15-19

I.S.A. Instrument—Automation Conference and Exhibit. The largest show of its kind devoted to instrumentation systems and automatic controls for business, industry and defence.

Chicago
United States
Oct. 20-23

National Retail Lumber Dealers Exposition. Canadian exhibit will promote Canadian lumber and woods, but not private company products.

Lagos
Nigeria
Oct. 27-Nov. 18

Nigerian International Trade Fair. The first general international trade fair to be held in Nigeria.

New York
United States
Oct. 29-Nov. 2

National Metals Congress and Exposition. Features all types of metals and equipment used in the metals industry. Expansion of U.S. industry has created new opportunities.

Los Angeles
United States
October

Western Tool Show. Canada's participation in 1958 resulted in large sales to U.S. West Coast industry.

New York
United States
Nov. 12-16

National Hotel Exposition. Designed to reach buyers in the hotel and institutional market; 57,000 visitors in 1960.

Manchester
England
November

Building Trades Exhibition. Covers all aspects of building industry; last year was held in London.

Chicago
United States
December 12-16

National Association of Homebuilders Convention. Exhibits covering a broad range of forest products are seen by all segments of building industry.

Engineering apprentices showed great interest in the Canadian display at London's Engineering, Marine, Welding and Nuclear Energy Exhibition last April. The show is held every two years.



South Carolina: a Market Worth Investigating

Important producer of textiles and chemicals, this state buys about \$40 million worth of goods a year from Western Europe and Japan. Canadians might obtain a larger share of the business—if they cultivate this market in the right way.

G. E. BLACKSTOCK,
Vice Consul and Assistant Trade Commissioner, New Orleans.

IS the market for Canadian products in South Carolina worth developing? There is a market in South Carolina for Canadian exports, but the exporter should know something about the state to assess the relative importance of the demand and to decide how best to serve it.

South Carolina has a population of 2.5 million—more than that of the four Atlantic Provinces. Farming, although it is declining slowly in importance, still accounts for twice the percentage of personal income in South Carolina as in the United States as a whole. As this fact suggests, per capita income in the state is low. At \$1,403 in 1960, it was 48th in the country. South Carolina leads the United States in dyeing and finishing of textiles and in the yarn, thread and fabric industries. In 1960, 14 per cent of U.S. textile employment was in South Carolina and it comprised 76 per cent of the state's manufacturing employment. The chemical industry is next in importance. Pulp and papermaking is growing. A large new Bowater's pulp and paper mill going up at Catawba, South Carolina, represents an eventual \$70 million investment. The state has large deposits of stone and clay used in the manufacture of ce-

ramics, flat glass, cement, pottery, concrete and gypsum products and abrasives. Other industries include electrical machinery manufacturing and wool scouring. Mineral resources are negligible, except for a few rare minerals such as titanium, but there are abundant supplies of hydroelectric power and fresh water.

Chief Business Centres

South Carolina has three main population and business centres: Greenville, lying in the heavily populated industrialized Piedmont area in the northwest corner of the state; Columbia, the state capital, set in the centre of the state, and Charleston, the principal port. Greenville is the smallest of the three. It is about the same size as London, Ontario, or Victoria, B.C., with a population of 130,000, but is in the centre of an area where industry is concentrated and where 80 per cent of South Carolina's population lives. There are more manufacturers' agents, lumber wholesalers and dealers, and food brokers in Greenville than in either of the other two cities. Columbia is slightly larger than Charleston; both cities have populations over 160,000 and are roughly comparable in size to Windsor or Calgary. Colum-

bia, with its central location on the main trucking and rail lines which join Florida with the north, has certain advantages as a centre from which to cover the South Carolina market.

Charleston's commercial importance stems mainly from the fact that it is a seaport. It is a leading export port for cotton waste and cotton, cotton piecegoods and synthetics, lumber, pulp and paper, agricultural implements, road-building machinery, iron and steel, clay, tobacco, grain and feeds. The most important imports are wool, long-staple cotton and cotton waste, textile machinery, automobiles, iron and steel (particularly structural and wire), rayon fibre, jute, starches such as tapioca and potato starch for both the paper and textile industries, fertilizers and bulk ores. Imports from Canada through the port consist of four or five charter shipments a year of newsprint (1,500 to 2,000 tons per lot) and seasonal charter shipments of seed potatoes, chiefly from Prince Edward Island. There are no scheduled sailings to or from Canada, but at least one Charleston shipping firm is making quiet efforts to promote direct water shipments. Port activity is increasing rapidly—from a cargo value of \$27 million in 1947 to \$209 million in 1959—and new facilities have been and are being built to keep pace.

Selling in This Market

Much of what is imported through Charleston finds its way inland to other states, but there is a market in South Carolina itself for a variety of goods, including the

What Canadians Might Sell in South Carolina

Frozen fish	Copper in rolls, sheets and rods
Canned fish	Seamless copper tube
Pork sausages	Brass manufactures
Cellulose products	Seamless brass tube
Plywoods and veneers	Hydraulic cement
Plywood doors	Electric machinery and parts
Grass seed	Motors
Starches	Tractors
Softwood lumber	Drilling and boring machines and parts
Seed potatoes	Textile machinery
Iron and steel	Fishing tackle
bars	Toys
plates	Sodium compounds
structurals	Ammonium nitrate
tubes and pipes	Peat moss fertilizer
sheet	Urea
wire strand	Synthetic resins and gums
wire and cable	Red lead
fencing	Pigments, paints and varnishes
nails	
Aluminum metal and alloy	
Aluminum plate, sheet and bar	

items in the accompanying list, all of which are available for export from Canada. Imports from South Carolina's principal overseas suppliers, Europe's Six and Seven and Japan, total nearly \$40 million a year.

A substantial share of this trade could be going to the Canadian exporter. What should he be doing to get it? He should make some contacts in the market to find out if his prices, quality and type of product make him competitive. If so, he should then carefully decide on the most effective and economical way to market the product. By investing a five-cent postage stamp he can put a letter in front of his New Orleans Trade Commissioner,

who covers South Carolina. He visits South Carolina regularly, knows something about the market and where to get more specific information. He has the names of agents, distributors, wholesalers and importers there and knows which ones to contact about any given inquiry. Most of them he has been in touch with before, and many of them he knows personally. He knows where to go for the needed references and bank reports. He can help in a variety of ways. Contacting him is a good way to start.

Appointing an agent to cover the state should be seriously considered. An agent in Charlotte, North Carolina, often covers both states. If he is in Greenville, Columbia or

Charleston, he is more likely to be working South Carolina only, and perhaps Augusta, Georgia, as well. In some cases, it can make a difference which city the agent is in, usually depending on the product. Some products can and should be sold direct to customers or to wholesalers or distributors, but it is generally more difficult to get into the market this way. A personal visit to the market is always a good idea and generally saves time and money in the long run. But don't make it without doing some preparatory spadework.

You can ship to South Carolina by highway, rail or water. Each has its advantages. The matter of transportation bears careful investigation because sometimes exporters shipping to the Southern States do not use the most economical method.

First Steps

If you are now selling to North Carolina, you should be selling to South Carolina. If you are not selling to North Carolina, you should probably try to get established there first, because the market is bigger, closer and wealthier. Charlotte, North Carolina, is close to the geographic, industrial and population centre of the two-state area, has far more wholesalers, distributors, transportation terminal facilities, warehouse space, manufacturers' and other agents than any other city in the two states, and will serve as an excellent point from which to cover the whole Carolina market. If you are selling to Florida, the Carolinas are on the way. If you are selling to Atlanta, Georgia, (the biggest city between Miami and Washington) South Carolina is only 100 miles away.

What is the South Carolina market worth? Whether you concentrate on it directly as a separate marketing area or treat it as a part of a larger area served from Charlotte or as a part of the whole Southeast served from Charlotte or another centre such as Atlanta, to neglect it could cost you profits. Don't write it off. It is worth investigating. ●

COMMODITY NOTES

Acrylic Fibre

FRANCE—Courtaulds France has begun production of Courtelle, a new acrylic fibre developed by the parent company, Courtaulds Ltd. A new factory with a capacity of over 5,000 tons a year has been built in Calais, near the factory of Les Filés de Calais, a subsidiary of Courtaulds Ltd., which produces rayon and staple fibre—Paris.

Automotive Parts

BRAZIL—Sifco do Brasil S.A. of Sao Paulo, manufacturers of forged automotive parts, have recently received a loan of \$750,000 through the Inter-American Development Bank. The loan will mature in eight years and bears interest at 5.75 per cent. Present capacity of the company is 15,000 tons a year but with the new loan, this will be raised by 3,000 tons—Sao Paulo.

Cement

BRAZIL—According to the industrial association of cement producers in Brazil, production in 1961 should reach 5.5 million tons, a considerable increase over the 4.4 million tons of 1960 (16.3 per cent over 1959). In 1962, the total should be 6 million and in 1963, 6.5 million—Sao Paulo.

Engines

BRAZIL—The U.S. firm Wisconsin Motor Corporation will establish an internal combustion engine factory this year in the State of Guanabara. Initial output will average 1,000 engines a month, suitable for tractors and agricultural machinery. Capital will comprise U.S.\$1 million from the United States and Cr.\$10 million from Brazilian investors. The company estimates that the local market will absorb from 15,000 to 20,000 engines a year—Rio de Janeiro.

Fluorescent Tubes

GHANA—The Government of Ghana has contracted with the United Incandescent Lamp and Electrical Company Limited of Hungary to set up a complete electric lamp and fluorescent tube manufacturing factory in Ghana. Annual capacity will be three million gas-filled lamps (25-100 watt), one million auto and decoration lamps, and 100,000 fluorescent tubes—Accra.

Lumber

BRAZIL—Madeiras Compensadas da Amazonia (COMPENSA) has completed construction of a Cr.\$180 million lumber mill in Manaus, capital of

Amazonas. Equipment was purchased in Czechoslovakia, and Czechoslovakia also supplied technicians to supervise assembly. Production of 4,000 cubic metres of lumber a month is expected, worth approximately Cr.\$75 million. Once in full operation, the company intends to export up to U.S.\$1 million worth of lumber a year—Rio de Janeiro.

Paper Mill

URUGUAY—The Fabrica Nacional de Papel S.A., one of the largest paper mills in Uruguay, has opened a new factory at Juan L. Lacaze in the Department of Colonia to make paper for industry. It will use cellulose extracted from wheat straw, blended with wood cellulose. This process is used extensively in Italy, but the factory is the first of its kind in Uruguay—Montevideo.

Plastic Flowers

HONG KONG—Plastic flower and toy factories in Hong Kong are reaching normal production again after a slow-down over the past 12 months because of copyright claims in the United States and Commonwealth Preference problems with the U.K. Demand for skilled and unskilled plastic workers is increasing and many factories have started training programs to meet it—Hong Kong.

Pulp

SWEDEN—Pulp producing capacity in Sweden at the end of 1960 totalled 5.6 million tons and will probably rise to 7.1 million by the end of 1964. The 1960 figure includes 4.2 million tons of chemical, 70,000 of semi-chemical and 1.38 million tons of mechanical pulp. Expansion in the next four years (mainly of bleached qualities) will raise the output of chemical pulp to 5.5 million tons, semi-chemical to 100,000, and mechanical to 1.5 million—Stockholm.

Rice

ITALY—From September 16, 1960, to March 15, 1961, 166,500 metric tons of rice (basis paddy rice) were exported from Italy, compared with 81,800 for the same period in the previous crop year. Of this, 82,600 tons went to Asia, 70,500 tons to other countries in Europe, 9,800 tons to Africa, and 3,600 tons to America—Rome.

SPAIN—Rice is of great economic importance to Spain and its production has expanded rapidly in recent years. From 252,000 tons (1.7 tons per acre) in 1950, the crop rose to 375,000 tons (2.3 tons per

acre) in 1958, and this year is expected to reach an all-time record of 450,000 tons.

The Spanish rice surplus usually totals about 200,000 to 230,000 tons and disposing of it presents quite a problem. Most of it has been sold in individual lots under bilateral or barter agreements with various countries, including Japan (1953—49,800 tons, 1959—9,200 tons, 1961—30,000 tons already sold), Indonesia (1957—20,630 tons, and recently a sale of 20,000 tons), Germany (1957—17,380 tons) and Chile (1959—7,000 tons). Four thousand tons were shipped to Czechoslovakia during March. Total exports in 1958 were 97,000 tons but the figure fell to 28,000 tons in 1959, which points up the irregular and sporadic nature of these sales. The difficulty lies mainly in uncompetitive prices.

To meet the problem, the Spanish Government recently initiated a sales campaign on the home market, urging greater rice consumption because of its nutritional qualities. However, until domestic prices drop, consumption is not likely to increase—Madrid.

Shipbuilding

UNITED STATES—The largest hull to be constructed of aluminum—a 100 by 50 by 11-foot chemicals barge—is being built by the Ingalls Shipbuilding Corporation at Pascagoula, Mississippi, for Reynolds Metal Company of Richmond, Virginia. Designed to carry sensitive liquid chemicals, the barge will be used by National Marine Service under contract with Reynolds—New Orleans.

Timber

FIJI—The Colonial Development Corporation will participate with Fletcher Timber Company Ltd. of New Zealand in a logging and sawmilling venture in the Nausori Highlands of Fiji. They propose to invite the Native Land Trust Board to become partners in the firm, which will be called the Pacific Lumber Co. Ltd. Their mill will include pressure treatment and dressing plant, and will begin operations next dry season. Export of a proportion of the output is anticipated. The company's logging area covers about 25,000 acres estimated to contain £3.25 million worth of timber—Wellington.

Trolley Buses

URUGUAY—The Administration of Municipal Transport has approved the direct purchase from Italy, without calling for tenders, of 90 trolley buses. They will be supplied by Alfa Romeo and will consist of 50 buses similar to those now used and 40 articulated buses with a larger passenger capacity. The price of the former is said to be U.S.\$25,000 each, and of the latter U.S.\$44,000. Payment is to be made over a period of five years—Montevideo.

Documentation for Latin America

THE chief characteristic of Latin American documentation is the consular invoice, which is required in twelve of the nineteen countries. In Argentina the consular invoice is combined with a certificate of origin. In Chile the regulations call for a combined commercial invoice and certificate of origin; in Guatemala the main document is the certificate of origin; and in Bolivia, Brazil, Costa Rica, Mexico and El Salvador, the commercial invoice is the principal one. Chile and Costa Rica are the only Latin American countries which do not require consular legalization of the documents, although Mexico gives the exporter a choice of having the invoice notarized or legalized.

Fees for legalization of documents vary greatly and often are substantial. In some countries there is a flat fee of so much per set of documents; others charge fees on the value of the shipment as shown in the invoice—going as high as 10½ per cent ad valorem in some cases. Some fees are collected by the Consul who processes the documents. Others are paid by the importer at the port of entry. The cost of forms purchased from Consuls can be as high as \$5.60 per set.

Leaflets on *Shipping Documents and Customs Regulations*, giving full details of the requirements, have been compiled by the International Trade Relations Branch for all the countries listed in the table below, *except* Ecuador, Paraguay and Uruguay. These leaflets are available free. Information can also be provided for the other countries and for Cuba.

The following table indicates the documents required for *freight* shipments to countries in Latin America and indicates briefly the main requirements to be followed in preparing the documents. (Further explanations are given in the notes following the table.)

Abbreviations: C.I.—Consular Invoice; Com.I.—Commercial Invoice;
C.O.—Certificate of Origin; B.L.—Bill of Lading

Country	Documents Required	No. of Copies	Consular Fees	Cost of Forms (per set)	Notes (See end of table)
Argentina	Combined C.I. & C.O.	4	100 pesos or 1% of c.i.f. peso value, whichever higher (a)	—	1.4.7.11
	Com.I.	3	gratis	—	1.8.11
	B.L.	3		—	2.
Bolivia	Com.I.	4	\$1 or 1% of freight charges, whichever higher, plus \$5 (a)	—	1.3.5.8.9.12.14.
	B.L.	3	gratis	—	1.12.
Brazil	Com.I.	5	\$12 up to \$1,000; \$2 for each \$500 excess (a)	—	1.8.10.12.14.
	C.O. (may be combined with Com.I.)	4	gratis	—	1.3.8.12.
	B.L.	4	gratis	—	1.12.
Chile	Combined Com.I. & C.O.	4	2½% of f.o.b. value (b)	—	2.8.
	B.L.	2	\$5 for each 200 tons (b)	—	2.
Colombia	C.I.	4	1% (b)	\$4.00	1.4.6.9.10.12.
	Com.I.	1	gratis	—	1.5.8.11.
	B.L.	4	\$5 (a)	—	1.12.
Costa Rica	Com.I.	5		—	2.4.8.9.
	B.L.	3		—	2.
Dominican Republic	C.I.	5	3% (b)	\$5.60	1.4.6.9.12.
	Com.I.	3	gratis	—	1.8.12.
	B.L.	5	\$2 (b)	—	1.12.
Ecuador	C.I.	6	10½% (b) plus \$2 to \$10 (a) plus stamps (a)	\$2.00	1.4.6.9.10.12.14.
	Com.I.	5	gratis	—	1.8.12.
	B.L.	4	gratis	—	1.10.12.
Guatemala	C.O.	3	gratis	\$4.00	1.3.4.6.9.11.14.
	Com.I.	5	gratis	—	1.5.8.11.
	B.L.	5	gratis	—	1.5.11.
Haiti	C.I.	5	up to \$200—\$3 plus \$1.10 stamps; over \$200—2% plus \$1.10 (a)	\$1.00	1.6.12.
	Com.I.	5		—	2.8.
	B.L.	6	\$2 plus \$1.10 stamps (a)	—	1.12.

Abbreviations: C.I.—Consular Invoice; Com.I.—Commercial Invoice;
C.O.—Certificate of Origin; B.L.—Bill of Lading

Country	Documents Required	No. of Copies	Consular Fees	Cost of Forms (per set)	Notes (See end of table)
Honduras	C.I.	5	8% (b) if port of export is Canadian, otherwise (a)	\$1.00 (\$3 if purchased in U.S.)	1.4.6.12.14.
	Com.I.	5	\$1 (b) if port of export is Canadian, otherwise (a)	—	1.8.12.
	B.L.	5	\$2 (b) if port of export is Canadian, otherwise (a)	—	1.12.
Mexico	Com.I.	8		—	2.8.
	B.L.	5		—	2.
Nicaragua	C.I.	5	7% (b)	\$4.00	1.4.6.9.10.13.
	Com.I.	3	gratis	—	1.4.8.9.13.
	B.L.	4	gratis	—	1.5.13.
Panama	C.I.	5	gratis	\$2.00	1.4.6.11.14.
	Com.I.	4	gratis	—	1.5.8.11.
	B.L.	4	gratis	—	1.13.
Paraguay	C.I.	5	5% (b)	\$1.50	1.4.6.9.12.14.
	Com.I.	4	\$5 (a)	—	1.3.8.12.
	B.L.	4	\$5.50 (a)	—	1.12.
Peru	C.I.	4	\$2 to \$10 (a)	\$0.80	1.4.6.13.14.
	Com.I.	1	gratis	—	1.8.13.
	B.L.	7	\$5.00 up to 200 tons \$5.00 each additional 200 tons (a)	—	1.4.13.
El Salvador	Com.I.	8	\$2.00 (b)	—	1.8.11.
	B.L.	4	\$1 for each \$500 (b) maximum \$10	—	1.11.
	C.O. (for some goods)	3	gratis	—	1.3.4.7.11.
Uruguay	C.I.	4	\$10.50, plus \$2.10 per 1,000 pesos. (a) or (b) if no Consul at port of export	\$0.20	1.4.6.9.12.
	Com.I.	1	gratis	—	1.8.12.
	B.L.	5	\$6.30 for first 15 lines—plus \$5.25 for any added 15 lines (a) or (b) if no Consul at port of export	—	1.5.12.

Venezuela	C.I.	8	2% to 3½% (b)	gratis	1.4.6.12.14.
	Com.I.	3		—	2.8.
	B.L.	4	gratis	—	1.5.12.

NOTES

- a. Fee collected from exporter by Consul.
- b. Fee payable by importer at port of entry.
1. Requires consular legalization or must be presented to Consul with other documents.
2. Does not require consular legalization or presentation to Consul. (For Mexico, for all shipments over \$80, Com. I. must be notarized or, alternatively, legalized by Consul for which fee is \$2.00. For Chile, prior deposit receipt number and date of issue must be shown on Com.I. and B.L.)
3. Requires certification by Chamber of Commerce or similar organization. (For Bolivia, Com.I. requires this only if c.i.f. value \$50 or more.)
4. Must be in Spanish.
5. Certain details must be in Spanish. } For documents to which neither of these two notes apply, English or French may be used.
6. Forms obtained from Consul.
7. Forms obtained from commercial stationers (names are available from the International Trade Relations Branch).
8. Exporter's own form may be used, provided it contains all information required by the regulations.
9. The document specified is not required for freight shipments valued at less than the following amounts: Bolivia, \$50; Colombia, 100 pesos; Costa Rica, \$25; Dominican Republic, \$100; Ecuador, \$40; Guatemala, \$50 (but restricted goods and goods subject to duty reductions by treaty require C.O. regardless of value); Nicaragua, \$50; Paraguay, \$70; Uruguay, \$8.60. (For all other countries, consular documents are required for freight shipments, regardless of value.)
10. Consuls will not legalize documents unless a copy of the import permit, or analogous document, or evidence of its issuance to the importer, is produced. (There are some exceptions to this rule; exporters should assure themselves that, if a permit is required, it has been obtained before shipment is made.)
11. Documents must be legalized by Consul located in Canada.
12. Documents must be legalized by Consul at port of export (whether in Canada or the United States).
13. Documents may be legalized by either Consul in Canada or Consul at port of export.
14. Time limits within which documents must be presented to Consul for legalization: Bolivia, 5 working days after sailing; Brazil, 30 days after sailing; Ecuador, 48 hours before sailing; Guatemala, 10 days after issue of B.L.; Honduras, 24 hours before sailing; Panama, 3 working days after sailing; Paraguay, 2 working days after sailing; Peru, 24 hours before sailing; Venezuela, 6 days after sailing.

General Observations

The need for care in the preparation of shipping documents, particularly when exporting to Latin America, cannot be too strongly emphasized. The foregoing table is intended merely as a guide to the kind and number of documents required by each country and to indicate the main basic regulations. Most of the countries in this area specify in detail the data that must be included in the shipping documents and

deviation from the requirements, even if unintentional, may result in the importer being fined.

When completing shipping documents, exporters should follow explicitly any instructions they receive from their agents in the importing country.

Some countries specify the time limits within which documents must be presented to the Consul for legalization. These time limits are given in note 14 above and must, of course, be strictly observed. Even if no time limit is specified in the regulations of a particular country, there should be no undue delay in preparing the documents. They should be posted promptly, by airmail, so as to be in the hands of the importer at least by the time of the arrival of the shipment at the port of destination.

Health and pure food regulations often call for the production of documents not dealt with in the foregoing table. Many countries require sanitary or health certificates, issued by agricultural or health authorities in the country of origin, for animals, plants and their products, and processed foodstuffs. Details of these requirements are given in the leaflets referred to at the beginning of this article or may be obtained from the International Trade Relations Branch.

The procedures for shipments by parcel post and by air cargo usually differ in some respects from those to be followed for freight shipments as outlined above. In most countries, the requirements are not quite so strict or exacting but must nevertheless be followed precisely to avoid difficulty. The separate leaflets on shipping documents deal in detail with these methods of shipping.

The number of copies of each document given in the above table is that specified in the regulations of the country. Frequently exporters, Chambers of Commerce (when required to sign documents), or transportation companies will need extra copies for their own records.

Be Sure It Goes Airmail

TRADE Commissioners in a number of posts are again reporting that letters from Canadian businessmen are reaching them by seamail. This usually means weeks of delay. Some of these letters were probably intended to go airmail but because the postage was insufficient, they were automatically transferred to seamail. Canadian businessmen writing to overseas markets are urged to make sure that the office staff is weighing their letters and putting on the right amount of airmail postage.

Brazil's Nut Crop

With a good 1961 crop of these meaty nuts, Brazilian exporters are already shipping orders abroad for the Christmas trade.

BRAZIL is famous not only for its coffee but also for its Brazil nuts. During one short period of perhaps two weeks, at Christmas time, most of a whole year's harvest is consumed and the objective of the other 50 weeks is realized in the festive season.

The pleasing edible seed of the large South American tree "Bertholletia Excelsa" is harvested between January and June each year and shipped from the ports of Manaus and Itacoatiara; Manaus handles 79 per cent of the total shipments. The 1961 crop year has just finished and production figures run close to those of 1960. General shipments during 1960 from the Amazon region for the three main types of nuts are shown in the accompanying table.

For quality nuts for Christmas delivery, it is necessary to purchase from Brazilian exporters by the end of June or July. Shipments later than this result in lower quality and general deterioration of the product. The general quality guarantee given by the eleven Brazilian shippers is at least 90 per cent perfect nuts in each shipment. They are shipped either in bulk or in jute bags.

Canada imports Brazil nuts both shelled and unshelled, and both direct and from other countries.

During the first quarter of 1961, Canada imported 33,980 pounds valued at \$20,533 from Brazil; 25,410 pounds valued at \$15,404 from Bolivia; 9,660 pounds at \$6,164 from Britain, and 14,695 pounds at \$9,369 from Peru.

During the first three months of 1961, no shipments of unshelled Brazil nuts came into Canada—probably because purchases for Christmas delivery are made later in the year.

SHIPMENTS OF BRAZIL NUTS

(hundredweight)

In shell—natural		In shell—dehydrated		Shelled nuts	
United Kingdom	166,860	United States	56,215	United Kingdom	21,373
Germany	24,562	Canada	1,875	United States	7,890
United States	8,000	United Kingdom	1,750	South Brazil	726
Argentina	2,370	Argentina	1,125	Germany	292
Pará State—Brazil	1,749	Total	60,965	Total	30,281
Denmark	1,000				
Belgium	640				
Total	205,271				

Source: I. B. Sabba Ltd.

CANADIAN IMPORTS OF BRAZIL NUTS

From:	1958		1959		1960	
	lb.	\$	lb.	\$	lb.	\$
Shelled						
United Kingdom	1,400	982	6,960	5,308	34,772	28,986
Bolivia	64,722	29,328	127,974	72,422	47,058	30,904
Brazil	551,138	237,125	371,076	222,233	743,388	373,194
Peru	23,496	10,502	26,235	14,114	8,712	5,820
United States			660	328	3,684	2,055
Unshelled						
United Kingdom	270,592	57,866	100,800	29,437	112,310	29,717
Brazil	1,476,279	246,273	1,235,753	272,413	1,613,182	323,304
United States	1,240	363				

BRAZILIAN CHESTNUTS, WITH PEEL, CROP FROM JANUARY TO JUNE 1961

Types	Bulk Shipments		Shipments in Bags	
	Natural	Natural rubbed	Naturally polished	Polished with wax
			(In cents per pound)	
Extra large				
30/35 chestnuts	18	19½		
40/45 "			24	24½
Large				
35/40 chestnuts	17	18		
45/50 "			23	23½
Large soft				
40/45 chestnuts	16	17½		
50/55 "			20	20½
Medium				
40/50 chestnuts	15	16½		
50/55 "			21	21½

Prices are generally stable this year, as the accompanying table indicates. (The prices mentioned are subject to change upon the materialization of any business, in accordance with the market and exchange fluctuations.)

The prices in the table are per pound f.o.b. Manaus, and are based

on the exchange rate of Cr.\$260 per U.S.\$1.00.

The industry is well developed, with many reliable firms taking part in the trade. For more information on Brazil nuts, the importer should contact the Commercial Section of the Canadian Embassy, Rio de Janeiro. ●

MALCOLM ROWAN, Assistant Commercial Secretary, Rio de Janeiro.

Pulp and Paper Industry Expands

Canadian pulpwood exporters should keep an eye on the Norwegian market—it is likely that the expanding pulp and paper industry will be looking for new sources of supply next year.

E. RUDIE, *Office of the Commercial Counsellor, Oslo.*

ALTHOUGH Norway has one of the largest forested areas in the world, 20 per cent of the country or about 17.3 million acres, its only forest industry up to about a hundred years ago was sawmilling. When the first pulp factory was built in 1863, these forest resources were used as raw material for the paper industry for the first time. Within a short period after that several more pulp factories came into operation, and in 1874 the first chemical pulp mill was established. The foundation was thus laid for one of Norway's most important industries, wood refining, which today is responsible for one fifth of the country's total annual exports.

Timber consumption by the sawmilling and wood refining industries subsequently rose from 1.6 million cubic metres in 1859 to 8.2 million in 1959 and the increased consumption has made necessary the importing of raw materials. Imports stood at an average 500,000 cubic metres a year in the ten years 1951-60. Table I shows the relative consumption of timber by these two industries in selected five-year periods from 1900 to 1959, and reveals the growth of wood refining since the turn of the century.

Norwegian forestry and forest industries suffered considerably during the Second World War. A number of good areas were cut indiscriminately, others were burned, and general neglect of the forests seriously set back the industry as a whole. A gigantic reforestation program was instituted and largely succeeded in rehabilitating the forests. To illustrate the effort being made to maintain and increase the

wooded areas it has only to be pointed out that ten million new conifers were planted in 1945, and that this figure rose to more than 100 million in 1960. The intention is to enlarge the program still further within the next few years to 150 million new trees each year.

Production Rises

The rise in forest products output that began in 1959 after a two-year slump continued in 1960 at an even more rapid rate. The per cent increases for the most important ones over the past two years may be seen in Table II.

TABLE I
AVERAGE TIMBER CONSUMPTION

	Saw milling	Wood refining
	(per cent)	
1900-04	70	30
1920-24	48	52
1935-39	40	60
1955-59	37	63

TABLE II
FOREST PRODUCTS PRODUCTION

	1959	1960
	(per cent)	
Mechanical wood pulp	10	11
Sulphite pulp	4	8
Sulphate pulp	17	12
Paper and board	12	11
Wallboard	8	12
Timber	-18	7

TABLE III
PULP AND PAPER PRODUCTION

	1958	1959	1960	1961 Jan.-May
	(metric tons)			
Mechanical wood pulp	639,725	703,458	781,036	332,141
Sulphite pulp	513,672	535,239	575,127	} 300,197
Sulphate pulp	121,001	141,863	158,596	
Paper and board	636,473	714,143	789,032	not available

For the wood refining and wall-board industries, the increase amounted to approximately 11 per cent and in all branches of the industry production was greater than in any previous year. Timber output rose for the first time in four years, but the improvement was not sufficient to counterbalance the fall in output which took place after 1956 and which was particularly marked in 1959. Production of mechanical and chemical wood pulp and paper and board during the last three years and the first five months of 1961 is shown in Table III.

Forest Product Exports

Mechanical Wood Pulp—Mechanical wood pulp exports in 1960 totalled 487,600 metric tons, as against 407,600 tons in 1959 and 376,700 in 1958. Britain held its position as Norway's chief buyer, taking 74 per cent of the total, and the other traditional European buyers kept their relative positions: France purchased 11 per cent, West Germany 5 per cent, Denmark 4 per cent, and the Netherlands 3 per cent of total exports (see Table IV).

Chemical Wood Pulp—An increasing proportion of the chemical wood pulp output goes to Norwegian paper and board mills, and exports are declining relatively. Of the total exports last year, 45 per cent went to EFTA countries and 35 per cent to the Common Market; the largest market is the United Kingdom. Totals for exports in the

last few years, as well as the principal purchasing countries, are given in Table IV.

Paper and Board—Exports of paper and board (see Table IV) totalled 490,000 metric tons compared with 454,900 tons in 1959 and 383,900 tons in 1958; the United Kingdom took 18 per cent, West Germany 15 per cent, Denmark and the Netherlands 7 per cent each, and Belgium and Luxembourg 5 per cent. Other purchasers were France, South Africa and Australia.

Deliveries of paper and board to the local market have continued to rise, reaching a record 283,000 metric tons in 1960 compared with 257,200 in 1959 and 243,500 in 1958. Some 13,000 tons of newsprint were also imported from abroad in 1960, compared with 11,200 the year before.

Pulpwood Imports

During the 1958-59 and 1959-60 felling seasons, the conifer timber cut for industrial purposes totalled about 6.5 and 7 million cubic metres respectively, of which approximately 0.3 million cubic metres were for export. These quantities were far short of the annual average of 7.7 million for the last ten years, and to meet the demand imports of pulpwood and timber rose from 0.4 million cubic metres in 1959 to approximately one million in 1960. The use of hardwood in the wood refining industry also increased considerably, both in existing plants and in new ones built specially for hardwoods, but consumption or production figures are not yet available.

For many years Norway has been forced to import considerable quantities of pulpwood, mainly from Finland and Sweden, to supply its pulp and paper mills. Table V gives these imports (they are mainly of spruce) for the last three years and the first six months of 1961, and the principal sources of supply.

Finland has some 1.1 million cubic metres available for export

TABLE IV
FOREST PRODUCTS EXPORTS

	1958	1959	1960	1961 Jan.-April
	(metric tons)			
Mechanical Pulp				
United Kingdom and Northern Ireland	293,027	298,506	358,723	131,326
France	32,888	45,681	54,299	16,184
Netherlands	12,329	13,662	16,765	5,959
Denmark	18,561	15,049	18,068	5,401
West Germany	10,469	18,622	22,528	6,894
Belgium and Luxembourg	4,859	5,792	5,565	2,337
Total	376,700	407,600	487,600	171,249
Chemical Pulp				
United Kingdom and Northern Ireland	101,207	114,706	133,194	97,317
Belgium and Luxembourg	9,134	9,553	9,727	3,619
France	29,570	23,369	25,756	7,787
Italy	8,429	9,406	13,184	4,553
Netherlands	27,077	26,997	34,808	9,600
Spain	18,948	12,754	13,338	2,309
West Germany	24,424	24,529	23,719	7,231
United States	26,454	26,162	15,132	2,314
Brazil	11,775	13,567	11,587	4,183
Total	296,098	299,800	312,547	97,317
Paper and Board				
Newsprint		178,205	177,084	62,512
Other printing paper		80,948	85,847	29,132
Writing, duplicating and drawing paper		34,006	37,290	15,815
Other sulphate paper, pure and mechanical		33,324	34,803	12,503
Other sulphite paper, pure and mechanical		34,988	40,908	14,485
Machine-made paper board		43,776	57,046	17,950
Greaseproof		28,719	32,525	11,064
Building board		48,420	59,634	20,854
Figures for 1958 are not given as the statistics for that year were not broken down in the same manner.				
Newsprint				
West Germany	22,985	33,327	39,173	17,313
United Kingdom and Northern Ireland	12,450	21,429	21,919	8,509
Brazil	20,010	22,788	20,806	6,384
Denmark	14,912	18,008	18,881	4,808
France	16,693	7,458	10,610	3,939
Belgium and Luxembourg	6,063	8,098	8,296	2,130
Argentina	13,448	11,073	6,475	1,441
Total	148,395	178,205	177,084	62,512

TABLE V
PULPWOOD IMPORTS

	1958	1959	1960	1961 Jan.-June
	(cubic metres)			
Finland	87,453	197,395	558,429	308,560
Sweden	109,124	93,508	339,109	169,606
U.S.S.R.	3,965	38,425	167,559	20,871
Canada			9,524	
Total	202,221	330,258	1,074,621	499,663

to Norway this year, so that Norwegian mills would seem to be sufficiently taken care of for the remainder of the year. Imports from Finland may continue at the present level for another year or two, but because of the growing consumption Norway will probably have to seek other sources of supply in the near future, especially since the Finnish

pulp and paper industry is also expanding and increasing its demand for locally produced pulpwood and timber.

Norwegian pulpwood agents and newsprint mills showed considerable interest this year in the possibility of obtaining pulpwood from Canada. Some Canadian pulpwood exporters have therefore made

quotations and paid personal visits to Norway.

Although sales prospects are not particularly good this year the situation will probably change in 1962. Canadian pulpwood exporters would therefore do well to watch the pulpwood supply situation in Norway closely so that they can take advantage of opportunities that occur. ●

From the Salisbury office, a look at

The Federation of Rhodesia and Nyasaland and British East Africa

by L. S. GLASS, Commercial Counsellor, who began a tour of major Canadian centres on September 26 in Vancouver and is working his way eastward.

Rhodesia and Nyasaland

THE Federation of Rhodesia and Nyasaland is passing through an unsettled period as its political and constitutional destiny is worked out. This has had a depressing effect on business in general, felt particularly during the second half of 1960 and throughout the first seven months of 1961. During August, however, after a referendum dealing with Southern Rhodesia's future constitution, signs of recovery were noticeable; retail sales increased throughout the Federation and industrial activity was high. Excellent crops, high mineral output, and attractive export prices should do much to improve economic conditions.

In assessing the market in Rhodesia and Nyasaland, it must be remembered that the population

comprises over four million Africans and only slightly over 300,000 people of European origin. At present, the Europeans form the backbone of the import market, but it is highly unlikely that their requirements of consumer goods will show much growth in the years to come. However, increasing industrial development (especially in Southern Rhodesia) should create a stronger demand for non-consumer goods. On the other hand, the African is becoming an ever more important purchaser of a widening variety of products. More Africans are being employed in business and industry, and as their efficiency improves so does their purchasing power. It is to this vast potential market that the exporter must look in the future. Today, jobs which used to be held by Europeans only are now open to and filled by Africans; in the rural districts, African

farmers are adopting modern methods of farming and producing cash rather than only subsistence crops.

Provided Canadian manufacturers can compete in price, design and quality, the Federation offers a growing market for many of our products. In 1960, imports from Canada were about one-third greater than in 1959, totalling just over \$4 million as against \$2.8 million. However, the 1961 figures will probably show a considerable decline in Canadian sales as a result almost entirely of the economic setback in the Federation. For the first three months of 1961, imports from Canada were valued at \$918,000 compared with over \$1 million and \$860,000 in the same periods of 1960 and 1959.

A wide range of products are imported from Canada. Many are of comparatively small value, others

of considerable importance, but the fact that they are being imported now means that even the most insignificant of them may develop into an important item in Canada's sales here in the not too distant future. At present, our leading exports to the Federation are wheat, malt, canned fish, lumber (almost all Douglas fir and western larch), newsprint and other papers, mine equipment, passenger cars, electronic equipment, plastics, toys and sporting goods.

There are no exchange restrictions in the Federation as far as imported goods are concerned, and import licences are required for only a small number of commodities. These restrictions are designed to protect certain local industries and for security purposes.

The customs tariff contains four columns: A, the highest, is the General Tariff; B the Most-Favoured-Nation; C applies to the self-governing territories of the Commonwealth, and D to the United Kingdom and Colonies. ●

British East Africa

INDEPENDENCE is also approaching for the countries that make up British East Africa—Kenya, Uganda, Tanganyika, and Zanzibar—and the unsettled conditions that accompany the transition period have caused a recession in trade here too.

Conditions in these countries differ greatly from those in the Federation, particularly Southern Rhodesia. The British East African population comprises 21 million Africans and Arabs, 380,000 Asians, and 101,500 Europeans, spread over an area of 650,000 square miles. Most of the Africans are nomads and produce at a subsistence level only. The exception is the Kikuyu, living principally in Kenya, who are active and successful farmers and able to make an important contribution to the Colony's economy. The Arab and

Asian people live largely in the tradition of their native countries and there is little demand generally for sophisticated goods. Thus, as far as luxury goods are concerned, the market depends to a great extent on the demands of the relatively small European population and those Africans who enjoy a higher standard of living.

These countries, particularly Uganda, Tanganyika and Zanzibar, are still almost entirely pastoral and agricultural. The only industries are those which process the crops, such as cotton, tea, coffee and cocoa. However, industries are developing rapidly in Kenya and the Africans they employ will have a higher standard of living which, in turn, should improve the market for imported goods.

The mainland territories, Kenya, Uganda and Tanganyika, although individually independent, are linked through the East Africa High Commission to which each sends representatives. The Commission administers matters of common interest, such as customs, transportation and communications. Therefore, these three territories have a common customs tariff, and since it is a single column tariff all imports from whatever source are subject to the same rates of duty. This means that East African importers are literally able to shop the world (imports statistics indicate there is hardly a country in the world which does not sell to East Africa), and with certain exceptions price is the deciding factor. However, over 60 per cent of all imports come from five countries: the United Kingdom, Japan, West Germany, India and the Republic of South Africa.

Canadian sales in 1960 totalled \$1,165,000, of which Kenya accounted for \$936,000. Well over half of our exports to these countries are of mining and other machinery. Although at present not as important as the Rhodesias, British East Africa should not be neglected—particular attention should be paid to its future potential. ●

India's State Trading Corporation

INDIVIDUALS and firms who wish to explore the possibilities of barter deals with India usually find themselves on the doorstep of The State Trading Corporation of India Limited, Express Building, 9 and 10 Mathura Road, New Delhi. The Corporation was established as a joint stock company in May 1956, with all its share capital owned by the Government of India. It is in fact a government department—its chairman, managing director and board of directors are government officials drawn from the various government departments.

One of the objectives in setting up the Corporation was to promote trade with Communist countries, which is carried on in terms of rupee balances. But its functions, according to the Memorandum of Association, are "to organize and effect exports from and imports into India of all such goods and commodities as may be determined by the Company from time to time, and to undertake the purchase, sale and transport of and general trade in such goods and commodities in India or anywhere else."

With such broad terms of reference, the State Trading Corporation can and does move into the fields of bulk purchasing, barter deals, the controlled exports of some of the country's major commodities, and trade promotion.

According to the Corporation's *Fourth Annual Report* published recently, it handled exports of iron ore, manganese ore, chrome ore, manganese dioxide, mica, tobacco, gunny bags, handicrafts, shoes, woolen fabrics, pepper, vetiver oil, Masoor Dal, raw jute, handloom goods and cotton yarn. Imports that passed through its hands consisted of copper, zinc, aluminum, lead, tin, fluorspar, ferro silicon, caustic soda, raw silk, ammonium sulphate, Chilean nitrate, muriate of potash, skimmed milk, sodium sulphate, mercury, hops, Pilsen malt, sodium bicarbonate, newsprint, rock phosphate and some lesser items.

The turnover in direct trade for the nine months ended March 1960 was about Rs.43 crores (\$90 million), compared with Rs.36 crores (\$76 million) during the previous twelve months.

Because of India's continuing shortage of foreign exchange it is likely that the State Trading Corporation's services in rupee payment and barter deals will continue to broaden.

—G. A. NEWMAN,
Commercial Counsellor, New Delhi.

TRANSPORTATION NOTES

Ceylon

HARBOUR IMPROVEMENTS—The Government will spend Rs.10.5 million to develop Galle Harbour as quickly as possible so that quay facilities will be available to the cement factory it is setting up there. The factory project is held up until berths are deepened and a 700-foot quay built—Colombo.

France

BRIDGE OVER ENGLISH CHANNEL—The Société d'Etudes du Pont sur la Manche has publicized its project for the construction of a bridge over the English Channel between Dover and Cap Blanc Nez, near Calais. The bridge would be 21 miles long and would have two rail-lines, five lanes for automobiles and two for motorcycles. The French Government is reviewing the proposal and endeavouring to assess its advantages and costs—Paris.

India

ENTERS TANKER TRADE—In August a new firm, Jayanti Shipping Company, took delivery of the 33,000-ton Norwegian-built tanker, *Berge Bergesen*, renamed *Adi Jaynti*, thus marking India's entry into the world tanker trade. In time it should lead to substantial savings for India in foreign exchange. The ship is under time charter to Shell Tankers Ltd., and this charter is expected to be extended to 1973.

Jayanti's announced plans are to build up tonnage to 400,000 during the next three years. By 1965-66, it expects to have 13 freighters and three oil tankers, the freighters reportedly designed to carry food grains from the United States to India and ore outbound from Indian ports—Bombay.

ROAD IMPROVEMENT—At the end of the Second Five Year Plan India had 160,000 trucks and 50,000 buses on its roads. There were about 144,000 miles of gravelled roads (only 2,350 miles were two-lane) and over 250,000 miles of dirt roads. The Third Five Year Plan calls for a further 25,000 miles of gravelled. The need to extend and improve the road system is urgent since the rapid industrialization program is already encountering difficulties because of inadequate rail transport—New Delhi.

Netherlands

LANDING FEES INCREASED—Schiphol Airport landing fees were increased by 25 per cent on September 15. A passenger service charge of about six guilders for intercontinental travellers, four guilders

for passengers on European lines, and two guilders for short trips was introduced, payable by all passengers leaving the airport. A uniform rate was introduced for intercontinental, European and domestic flights, with a sliding scale for larger aircraft. Landing fee for a *Viscount*, for instance, is 112 guilders, against 640 guilders for a DC-8 jet—The Hague.

Philippines

DREDGING EQUIPMENT—The Philippines will receive a World Bank loan of \$8.5 million to buy dredging equipment to improve harbours for ocean-going and inter-island shipping. The loan is for a 17-year term at 5½ per cent. Seven private banks are participating, without the World Bank's guarantee, for a total of \$920,000.

The equipment will consist of one hopper dredge, one cutter suction dredge, four small dredges and auxiliary equipment, one 40-ton floating crane, and equipment for the construction of a slipway and a workshop for repair of the dredging fleet.

Turning areas at Manila harbour will be dredged to 40 feet below low-water mark; most ports of entry will be dredged to 35 feet, and inter-island shipping ports to depths varying from 15 to 25 feet—Manila.

Portugal

SHIPYARD PROPOSED—According to reports, the German naval shipyards H. C. Stuelsken and Rhein-stahl—Industrieplanung have submitted a proposal to the Portuguese Ministry of Economy for the construction of a new naval shipyard in Lisbon. A drydock in the Port of Lisbon for vessels of 20,000 tons or over has become indispensable for the repair of vessels of the Portuguese merchant fleet. It is presumed the proposal includes appreciable credit concessions, in accordance with statements made by the Minister of Economy for West Germany when he visited Portugal in May.

The Port of Lisbon has at present three well-equipped naval shipyards with four drydocks and two mechanical slipways. There are three other shipyards in the country but existing drydocks cannot accommodate vessels over 16,000 tons—Lisbon.

SHIP REPAIR YARD PLANNED—Authorization has been given to Navalís—Sociedade de Construcao e Reparacao Naval, S.A.R.L., a subsidiary of Companhia Uniao Fabril, the country's most important industrial organization, to submit complete plans within one year for construction of a shipbuilding and repair yard at Lisbon (as set out in the Second Six Year Development

Plan). It is understood that the Portuguese firm is collaborating with Dutch and Swedish concerns. The new yard will be well situated to obtain tanker and liner repair business. At present, all vessels over 16,000 tons have to put in at foreign shipyards if repairs are needed—Lisbon.

South Africa

IMPROVE AIRPORT—Work has begun on installation of the latest navigation and landing-aid systems at the D. F. Malan Airport, Cape Town. When these are completed, the airport will be one of the best equipped in the country. The new aids include an instrument landing system and a modern radar system. The work is part of the Department of Transport's program to modernize the national airports and provide

the greatest possible measure of safety under all conditions—Cape Town.

Uruguay

MODERN VESSELS FOR LINE—The Uruguayan motorship *Northmar* has arrived here from the United States with a cargo of general merchandise and machinery for Santos, Montevideo, and Buenos Aires. This is the first of a new type of vessel being constructed for the Montemar S.A. steamship line. Capable of a speed of 15 to 16 knots, the ship can carry 8,000 tons of cargo and is intended for trade between Canada, the United States, Brazil, Uruguay, and Argentina. On its next journey north it will load Uruguayan rice for Montreal and sugar from Brazil, and return with newsprint and general cargo—Montevideo.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Australia

TARIFF CHANGES AND TARIFF BOARD INQUIRIES—*Refined petroleum products*—Effective August 16, the margin of 1d. per gallon between domestically-produced and imported petroleum spirit has been eliminated by reducing the import duty by $\frac{3}{4}$ d. per gallon and increasing the excise duty by $\frac{1}{4}$ d. per gallon. The margin of 1 $\frac{1}{4}$ d. per gallon between the duties on local and imported aviation kerosene is being eliminated by reducing import duties by that amount. On most other petroleum products, British preferential tariffs are being removed.

Man-made fibre piecegoods—Effective August 16, a temporary duty of 25 per cent under all columns of the tariff has been imposed on man-made fibre piecegoods having a value for duty exceeding 60d. per sq. yd. This duty is additional to the regular duty and will remain in effect until the Government has taken action on a final report of the Tariff Board, but, in any case, will not last for a period longer than three months from the receipt of that report.

The Tariff Board inquiry required by the imposition of this temporary duty will be concerned with all woven piecegoods, wholly of or containing not less than 20 per cent by weight of man-made fibres, which are dutiable under Tariff Item 105(D)(1)(a), except

for certain types dutiable under Tariff Item 105(D)(1)(a)(1).

Cutlery—Effective August 16 a temporary duty of 10 per cent under all columns of the tariff has been imposed on nonfolding knives (including shaped blanks therefor). This duty is additional to the regular duty and will remain in effect until the Government has taken action on a final report of the Tariff Board, but, in any case, will not last for a period longer than three months from the receipt of that report. No dates have yet been announced for the Tariff Board hearings on this subject.

Copper sheet or strip—Effective August 2, a temporary duty of 12 $\frac{1}{2}$ per cent under all columns of the tariff has been imposed on copper sheet and strip less than $\frac{1}{8}$ inch in thickness, excluding copper strip used in radiators, and a temporary duty of 10 per cent on brass sheet or strip less than $\frac{1}{8}$ inch in thickness. This duty is additional to the regular duty and will remain in effect until the Government has taken action on a final report of the Tariff Board, but, in any case, will not last for a period longer than three months from the receipt of that report. The Tariff Board has announced that the public inquiry on this subject will be held in Sydney on November 1 and in Melbourne on

November 22. The Board has asked that statements of evidence be submitted by October 13. However, witnesses are not in any way precluded from appearing at the hearings if they cannot submit their evidence by that date.

Precision ground steel ballbearings—A reference has been made to the Tariff Board requesting an inquiry into Australian production of precision ground ballbearings. Public hearings on this subject will be held by the Tariff Board in Sydney on September 6 and in Melbourne on September 27.

Knitting machines, parts and needles—A reference has been made to the Tariff Board requesting an inquiry into Australian production of bench and table-type knitting machines and parts, including needles. Public hearings on this subject will be held by the Tariff Board in Sydney on November 2 and in Melbourne on November 23. Statements of evidence regarding this inquiry should be forwarded to the Board not later than October 13. However, if this cannot be done, witnesses are not in any way precluded from presenting evidence which would be submitted later.

Ballpoint pens—Effective September 7, a temporary duty of 1d. each under all columns of the tariff was imposed on ballpoint pens having a value for duty of 4½d. or less each. This duty is in addition to the regular duty and will remain in effect only until the Government has taken action on a final report of the Tariff Board, but, in any case, will not last longer than three months after the receipt of that report. Notice of a regular Tariff Board inquiry into this subject was published in the July 1 issue of *Foreign Trade*.

Any firm wishing to make representations at these Tariff Board hearings should contact the Commonwealth Division, International Trade Relations Branch or the Commercial Counsellor for Canada, Office of the High Commissioner for Canada, State Circle, Canberra, Australia.

France

TARIFF REDUCTIONS—By decree of September 12, 1961, the French Government further reduced its tariffs on most imports from all sources. With the exception of raw vegetable materials, vegetable plaiting materials and animal and vegetable fats and oils, agricultural products do not benefit from the present reduction. Wood pulp, some textiles, articles of clothing and works of art are also excluded from this reduction in rates.

On March 30, 1961, duty on the goods covered by the present decree was reduced by 5 per cent, and in some cases by 10 per cent. The object of the decree of September 12 is to extend a uniform 10 per cent reduction to all tariff chapters included in the decree of March 30.

Although this new reduction is not limited to EEC countries, it may be regarded as an anticipation of the 10 per cent reduction scheduled for the end of this year among Common Market countries.

Samoa

IMPORT DUTIES—Following a financial statement by the Samoan Minister of Finance concerning the grave economic situation facing Samoa as a result of falling export prices and production losses through unfavourable weather, a Customs Order Amendment Bill was introduced and passed, becoming law the same day. The bill raises the duty on cigarettes, tobacco, beer, spirits, wine and gasoline. The increased annual revenue will be about £50,000—Wellington.

United States

CUSTOMS ADVISORY SERVICE FOR CANADIANS EXTENDED—In March 1956, the United States Customs established an advisory service to provide Canadian shippers, or prospective shippers, with information relating to various phases of U.S. Customs laws, regulations, and procedures. This service has been helpful to Canadian exporters who have been able to draw upon the expert knowledge of the United States Customs Appraiser in Buffalo for advice.

The United States Commissioner of Customs has recently extended this service so that the Appraisers of Merchandise (USA Customs Service) in Boston, Detroit, Minneapolis, and Seattle are also authorized to make such advisory services available to Canadian inquirers. The Appraisers are free, at their discretion, to handle requests for advice on particular cases at the shipper's office, in the offices of trade associations, USA Consular offices, or in their own offices, under the terms of reference set forth by the United States Customs.

Canadian exporters are thus free to contact any of the five participating Appraisers through their trade association or directly for this purpose. The rulings and information that may be provided by the Appraisers are strictly advisory and subject to confirmation by the Customs Bureau in Washington. It is felt, however, that their expert assistance in clarifying United States Customs requirements and practices can be valuable to interested Canadian shippers. In addition, to the extent that Canadian firms avail themselves of this service, they will be assisting the United States appraisers to familiarize themselves with Canadian business matters of mutual interest.

In general, the Appraiser in Buffalo will concentrate on inquiries originating in the adjacent area of Canada, including Toronto and Montreal. The other Appraisers will handle inquiries originating in parts of Canada nearer to them.

Inquiries should be addressed to: The Appraiser of Merchandise, USA Customs Service, at the following

addresses (the name of the present Appraiser is also given):

John J. Garvin,
408 Atlantic Ave.,
Boston 10, Mass.
Phone: Capitol 3-7705

E. J. Cannon,
243 Washington St.,
Buffalo, N.Y.
Phone: TL3-0379

James D. MacFarlane,
34 Federal Office Bldg.,
1st Ave. and Madison St.,
Seattle 4, Wash.
Phone: Mutual 2-3300,
ext. 252

Francis L. Fox,
150 U.S. Court House,
Marquette at 4th St.,
Minneapolis 1, Minn.
Phone: FE 2-3211, ext. 321

Joseph Gruhach,
100 West Larned St.,
Detroit 26, Mich.
Phone: Woodward 1-8670,
ext. 21

Inquiries to the Department on this subject should be addressed to Chief, United States Division, International Trade Relations Branch.

TRADE COMMISSIONERS ON TOUR



L. H. Ausman



L. S. Glass



T. F. Harris

In Canada

L. H. AUSMAN, Commercial Counsellor in Brussels, Belgium:

Toronto—Oct. 2-13

When he completes his tour, Mr. Ausman will return to Brussels.

L. S. GLASS, Trade Commissioner in Salisbury, Federation of Rhodesia and Nyasaland:

Toronto—Oct. 13
Hamilton—Oct. 16
Kitchener—Oct. 17

Montreal—Oct. 19-24
Granby—Oct. 25

When he completes his tour and home leave, Mr. Glass will return to Salisbury.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans:

Quebec—Oct. 4-5 Montreal—Oct. 6-13

When he completes his tour and home leave, Mr. Harris will return to New Orleans.

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

Vancouver, at the Department of Trade and Commerce; in Victoria at the Department of Trade and Industry, and in Fredericton at the Department of Industry and Development.

In Territory

D. S. ARMSTRONG, Commercial Counsellor in Cairo, United Arab Republic, will visit Addis Ababa, Ethiopia, from October 15-21, and Damascus, Syria, from November 12-18.

J. H. BAILEY, Commercial Secretary in Bogotá, Colombia, will visit Ecuador from October 10-14.

G. F. G. HUGHES, Commercial Counsellor in Stockholm, Sweden, plans to visit Helsinki, Finland, from October 9-11.

P. V. McLANE, Trade Commissioner in Glasgow, Scotland, will visit Belfast, Northern Ireland, from November 20-24.

K. NYENHUIS, Commercial Counsellor in Copenhagen, Denmark, will visit Warsaw, Lodz, and Katowice in Poland during the second half of October.

E. J. WARD, Assistant Trade Commissioner (Timber), Glasgow, will visit Belfast, Northern Ireland, from October 16-20.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Armstrong at Cairo, Mr. Bailey at Bogotá, Mr. Hughes at Stockholm, Mr. McLane at Glasgow, Mr. Nyenhuis at Copenhagen, and Mr. Ward at Glasgow.

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

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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 .970579.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Sept. 25	Units per Canadian dollar	Notes (See below)
Argentina	Peso01246	80.26	
Austria	Schilling03993	25.04	
Australia	Pound	2.3192	.4312	
Bahamas	Pound	2.8990	.3449	
Belgium and Luxembourg	Franc02070	48.31	
Bermuda	Pound	2.8990	.3449	
Bolivia	Boliviano	Free00008786	11,381.74	
British Guiana	Dollar6040	1.65	
British Honduras	Dollar7295	1.37	
Brazil	Cruzeiro	Free003457	289.27	
		Special Category	†	†	
Burma	Kyat2164	4.62	
Ceylon	Rupee2174	4.60	
Chile	Escudo9794	1.02103	
Colombia	Peso	Certificate1538	6.50	
Congo, Republic of	Franc02070	48.31	
Costa Rica	Colon1555	6.43	
Cuba	Peso	†	†	
Czechoslovakia	Koruna1431	6.99	
Denmark	Krone1496	6.68	
Dominican Republic	Peso	1.03031	.9706	
Ecuador	Sucre	Official05724	17.47	
		Free04997	20.01	
Egyptian Region, United Arab Rep.	Pound	Official	2.9586	.3380	
El Salvador	Colon4121	2.43	
Fiji	Pound	2.6117	.3829	
Finland	Markka003220	310.56	
France, Monaco, etc.	New Franc2094	4.77	(1)
Franco-African Republics, etc.	Franc004188	238.77	(2)
French Pacific	Franc01152	86.80	(3)
Germany	D Mark2578	3.88	
Ghana	Pound	2.8990	.3449	
Greece	Drachma03434	29.12	
Guatemala	Quetzal	1.03031	.9706	
Haiti	Gourde2061	4.85	
Honduras	Lempira5152	1.94	
Hong Kong	Dollar	Free*1798	5.56	*Sept. 1
		Official1812	5.52	
Iceland	Krona	Official02396	41.74	(4)
India	Rupee2174	4.60	
Indonesia	Rupiah	Official02289	43.68	(4)
Iran	Rial01360	73.52	
Iraq	Dinar	2.8849	.3466	
Ireland	Pound	2.8990	.3449	
Israel	Pound5724	1.75	
Italy	Lira001660	602.41	
Japan	Yen002862	349.40	

†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 Sept. 25	Units per Canadian dollar	Notes (See below)
Lebanon	Pound	Free3237	3.08	
Mexico	Peso08243	12.13	
Morocco	Dirham2061	4.85	
Netherlands	Florin2851	3.51	
Netherlands Antilles	Florin5463	1.83	
New Zealand	Pound	2.8990	.3449	
Nicaragua	Cordoba	Effective buying1561	6.41	
		Official selling1461	6.84	
Nigeria	Pound	2.8990	.3449	
Norway	Krone1447	6.91	
Pakistan	Rupee2174	4.60	
Panama	Balboa	1.03031	.9706	
Paraguay	Guaraní	Official008145	122.77	
Peru	Sol03841	26.03	
Philippines	Peso	Free3434	2.91	
		Official5152	1.94	
Portugal & Colonies Republic of South Africa ...	Escudo03596	27.81	(5)
Singapore and Malaya	Rand	1.4495	.6898	
Spain and Dependences ...	Straits Dollar3382	2.96	
Sweden	Peseta01717	58.23	
Switzerland	Krona1994	5.01	
Syrian Region, United Arab Rep.	Franc2387	4.18	
Thailand	Pound	Free2882	3.47	
Tunisia	Baht	Free04873	20.52	(4)
Turkey	Dinar	2.4728	.4044	
United Kingdom ..	Lira1145	8.73	(4)
United States	Pound	2.8900	.3449	
Uruguay	Dollar	1.0303125	.970579	
Venezuela	Peso	Free09396	10.64	
	Bolívar	Official2249	4.45	
		Free3077	3.25	
West Indies Fed. ..	Dollar6040	1.65	(6)
	Pound	2.8990	.3449	(7)
Yugoslavia	Dinar	Official001374	727.80	

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, Cameroons, 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.

Markets in Brief

GUATEMALA

Area: 42,364 square miles.

Population: 3.5 million.

Climate: low coastal areas are hot and humid, but slopes and plateaus range from cool to cold.

Language: Spanish; most agency firms correspond in English as well as Spanish.

Currency: quetzal; at par with U.S. dollar.

Weights and measures: metric system, although some Spanish standards are also used.

Capital: Guatemala City; altitude 4,872 feet.

Chief ports: Puerto Barrios and Matias de Galvez on the Atlantic, Champerico and San José on the Pacific.

Marketing centres: Guatemala City (population) 350,000, Quezaltenango 36,209, Escuintla 31,625, Coban 29,242, Zacapa 27,696.

Economy: mainly an agricultural country; the chief crops are coffee, bananas, abaca and essential oils. Tropical hardwood and minerals are also available. Secondary industry is developing rapidly.

Total Guatemalan imports: 1959—U.S.\$134.0 million, c.i.f.

Chief imports: (U.S.\$ million) 1959—groceries 14.8, lubricants 13.2, chemical products 16.8, manufactured goods 33.8, machinery and transportation 37.0.

Chief suppliers: (U.S.\$ million) 1959—Germany 13.5, Belgium 3.0, Canada 3.0, United States 73.6, Japan 3.0, Mexico 3.0, United Kingdom 6.2, Netherlands Antilles and Surinam 8.4.

Value of imports from Canada: 1961 (4 months)—\$626,628; 1960—\$2,105,838.

Chief imports from Canada: 1960—milk powder, whole milk \$207,927; newsprint paper \$202,129; malt \$181,101; upper leather, n.o.p. \$126,534.

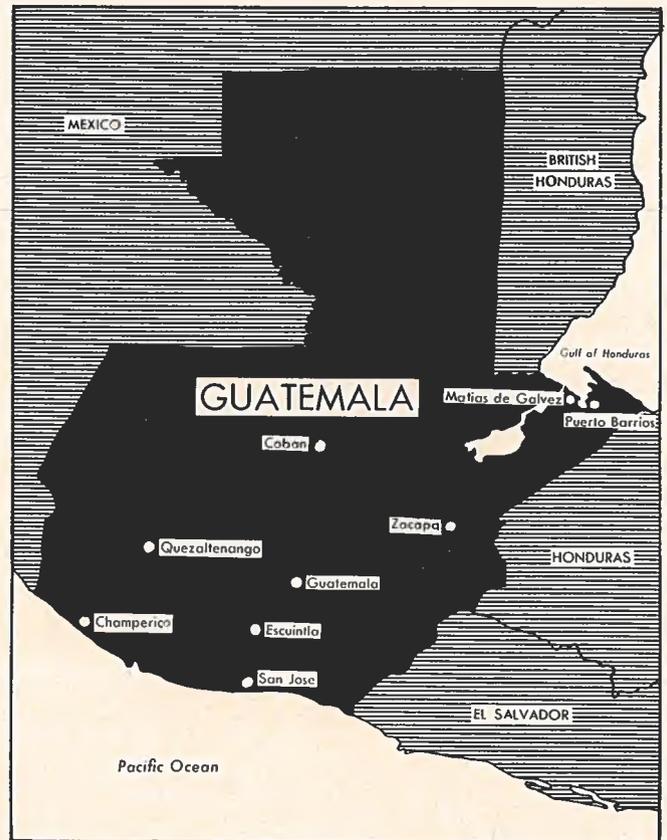
Total Guatemalan exports: 1959—U.S.\$103.2 million, c.i.f.

Chief exports: (U.S.\$ million)—bananas 10.2, coffee beans 73.9, soluble coffee 2.1, cotton 4.1, manila fibre 1.2, chicle 1.5.

Chief markets: (U.S.\$ million) 1959—Germany 18.1, Belgium 2.1, El Salvador 3.9, United States 64.5, Netherlands 3.0, Japan 2.2, Sweden 3.5.

Value of Canadian purchases: 1961 (4 months)—\$964,422; 1960—\$3,255,604.

Chief Canadian purchases: 1960—bananas \$1,501,099, coffee green \$1,323,617, instant coffee powder \$336,341.



Dollar exchange: no restrictions.

Prices: quote in U.S. dollars, preferably c.i.f. Puerto Barrios, Matias de Galvez or San José.

Samples: samples for re-export will be admitted temporarily free of duty if a deposit or bond is placed with the tariff authorities.

Trade agreements: exchange of most-favoured-nation agreement with Canada in 1937.

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

Canadian banks: Bank of London & Montreal Limited.

Correspondence: airmail essential; letters 10 cents per half ounce.

For detailed information on this market write to:

Latin American Division
International Trade Relations Branch
Department of Trade and Commerce
Ottawa

or

Canadian Government Trade Commissioner
P.O. Box 400
Guatemala City
Guatemala

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You can obtain an application form from the Civil Service Commission office in your locality or in Ottawa, or from your university placement officer. For details, write to the Director, Trade Commissioner Service, Department of Trade and Commerce, Ottawa.

