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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA



**The How-to
in Housing**

FOREIGN TRADE

DECEMBER 12, 1964

Vol. 122 No. 12

COVER: The Hon. Lionel Chevrier, High Commissioner for Canada in Britain (right), shown at the opening of the two semi-detached Canadian Demonstration Homes in Abbots Langley, with Madame Chevrier and Admiral of the Fleet Sir Caspar John, now Chairman of the British Government Housing Corporation. Sir Caspar officially opened the houses.

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"Show them" is a cardinal rule in many types of merchandising. The Department of Trade and Commerce and the timber and plywood industry here put it into practice by building three Demonstration Homes in Britain last summer. Opened about six weeks ago, these homes are showing the British that timber-frame construction may be one answer to their housing problem. The hoped-for result is larger sales of Canadian lumber, plywood, other building materials.

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One Canadian of our acquaintance stopped off in Iceland to do some prospecting on a flight to Europe and found a continuing market for his heating equipment. This briefing on conditions in Iceland may suggest other products that Canadians could sell in a market easily reached, and one that relies on imported goods.

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Puzzled? It's coffee—high quality mild coffee—which earns some \$330 million a year for Colombians. Coffee growers there have their problems, but they are tackling them together, including the problem of stepping up overseas sales.

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But don't schedule your visit during our winter—it's summer there and not the best time to do business. The best lines to sell? Probably equipment for the resource industries, in which Canadian experience and Chilean needs coincide.

Canada's Trade Fair Program, 1965 and 1966 16

Next year the Department's trade fair program will include commodity exhibits at 38 trade fairs and information booths at five others. To find out where these fairs will be, when they will be held, and what products they will feature, turn to page 16. There's a tentative listing of our 1966 trade-fair participation too.

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COMING—DEVELOPMENT AND TRADE IN THE BRITISH CARIBBEAN, DEC. 26

Abbots Langley, Sighthill, Up Holland—these aren't soccer teams but three British towns in which Canada built Demonstration Homes last summer. Why? To acquaint British builders with the speed and advantages of timber-frame construction and show the British public how warm and comfortable a timber house can be.

K. A. PRITTIE,*

Chief, Media Relations Division, Trade Publicity Branch.

The How-to in Housing



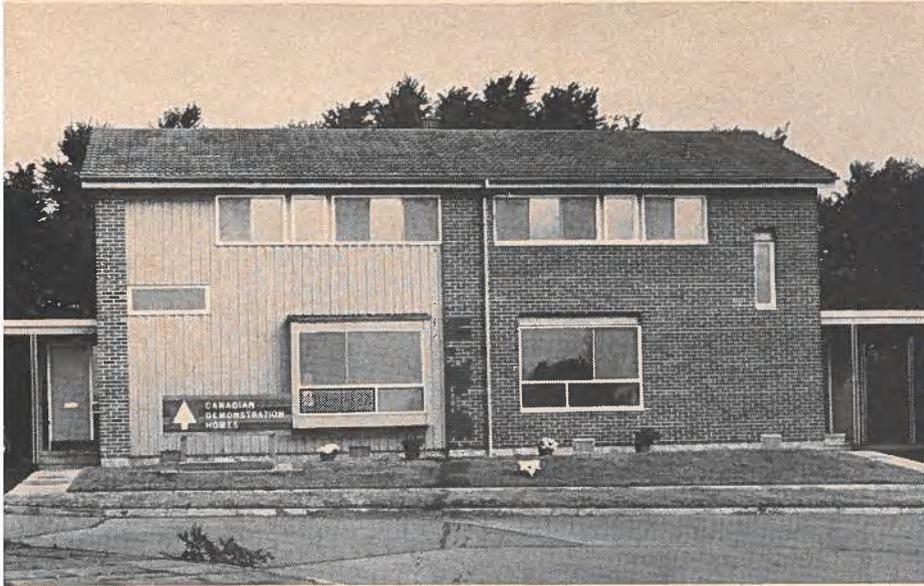
Officers of the Central Mortgage and Housing Corporation conducted on-site tours for visitors from the British building industry and trade papers while the demonstration homes were being built. Here at Abbots Langley, Len Tye explains timber-frame construction to a group from the building and architectural trade press.

ON May 15 of this year, Hon. Lionel Chevrier, Canada's High Commissioner in Britain, travelled from London to nearby Abbots Langley in Hertfordshire to turn the first sod for the construction of a pair of Canadian-style timber-frame demonstration homes. This was just one of three such projects begun simultaneously that day in different parts of the country. On October 27, before an assembled crowd of more than 250 government officials, building experts and timber trade representatives, Mr. Chevrier officially declared the homes open.

In the five months between these two events, the Canadian Government, supported by Canadian industry, invested more than a quarter of a million dollars and thousands of man-hours of effort in the most intensive campaign yet mounted to increase the sales of Canadian lumber, plywood, and other building materials and equipment to Britain.

The project, known as Canadian Demonstration Homes, was born following the visit to Canada in May 1963 of a Mission of British Government housing people, architects, and representatives of the timber trade. The Mission members were unanimously enthusiastic about the speed of erection, the warmth, and the standard finish of our homes. On returning to Britain, they published their findings and recommendations in the form of a Government White Paper, which proposed, among other things, the construction of these demonstration

*Mr. Prittie recently returned from three months spent in Britain developing the promotion campaign for the Canadian Demonstration Homes.



This is how the demonstration homes at Abbots Langley, Up Holland and Sighthill look. The exteriors are finished in cedar, brick and stucco (on the end) to show visitors the variety of claddings that can be used with timber-frame construction.

houses. In effect, the report said: "Build these homes so that thousands of others can see at first hand what we have seen."

The government representatives on the 1963 Mission had been particularly interested in the efficiency of our construction methods and the dramatic reduction in man-hours of labour required to put up a Canadian timber-frame home compared with a similar home built in the traditional solid brick style employed in their country. They were anxious that the British should be made more aware of how we do it.

The British Government has recently set a target for the coming year of 400,000 housing units, an increase of some 25 per cent over present building levels. In addition, Britain today faces an enormous backlog of other construction requirements — including hospitals, schools, factories, office buildings and highway construction. With virtually full employment throughout the country and, indeed, shortages of skilled labour in several of the building trades, government officials are naturally concerned about making the most effective possible use of the available labour force in

order to achieve their many objectives. They saw in the Canadian timber-frame housebuilding system an opportunity to achieve greater efficiency in this area, thus freeing more of the labour force for other essential projects.

Three Sites Chosen

In view of these favourable conditions, the Canadian Government was anxious to participate and in co-operation with the British Government and local authorities, sites were selected at Abbots Langley, Hertfordshire (near London), in the north of England at Up Holland, Lancashire, and at Sighthill near Edinburgh, Scotland.

The homes were designed in Canada by Central Mortgage and Housing Corporation and the contract was let to John Laing Construction Limited, a large British firm. Work began on the three projects in mid-May. Each project consisted of a pair of two-storey semi-detached homes. They were designed in such a manner that one unit of each pair would be completed, finished and furnished and the other unit left in a semi-finished state so that even after the completion, the techniques

of timber-frame construction could be visibly demonstrated to any visitor.

Influencing the "Influentials"

The job of realizing the maximum promotion benefit from these homes fell to the Department of Trade and Commerce. It was decided that the major effort during the months of construction should be aimed at those in the British home-building industry who have some influence on the type of house construction employed. These "influentials" included national government and local authority housing officials, private builders (home construction in Britain is roughly divided equally between the private and public sector), surveyors, architects, building society and fire insurance executives, and so forth.

Promotion to the general public was delayed until construction of the homes was completed so that the average Briton could see the finishing features of a typical Canadian home and could appreciate its warmth and comfort as well.

To educate as large an audience as possible about timber-frame construction, a strong effort was made right from the beginning of the project to obtain the support and interest of the trade and technical press in Britain. More than 70 editors and writers attended a special news conference called at the inauguration of the project. They were provided with a comprehensive press kit which contained material explaining the background and purpose of the project, the advantages of Canadian timber-frame construction, and various photographs and illustrated material. As a result, the trade press was well briefed at the beginning of the project and several of the more important journals developed a lively interest in the Canadian Demonstration Homes and continued to feature articles on various aspects of them during the course of construction.

As the follow-up to the initial press conference, a number of special press junkets to the building

What the British Press Said . . .

"There seems little doubt about this form of construction being technically acceptable to the experts" . . .

Official Architecture, June 1964.

"The present demonstration enjoys the active support of the Ministries concerned with building in Britain and, as such, will command attention from larger local authorities and housing consortia."

Building Merchants Journal, June 1964.

"If the project proves anything it is this: under experienced supervision, it is perfectly feasible to work in North American fashion in this country."

Builders Merchants Journal, July 1964.

"I see no reason why North American methods should not be painlessly—nay profitably—absorbed into U.K. housebuilding practice."

The News Letter, July 1964.

"Excellent insulation and quick, simple fabrication are two of the qualities immediately apparent in examining the pair of houses under construction at Abbots Langley."

The Surveyor, July 18, 1964.

"Compared with traditional British techniques, these houses can be built in half the time."

Liverpool Post, August 14, 1964.

"They (the Leicester Temperance Building Society) reported favourably on the houses, regarding them as above average in standard and more scientifically conceived than the conventional type of house."

Building Industry News, September 10, 1964.

. . . "a system which could today help put roofs over the heads of a lot of people who need such a thing more than rubies or gold."

The Director, September 1964.

"Canada in fact is pushing hard for a share of Britain's expanding housing programme and its swing to industrialized building methods."

The Economist, October 17, 1964.

"It has the advantages of speed of erection, high standard of finish, and economy in the use of labour."

Glasgow Herald, November 4, 1964.

. . . "It offers a standard of comfort and amenity beyond the reach of traditional housing methods except at a higher price."

Construction News, October 29, 1964.

sites were organized during the summer and these helped to keep a steady stream of publicity material moving to technical journals throughout the five-month construction period.

Technical Visitors Encouraged

The next step was to get as many as possible of the "influentials" to visit the building sites and see a live demonstration of Canadian timber-framing building technique.

The large volume of technical press publicity, backed up by advertising campaigns by the Department and by Canadian timber associations in the trade press, assisted

in developing an early interest in visiting the sites among building industry people. This was supported in early July by a direct mail campaign to some 45,000 people in the building industry. These people received a comprehensive mailing piece outlining the features of the project and the fundamentals of timber-frame home construction. As a result, by mid-July a steady stream of technical visitors were travelling to the building sites at the rate of about 100 per week. This continued unabated through the late fall and it is expected to do so until next spring, when the Canadian Government will turn these houses over to

the local authorities who provided the building sites.

These technical visitors were given a comprehensive tour of the project by the three Central Mortgage and Housing Corporation supervisors who were sent to Britain specifically to oversee the construction of the homes and who were, of course, thoroughly familiar with all aspects of these particular houses and with timber-frame construction in general. As a result, the visitors, most of whom came with a very sketchy knowledge of Canadian housebuilding methods, left with a fuller appreciation of our building techniques and a genuine enthusiasm for the part that timber-frame construction could play in helping to solve Britain's housing problem.

The final stage in the promotion of the homes was the official opening held in late October which paved the way for open house weekends for the general public which will continue through until the spring of 1965.

Public Becomes Enthusiastic

At each site a reception and luncheon were held for local dignitaries and officials and representatives of the building industry, followed by a tour of the house. These openings turned out to be gala affairs and generated a great deal of enthusiasm among those present. They also generated a good deal of press and T.V. publicity which, combined with a campaign of newspaper advertising and an advertisement in the British edition of the *Reader's Digest*, resulted in a public attendance of more than 7,000 at the homes during the first open house weekend. Visitors were provided with a specially prepared 16-page booklet, *More Homes for More People*, which outlines the advantages of timber-frame housing to the home owner. More than 100,000 copies of this booklet have been prepared to give to the visitors expected during the six months of open houses.

One benefit of the project has been that from the thousands of

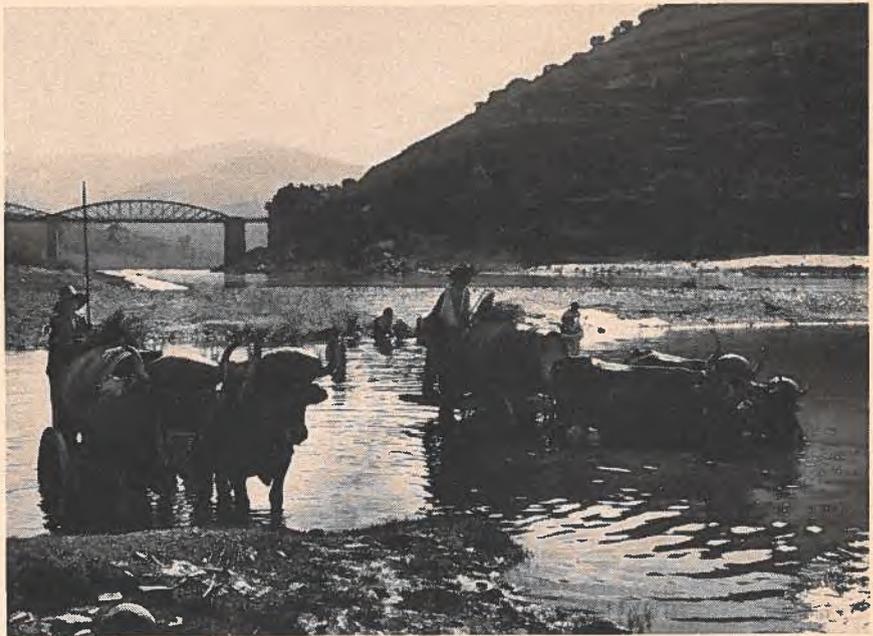
visitors to the building sites and the thousands more mail inquiries, the Trade Department has been able to compile an extensive list of technical people who are genuinely interested in timber-frame home construction. To keep the interest of these people alive, a comprehensive technical manual on frame construction is now being prepared and will be distributed to these thousands of Britons during 1965.

As a further follow-up project, a complete film record of the construction of the demonstration homes was made. This has been edited into a 30-minute colour film by the National Film Board of Canada in co-operation with the Department of Trade and Commerce and prints will be available in Britain early in 1965. Trade and Commerce officials are confident that, with the high degree of interest now generated in timber-frame construction in Britain, this film will be used extensively by builders, government groups, schools and associations during the next few years.

The Canadian Demonstration Homes project has been only one of a continuous series of promotions aimed at increasing the sale of Canadian timber and wood products. A larger project involving some 250 housing units to be built for a British local authority is being planned for a start early in 1966.

The project has succeeded in focusing the attention of the British building industry on the advantages of our home-building methods and developing a greater degree of interest in knowledge of timber-frame construction than has ever been achieved in Britain in the past.

With a minimum of four million new housing units to be built in Britain over the next decade, representatives of the Canadian Government and the Canadian timber industry are confident that, with a continuous promotion program of the type that has been conducted this year, Canadian timber will play a much greater rôle in the British housing program than ever before. ●



Casks of Portugal's famous port wine are transported down the Douro River by oxcart. Production is regulated and only grapes from the Douro Valley are used.

Port: the Rich Wine of Portugal

ONLY grapes grown in the valley of the Douro River are used to make Portugal's port wine. In fact, the wine was once called Oporto after the city that lies at the mouth of the Douro. The industry is strictly controlled by the Port Wine Institute, an official organization. Production and marketing are protected by stringent legislation. No port can be produced outside a clearly demarcated region of the Douro River valley; stocks and shipments are controlled and supervised by a seal of guarantee and covered by certificates of origin.

Port is a fortified wine—that is, brandy is added to preserve the natural grape sugar. As the wine ages, its colour gradually changes from deep purple to rich ruby to tawny. There are also white ports. Today Portugal produces many varieties, from the dryer types usually drunk before a meal to the rich, full-bodied, dark and sweet tawny and vintage ports that are enjoyed during meals. The tawnys are a blend of a variety of wines. Vintage ports are unblended and considered the thoroughbreds.

Tradition says that port wine first became known outside Portugal in the 17th century when British merchants

began to ship it home. The trade with England grew (assisted by preferential tariffs) with the wine's popularity. Up to 1939, Britain continued to be Portugal's leading customer, taking an average of 30 million litres of port a year. At that time France was buying 10 million litres a year and Norway 2.7 million. But by 1963 France had taken the lead, importing 8.5 million litres of Portugal's total exports of 26,289,507 litres. Britain had dropped to second place with 7 million litres, and Norway to tenth place with 510,000. On the other hand, West Germany and Belgium moved up to third and fourth place with purchases of over 2 million litres each. Other major purchasers were the Netherlands 1.4 million litres, Denmark 996,027, Sweden 657,025, Switzerland 645,132, Ireland 593,093, and the United States 292,619.

Canada's imports of port wine from Portugal are small—131,139 and 71,912 litres in 1962 and 1963—but they have increased in the first six months of this year to 45,737 litres compared with 40,510 in the same period of 1963.

—T. J. MONTY,
Commercial Counsellor, Lisbon.

Iceland: Prosperity

Booming fisheries exports boosted GNP by 7 per cent last year, but Government is attempting to exploit other resources and widen economic base; is also trying to check inflation. Resulting credit restrictions may limit market but Canadians can sell and are selling there.

J. E. P. LANCASTER, *Commercial Secretary, Oslo.*

ICELAND is enjoying, if somewhat precariously, the benefits of prosperity. The fisheries, mainstay of the economy and basis of 90 per cent of the country's exports, are flourishing. The sub-Arctic skyline of Reykjavik, the capital, is being pierced by high-rise buildings. New avenues choked with private motor cars and smoking diesel buses cut deeply into the green-turfed countryside and threaten to immesh neighbouring towns in the capital's ever-widening net. New industries are making their appearance and major industrial developments are on the drawing boards or are being discussed.

As Canadians know, prosperity brings problems in its train. The Icelandic authorities continue to be faced with deep-seated problems of inflation. Official policies designed to ensure economic stability are frequently overtaken by circumstances. With a small country and limited manpower, Iceland cannot hope to influence world conditions but must face and adapt to them. Recurring success in the fisheries industry in recent times has helped float the country over the most dangerous economic shoals. The future, however, holds the answer to whether the economy will continue to flourish and the people to maintain a Western European standard of living or if belt-tightening and the strict controlling hand of Government will be the order of the day.

In 1963 Iceland's gross national product rose by about 7 per cent compared with the ten-year aver-

age of 4.1 per cent. With excellent winter and summer fishing seasons, growth this year should again exceed the long-term average. However, with an economy exposed to sharp fluctuations in fish catches and prices, it is not surprising that the growth rate has been uneven. It is equally understandable why the Icelandic authorities have elected to follow a policy of economic programming based on a Four-Year Plan, 1963 to 1966.

Widening Economic Base

One of the features of this Plan is the widening of the base of the economy by channelling capital investment. Thus official policies tie in with investment from the private sector and together these are showing results. The bustle of Reykjavik and the surge of new building are outward manifestations of progress apparent even to the casual observer. However, while the building trades flourish and capital is directed to building new roads, houses, apartments and institutions, the import bill rises in a country where 50 per cent of needs must be met from foreign sources.

Exploiting Other Resources

Strenuous efforts are therefore being made to exploit natural resources other than the rich fishing grounds. Chief of these is the hydro power potential and the possibilities of further use of the thermal springs. At present about 20 per cent of Iceland's energy requirements are being met from the

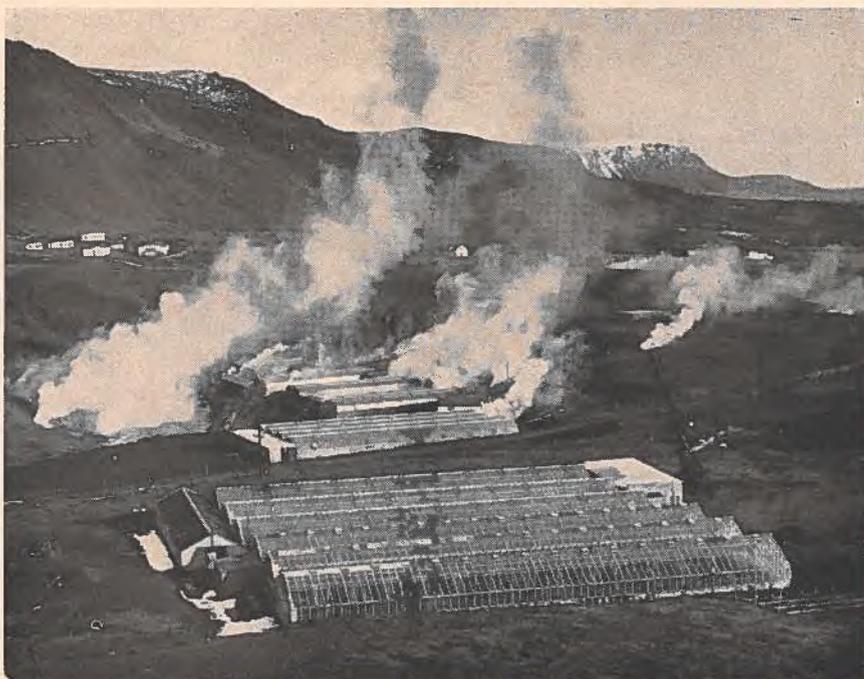
natural hot springs, 20 per cent from developed hydroelectric power, and 60 per cent from imported fuel oil (95 per cent of the oil comes from the Soviet Union under bilateral trading arrangements).

The thermal springs are already serving a major portion of Reykjavik with natural hot water heating and piped-in hot water for domestic and industrial use. Further drilling and the laying of pipelines are going forward to provide, if possible, heating and hot water in every district in the capital and also in the neighbouring towns. Studies reveal that superheated steam pressure from the thermal springs in certain areas is sufficient to support thermal electric plants and ancillary industries. Already Iceland boasts a flourishing hothouse industry producing table vegetables and flowers and based on thermal springs.

In the Reykjavik area some 76,000 kw. capacity hydro stations are serving the needs of the capital and the relatively heavily populated southwestern corner of the country. Studies financed by the United Nations Special Fund are investigating hydro possibilities in two sites in southern Iceland. Plans are already afoot to build a large 210,000 kw. hydro plant, again in the south, which might provide power for a projected 40,000-ton aluminum smelter being considered by European interests. If the proposed smelter becomes a reality, it will mean increased employment and a worthwhile strengthening and widening of Iceland's economic base.

At Myvatn in the northeast, Netherlands interests in conjunction with the Icelandic Government are building a diatomite plant. Other domestic secondary industries are developing, some flourishing with the current wave of prosperity but others finding themselves hampered by the smallness of the

Brings Problems



These greenhouses, part of Iceland's flourishing hothouse industry, are heated by thermal springs which provide 20 per cent of the electric power used, and supply a major part of Reykjavik, the capital, with piped-in hot water for heating.

domestic market and limited export prospects because of the high wage rates and shipping costs.

Icelandic agriculture, highly mechanized and directed to dairying and sheep-raising, suffered from adverse weather in 1963. The cool summer in the north may again have an adverse effect on the fortunes of the farming community although the crop results were not known at the time of writing.

Fisheries Returns High

In spite of new economic developments, Iceland's prosperity continues to turn on the success or failure of the fisheries. During the period January to April 1964, Iceland's total fisheries catch amounted to 345,283 metric tons more than for the same period in 1963. The herring yield in the summer fishery has amounted to 140 per cent of the same period last year. Export

prices have been firm and foreign markets continue to be receptive. The United States is providing an expanding market for Iceland's production of frozen fillets, as is the Soviet Union. Other markets in Southern Europe and in Africa, particularly Nigeria, are absorbing substantial tonnages of dried fish.

The inevitable question arises—how long will the present fisheries boom last? The authorities are not worried. They believe that with Iceland's ability to catch economically large quantities of fish and with increasing processing in shore-based factories, the intrinsic value of the catch will rise. Furthermore, with the expanding world population it is felt that Iceland will always be able to find good markets for its catch even though other countries, including the Soviet Union and Japan, are expanding their production significantly. With the tariff

discrimination inherent in the development of the European Free Trade Association and the European Economic Community, European markets for Icelandic fish and fish products might be adversely affected. The feeling is, however, that growth prospects rather than present markets might possibly be influenced.

Checking Inflation

Since the end of World War II the principal obstacle to maintaining economic stability has been the continual drive for wage increases followed by an upward spiral in prices. Unable to stem the insistent wage demands, the policy of the authorities has been to assure that the wage increases do not exceed the rise in productivity.

For one reason and another the authorities have not always been in a position to use the monetary and fiscal weapons at their disposal to hold inflationary pressures in check. The result has been a continuing inflation, with increased prices and cost of living, further wage demands, excessive import demands and successive devaluations of the kronur—by 43 per cent in 1960 and 10 per cent in 1961. General wage increases in 1963 amounted to 30 per cent.

Two noteworthy developments have resulted from this situation. In June 1964 a wage settlement was negotiated which in effect maintains the status quo in wages in return for the extension of fringe benefits and the tying of wage rates to a cost-of-living index. This has probably been beneficial because further wage claims have been headed off for the time being and the threat of a general strike averted. The economy has probably gained a breathing space in which to find a firmer footing for a continuing economic advance.

Credit restrictions were first introduced in September 1963 and implemented in June 1964; they are designed to ease the pressure of import demand and to support foreign exchange holdings. These restrictions, although they apply only to some 17 per cent of Iceland's imports, nevertheless cover a wide range of household durables and consumer goods, including household equipment, foodstuffs, textile goods, business machines, motor cars, furniture, and the like. Because import and distribution costs are high, this policy may well have the desired effect of keeping the import bill within bounds.

Trade Deficit Continues

Iceland had a deficit of almost Can.\$15 million in its current balance of international payments in the first half of 1964. In fact, however, ordinary imports rose only by 2 per cent, probably because of the credit restrictions. Purchases of aircraft from Canada particularly and of new ships have been the reasons for the sizable imbalance. It must be assumed from the size of the deficit in the first half of the year that there will be an over-all deficit for 1964, thus continuing the trend established in 1963.

Nevertheless exports continue to show a welcome improvement. Markets for Icelandic fish have been firm and the terms of trade favourable. Large stocks of fish for export are on hand following the successful fishing seasons and thus the outlook for exports for the remainder of the year is good.

In order to provide a comparative picture, the import and export statistics for 1962 and 1963 are given in Table I. It should be noted that imports in 1963 were 23 per cent higher than in the previous year in contrast to a 12 per cent rise in exports for the same period because of greater domestic consumption and investment.

Because of increased wages which pushed up production costs early in 1964, the authorities were forced to adopt indirect export sub-

TABLE I
ICELAND'S FOREIGN TRADE

	1962	1963
	(millions of kronur)	
Exports f.o.b.	3,619	4,046
Other revenues from abroad	1,948	2,020
Total	5,567	6,066
Imports f.o.b.	3,322	3,950
Imports vessels and aircraft	195	379
Other expenditures abroad	1,740	1,940
Total	5,257	6,269
Trade balance	+310	-203

sidies to maintain and expand certain exports. These took the form of allowances for the rationalization of industry and other means to support exports where the increase in wages and prices had made them uneconomic.

Canada and Iceland

Canada's stake in the Icelandic market is modest, outside of the sale of aircraft mentioned already. In the first place, there are no direct shipping or air connections between the two countries. Second, Iceland is closer to Britain and to Europe than to North America and the Icelandic people are oriented by blood ties and tradition to Europe and particularly to Scandinavia.

Bilateral trading arrangements with countries of the Soviet Bloc mean that, after Britain, the Soviet Union is the leading source of supply. But in looking to North America as a source of supply, the wider range of products available from the more advanced U.S. economy is an attraction.

Sales are being made by enterprising Canadian firms, mostly in the consumer goods field where Canadian quality is known and respected. The current credit restrictions will have a greater impact on other foreign suppliers than on Canadians, although it stands to reason that efforts by Canadian firms to widen the export base will undoubtedly be limited by these restrictions. The Icelandic market nevertheless welcomes and will promote Canadian goods, particularly with the assistance of officially appointed Icelandic agents. Personal business visits to this interesting and booming country may well pay off in sales of a wide variety of products because Iceland will for a long time to come look to imports to supply a large percentage of its needs. ●

Australian Prosperity Continues

CONTINUED "buoyant conditions" have been predicted for the Australian economy in a report issued by the Australian and New Zealand Bank Limited. The report cited expansion plans announced by industry, proposals for construction, and the high level of foreign currency reserves for leaving "no doubts that 1964 will be a most prosperous year".

In the quarter ended December 1963, the gross national product increased 8.5 per cent over the comparable period in 1962. The Bank compared this with an annual average rate of growth of 3.5 per cent (at constant prices) for the five years ended July 1963.

The flexible use of interest rates is the keynote of the current monetary policy which the Reserve Bank and Treasury authorities are using to control the large volume of liquid funds and spending power in the community, the report

stated. Bank deposits and lending rates have been increased and higher interest rates have been offered on the latest Federal Government loans. These measures, the report indicates, should curb the more speculative uses of money and assist in restraining inflationary pressures.

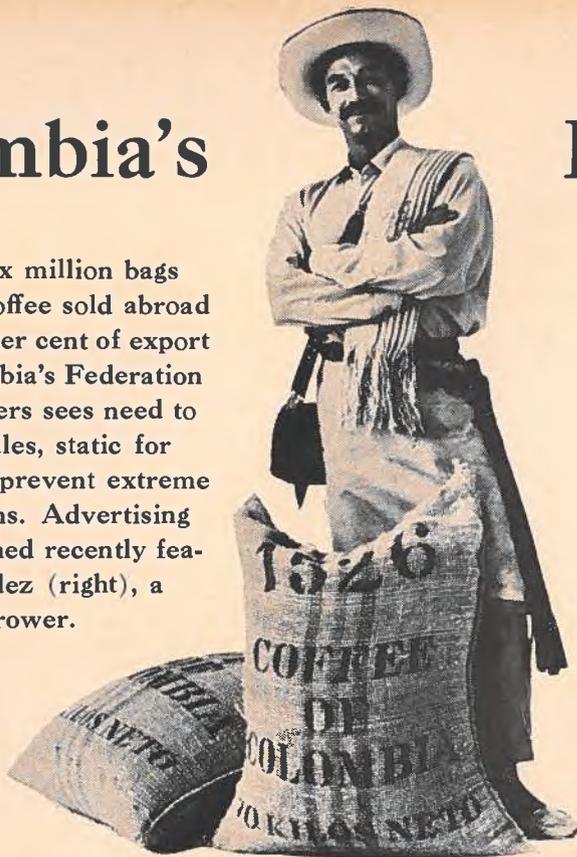
"These monetary measures are being supported by fiscal policy, and the budget deficit, planned at the beginning of the financial year, is not now expected to eventuate," the report said.

Australian trading banks recently combined to provide more longer-term export finance through the formation of an Export Refinance Corporation. The corporation will be of particular help in the export of manufactured products which now account for 14 per cent of all Australian exports, compared with 7 per cent ten years ago.

Colombia's

Bread-Winner

Last year the six million bags of Colombian coffee sold abroad brought in 67.8 per cent of export earnings. Colombia's Federation of Coffee Growers sees need to step up these sales, static for last few years; prevent extreme price fluctuations. Advertising campaign launched recently features Juan Valdez (right), a typical coffee grower.



J. G. IRELAND, *Commercial Secretary, Bogotá.*

COFFEE ranks second only to petroleum in world commodity trade and in recent years annual exports of coffee have reached nearly two billion dollars in value. Latin America accounts for about \$1.5 billion of this, with two leading producers and exporters, Brazil and Colombia, supplying most of it. Last year, for example, Brazilian exports of raw coffee totalled \$810 million and Colombian \$330 million. Although it comes next to Brazil in volume of exports, Colombia is the world's leading producer of the high quality mild coffee that brings premium prices in world markets—usually a few cents per pound more than coffee from its closest rivals, certain Central American countries. It is the combination of an exceptionally favourable climate for coffee growing and the special care taken in cultivation, harvesting and processing it that has given Colombian coffee its high reputation.

About 65 per cent of Colombian coffee is produced on farms of less

than 25 acres and these in turn represent about 95 per cent of the more than 200,000 farms in the country growing coffee. In most other coffee-producing countries, large plantations predominate. The Food and Agriculture Organization estimates that 1.25 million workers are employed in Colombian coffee enterprises—1.16 million on coffee farms and the remainder in related agricultural enterprises. Women and children make up more than 50 per cent of this labour force.

National Federation

Before 1927, Colombia's coffee trade was a "feast or famine" business. Producers could not obtain credit. As a result, when the harvest was good the coffee sold at very low prices and frequently the small grower was forced to commit his crop in advance to traders who demanded very high interest rates. In 1927 the *Federacion Nacional de Cafeteros de Colombia* (National Federation of Coffee Growers) was

set up as a private trade organization with the responsibility of protecting and developing the coffee industry. Today its main functions and responsibilities are:

1. To protect growers against extreme price fluctuations by setting grades and minimum prices and buying at those prices when necessary. Trade at below minimum prices is prohibited but growers are free to market their crop through private channels.
2. To carry out a research program at the Federation's Research Centre at Chinchiná, at eleven sub-stations, and at many pilot farms and demonstration plots on private properties.
3. To carry out an extension program which includes the administration of 17 rural schools linked with model coffee plantations; to administer the rural health campaign, which provides everything from health services to economical rural housing; to assist coffee-processing plants and give financial aid to potential owners of small plantations.

The Federation also administers the important *Fondo Nacional del Café* (National Coffee Fund) and in this way participates in a number of activities related to the coffee industry. The fund receives 40 per cent of the difference between the proceeds from sales of coffee abroad (the free rate of the Colombian peso is now about 9.98 pesos to the U.S. dollar) and the fixed "coffee dollar" rate (at present established at 7.30 pesos to the U.S. dollar) received by exporters. Through investment of these funds, the Federation controls 100 per cent of the shares of the *Banco Cafetero*, some 80 per cent of the capital of the Colombian state shipping line, nearly 50 per cent of the shares of the *Agrarian Bank*, and smaller interests in a number of other state enterprises.

Coffee last year accounted for 67.8 per cent of Colombia's exports (ten years earlier it was over 80 per cent)—a fact that makes clear its importance to the country's economy. Over the past few years, exports have levelled off at just over six million bags (60 kilos each) per year. These exports move mainly to the United States and Europe, with the United States in the lead. According to Colombian statistics, over the past three years the United States has imported an average of 4.2 million bags of coffee annually valued at U.S.\$232.7 million, or 67.2 per cent of Colombia's total coffee exports. During this same period Eastern and Western European countries imported annually an average of 1.8 million bags valued at U.S.\$100.9 million, that is 29.5 per cent of total exports.

Colombian statistics also show that Canada buys approximately

130,000 bags of coffee a year which is equivalent to about 2 per cent of the country's total coffee exports (approximately 17.2 million pounds). Our own DBS statistics show much larger imports from Colombia: 32.5 million pounds valued at \$13.7 million during 1962 and 29.2 million pounds worth \$12 million in 1963. The reason for this discrepancy is that many brokers in the heavily populated areas of Eastern Canada have traditionally purchased their coffee requirements from importers in New York and these purchases do not figure in Colombian statistics as exports to Canada. Green coffee accounts for nearly 90 per cent of total Colombian exports to Canada during most years.

Increasing Exports a Problem

The National Federation of Coffee Growers and the trade generally

are concerned over the fact that during the past five or six years Colombian coffee exports have remained relatively stable at about six million bags a year but world coffee imports have risen from 37 to 47 million bags. The Federation recently launched an advertising campaign in Canada, the United States and in a number of European countries featuring Juan Valdez as a typical Colombian coffee grower.

Both Colombia and Canada are signatories to the recently established International Coffee Agreement and both countries have ratified it. The ICA is designed to introduce a greater degree of stability in the world coffee trade. The world's greatest user of coffee—the United States—whose annual imports exceed one billion dollars, has still to pass legislation to enable it to control the trade in coffee as the Coffee Agreement requires. ●

TRANSPORTATION NOTES

Brazil

SHIPBUILDING—The Brazilian shipbuilding firm, Ishikawajima do Brasil Estaleiros S.A. has launched a new 13,000 deadweight ton vessel, the *Presidente Kennedy*. This ship is capable of 18.2 knots, has a capacity of 18,250 cubic metres, and is equipped with the most up-to-date technical equipment. It is a further indication of Brazil's renewed efforts to expand the shipbuilding industry—Rio de Janeiro.

Italy

RAILWAY MODERNIZATION—Projects calling for the investment of 457 billion lire for the modernization and rationalization of the Italian railways have been approved. They are part of the ten-year plan approved in 1962 which provides for an over-all expenditure of 1,500 billion lire. The 800 billion earmarked for the first five years of the plan will be spent as follows: 435 billion lire for fixed installations, 40 billion for housing for railway staff, 300 billion for new rolling stock and improvements, and 5 billion for gradual increases in the capital of the companies in which the State Railways holds shares—Rome.

New Zealand

FREIGHT RATES—Freight rates to New Zealand were increased by about 6½ per cent on December 1. The increase, announced in London last August by the New Zealand Conference Lines, applies to all ships operating between British, Continental, Scandinavian and New Zealand ports.

The rates were raised because of rising costs in maintaining service, according to a statement by the lines which said the rise had been negotiated with the Australian and New Zealand Merchants' and Shippers' Association. Originally, the line intended the increase to be effective from November 1, but at the request of the Association, agreed to defer it until December 1. The lines also gave an assurance that no further over-all increase would be made in the basic rates before September 30, 1965—Wellington.

South Africa

SHIPPING SERVICES—Two new shipping lines are expected to begin operations to the Far East soon. The Impala Shipping Line, a combination of South African and West German interests (Hansa), will ply between

South Africa and Japan with stops in Hong Kong and Singapore. The Datsun Motor Co., which will assemble Japanese vehicles near Pretoria, is a shareholder and the line is therefore assured of a westbound cargo of Datsun parts. At present, about 1,000 Datsun vehicles are delivered every month to South Africa. The line also has its eye on South African Government cargoes bound for Japan.

The other line, the Safmarine-Maersk combine, was formed to carry half a million tons of pig iron a year from Durban to Moji or Tobata, destined for the Yawata Works, and therefore expects no competition. Four converted oil tankers will be used on the service. Six shipping lines, one from Britain, the Netherlands and Israel and three from Japan, already maintain at least eight general cargo services on the South Africa-Japan run—Johannesburg.

Sweden

IRON ORE PORT—A new iron ore port has been opened at Lulea in northern Sweden. Cost of construction was about \$50 million, of which LKAB provided \$42 million and the State Railways \$8 million. When dredging of the channel is completed next year, the port will be able to handle ships of up to 40,000 tons. A 17-kilometre (10.6 miles) transport belt has been installed and a 15,000-ton cargo of iron ore can be loaded in five hours.

The new port means that, during the seven ice-free months of the year, nine million tons of iron ore can be shipped compared with four million at present. When additional storage facilities are completed, shipments of 12 million tons a year will be possible. LKAB also ship ore from Narvik; 13 million tons a year are exported via this route—Stockholm.

Switzerland

PIPELINE PROJECT—A joint public and private company has requested a concession from the Federal Government to build a pipeline for finished petroleum products from Basle to Zurich, with two branch lines into areas already having storage facilities. The company bases its proposal on a sharp cut in transportation costs. At present, 40 to 50 per cent of Swiss requirements for petroleum products are imported by Rhine barges through the port of Basle and reach the highly populated and industrial Zurich region by road or railway at a cost of about Sw.Fr.14 per ton. The company estimates that at full capacity the pipeline could carry one ton the same distance for only Sw.Fr. 2.

Whether the Government will grant a concession remains to be seen. The line would ease traffic on the crowded highway from Basle to Zurich, but it would also compete with the federally-owned railways. Furthermore, some large international petroleum companies are working on plans for the construction of

refineries in Switzerland and this would affect the import of finished petroleum products. The pipeline would not handle crude oil for refineries—Berne.

U.S.S.R.

VOLGA-BALTIC WATERWAY—A new inland waterway linking the Volga to the Baltic was opened last June. The system is 361 kilometers long and reduces shipping time between Rybinsk and Leningrad from 18 to three or four days. Actual transit time is only 50 hours. Because channel depths have been increased to 3.65 metres, the system can be used by ships of up to 5,000 tons compared with a previous limit of 600 tons. Shipping costs are said to be cut to one-fifth or less.

The system, which ties in with the Volga River and the Volga-Don waterway, completes the deep-water transportation link between the Caspian, Black, Azov, Baltic and White Seas. It undoubtedly has important economic implications for the transportation of raw materials from the central and northern sections of the European part of the U.S.S.R. and for the over-all development of those areas. The cargo turnover along the Volga-Balt, as it is called, is expected to reach 10 million tons in the first few years and to exceed 20 million by 1970—Moscow.

Trade Commissioners on Tour

In Territory

Costa Rica—H. E. Lemieux, Commercial Counsellor in Guatemala City, will visit San José January 13-15.

El Salvador—J. H. Nelson, Commercial Secretary in Guatemala City, will visit San Salvador February 1-5.

Honduras—J. H. Nelson, Commercial Secretary in Guatemala City, will visit San Pedro Sula and Tegucigalpa January 25-29.

India—G. A. Newman, Minister-Counsellor (Commercial), and W. G. Roberts, Assistant Commercial Secretary, in New Delhi, will visit Calcutta December 14-18.

Indo-Chinese States—R. G. Woolham, Assistant Trade Commissioner in Hong Kong, will visit Saigon, South Vietnam, Phnompenh, Cambodia, and Vientiane, Laos, December 6-18.

Nicaragua—H. E. Lemieux, Commercial Counsellor in Guatemala City, will visit Managua January 10-12.

Panama—H. E. Lemieux, Commercial Counsellor in Guatemala City, will visit Panama January 17-22.

Businessmen who would like these officers to undertake assignments for them should write to them at their posts as soon as possible.



Chile has about 3,000 miles of shoreline; this drive leads south from Valparaiso.

You'll Feel at Home in Chile

Chileans are friendly and hospitable, the climate is moderate all year round, the scenery and architecture will remind you of Canada. There are sales opportunities for Canadian firms in many fields, especially in the mining, fishing and forestry industries.

J. R. MIDWINTER,
Commercial Secretary, Santiago.

"SI VAS PARA CHILE . . ." begins a popular song which goes on to assert that countrymen and city folk alike will leap up to meet the traveller. This simple ballad points up what are for the foreigner perhaps Chile's most engaging traits—friendliness and hospitality. Certainly there is no country in Latin America, and few anywhere in the world, where a Canadian traveller will more quickly be made to feel at home. Canadians (especially British Columbians) find much that

is familiar in Chile's scenery, vegetation, climate and architecture, and in the appearance and traditions of its people.

Chile has drawn heavily on Britain, France and Germany for its settlers and sometimes seems to be more an Atlantic or North European offshoot than Iberian or Mediterranean. There is no Spanish-colonial Indian society here as in Peru, Bolivia or Ecuador, although most Chileans do have Indian blood.

Geographically, Chile is a mirror image of the coastal strip running up the North American continent from southern Mexico through Cali-

fornia, Oregon, Washington and British Columbia to Alaska, though with fewer extremes of heat and cold. Summers are cooler than in the Northern Hemisphere and winters much milder. In the south, the summer season from December to March gives Santiago a climate rather like Vancouver's in a good year. In winter, from June to October, conditions are more like those in Los Angeles—complete with smog, unfortunately. Light morning frosts are frequent during July and August but snow is rare. The cold Humboldt Current which parallels the coast keeps the temperature be-

low what is usual for this latitude. On the other hand, the high mountain wall on the landward frontier of Chile shuts out continental influences. These are slight anyway because the Southern Hemisphere in Chilean latitude is mostly water. The result is an equable climate rather on the cool side.

Precipitation increases from north to south. Northern Chile is totally desert with only scattered oases and trickles of water from the high snows of the Cordillera. Even as far south as Santiago there is only as much rain—and that only in winter—as at Kamloops, and agriculture depends on irrigation. From roughly this latitude southward, ample snow in the mountains plus winter rain in the valley provide enough regular moisture to support lush vegetation. Farther south, rainfall increases and becomes more general throughout the year.

When and How to Come

From the standpoint of climate the Canadian traveller can expect a comfortable visit to any part of Chile at any time of year. Most Canadian businessmen, not surprisingly, try to schedule their trips so as to avoid the worst of the northern winter. This is all right so far as it goes, but the northern winter coincides with the Chilean summer holiday season which reaches its climax in February. During that month commercial offices, factories and government departments empty and everyone who possibly can settles at the seashore or in the country. February, then, is to be avoided when planning a first visit to Chile. The rest of the Canadian winter is a suitable time to come and the weather then is most agreeable; for literally months on end the days are warm and sunny (but never excessively hot) and the nights refreshingly cool.

Even the Chilean winter is sufficiently agreeable—about like November in Vancouver in a good (uncharitable Eastern Canadians will say unique) year. In Santiago, there are occasional rainstorms,

possibly eight or ten in a season, and cloudy periods. It is desirable to carry a light topcoat or raincoat at this season, though it is generally not needed during the daytime. Probably the most disagreeable winter feature is the black gritty smog which settles over downtown Santiago for weeks at a time. As one proceeds south from Santiago, winter rain becomes more general and air and off-the-main-road travel is often interrupted.

Chileans like holidays and honour many saints and patriots. The principal holidays are:

New Year's Day, January 1
Good Friday
Labour Day, May 1
Ascension Day
Corpus Christi
Navy Day, May 21
St. Peter and St. Paul, June 29
Assumption Day, August 15
Independence Day, September 18 and 19
Columbus Day, October 12
Immaculate Conception, December 8
Christmas Day, December 25

When one of these holidays falls on a weekday it is like a Toronto Sunday, and a rather quiet one at that, with about the same possibility of transacting business. As in Canada, many holidays provide excuses or opportunities, depending on your outlook, for long weekends. During the Independence celebrations in mid-September Chileans frequently go out of town for a week or more. This is probably the worst time of the year for a traveller on a tight schedule to plan a visit to Santiago.

You can travel all the way to Chile on Canadian airlines. Canadian Pacific Air Lines' South American twice-a-week service offers an overnight flight from Vancouver, Montreal, Toronto, and Windsor.

Documentation is no problem; all the Canadian visitor needs is his passport, a tourist card and a valid smallpox vaccination certificate.

Working Hours

Most Chileans still work a 5½ day week, although the North American practice of closing up

shop on Friday evening is slowly growing. Everything, including shops, is closed tight on Saturday afternoons. Similarly, the trend in working hours is toward the North American norm: more and more Chileans arrive at their job early, stay in town for lunch, and return home before dark. However, the best hours for business appointments still are (and will be for a long time) from 10 a.m. to 1 p.m. and from 3 or 4 p.m. until 7 p.m.

Food and Drink

Long business lunches with heavy food and wine are common. Many Chileans eat virtually no breakfast and the mid-day meal is the main one of the day. The evening meal is light. The difficulty for Canadians is that we tend to eat a Canadian breakfast, a Chilean lunch, and then a Canadian dinner. All this, when combined with superb wines, quickly adds inches to the visitor's waistline and makes heavy demands on his unsuspecting liver.

On the whole, Chilean food is nourishing and sanitary although some items, such as sea urchins, abalones and barnacles, are a little strong, not to say unusual, for the Canadian palate. Contrary to generalizations about Latin American tastes, Chileans do not as a rule care for highly seasoned food. Indeed, salt is usually the only condiment offered in restaurants and to obtain even pepper frequently becomes a serious issue between diner and waiter. Except for the wine, there is nothing in the Chilean cuisine that compares with the menus of the great eating places in Buenos Aires, Mexico and other Latin American metropolises.

Unfortunately, intestinal disorders are still endemic in Santiago and the visitor must build up immunity the hard way. The newcomer should be careful about water, seafood, prepared creamy desserts and above all, lettuce and other fresh salad vegetables. Many market gardens are located at a slightly lower level than Santiago and are irrigated

from open canals which pass through the city's slum sections.

For Leisure Hours

Businessmen fortunate enough to squeeze a few days' extra time out of a reluctant and snowed-in head office can find many ways to soothe jet-tightened nerves. The Santiago area has two or three excellent golf courses, good facilities for tennis, riding and swimming and, a long day's drive to the south, some of the finest lake and river fishing in the world. (By the way, not many people know that the rainbow trout with which the area is planted were imported from British Columbia many years ago.) For those with a more indolent, or perhaps one should say philosophic, turn of mind there is the highly sophisticated Viña del Mar seaside resort, with its casino modelled on Monte Carlo.

Golf, tennis, riding and most other outdoor sports continue all winter, but for many Canadians the most enticing feature is the excellent skiing available close to Santiago from July to October. Skis and all other necessary equipment can be borrowed in Santiago. I should mention that the next World Ski Championship will be held in August 1966 at the Andean resort of Portillo, just north of Santiago.

Main Areas of Interest

At this particular time Canadians are most likely to be interested in Chile's dynamic resource industries—mining and fishing, concentrated in the north, and forestry in the south. Most other business can be accomplished in the Santiago area itself.

Other economic sectors are developing and there are sales opportunities for Canadians in many fields, but mining, fishing and forestry have attracted the heaviest investment in recent years and offer the most promising future. They are most free from the crippling foreign exchange and import restrictions that Chile, like developing countries everywhere, finds it necessary to

impose. It is also in these three fields that Canadian experience shows to best advantage and it is there that Canadian investors, manufacturers and engineers have been most active and successful in recent years.

There was a hiatus in Chilean business during the months preceding the September 4 elections. All important government and business decisions were put off, and this state of affairs continued until the new Administration took over this month, following the inauguration of the new President, Eduardo Frei, a Senator and member of the Christian Democrat Party. The

DOLLS, doll prams, pedal motor cars, wheelbarrows, scooters, inflatable and plastic toys and some of the bulkier items such as tricycles, drums and tubular steel products are among the playthings manufactured in the Republic of South Africa. The rest of the toys sold are imported and in recent years imports have totalled about \$3 million per year.

Toy production in the Republic is valued at about \$5 million plus per year, but unfortunately there are no detailed figures on either total production or on individual items. The South African market is relatively small and mass production is possible only in a few instances. Dolls, tricycles and games are the products that have maintained their position best against imports and today a rated duty in addition to the 15 per cent on toys from all countries has been imposed on such toys as animals, dolls, rattles, inflatable articles, and accessories for games. In addition, manufacturers enjoy rebates on the tariff on polyvinyl chloride imported for making various toys.

Probably the most thriving branch of the industry in South Africa is doll-making. One firm claims that it has the largest range of doll moulds in the world. Its best selling line is the ugly newborn-baby type. One of the most popular dolls has been an Afrikaans-speaking one retailing for about \$18, which proves that price is not necessarily a drawback when there is an eye-catching feature.

highly political atmosphere will probably continue after that since the new Administration will naturally wish to secure the greatest possible success in the Congressional elections which in Chile are held six months after the presidential contest.

Canadian businessmen who want to have useful interviews with top officials or who require important decisions would probably do well to postpone their visit to Chile at least until after the President is well established. Even then, many questions may continue unanswered until the congressional elections are wound up. ●

South Africa's Toy Market

For a time, the only balls sold by toy retailers in South Africa were made in Communist countries, mainly Czechoslovakia, because for some reason balls from Britain, West Germany and the United States could not stand up to the climate in the Republic and after two or three months were deflated. However, a South African factory is now producing toy balls in sufficient quantities and in multi-coloured patterns and is able to supply most of the demand.

Plastic toys are also produced in large quantities—one factory turns out more than 500 different types, ranging from animals and motor cars to construction kits. There is a constant exchange of moulds with overseas countries. Jigsaw puzzles are now being manufactured on a large scale by the local branch of a British firm.

Apart from plastic lines, toys for boys are generally imported and the favourites are trains, metal motor cars, battery-operated motor cars, construction sets and animals. They come mainly from Japan, West Germany and Britain.

Canada sold \$2,511 worth of toys to the Republic in 1963, with dolls accounting for \$493. In the first half of 1964, sales reached \$5,467, but no dolls were included.

—C. R. GALLOW,
Trade Commissioner, Johannesburg.

Mexico Continues Automotive Program

Two years ago, the objective of 60 per cent local content in Mexican cars by September 1964 was set. Despite impressive progress, goal has not yet been reached. Our Mexico City office reviews the situation; discusses what it means in terms of Canadian opportunities to sell components, machinery and technical services.

GEORGES E. BELANGER, *Commercial Assistant, Mexico City.*

MEXICO'S postwar manufacturing boom has reached the automotive industry. With an annual new-car market of 70,000, the country has made a start on an integrated program of local manufacturing. Soon Mexicans will be driving Mexican cars made in Mexico. Yet from the outside they will appear similar to those being driven north of the Rio Grande or to a few of the smaller European models.

As late as 1960-61, over 50 different car models vied for Mexico's modest market. The majority were imported completely knocked down for subsequent assembly. For the short assembly runs involved, production costs were high and an immense variety of spares—mostly imported—had to be stocked. With imports of fully-assembled cars checked by licensing restrictions and high duties, car buyers suffered.

Local Content Decreed

In 1961, a ceiling of \$55,000 Pesos (U.S.\$4,400) was established and list prices dropped between 6 per cent and 27 per cent overnight. The Mercedes Benz was a notable example, falling from U.S.\$6,800 to U.S.\$4,400. The popular-priced

lines, both U.S. and European, also came down. The time had come for establishing a national automotive industry, it was decided, but this would be feasible only if the number of makes and models available to Mexicans was limited and components were standardized.

A Presidential decree in August 1962 required that all cars normally sold in Mexico have a 60 per cent local content, including labour, by September 1, 1964. Manufacturers willing to comply were asked to apply for production licences. Special tax exemptions and other incentives were offered.

Ten Makes to Be Produced

Plans of ten automakers were approved: General Motors, Ford, Chrysler, American Motors, Willys, Mercedes-Benz, D.K.W., Volkswagen, Borgward, Renault, Nissan, and Toyota. These ten are said to be currently spending U.S.\$130 million in new and expanded facilities. They will offer only a limited number of models—in compact and popular sizes—plus a range of light, medium and heavy-duty trucks. As in Canada and the United States, the big three—General Motors, Ford and Chrysler—will dominate local production, probably accounting for 71 per cent of the new cars produced each year.

The September 1, 1964, deadline has proved a bit too optimistic. Most of the local manufacturers now feel it will be at least the end of the year before the 60 per cent

local content can be attained. In addition, there will probably be no style changes in next year's models and a slight increase in price is predicted.

In selecting sites for new factories, the industry is decentralizing in keeping with a government-sponsored trend applicable to all new manufacturing. Industrial parks and other incentives offered by State Governments encourage this. Although a number of major operations will remain in Mexico City, the most important new automotive centre will be Toluca, capital of the State of Mexico, 40 miles west of the federal capital. With one new plant open and several others planned or under construction, it is already being referred to as the "Detroit of Mexico".

Components Field Active

Integration plans for the industry have brought a rush of activity in components, many of which will continue to be produced by companies independent of the big automakers. One of the first steps has been the recent opening of plants to make auto and truck engine blocks. Local manufacture of axles, transmissions, drive shafts, rings, wheels, brake drums, brake systems, electrical components, trim, radiators, mufflers, radios, and a variety of other items has already begun or soon will. Significant investment is being made in parts and accessories plants all over the country.

VALUE OF AUTOMOTIVE IMPORTS

	Vehicles	Parts and Accessories (U.S.\$ million)	Total
1960	98	57	155
1961	81	56	137
1962	85	50	134
1963	79	52	131

The challenges to the successful and economical integration of the automotive industry are many. For one, the Mexican public is accustomed to a wide range of models and yearly style changes. Both must now be restricted. Luxury cars will no longer be seen in the showrooms; in their place will be only those lower-priced popular models that lend themselves to industry integration. Standardization will be further encouraged by a serious attempt to achieve interchangeability of many locally produced parts.

Another problem is to obtain local components of acceptable quality in sufficient volume to meet the production deadline. As yet, many of the parts makers are far from being in a position to offer continuing supply. To ensure quality from the start, the industry is taking steps to set up control laboratories.

Opportunities for Canadians

A variety of avenues are open to the enterprising Canadian manufacturer wishing to participate in the booming automotive industry. Where there are manufacturing facilities for certain components in Canada that would be prohibitively costly to duplicate locally, export should be possible. Many Canadian components plants are situated almost as favourably vis-à-vis Mexico as their counterparts in the United States.

Apart from actual components, dies, moulds, and machine tools are needed. Technical knowhow in the secondary automotive manufacturing field is also being sought, with good prospects for association with Mexican firms. Apart from the domestic market, plants in Mexico have preferential access to the Latin American Free Trade Area and this could be significant in the years to come.

Drop a line to the Commercial Division of the Embassy if you need further specific information on these developments. Or better still, visit Mexico personally, and let us help you make contacts. ●

Canada's Trade Fair Program 1965 and 1966

NEXT year will see Canada participating in 43 trade fairs and exhibitions around the world. The Department of Trade and Commerce is planning to sponsor commodity exhibits at 38 of these, and in the remaining five there will be government information booths.

Canada will take part in eleven fairs for the first time; these are:

Commodity Exhibits—International Boat Show, Genoa, Italy; Travelling Exhibit—Women's and Children's Wear, United States; National Association of Retail Grocers (NARGUS), Chicago, Illinois; Electronic, Nuclear and Cinematographic Fair, Rome, Italy; Barcelona International Samples Fair, Barcelona, Spain; Boston Furniture Show, Boston, Massachusetts; Northeast Electronics Research and Engineering Meeting (NEREM), Boston, Massachusetts; Florida Lumber and Building Materials Dealers Association, Miami Beach, Florida.

Trade Information Booths—International Trade Fair, Cagliari, Sardinia; Padua International Trade Fair, Padua, Italy; International Levant Trade Fair, Bari, Italy.

Many of these fairs are of the vertical type (one product or group of products) and are open only to trade buyers. Others, such as the Samples Fair at Barcelona, are horizontal, open to the public, and present a wide variety of goods.

One of the most important elements of any fair, vertical or horizontal, is the presence of qualified personnel at exhibits. Too often a sale or an agency agreement may be lost because no one with sufficient authority is on hand. Manning a stand properly is of the utmost importance and exhibitors are urged to keep this in mind.

Exporters who would like more information on any of the following fairs should write to: Trade Fairs Abroad Division, Trade Fairs and Missions Branch, Department of Trade and Commerce, Ottawa 4, Ontario.

1965	WHAT	WHERE	WHEN
Aircraft	<p>Salon International de l'Aeronautique et de l'Espace</p> <p>This is the largest annual air show on the continent. It features aircraft parts, controls, instruments and other items directly related to air industries. It is held at Le Bourget Airport and consistently attracts over 300 exhibitors.</p>	Paris, France	June 11-20
Clothing	<p>Travelling Exhibit—Women's and Children's Wear</p> <p>This fair is planned as a series of hotel sample-room displays in major cities in the Eastern and Midwestern States. It marks the first time that the Canadian Government has undertaken a campaign of this type.</p>	United States	March-April
Electronics	<p>Electronic, Nuclear and Cinematographic Fair</p> <p>About 1,000 exhibitors from 35 countries attended this vertical fair last year. A wide cross section of the industry is represented and attendance in 1963 reached a million.</p>	Rome, Italy	June 8-29
	<p>Western Electronics Show and Convention</p> <p>California is a prime market area for electronics and this fair attracted 35,026 buyers and 800 firms in 1963. Because of Canadian participation this year, an international section has been incorporated.</p>	San Francisco, California	August 24-27
	<p>Northeast Electronics Research and Engineering Meeting (NEREM)</p> <p>Canada will enter this show for the first time in 1965. A great deal of U.S. defence and space research buying goes on in the Boston area and the 1963 fair drew 20,000 trade visitors and over 300 exhibitors.</p>	Boston, Massachusetts	November 3-5
Engineering	<p>International Engineering Exhibition</p> <p>Held biennially at London's Olympia and Earls Court, this event features the latest developments in the fields of engineering and science. Approximately 1,000 exhibitors took part in 1963.</p>	London, England	April 21-30
Food	<p>"Daily Mail" Ideal Home Exhibition</p> <p>The largest of its kind devoted to consumer goods, this show drew over 1,034,835 visitors in 1963. Previous Canadian participation has established a number of firms in the British market.</p>	London, England	March 2-27
	<p>National Association of Retail Grocers (NARGUS)</p> <p>This will be the 66th annual vertical convention and exhibition. This year, 13,000 food store operators and executives viewed displays from 236 firms. NARGUS membership includes 90 per cent of all supermarket and local multi-unit operators.</p>	Chicago, Illinois	June 13-17
Furniture and Furnishings	<p>National Office Products Exposition</p> <p>This annual vertical fair is sponsored by the National Office Furniture Association and held in</p>	New York, N.Y.	April 30-May 4

1965	WHAT	WHERE	WHEN
Furniture and Furnishings	<p>conjunction with the NOFA convention. Only office furniture buyers attend the fair which attracts from 15,000 to 20,000 business visitors. Exhibitors must be members of NOFA.</p>		
	<p>Boston Furniture Show</p> <p>Canada will participate in this biennial show for the first time next year. Trade visitors in 1964 numbered 3,500; they viewed stands representing over 200 exhibitors.</p>	Boston, Massachusetts	August 30-September 2
Furs	<p>European Fur Fair</p> <p>This fashion show is held annually for members of the trade. Canada's exhibit is traditionally designed to attract European buyers to Canadian auctions rather than to make direct sales. In 1962, 15,000 buyers attended, 9,000 of them from Europe.</p>	Frankfurt, Germany	May 1-2
	<p>Modern Homes Exhibition</p> <p>Primarily a consumer exhibition, this show consistently attracts over 300,000 visitors. It provides an opportunity to promote furnishings, appliances, lumber products, foodstuffs and general consumer lines.</p>	Glasgow, Scotland	October 6-23
Homes, Builders' Materials	<p>International Building Exhibition</p> <p>This show is held annually, but alternates between London and Manchester. It covers all aspects of the building industry and is directed to architects, contractors and municipal engineers. In 1963 there were approximately 250,000 visitors and 900 exhibitors.</p>	London, England	November 16-December 1
	<p>National Association of Home Builders Convention</p> <p>Held in conjunction with the Association's annual convention, the exhibition is aimed primarily at the trade. Visitors in 1963 included some from Britain, Japan, Germany and France. They viewed displays from about 434 companies.</p>	Chicago, Illinois	December 5-9
	<p>International Hardware Trades Fair</p> <p>Approximately 300 exhibits were included in this show in 1962 and it was attended by some 36,000 visitors. It is an annual event and is confined to hardware, household accessories and furniture. Admission is by complimentary ticket only.</p>	London, England	February 1-5
Household Goods and Hardware	<p>International Household Goods and Hardware Fair</p> <p>This biennial vertical show covers a broad range of household appliances and utensils, builder's fittings, home and garden tools, and hardware items. There were almost 1,200 exhibitors at the 1964 fair and 57,800 people attended. Immediate sales were reported to reach nearly \$3 million.</p>	Cologne, Germany	February 19-22
	<p>Tokyo International Trade Fair</p> <p>Alternating annually between Osaka and Tokyo, this show attracted 8,641 foreign buyers at its last</p>	Tokyo, Japan	April 16-May 5

1965	WHAT	WHERE	WHEN	
International	appearance in Tokyo. Canada is preparing its own pavilion built of Douglas fir. The "prestige" exhibit will feature Canadian raw materials now being used in Japan as well as examples of Canadian technological achievements.			
	Barcelona International Samples Fair	Barcelona, Spain	June 1-15	
	This annual fair features both vertical and horizontal exhibits. In 1963 it attracted 1,872,692 visitors and 10,325 exhibitors. Forty-five countries participated.			
Leather	International Leather Fair	London, England	May 24-27	
	The result of a merger between the British Upper Leather Fair and the Leather Importers', Factors' and Merchants' Association, this annual vertical fair is held at the Alexandra Palace. There were 40 exhibitors and 11,293 visitors at the last show. The public is admitted.			
	Le Semaine du Cuir (Leather Week)	Paris, France	September 9-14	
	This is an annual show which was started in 1926. Exhibits include tannery equipment, shoes, leather goods, leather clothing, manufactured articles for the trade, gloves, and chemical and preserving products.			
Lumber	These shows, primarily regional and similar in nature, are ordinarily held in conjunction with lumber dealers' conventions. Because these meetings are restricted to buyers and dealers, they provide Canadian exporters with a direct approach to the trade. Attendance varies in different regions from 500 to 4,000 buyers.			
	Northwestern Lumbermen's Association	Minneapolis, Minnesota	January 12-13	
	Southwestern Lumbermen's Association	Kansas City, Kansas	January 21-31	
	Northeastern Retail Lumbermen's Association	New York, N.Y.	January 22-24	
	Ohio Association of Retail Lumber Dealers	Columbus, Ohio	February 16-18	
	Carolina Lumber and Building Supply Association	Charlotte, North Carolina	February 9-11	
	Michigan Retail Lumber Dealers' Association	Grand Rapids, Michigan	February 2-4	
	Iowa Lumbermen's Association	Des Moines, Iowa	March 16-17	
	New England Home Show	Boston, Massachusetts	March 3-9	
	Lumbermen's Association of Texas	Corpus Christi, Texas	April 10-12	
	Florida Lumber and Building Material Dealers' Association	Miami Beach, Florida	April 28-May 1	
	National Lumber and Building Material Dealers' Association	Cleveland, Ohio	November 15-18	
	Metal and Tools	Western Metal and Tool Exposition	Los Angeles, California	February 22-26
		Attendance is restricted to business visitors; the 1964 show attracted approximately 23,000 visitors to view 229 exhibits. The companies in the Canadian section last year were the only foreign exhibitors.		

1965	WHAT	WHERE	WHEN
Metal and Tools	American Society for Metals/Materials Show	Detroit, Michigan	October 18-22
	The location of this annual event changes each year; it was held in Cleveland in 1963 and Philadelphia in 1964. Displays include all types of metals and equipment for the industry. Attendance is limited to registered visitors and totalled over 30,000 in 1964.		
Sporting Equipment and Gifts	California Gift Show	Los Angeles, California	January 22-29
	The Merchandise Mart, Ambassador and Biltmore Hotels and Brack Shops are the sites of the show, which drew over 9,500 registered buyers in 1964 to see a wide range of gifts displayed by 620 exhibitors.		
	National Sporting Goods Association Convention	Chicago, Illinois	January 31-February 4
	This is the major sporting goods show in the United States and is directed at distributors, wholesalers, agents and retailers. Exhibitors must be members of the NSGA. Some 1,000 firms displayed goods at the 1963 fair, which drew approximately 14,327 visitors.		
	International Boat Show	Genoa, Italy	February 6-21
	Displays at this show include power and sail boats, marine engines of all kinds, canoes, boat trailers and marine hardware. Over 500 companies from 21 countries exhibited in 1964. The show is open to the public.		
	International Trade Fair of Sporting Goods and Camping Equipment (SPOGA)	Cologne, Germany	November
	SPOGA is an annual vertical fair featuring sports equipment, camping, picnicking and hiking gear, sports clothes and garden furniture. Only the trade is admitted. In 1963 it attracted more than 600 exhibitors from about 20 countries.		
Trade Information Booths	International Trade Fair	Cagliari, Sardinia	March
	International Samples Fair	Milan, Italy	April
	German Industries Fair	Hanover, Germany	April 25-May 4
	Padua International Trade Fair	Padua, Italy	June
	Levant International Trade Fair	Bari, Italy	September
1966	The Department of Trade and Commerce must plan many months in advance for its participation in a trade fair. Because of this, prospective exhibitors may find that space is no longer available for some 1965 exhibitions. The following is a list of those fairs in 1966 which the Department proposes to attend. Space in these exhibits has not yet been allocated and interested companies would be well advised to get in touch with the Department in the near future.		
Clothing	International Men's and Boys' Wear Exhibition (IMBEX)	London, England	February

1966	WHAT	WHERE	WHEN
Electronics	Electronic, Nuclear and Cinematographic Fair	Rome, Italy	June
Engineering	Dallas/Southwest Industrial Trades Fair	Dallas, Texas	March
	International Trade Fair for Oil and Gas Firing Equipment (INTHERM)	Stuttgart, Germany	April
Food	Scotland's Food Exhibition	Glasgow, Scotland	April 15-16
	32nd Grocers' Exhibition	Manchester, England	April
Furniture and Furnishings	International Hotel and Catering Exhibition	London, England	January
	National Office Products Exposition	New York, N.Y.	May
Homes, Builders' Materials	"Daily Mail" Ideal Home Exhibition	London, England	March
	International Building Systems and Components Exhibition	London, England	June-July
Household Goods and Hardware	International Hardware Trades Fair	London, England	April
International	Netherlands Industries Fair	Utrecht, Netherlands	March
	Tripoli International Trade Fair	Tripoli, Lebanon	April
	Barcelona International Samples Fair	Barcelona, Spain	June 1-15
Leather	National Shoe Fair of America	New York, N.Y.	April
	International Leather Fair	London, England	May
Lumber	Northeastern Retail Lumbermen's Association	New York, N.Y.	January
	Southwestern Lumbermen's Association	Kansas City, Kansas	January
	Carolina Lumber and Building Supply Association	Charlotte, North Carolina	February
	Michigan Retail Lumber Dealers Association	Grand Rapids, Michigan	February
	Nebraska Lumber Merchants' Association Convention	Omaha, Nebraska	March
	Florida Lumber Building Material Dealers' Association Convention	Tampa, Florida	May
	Lumber Association of Southern California	Palm Springs, Florida	November
Merchandising	Shop Equipment, Self-Service and Coin-op Exhibition (SHOPSHOW)	London, England	May
Sporting Equipment, Gifts and Toys	National Motor Boat Show	New York, N.Y.	January 13-24
	California Gift Show	Los Angeles, California	January
	Nuremberg Toy Fair	Nuremberg, Germany	February 11-19
Trade Information Booths	German Industries Fair	Hanover, Germany	April
	Mediterranean International Samples Fair	Palermo, Sicily	May-June
	International Samples Fair	Milan, Italy	May

What's current in commodities?

Animal and Poultry Feeds

Central America and Panama—Imports of all animal and poultry feeds total about U.S.\$3 million a year; the U.S. is the major supplier. Canada could sell more in an area that admits feeds free of duty because local output cannot meet needs.

JOHN H. NELSON, *Commercial Secretary, Guatemala City.*

GOOD crops in Canada in recent years have set a number of Canadian exporters of animal and poultry feeds to looking for new export markets. The Commercial Division of the Canadian Embassy in Guatemala has recently received a number of inquiries about the demand for animal feeds in Central America and Panama and this report has been written in response to those inquiries and for the information of other interested Canadian exporters.

Unfortunately, there are no statistics on domestic production of feeds in this area. Several plants have, however, been established in recent years specifically to manufacture feeds, mostly as byproducts of flour milling. Rising production of cotton in the area provides a major source of feeds from the processing of cottonseed. Another important factor in considering the potential market is that in many regions of Central America and Panama the climate permits grazing of animals throughout the year.

The import statistics for the last several years show that Central America and Panama have imported each year approximately 26,000 to 30,000 metric tons of all types of animal and poultry feeds, valued at slightly over U.S.\$3 million. A large proportion of this trade is between the republics in the area. For instance, in 1961 inter-country trade accounted for ap-

proximately 11,000 metric tons and in 1962 approximately 8,000 metric tons. (Complete figures for 1963 are not yet available.) Imports of

animal and poultry feeds from off-shore countries are dominated by the United States. In 1961 it exported to Central America and Panama approximately 17.7 million metric tons of feeds and this increased in 1962 to approximately 18.3 million. This domination of the market is, of course, the result of good supplies, proximity, and frequent regular and direct shipping services. Import duties are not a

TABLE I
IMPORTS OF ANIMAL AND POULTRY FEEDS

	1961		1962		1963	
	Kilograms	U.S.\$	Kilograms	U.S.\$	Kilograms	U.S.\$
Guatemala	8,286,067	1,001,840	5,301,109	680,646	5,329,801	709,199 (Jan.-Sept.)
Honduras	541,786	57,055	573,920	92,762	934,504	137,784
El Salvador	5,541,422	698,238	4,611,721	684,864	7,518,362	928,772
Nicaragua	805,448	116,395	1,165,798	164,669	1,355,147	219,648
Costa Rica	10,820,050	1,123,070	9,984,394	1,154,974	8,396,008	1,115,817
Panama	3,959,458	386,923	4,626,511	460,550	3,826,266	430,105 (Jan.-Oct.)
Total	29,954,251	3,383,521	26,263,453	3,238,465	Not available	

Source: The Statistical Bureau of each country listed.

TABLE II
CANADIAN EXPORTS OF ANIMAL FEEDS TO
CENTRAL AMERICA AND PANAMA

	1961		1962		1963	
	Cwt.	Can.\$	Cwt.	Can.\$	Cwt.	Can.\$
Complete Dairy and Cattle Feeds						
Guatemala	100	1,500	200	3,000	350	4,500
Honduras
El Salvador	300	3,600
Nicaragua
Costa Rica	100	1,500	200	3,000
Panama
Feed Concentrates and Complete Feeds n.o.p.						
Guatemala	100	1,419	50	750
Honduras	114
El Salvador	80	835
Nicaragua
Costa Rica	40	250
Panama
Total	100	3,033	430	6,085	890	11,350

Source: Dominion Bureau of Statistics.

factor in the competitive position of the United States nor of other suppliers because animal and poultry feeds come in duty free.

Table I gives a summary of the import statistics. These statistical data reveal that Guatemala is the third largest market, after Costa Rica and El Salvador. As in most of the area, the United States is the major supplier of imported feeds which, for Guatemala, consist principally of oilseed cake and meal, feeds mixed with chemicals and biological products, and unspecified types of animal feeds. El Salvador has a large part of the market in Guatemala for hay, fodder, and cereal byproducts.

Honduras is by far the smallest market and the potential is likely to be limited in the foreseeable future. The main imports are unspecified animal feeds, hay, and fodder from El Salvador.

Even though El Salvador produces a large quantity of animal feeds for its own use and for export, it must import considerable quantities of feeds mixed with chemical and biological products, feed wastes, and unspecified prepared feeds. Imported oilseed cake and meal is of increasing importance. By far the largest supplier of these is again the United States.

Nicaragua ranks fifth in the six Republics as an importer of animal feeds. However, the current plans of both the Government and private breeders to raise the level of cattle production should improve the market potential. The major portion of Nicaragua's feed imports consists of feed wastes and unspecified prepared feeds, mostly from the United States.

The raising of cattle and other animals in Costa Rica has been severely affected by the continuing eruptions of the Irazú volcano. (See *Foreign Trade* of May 2, 1964). "Finqueros" or farmers have had to reduce their herds drastically because of the destruction of grazing land by the volcanic ash. Because much of the food for the remaining animals must be imported, total im-

ports, the highest in the area, have remained stable. However, if the volcano continues to erupt herds will probably be cut further and feed imports will decrease. The United States exports to Costa Rica large quantities of animal feed mixed with chemical and biological products and smaller quantities of other types of feeds. Salvador is an important source of supply for oilseed cake and meal.

Panama is a relatively small market for feeds, mainly because the climate throughout the country is unfavourable for cattle-raising on a large scale. Over 70 per cent of the total imports consist of animal feed mixed with chemical and biological products, feed wastes, and unspecified prepared animal feeds from the United States.

Although Canada produces large quantities of feeds, it has been only a marginal supplier to Central America and Panama. Table II summarizes our recent exports.

Although these statistics show a steady increase in sales over the last three years, the totals are in fact insignificant in relation to the size of the market. To assist Canadian exporters in obtaining a larger share of the market in Central America and Panama for animal and poultry feeds, the Commercial Division of the Canadian Embassy has prepared a list of firms in each of the six countries interested in or engaged in the feed business. Canadian exporters who wish to obtain a copy of this list should write direct to this office at P.O. Box 400, Guatemala City, C.A. ●

Mobile Homes Industry

United States—The old trailer has vanished and the mobile home, complete down to dishwashers and draperies, has taken its place. Today over 500 supplier firms and wholesale houses specialize in selling to this industry. If your product fits into a mobile home, the Chicago office will make contacts for you.

V. B. CHEW, *Consul and Trade Commissioner, Chicago.*

THE mobile home industry in the United States has expanded rapidly in the last 25 years. In 1930, it produced only 1,300 units with a retail value of \$1.3 million; in 1963, it turned out 220,103 with a retail value of nearly \$792 million. Mobile homes now constitute about 17 per cent of over-all construction of family dwellings in this country.

Some 25 companies in the United States make mobile homes but 24 of these account for some 65 per cent of total unit production. The larger manufacturers have established branch plants throughout the country and thus have enhanced their competitive position in this lucrative market. Production is concentrated mainly in the Midwest

States and on the West Coast, with three states accounting for more than half the output. These are California with 26.45 per cent, Indiana with 18.5, and Michigan with 8.9.

Today's mobile homes look more and more like conventional houses, both inside and out. The old trailer look is disappearing, as front entries, shutters, awnings, squarish outlines and pitched roof porches all contribute to a house-like appearance. The interiors range all the way from elegant France Provincial and Early American to Danish Modern and various Oriental stylings.

Seventy per cent of the cost of producing a mobile home is represented by the supplies that go into

the building, equipping and furnishing of it. These include metal chassis, windows, doors, metal roofing, lumber, plywood, insulation ceiling materials, plumbing fixtures, showers, tubs, toilets, draperies, tables, and bedroom furniture, to mention only a few. These are all included to meet a selling price that ranges from \$3,000 to \$12,000. The average price in 1963 was \$5,600.

There are over 500 firms supplying material to this industry and many of these have established warehouses close to the more important manufacturing centres, such as Elkhart, Indiana. It is interesting to note that, for the most part, supplier firms are larger and have greater financial resources than many of the manufacturers. Thus an important means of financing production has been trade credit extended by the suppliers to the manufacturers.

Contributing to the supplier picture are the wholesale supply houses which specialize in selling some supplies to the manufacturer, but primarily stock the retail dealer with parts, accessories and furnishings he may need in accommodating his retail customers.

Canadians Should Investigate

Canadian manufacturers, and in particular our secondary industries, should be very much aware of this huge market. Canadian lumber and veneer is selling in ever increasing amounts but Canadian manufacturers of things like compact appliances and furniture, to mention two areas, may well be missing a sales opportunity.

If you are interested in exporting to this market and want to determine whether your product is competitive, we would recommend that you write to the Trade Commis-

sioner offices in Detroit, Chicago or Los Angeles, giving them as much information about your products as you possibly can. This information should include delivered prices with all charges—such as customs duties and commission allowances, if applicable—and descriptive literature.

With this basic information, the Trade Commissioners will be able to assess which channel of distribution will be most suitable. Some products may require a commission agent whereas others may require sales direct from the manufacturer to the wholesale jobber.

The Chicago office has lists of wholesalers and commission agents who deal with the mobile home industry. These companies are always on the lookout for a better product, a better design, and a better price, and Canadian firms should be able to cater to their needs. ●

COMMODITY NOTES

Boats

Sweden—The Monark-Crescent group has sold this year's output of 2,500 small pleasure craft. Sales in 1965 are expected to be about 3,000; production of outboard engines may break the 23,000 mark—Stockholm.

Cellophane

COLOMBIA—Celanese Colombiana, S.A., a subsidiary of the Celanese Corporation, plans to increase production of cellophane in its Barranquilla plant. Production of cellophane was initiated in Colombia in 1963 and the proposed increase in capacity should ease the shortage of this material, imports of which are restricted—Bogotá.

Doors and Window Frames

SCOTLAND—A new firm, Lomond Joinery Limited, is to start production of timber doors and window frames in a factory of 50,000 square feet on the Broadmeadow Industrial Estate at Dumbarton. The factory is being built by the Dumbarton Council for the firm

and two acres of additional land have been reserved for future expansion. Production will start early in November and employment will be provided initially for 50, building up eventually to 100—Glasgow.

Ferro-Chrome

SOUTH AFRICA—A ferro-chrome plant is to open in Middleberg, Transvaal, shortly. The plant will use cheap, chemical-grade chromite ore which is found extensively in the Transvaal, and is expected to produce 35,000 tons of low-carbon ferro-chrome a year. Some 95 per cent of production will probably be exported—Johannesburg.

Iron Ore

BRAZIL—Iron ore exports in 1963 amounted to 8.3 million tons valued at U.S.\$70.9 million, against 7.7 million at U.S.\$80.1 million in 1962, an estimated 17 per cent decline in value per ton. Production increased from 10.8 million tons in 1962 to almost 12 million in 1963. The drop in values was attributed to the fall

in world prices of iron ore and to fluctuating exchange rates—Rio de Janeiro.

VENEZUELA—The Ministry of Mines recently announced that proved reserves of iron ore at the end of 1963 amounted to 1,513 million tons, of which 836 million were in concessions granted to the iron ore industry. Based on the 1963 production figures, these reserves would last 130 years.

Production of iron ore totalled 1.2 million tons in April, bringing the total for the first four months of 1964 to 4.3 million, compared with 3.3 million in the same period of 1963—Caracas.

Milk

MEXICO—According to the Secretary of Industry and Commerce, the value of production by Mexico's powdered and condensed milk industries in the first five months of 1964 was 192.4 million pesos, an increase of 20 per cent over the same period in 1963. Actual milk production was up 14.1 per cent—from 15,290 to 18,158 tons. Mexican imports of powdered milk in 1963 totalled approximately U.S.\$7.7 million, chiefly from the United States—Mexico City.

Nylon

BRITAIN—A new nylon polymer plant is to be built by Imperial Chemical Industries at Wilton, North Yorkshire, to cost \$70 million and be completed in 1966. It will be ICI's fourth nylon polymer plant and is expected to increase the group's nylon output by more than half to an estimated 170,000 tons a year. The bulk of the output will be for nylon fibre production, but a proportion will be used for nylon moulding powders for the plastics industry. The plan will include a large new unit for the production of nitric acid—Liverpool.

Steel

BRAZIL—Some 2,000 tons of steel plates manufactured by the Cia. Siderurgica Nacional, the largest steel mill in South America, are being shipped to Argentina. It is also reported that an additional 8,000 tons of steel plates from the CSN stock will be shipped to the Argentine enterprise ABILCO before the end of the year. The initial sale earned U.S.\$1 million for the CSN, helping to reduce large stocks resulting from a slowdown in national consumption—Rio de Janeiro.

Warm Air Heating

WEST GERMANY—Some 500,000 new homes are built in West Germany each year. In 1963, 48.3 per cent of these newly built houses had central heating installed and of these, about 5 per cent chose warm air heating. In 1962, by comparison, only 3 per cent chose warm air heating. Central heating is beginning

to be widely accepted; as late as 1958, only 20 per cent of newly built homes had any installed—Bad Godesberg.

Foreign Tariffs and Trade Regulations

Argentina

SEED POTATOES—An Argentine decree dated November 13, 1964, exempts seed potatoes from import surcharges when purchased by producers' associations or co-operatives. This exemption will include lots arriving up to February 15, 1965. Applications for exemption must indicate country of origin, varieties included, etc.

Pakistan

CURRENCY IMPORT RESTRICTIONS—The State Bank of Pakistan has announced that the import of monetary notes in the denomination of Rs.50 is prohibited. This measure follows an earlier one which prohibited the import of currency notes of the Government of Pakistan and of the State Bank of Pakistan in the denomination of Rs.100.

The restriction to Rs.80 of the amount of Pakistan currency that individuals from abroad may bring in to the country is still in effect—Karachi.

Syria

ELECTRIC CURRENT STANDARDIZED—Effective January 1, 1965, electric current in Syria will be standardized at 230/400 volts, 50 cycles, the Commercial Counsellor in Beirut advises. He warns Canadian manufacturers not to export electrical equipment or machinery to Syria unless it can be operated on 230/400 volts, or is capable of functioning simultaneously on 115/200 and 230/400 volts.

The Ministry of Economy has cautioned Syrian merchants to amend import contracts for electrical equipment that cannot be used with the new current system, so that the goods will not remain unsold after arrival.

Uruguay

POSTAL STRIKE—Our office reported on November 25 that post office employees in Uruguay went on strike following a month of slowdown and stoppages. Air cargo and sea freight shipments are not affected.

Venezuela

AIRWAY BILLS—Our Trade Commissioner in Caracas has advised us that, effective December 1, 1964, airway bills for exports to Venezuela must contain a Spanish version and give the Venezuelan Customs Tariff Item or a description of the merchandise and material in Spanish.

Foreign Trade Service Abroad

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Dominican Republic Puerto Rico	K. F. Noble Commercial Counsellor and Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	<i>Mail:</i> Apartado 1393 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-8138
France Algeria, Morocco	R. Campbell Smith Minister-Counsellor (Economic/Commercial) J. E. Montgomery Assistant Commercial Secretary (Agriculture) G. P. Morin Assistant Commercial Secretary D. H. M. Branion Assistant Commercial Secretary	Canadian Embassy 35 Avenue Montaigne PARIS 8e	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> BALzac 99-55 <i>Telex:</i> 2-0600 (DOMCAN PARIS)
Germany Federal Republic (States of Baden-Wuert- temberg, Bavaria, Hesse, Rhineland-Palatinate, Saar; West Berlin)	H. J. Horne Commercial Counsellor W. F. Hillhouse Commercial Counsellor (Agriculture) C. Renaud Assistant Commercial Secretary	Canadian Embassy Kennedy-Allee 35 BAD GODESBERG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 76995 <i>Telex:</i> 886421 OR 886422 (DOMCAN BONN)
Germany (State of North Rhine- Westphalia)	H. E. Campbell Consul J. A. Elliott Consul G. D. Valentine Vice Consul	Canadian Consulate Koenigsallee 82 4 DUESSELDORF 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 2-05-25
Germany (City States of Bremen and Hamburg, States of Lower Saxony and Schleswig-Holstein)	R. W. Blake Consul General D. S. McCracken Vice Consul	Canadian Consulate General Ferdinandstrasse 69 HAMBURG	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 326149
Ghana Guinea, Ivory Coast, Liberia, Mali, Maure- tania, Togo, Upper Volta	M. S. Strong Commercial Counsellor R. A. Kilpatrick Assistant Commercial Secretary	Office of the High Commissioner for Canada E 115/3 Independence Ave. ACCRA	<i>Mail:</i> P.O. Box 1639 <i>Cable:</i> CANADIAN <i>Phone:</i> 4824
Greece Turkey	B. A. Macdonald Commercial Counsellor F. I. Wood Assistant Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS 138	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 714-041

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Guatemala Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	H. E. Lemieux Commercial Counsellor J. H. Nelson Commercial Secretary P. D. Donohue Assistant Commercial Secretary	Canadian Embassy 5a Avenida 11-70, Zone 1 GUATEMALA CITY, C.A.	<i>Airmail:</i> P.O. Box 400 <i>Surface Mail:</i> P.O. Box 444 <i>Cable:</i> CANADIAN <i>Phone:</i> 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	<i>Mail:</i> P.O. Box 826
Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	R. K. Thomson Senior Canadian Government Trade Commissioner P. M. Roberts Trade Commissioner R. G. Woolham Trade Commissioner N. R. Gish Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	<i>Mail:</i> P.O. Box 126 <i>Cable:</i> CANADIAN <i>Phone:</i> 224087 <i>Telex:</i> DOMCAN HKG 391
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Minister-Counsellor (Commercial) for Canada W. G. Roberts Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	<i>Mail:</i> P.O. Box 11 <i>Cable:</i> CANADIAN <i>Phone:</i> 61-8254
India (States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala)	W. G. Brett Canadian Government Trade Commissioner	Gresham Assurance House Mint Road BOMBAY 1-BR	<i>Mail:</i> P.O. Box 886 <i>Cable:</i> CANADIAN <i>Phone:</i> 255154
Iran	Commercial Division	Canadian Embassy Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	<i>Mail:</i> P.O. Box 1610 <i>Cable:</i> CANTRACOM <i>Phone:</i> 4-9291
Ireland	P. V. McLane Commercial Counsellor for Canada	66 Upper O'Connell St. DUBLIN	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44251
Israel Cyprus	B. C. Steers Commercial Secretary for Canada G. L. Gagne Assistant Commercial Secretary	84 Hahashmonaim St. TEL AVIV	<i>Mail:</i> (P.O. Box 20140) <i>Cable:</i> CANADIAN <i>Phone:</i> 37161/2
Italy (Toscana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna), Libya, Malta	J. H. Stone Commercial Counsellor W. J. Jenkins Commercial Secretary J. J. R. Gagnon Assistant Commercial Secretary	Canadian Embassy Via G. B. De Rossi 27 ROME	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 864-327 <i>Telex:</i> DOMCAN ROM 61056
Italy (Emilia-Romagna, Lombardia, Piedimonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle D'Aosta, Friuli-Venezia)	A. B. Brodie Consul General and Trade Commissioner N. R. Cumming Consul and Assistant Trade Commissioner	Canadian Consulate General Via Pirelli 19 MILAN	<i>Mail:</i> C.P. 3977 <i>Cable:</i> CANTRACOM <i>Phone:</i> 652-485/652-600 <i>Telex:</i> 31368

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	L. D. Burke Commercial Secretary R. H. M. Cathcart Assistant Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Phone:</i> 26948
Japan Korea, Okinawa	R. G. C. Smith Minister (Commercial) P. A. Savard Commercial Counsellor J. D. Blackwood Commercial Secretary E. L. Gray Assistant Commercial Secretary	Canadian Embassy 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	<i>Mail:</i> Canadian Embassy c/o Akasaka Post Office, Tokyo <i>Cable:</i> CANADIAN <i>Phone:</i> 408-2101/8 <i>Telex:</i> TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria	L. A. Campeau Commercial Counsellor C. E. Rufelds Assistant Commercial Secretary V. G. Lotto Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boîte Postale 2300 <i>Cable:</i> CANADIAN <i>Phone:</i> 250955
Malaysia Burma, Thailand, Brunei	Geo. Hazen Acting Trade Commissioner F. M. Mulkern Assistant Trade Commissioner	American International Building Robinson Road and Telegraph St. SINGAPORE	<i>Mail:</i> P.O. Box 845 <i>Cable:</i> CANADIAN <i>Phone:</i> 74633
Mexico	M. B. Blackwood Commercial Counsellor H. S. Hay Assistant Commercial Secretary J. E. G. Gibson Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D.F.	<i>Mail:</i> Apartado Postal 5-364 <i>Cable:</i> CANADIAN <i>Phone:</i> 25-15-60 <i>Telex:</i> 0001716
Netherlands	D. A. B. Marshall Commercial Counsellor J. B. McLaren Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 61-41-11 <i>Telex:</i> 31270 (DOMCAN HAGUE)
New Zealand Fiji, Tahiti, Tonga, Western Samoa	W. B. McCullough Commercial Counsellor C. A. Carruthers Assistant Commercial Secretary	Office of the High Commissioner for Canada 3rd Floor, ICI Building Molesworth Street WELLINGTON	<i>Mail:</i> P.O. Box 1660 <i>Cable:</i> CANADIAN <i>Phone:</i> 70-644 <i>Telex:</i> WGN 9 (DOMCAN WGN)
Nigeria Dahomey, Gambia, Niger, Senegal, Sierra Leone	G. F. Mintenko Commercial Secretary R. A. Food Assistant Commercial Secretary	Office of the High Commissioner for Canada Barclays Bank Building, 4th Floor 40 Marina Road LAGOS	<i>Mail:</i> P.O. Box 851 <i>Cable:</i> CANADIAN <i>Phone:</i> 25262
Norway Iceland	J. E. P. Lancaster Commercial Secretary M. R. Bell Assistant Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO 1	<i>Mail:</i> P.O. Box 1379—Vika <i>Cable:</i> CANADIAN <i>Phone:</i> 33-30-80 <i>Telex:</i> 1880
Pakistan Afghanistan	R. D. Sirrs Commercial Secretary R. D. Lee Assistant Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	<i>Mail:</i> P.O. Box 3703 <i>Cable:</i> CANADIAN <i>Phone:</i> 50322 <i>Telex:</i> KRC 10

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Peru Bolivia	K. G. Ramsay Commercial Counsellor D. J. McEachran Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	<i>Mail:</i> Casilla 1212 <i>Cable:</i> CANADIAN <i>Phone:</i> 72760
Philippines Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner R. C. Anderson Consul and Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	<i>Mail:</i> P.O. Box 1825 <i>Cable:</i> CANADIAN <i>Phone:</i> 5-85-97
Portugal Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor P. A. Thébèrge Assistant Commercial Secretary	Canadian Embassy Rua Marques de Fronteira No. 8—4º Dº LISBON	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 55-31-18
Rhodesia Malawi, Seychelles Is., Zambia	I. R. Smyth Acting Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	<i>Mail:</i> P.O. Box 2133 <i>Cable:</i> CANTRACOM <i>Phone:</i> 26571
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner S. B. McDowall Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Phone:</i> 834-6521
South Africa (Cape Province), St. Helena, South West Africa	H. W. Richardson Canadian Government Trade Commissioner R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St. CAPE TOWN	<i>Mail:</i> P.O. Box 683 <i>Cable:</i> CANADIAN <i>Phone:</i> 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor R. M. Dawson Commercial Secretary C. S. Collins Attaché (Commercial)	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	<i>Mail:</i> Apartado 117 <i>Cable:</i> CANADIAN <i>Phone:</i> 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor J. P. Bell Assistant Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	<i>Mail:</i> P.O. Box 14042 <i>Cable:</i> CANADIAN <i>Phone:</i> 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor B. Horth Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> 44-63-81 <i>Telex:</i> 2-2386 (DOMCAN GENEVE)
Trinidad and Tobago Barbados, Leeward and Windward Islands, British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	L. D. R. Dyke Commercial Secretary C. J. St. Pierre Assistant Commercial Secretary	Office of the High Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Phone:</i> 34787

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Union of Soviet Socialist Republics	J. M. T. Thomas Commercial Secretary	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW	<i>Mail:</i> (City Address) <i>Cable:</i> CANAD <i>Phone:</i> 415142
United Arab Republic Aden, Sudan, Ethiopia, Yemen	W. Gibson-Smith Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	<i>Mail:</i> Kasr el Doubara Post Office <i>Cable:</i> CANADIAN <i>Phone:</i> 23110
United States	W. J. Van Vliet Commercial Counsellor R. R. Parlour Commercial Counsellor W. R. Hickman Commercial Secretary (Agriculture) N. W. Boyd Commercial Secretary S. G. Harris Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011 (Area Code 202)
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> DEcatur 2-1011 (Area Code 202)
United States (Connecticut, the eleven northern counties of New Jersey, New York) Bermuda	C. J. Van Tighem Deputy Consul General (Commercial) A. A. Lomas Consul and Trade Commissioner W. G. Huxtable Consul and Trade Commissioner C. G. Bullis Consul and Assistant Trade Commissioner J. D. Welsh Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Phone:</i> JUDson 6-2400 <i>Night Line:</i> JUDson 6-2321 (Area Code 212) <i>Telex:</i> 0-01-26242
United States (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	M. R. M. Dale Consul and Senior Trade Commissioner W. A. Stewart Consul and Trade Commissioner D. S. Baker Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston St. BOSTON 16	<i>Mail:</i> (City Address) <i>Phone:</i> 262-3760 (Area Code 617) <i>Telex:</i> 0-094-567
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska)	D. H. Cheney Consul and Senior Trade Commissioner V. B. Chew Consul and Trade Commissioner R. H. Gayner Consul and Trade Commissioner M. Rowan Consul and Assistant Trade Commissioner L. G. Lee Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 310 South Michigan Ave. Suite 2000 CHICAGO, ILLINOIS 60604	<i>Mail:</i> (City Address) <i>Phone:</i> 427-7926 (Area Code 312) <i>Telex:</i> 0-025-571

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States (Ohio)	A. W. Evans Consul and Senior Trade Commissioner N. L. Currie Consul and Trade Commissioner	Canadian Consulate Illuminating Building 55 Public Square CLEVELAND	<i>Mail:</i> (City Address) <i>Phone:</i> 861-1660 (Area Code 216) <i>Telex:</i> 098 5364
United States (Michigan)	I. V. Macdonald Consul and Trade Commissioner K. D. Taylor Consul and Assistant Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT, MICHIGAN 48226	<i>Mail:</i> (City Address) <i>Phone:</i> WOODward 5-2811 (Area Code 313) <i>Telex:</i> 0-023-445
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	F. B. Clark Consul and Trade Commissioner L. J. Taylor Consul and Assistant Trade Commissioner J. R. Suggitt Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 510 West Sixth St. LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Phone:</i> MADison 2-2233 (Area Code 213) <i>Telex:</i> 0-06-74119
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	G. E. Blackstock Consul and Trade Commissioner	Canadian Consulate General Suite 1710 225 Baronne St. NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Phone:</i> JACKson 5-2136 (Area Code 504) <i>Telex:</i> 0-058-237
United States (Delaware, Maryland, the nine southern coun- ties of New Jersey, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner R. F. Turcotte Consul and Assistant Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA 2	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Phone:</i> LOcust 35838 (Area Code 215)
United States California (except the ten southern counties), Wyoming, Nevada (ex- cept Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 333 Montgomery St. SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Phone:</i> YUKon 1-2670 (Area Code 415) <i>Telex:</i> 0-03-431
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1	<i>Mail:</i> (City Address) <i>Phone:</i> MUtual 2-3515 (Area Code 206) <i>Telex:</i> 0-032-462
Uruguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Phone:</i> 96096
Venezuela Netherlands Antilles	W. D. Wallace Commercial Counsellor J. R. Caux Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	<i>Mail:</i> Apartado 11452-Este <i>Cable:</i> CANADIAN <i>Phone:</i> 32.40.41.44

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 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 Office of Trade Relations and Trade Policy, 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 .9321.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 30	Units per Canadian dollar	Notes (see below)
Algeria	Dinar2189	4.57	
Argentina	Peso	Free007166	139.55	
Australia	Pound	2.3960	.4174	
Austria	Schilling04154	24.07	
Bahamas	Pound	2.9950	.3339	
Belgium and Luxemburg	Franc02162	46.25	
Bermuda	Pound	2.9950	.3339	
Bolivia	Peso09119	10.97	
Brazil	Cruzeiro	Official Free0006790	1,472.75	
Britain	Pound	2.9950	.3339	
British Guiana	Dollar6240	1.60	
British Honduras ..	Dollar74875	1.34	
Burma	Kyat2253	4.44	
Ceylon	Rupee2246	4.45	
Chile	Escudo	Bank rate4283	2.33	
		Free3327	3.01	
Colombia	Peso	Free08583	11.65	
		Certificate1192	8.39	
Congo, Republic of	Franc007152	139.82	(1)
Costa Rica	Colon1619	6.18	
Cuba	Peso	‡	‡	
Czechoslovakia	Koruna1490	6.71	
Denmark	Krone1551	6.45	
Dominican Republic	Peso	1.07281	.9321	
Ecuador	Sucre	Official05960	16.78	
		Free05793	17.26	
El Salvador	Colon4291	2.33	
Fiji	Pound	2.6982	.3706	
Finland	Markka3353	2.98	
France-Monaco, etc.	Franc2189	4.57	(2)
Franco-African Republics, etc. ..	Franc004378	228.41	(3)
French Pacific	Franc01204	83.06	(4)
Germany	D Mark2698	3.71	
Ghana	Pound	2.9950	.3339	
Greece	Drachma03576	27.96	
Guatemala	Quetzal	1.07281	.9321	
Haiti	Gourde2146	4.66	
Honduras	Lempira5364	1.86	
Hong Kong	Dollar	Free1865	5.36	*Nov. 20
		Official1872	5.34	

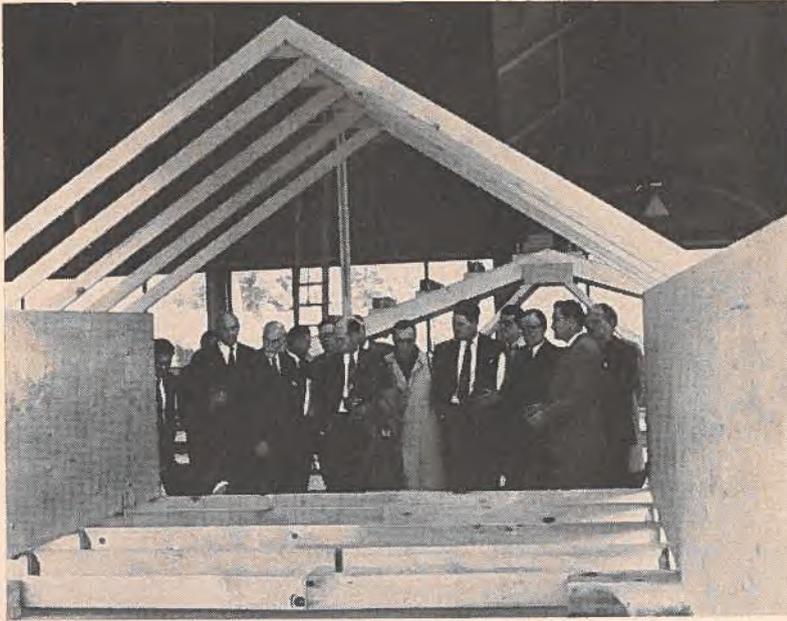
*Latest available date.

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

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 30	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02495	40.08	(1)
India	Rupee		.2246	4.45	
Indonesia	Rupiah		.004291	233.05	(1)
Iran	Rial		.01416	70.62	
Iraq	Dinar		3.0039	.3329	
Ireland	Pound		2.9950	.3339	
Israel	Pound		.3576	2.80	
Italy	Lira		.001717	582.41	
Japan	Yen		.002980	335.57	
Lebanon	Pound	Free	.3516	2.84	
Malaysia	Dollar		.3505	2.85	
Mexico	Peso		.08583	11.65	
Morocco	Dirham		.2146	4.66	
Netherlands	Florin		.2986	3.35	
Netherlands Antilles	Florin		.5689	1.76	
New Zealand	Pound		2.9745	.3362	
Nicaragua	Cordoba		.1533	6.52	
Nigeria	Pound		2.9950	.3339	
Norway	Krone		.1500	6.67	
Pakistan	Rupee		.2246	4.45	
Panama	Balboa		1.07281	.9321	
Paraguay	Guarani	Free	.008583	116.51	
Peru	Sol	Free	.03959	25.26	
Philippines	Peso	Free	.2753	3.63	
Portugal & Colonies	Escudo		.03732	26.80	(5)
Sierra Leone	Leones		1.5019	.6658	
South Africa	Rand		1.4975	.6678	
Spain and Dependencies	Peseta		.01796	55.68	
Sweden	Krona		.2084	4.80	
Switzerland	Franc		.2486	4.02	
Syria	Pound	Free	.2808	3.56	
Thailand	Baht	Free	.05089	19.65	(1)
Tunisia	Dinar		2.0598	.4855	
Turkey	Lira		.1192	8.39	(1)
United Arab Republic	Pound	Official	2.4675	.4053	
United States	Dollar		1.07281	.9321	
Uruguay	Peso	Free	.04452	22.46	
Venezuela	Bolivar	Official Free	.2386	4.19	
West Indies	Dollar		.6240	1.60	(6)
	Pound		2.9950	.3339	(7)
Yugoslavia	Dinar	Official	.001430	699.30	

Notes

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



During their tour, members of the British Timber Housing Mission visited the Vancouver laboratories of the Plywood Manufacturers Association of B.C. They were shown the application of Douglas fir plywood in truss rafters.

British House Builders Visit Canada

"TO encourage the knowhow of timber-frame construction, we recommend that a group of registered house builders from the United Kingdom be invited to see houses in Canada." This was one of three proposals made by a Timber Housing Mission, composed mainly of representatives of the central and local governments in Britain and various associations concerned with housing, which toured Canada in June 1963. This Mission believed that the private builders should see for themselves the latest methods and materials used in Canadian housing construction. They should also be given opportunities to meet Canadian lumber company executives and Canadian builders and discuss with them Britain's speeded-up housing program and how Canadian materials and techniques could be used to help obtain its objectives.

The Home Builders Mission from Britain that resulted from this proposal arrived in Canada on October 15 and left for home on October 31. Into those two weeks was packed a demanding program of visits to industrial plants, housing sites, and housing developments and also symposia and panel discussions with builders and those professionally engaged in aspects of housing here in Canada. The

Mission began its work in Vancouver, visited Calgary and Toronto, and concluded its program in Ottawa and Hull.

The 25-man Mission was led by Raymond O. Gerrard, director of J. Gerrard and Sons Limited of Manchester, large-scale housebuilders who employ about 3,000 workers. The Deputy Leader was Bruce P. Beckett, an architect working with the Housing Development Group of the Directorate General of Research and Development in the British Ministry of Public Building and Works. Eleven other members were drawn from private building companies and ten represented government at various levels, associations concerned with building, the timber trade and the press. The building societies and the trade unions also had one representative each. Three officials of the Department of Trade and Commerce, one official of the British Columbia Manufacturers Association, and one from the Plywood Manufacturers Association of B.C. also accompanied the Mission.

In Vancouver the Mission spent time seeing how lumber is graded, planed and packaged and how plywood is produced and tested. They also toured housing sites and held dis-

cussions on timber-frame construction methods. In Calgary, the emphasis was on prefabrication of housing components, or what is called "industrialized" building. One member remarked afterwards: "They have evolved methods of constructing industrialized housing units that are models of efficiency." The Mission saw one of these houses actually going up on site and watched stuccoing and dry-wall operations.

In Toronto the Mission toured various housing projects, ranging from garden court and other apartments to row housing and maisonettes. There was a meeting also with two trade associations covering warm air heating and air conditioning and lighting equipment and with the Toronto Metropolitan Home Builders Association.

In Ottawa, where the Mission's itinerary ended, the first morning was spent on a symposium arranged by the Department of Trade and Commerce on the topic "The Outlook for Canadian Housing in Britain." The succeeding two days were spent on tours of housing sites and of plants making manufactured homes, and in discussion with housing experts in the National Research Council, the Forest Products Laboratories, and Central Mortgage and Housing Corporation.

The Canadians in the various cities who met and talked with the Mission were impressed with the "informed curiosity and professional calibre of their guests". The reaction of the Mission members to what they saw and heard was expressed by the Deputy Leader, who said, "Quite a lot of Canadian home designs can be applied to British needs . . . I see no reason why . . . timber-frame houses shouldn't last as long as those made of any other structural material." One of the builders, speaking of his confrères in England, said, "If we can show them the advantages of timber-frame homes, much of the difficulty would be overcome."

This was what the Mission achieved—convincing a picked group that our method of building houses was quicker, resulted in comfortable and durable homes, and could be adapted to use in Britain. It was one part of a concerted effort to increase the market for Canadian timber in Britain and was closely allied with the Canadian Demonstration Homes project in Britain described in the leading article in this issue of *Foreign Trade*.

The Mission is expected to issue a report, early in the new year as a White Paper. ●

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