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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

The Upsurge in Michigan and Ohio

How to Sell in Michigan and Ohio

You Can Do Business in Oklahoma

FOREIGN TRADE

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The Upsurge

American workers install a station wagon's power train at an automotive plant. Automobile production is at a new high this year and no slackening is in sight. One of the results of the boom is greater industrial and consumer spending power in Michigan.

in Michigan

Automobile sales at a new peak mean that Michigan consumers have more money in their pockets, are ready to spend it on imported goods. Why not visit booming Detroit and neighbouring cities and discover what personal promotion of your products will do?

IAN V. MACDONALD, *Consul and Trade Commissioner, Detroit.*

MICHIGAN is on the march and the reverberations are being felt not only throughout the United States but in Canada as well. Michigan's prosperity depends largely upon the automobile industry and right now that industry is prosperous indeed. The gross state product went up by $2.3 billion last year to $26.4 billion, and personal income by 9.4 per cent to $21.1 billion.

Michigan businessmen are investing more, importing more, and producing more. Consumers are spending more, and many Canadian manufacturers are finding better sales opportunities in both industrial and consumer goods in the border state than ever before.

Three Big Years

The driving force behind the upsurge in Michigan is the phenomenally large auto sales. April production of cars and trucks reached a new all-time monthly high of 941,517 units, or over one million units if combined with Canadian operations. June production was close behind with 934,448 units. The month's output of passenger cars, however, set a new record at 777,156, while trucks set a new June high of 157,292. Present high production is being maintained, even though dealers' stocks of unused cars are the largest on record —approximately 1.2 million. Discounts of 10 per cent or more below suggested retail prices are being offered on practically all models. *Ward's Automotive Reports* forecast that for the year 1964, output would reach nearly 7.9 million cars, compared with the previous record of 7.34 million in the 1963 model year. Indeed, last year's total has already been bettered. If these forecasts are correct, the automobile industry will have achieved an unprecedented three big years in a row. Up to 1963, even two consecutive major years were considered unlikely.

Although opinion is divided, some auto economists believe that the violent contraction which followed the 1955 record year will not be repeated because the new high levels are now "normal" and the increased scrappage rate of about five million cars a year ensures a high replacement market.

New demand is evident in the growth of two-car families—at least ten million in the United States—and multi-car families, which number about 700,000 and are fast increasing.

Simultaneously, United States auto exports are booming and should hit a nine-year high of over 200,000 in 1964 compared with 194,000 in 1963. The reason for this export success is the development of the compact car, which accounted for 65 per cent of U.S. car exports last year.

Further Expansion Planned

United States Government surveys have shown that one out of every seven employed persons in the United States owes all or part of his earnings to the motor vehicle industry. The Automobile Manufacturers Association reports similarly that one out of every six businesses in the United States is automotive and that 11.6 million persons work in this industry. In many ways therefore the automotive industry is the largest single component of the United States economy.

If You Make These—
Try Michigan

Canadian exporters of the following products would be well advised to explore or improve their personal coverage of Michigan prospects. The Detroit office will be pleased to help them.

- **Auto parts including tooling**
- **Automotive and marine hardware**
- **Boats**
- **Electronic and mechanical components and assemblies**
- **Lumber and wood products**
- **Sports and recreation products**
- **Men's, ladies' and children's garments of all descriptions**
- **Novelties, ceramics and glassware**
- **Toys and games**
- **Specialized household furniture and equipment**

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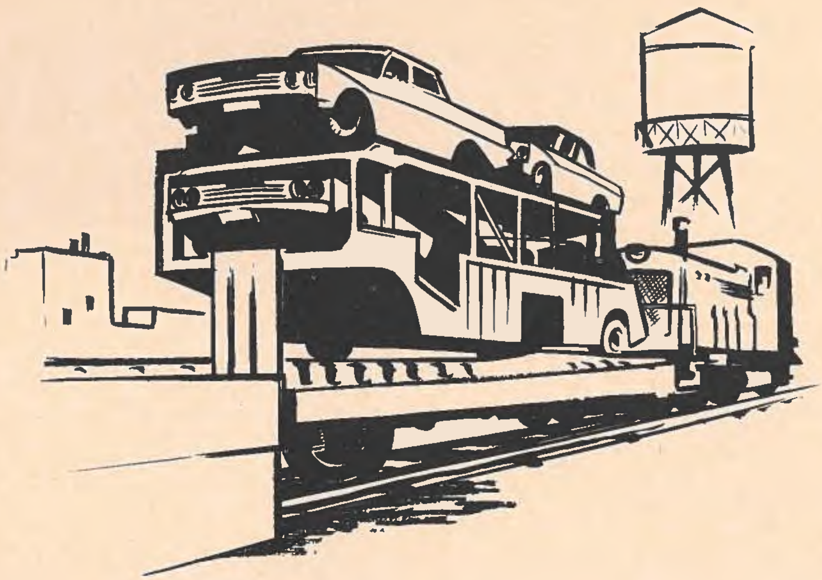
The AMA also reports that automotive retail, wholesale and service business combined totals an impressive $93 billion per year. Added to the automobile industry's expenditures on materials and labour are huge new investments in plant and capital equipment, which in turn stimulate still further economic activity and consumer demand. This year's expansion plans by General Motors, Ford, Chrysler and American Motors call for an additional 15 million square feet of floor space—the largest expansion program in about ten years.

Value of capital expenditures by General Motors Corporation on plant equipment in 1964-65 will reach a record two-year total of almost $2 billion, of which a large proportion will be spent in Michigan. This expansion program is the largest in terms of added volume that GM has ever undertaken and will ultimately increase its passenger car capacity in North America by about 20 per cent. This is in addition to the $600 million a year it spends for special tooling for new models of cars, trucks and other products. Of the new investment by General Motors in the United States, about 50-55 per cent will be in Michigan, where about half of the corporation's plants, investment and employment is already located.

Import Demand Stimulated

Michigan is a leader in foreign trade and ranks second only to New York in U.S. Customs collections. In 1963 collections in the Michigan district increased by 8 per cent compared with 4 per cent for the nationwide average. Principal imports into Michigan from Canada, mostly through the port of Detroit, are Canadian whisky and beer, newsprint, auto parts and materials, agricultural machinery, chemicals, lumber, non-metallic minerals, foodstuffs, and a growing variety of consumer goods. Partly because of the St. Lawrence Seaway, Detroit has become a truly international port with regular arrivals of shipments from all over the world.



Michigan combines in one state intense industrialization and urban development with thousands of square miles of unspoiled wilderness which provide ideal recreation summer and winter. It has 11,000 inland lakes, 36,000 miles of rivers and streams, and 3,100 miles of Great Lakes shoreline—a longer coastline than the Atlantic states from Maine to Florida. These conditions, in turn, provide an excellent market for hunting and fishing equipment, boats and marine accessories, sporting goods, sportswear and camping equipment. Michigan residents, accustomed to travel within their own state, are good prospects for travel into Canada, where many of them already have summer homes.

Construction throughout the state is active, with correspondingly brisk demand for building materials and equipment. The redevelopment program in Detroit for the coming year includes a projected $8 million trade mart and light industrial complex, a 236-acre medical centre, an international village, and a substantial expansion of Detroit Wayne State University.

Market for Canadians

Here is a market that offers the competitive Canadian exporter almost every advantage: it is easily accessible to Canadian producers, transport and packaging costs are relatively low, major industrial customers are familiar with Canada through their subsidiary operations there, consumer incomes are high, and the economic expansion in the state not only creates new markets but generates a positive interest in new sources of supply. A special advantage is the large number of former Canadians holding positions of influence in Michigan industry and commerce.

Detroit has excellent road and rail connections with other points in Michigan and beyond to the entire Midwest—a market of 50 million people, perhaps the richest concentration of buyers in the world.

Despite the close proximity of Canadian sources to Michigan, the public impact of Canadian merchandise in this area has been small, with a few exceptions such as whisky, newsprint, lumber and winter sporting goods. It is up to the Canadian exporter to ensure that he obtains his fair share of this convenient and logical market. And he can do so effectively only through personal contact. ●

In this photograph of the Detroit skyline (taken from the Canadian shore), the nearest building (including the circular section) is Cobo Hall, one of the leading exhibition-convention centres. The tallest structure in the background is the Canadian-owned Penobscot Building in which offices of Canada's Consulate are located.

How to Sell in Michigan and Ohio

An energetic personal promotion campaign—that's the way to succeed in this rich and accessible market—whether you're selling machinery or a consumer product. But before you head across the border, you should heed the advice given by our Detroit office.

IAN V. MACDONALD, *Consul and Trade Commissioner, Detroit.*

TWO or three years ago a Canadian salesman could call on an average American account in Michigan and Ohio with reasonable assurance that he would be the first Canadian to approach this prospective customer for several years at least.

Today a visit from a Canadian company representative no longer takes buyers completely by surprise. However, the fact remains that our richest, nearest, most accessible and most logical market—the American Midwest—is overlooked entirely by many Canadian manufacturers. Yet these are often the same manufacturers who have no hesitation about selling in much more distant markets.

To Begin Selling in Michigan and Ohio

1. **Request information from the Trade Commissioner in Detroit, the Department of Trade and Commerce, or trade organizations.**
2. **Prepare *in advance* all necessary price and delivery information.**
3. **Plan a sales itinerary—the Trade Commissioner will assist with suggestions and appointments.**
4. **Where the product is not readily portable, plan a showing for local buyers in hotel sample rooms and/or the Trade Commissioner's office.**
5. **Ask for frank opinions from buyers and consider revising your product where necessary.**
6. **Follow up regularly with buyers; the Trade Commissioner will assist if required.**

There are, of course, obstacles to obtaining orders in the U.S. which are not present in Canada. But the main reason why the U.S. Midwest has remained relatively unexploited is the absence of direct personal contact between Canadian exporter and American buyer.

To achieve this necessary contact, Canadian manufacturers interested in the United States market should take greater advantage of the many trade services offered by the offices of the Trade Commissioner Service on the spot, the various branches of the Department of Trade and Commerce in Ottawa, and the regional offices in St. John's, Halifax, Montreal, Winnipeg and Vancouver. *Canada Courier,* published by the Department of Trade and Commerce, features new Canadian products and is distributed to thousands of potential distributors and businessmen in Michigan and Ohio. Canadians hoping to sell in the United States can also obtain help with rulings on tariffs and classification from the U.S. Customs Query officers located at New York, Boston, Buffalo, Detroit and Seattle. And the sponsors of specialized Canadian industry shows can help by inviting United States buyers in the border states to come and see the displays.

Consumer vs. Industrial Goods

Although the markets for industrial goods and for consumer goods are different in nature and require different methods of approach and presentation, they have one thing in common: the need for energetic personal cultivation, especially where the Canadian supplier is new to the market or is introducing a new product.

The number of prospective customers for consumer goods in Michigan and Ohio is large and for comprehensive coverage an agent is usually required. Initially, it is advisable for the Canadian firm itself to approach a few selected customers (for example, department store buyers recommended by the Trade Commissioner) to get their reaction to product design, quality and pricing, and possibly to obtain a trial order. This direct experience provides a basis for revising the offer if necessary and for discussion with prospective agents whose interest can be more easily aroused when sales have already been made in their territory or when the outlook for them is encouraging.

Buyers of consumer goods, including foodstuffs, may be found at department stores, distributors, wholesalers, automatic vending companies, rack jobbers, restaurant chains, discount houses, trading stamp companies, hardware and automotive chain stores. They can be reached direct or through a local agent or food broker, of which there are large numbers in Michigan and Ohio.

Buyers of raw materials and industrial goods are found in every type of manufacturing enterprise; the larger the scale of production, the more specialized is the individual buyer's function. Industrial purchasing differs from consumer goods purchasing because products are usually supplied to customer specifications and involve technical negotiation before and after the sale. In the automotive and major appliance fields especially, it is important to introduce your company as well as your product effectively because reliability in financial matters, quality and delivery are as essential as competitive pricing.

An agent with established industrial contacts can be valuable if he is active and has a good personal relationship with the right buyers, a sound technical knowledge, and a good reputation. He can advise on the status of potential customers and suggest appropriate payment terms. However, where the market prospects are limited to a few accounts either because of the nature of the industry or the capacity of the Canadian firm, the possibility of direct selling by the supplier's Canadian personnel should be explored to keep prices as competitive as possible.

Sales Approach

You can arouse interest in your visit to a U.S. company by announcing that you are from Canada, because Canadian visitors are rare and many U.S. buyers are curious and uninformed about conditions in Canada. On the other hand, some buyers hold misconceptions about Canadian industry and about Canadian-U.S. relations. It is often advisable, with the assistance of the Trade Commissioner, to introduce yourself to the chief purchasing agent of a company or to other executives who in turn can reassure the buyers about the suitability and reliability of Canadian sources.

A good presentation of your product should include duty-paid prices, emphasis on novel features, a demonstration of quality, references to previous sales in the United States, to U.S. subsidiaries in Canada or in other export markets, assurances on delivery terms, and invitations to buyers and executives to visit your Canadian plant. Following the initial contact an early follow-up is important—by letter, telephone or telegram, or through a request to the Trade Commissioner acting on your behalf.

The larger U.S. firms, industrial and commercial, frequently have more than one buyer with more or less independent responsibility in a given product field. This is particularly true of department store buyers: in a large department store several of them may be interested in having your product for their respective divisions.

To meet some of the objections that U.S. buyers raise—such as customs problems, distance, and alternative sources—Canadian salesmen should have confidence in their product and be prepared to explain Canada's need to expand export sales in the United States. They should then show how this can be done without any greater risk or inconvenience to the buyer than purchases from a reputable domestic source. Most important, they should point to the ever-increasing imports into Canada from the United States which cannot be sustained if Canadian companies are not given every opportunity to sell in the U.S. Supporting your case will be the greater publicity that Canada has received in recent years in the United States, the growing integration of U.S. and Canadian industry, the increasing enthusiasm of Canadian companies to explore United States markets (this enthusiasm can be transmitted to the American buyer), and the contacts already made by the Trade Commissioner.

Where a large potential for a variety of Canadian products exists within a single United States enterprise—for example, a major department store or manufacturing group not already importing significantly from Canada—a concerted effort by suitable Canadian suppliers co-ordinated through the Trade Commissioner's office may be the best approach to achieve volume orders.

Although success is difficult to predict, it cannot be achieved without personal effort nor without personal coverage which Canadian companies fortunately are in a most advantageous position to provide. We are looking forward to greeting more Canadian export salesmen and guarantee rewarding prospects. ●

Pricing for Michigan and Ohio

FOR Michigan and Ohio buyers, quote in U.S. funds:

(a) Your f.o.b. factory price, exclusive of Canadian excise and provincial sales taxes.

(b) A landed price, which includes transportation charges, United States customs duties, brokerage fees and insurance.

If you need preliminary advice, read *Pricing for Export,* published by the Commercial Intelligence Department, the Canadian Manufacturers' Association; and *Trade and Commerce at Your Service* or *Selling Abroad—How to Start,* available free from the Department of Trade and Commerce.

An opinion on rates of duty may be obtained from the United States Customs Service, 100 West Larned, Detroit 26, Michigan, or any other U.S. Customs office. Confirmed rates of duty should be obtained from the Chief, United States Division, Office of Trade Relations and Trade Policy, Department of Trade and Commerce, Ottawa.

In requesting United States tariff classification and duty information, give:

1. Full description of each article to be exported.

2. Samples of the precise article to be exported, if feasible.

3. Chief use and commercial designation of the article in the United States.

4. Component materials of the article.

5. Analyses and other information necessary to a determination.

In some instances, the following additional data are needed:

1. Blueprints, catalogues, brochures or specifications if pertinent to a determination.

2. Cost and/or quantities of each component material if pertinent to a determination.

3. A statement on whether a binding rate or an opinion only is required. Two months or more are usually required to obtain a binding ruling. An opinion (or a non-binding ruling) can be obtained quite readily.

To facilitate clearance of shipments through United States Customs, the services of a United States customs broker can be very useful.

J. L. Hudson's department store in Detroit maintains six suburban branches as well as this downtown outlet. Estimated annual sales for the seven total $250 million.

Selling to Department Stores

CANADIAN manufacturers of consumer goods should investigate the department store carefully as a means of penetrating the rich markets of Ohio and Michigan. These two states rank fifth and sixth in the United States in terms of total personal income and their combined population equals that of Canada.

Department store sales in the United States reached $7.78 billion in the first half of 1964, which is almost a 10 per cent increase over the $7.09 billion rung up in the same period of 1963. Sales for the whole year are expected to show a sizable increase over 1963, largely because of continued economic expansion and extra purchasing power resulting from the cut in income tax. Forecasts call for the bulk of the extra purchasing power to be spent on consumer durables.

New merchandising techniques, increased promotion efforts, and a willingness to compete on the basis

TABLE I

MAJOR DEPARTMENT STORES IN MICHIGAN AND OHIO

MICHIGAN Department Store	No. of Branches	New York Buyer	No. of Resident Buyers
Goodyear's Ann Arbor	....	Arkwright Inc. 128 West 31st Street	14
Powers, Inc. Battle Creek	1	Merchants Affiliates 450 7th Avenue	6
L. W. Robinson Co. Battle Creek	....	Independent Retailers Synd. 33 West 34th Street	12
W. R. Knepp & Co. Bay City	3	Felix Lilienthal & Co. 116 West 32nd Street	13
Crowley, Milner Co. Detroit	2	Mutual Buying Synd. 11 West 42nd Street	58
Davidson Bros. Inc. (Federal Dept. Stores) Detroit	51	Dabro Buyers Inc. 128 West 31st Street	47
Demery's Inc. Detroit	1	Arkwright Inc. 128 West 31st Street	18
J. L. Hudson Co. Detroit	7	Associated Mdse. Corp. 1440 Broadway	41
S.S. Kresge Co. Detroit	U.S.—723 Can.—104	S.S. Kresge Co. 120 East 41st Street	19
Saks Fifth Avenue Detroit	....	Saks Fifth Avenue 611 5th Avenue	25
Smith Bridgman Co. Flint	....	Independent Retailers Synd. 33 West 34th Street	23
Paul Steketee & Sons Grand Rapids	1	Frederick Atkins 11 West 42nd Street	42
Wurzburg Co. Grand Rapids	....	Arkwright Inc. 128 West 31st Street	46
Gilmore Bros. Kalamazoo	....	Felix Lilienthal & Co. 116 West 32nd Street	35
F. N. Arbaugh Co. Lansing	....	Arkwright Inc. 128 West 31st Street	20
J. W. Knapp Co. Lansing	2	Independent Retailers Synd. 33 West 34th Street	21

OHIO Department Store	No. of Branches	New York Buyer	No. of Resident Buyers
M. O'Neil Co. Akron	1	May Dept. Stores Co. 50 West 44th Street	62
Polsky of Akron Akron	2	Allied Stores Corp. Inc. 401 5th Avenue	54
The McAlpin Co. Cincinnati	5	Mercantile Stores Co. 128 West 31st Street	38
H. & S. Pogue Co. Cincinnati	2	Associated Dry Goods Corp. 417 5th Avenue	56
Shillito's Cincinnati	1	Associated Mdse. Corp. 1440 Broadway	93
Bailey Co. Cleveland	3	Arkwright Inc. 128 West 31st Street	16
Halle Bros. Co. Cleveland	6	Frederick Atkins 11 West 42nd Street	66
Higbee Co. Cleveland	1	Associated Mdse. Corp. 1440 Broadway	80
May Co. Cleveland	4	May Dept. Stores Co. 50 West 44th Street	71
Sterling-Lindner Cleveland	....	Allied Purchasing Co. 401 5th Avenue	26
F. & R. Lazarus Co. Columbus	....	Associated Mdse. Corp. 1440 Broadway	126
Rike-Kumler Co. Dayton	1	Associated Mdse. Corp. 1440 Broadway	97
Hub of Steubenville Inc. Steubenville	....	Independent Retailers Synd. 33 West 34th Street	31
Lamson Brothers Co. Toledo	2	Mutual Buying Synd. 11 West 42nd Street	31
LaSalle & Koch Co. Toledo	5	Macy Corporate Buying Div. 1314 Broadway	36
Tiedtke Div. of Davidson Bros. Inc. Toledo	....	Felix Lilienthal & Co. 116 West 32nd Street	27
Strouss-Hirshberg's Griswold Warren	....	May Co. 50 West 44th Street	21
G. M. McKelvey Co. Youngstown	....	Mutual Buying Synd. 11 West 42nd Street	35
Strouss-Hirshberg Co. Youngstown	5	May Dept. Stores Co. 50 West 44th Street	62

of price have helped department stores to regain some of the sales lost to the discounters during the last ten years. Many of the discount chains are upgrading their premises and their revolutionary retail concepts are no longer as evident. Their era as an innovator seems to have passed and their differential advantage is somewhat blunted.

Department stores in Michigan and Ohio are following the national pattern by expanding to the suburbs —usually as the key retail outlet of a shopping centre—and strengthening their central downtown outlet. Many of them are entering the service field to attract potential customers to their merchandise. Stores feature such diverse services as travel bureaus, car insurance, yoga lessons and income tax consultation.

There are 35 major department-store companies in the two states. Table I lists the stores, their branches, New York buyers, and the number of resident buyers.

The buyers concentrate their purchasing in New York and California, although some take one European trip a year. Unless they are already purchasing from a Canadian manufacturer, it is difficult to persuade them to visit Canada to investigate a new source.

The best approach is to visit the buyer at his home store and sell him your product personally. Samples are essential; so are laid-down prices in U.S. funds. The Trade Commissioner's office in Detroit will be pleased to make appointments for you with the appropriate buyer. If a trip to the store is impossible, send samples, prices and literature to our office and we will arrange for the buyer to assess the product.

The market for consumer goods in this territory is enormous. Personal income in both states is up 6 per cent over the same period last year. On your next trip to Southern Ontario, add several days and visit the adjacent promising markets of Ohio and Michigan.

—K. D. TAYLOR,
Vice Consul and Assistant Trade Commissioner, Detroit.

Selling to Kresge's

KRESGE'S chain of stores in Canada is a familiar outlet to Canadian manufacturers of consumer goods. However, many manufacturers are overlooking the opportunity to sell to Kresge's in the United States. This chain is expanding rapidly: its sales reached $504 million in 1963. There are currently 747 stores in the United States, with 85 new outlets to be added this year. An export-minded firm cannot afford to ignore such a major force in American retailing.

By means of the new K-Marts, Kresge's has entered the discount department field and plans to have 84 such establishments open within several months. Nevertheless, the company will still count on its traditional Kresge stores to provide the bulk of sales revenue.

The Approach

All the buyers for and executive officers of the company are located at the head office of S.S. Kresge in Detroit, although an associate buyer for soft goods is stationed in New York. The buyers at Detroit purchase for the 747 stores in the U.S. and four in Puerto Rico.

If you have an agent or representative in the United States, he should call directly on the appropriate buyer and bypass Kresge's Import Department. However, your agent must be able to quote to the buyer landed prices at Kresge's warehouse in Ferguson, Indiana, if your shipment goes by land or the warehouse in New York if it goes by sea. If you do not have an agent, we recommend that you send your samples and sales literature to the Consul and Trade Commissioner of Canada, 1139 Penobscot Building, Detroit 26, Michigan, who will introduce your product to R. T. Rodgers, Manager of the Import Department. But the most effective

The K-mart is the S. S. Kresge Company's answer to discounters. Planning calls for 84 such stores to be opened across the United States during the next few months. All buyers and executives are stationed at the firm's head office in Detroit.

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approach is a personal call on the Import Department and then on the buyer. The Import Department has its own showroom in the Kresge building, where imports are displayed to the various buyers.

Hundreds of manufacturers and representatives interview Kresge's buyers. This means you must have a forceful and knowledgeable sales approach to convince the buyer of your product's competitive advantages. This advice applies even if you are currently selling to S.S. Kresge in Canada. The 104 stores of the chain in Canada have separate buyers and there is no centralized purchasing group for both countries. Sales bulletins are exchanged between the buyers in each country but this does not assure that a Canadian product selling successfully in Kresge's Canadian outlets will come to the attention of the Detroit buyers.

Canadian firms should be prepared to meet the buyer's specifications on packaging and to consider his suggestions about minor modifications in product design. It may be some time before a decision is made about your product but the potential size of the ultimate order is worth the time and effort. Several Canadian firms have been negotiating with Kresge's for several years and are just now on the brink of obtaining major orders.

Currently a number of the K-Mart merchandise divisions are leased to particular suppliers, but Kresge gradually is undertaking their operation itself. For instance, it is now interested in hearing from makers of sporting goods and camping equipment.

The Trade Commissioner in Detroit encourages inquiries from firms interested in investigating this lucrative market.

—K. D. TAYLOR,
Vice Consul and Assistant Trade Commissioner, Detroit.

Selling Non-Food Lines to Supermarkets

SUPERMARKETS in the United States are broadening their range of merchandise and adding customer services in order to maintain their share of consumer expenditures. For example, to help raise profit margins and attract customers, they are adding to their lines of non-food items. Currently, about 5 per cent of supermarket sales are accounted for by health and beauty aids, housewares, toys, magazines, glassware, stationery and soft goods. An average supermarket now carries 1,970 different non-food items compared with 915 in 1958. Some chains have even established new non-food supermarkets adjacent to their main produce stores.

The strong trend towards stocking non-food items should encourage Canadian manufacturers of consumer products to investigate supermarkets in the United States as a sales outlet.

Detroit—Purchasing Centre

A visit to Detroit will place the exporter in contact with buyers of four major supermarket chains which have a total of 825 stores throughout the Central-Midwest market. Buyers ask that appointments be made in advance and the Trade Commissioner's office in Detroit will do this for the interested Canadian supplier.

Management of supermarket chains is becoming more centralized, with buyers and merchandisers gaining authority for individual store administration. In some chains, computers programmed at the central office now control shelf allocation and inventory for the branches.

A personal call on the buyer is generally needed to convince supermarket management that your products warrant valuable shelf space in their branches. However, occasionally a buyer's preliminary reaction can be gauged by having our office in Detroit make the initial approach by reviewing with the buyer your samples, sales literature and prices. Appropriate follow-up action can be determined after this first step.

When the Canadian supplier is remote from Detroit, the appointment of a local food broker or rack-jobber may be useful. The Detroit office will be pleased to assist.

Supermarkets

Listed below are the largest supermarket chains in Michigan and Ohio, the number of branches, and the buyers' names.

1. **Food Fair Markets,** 12300 Mark Twain, Detroit, Michigan
(77 branches located chiefly in Metropolitan Detroit)

Buyers: Mr. N. Scheinker, candy; Mr. O. Levy, non-food and drug.

2. **Kroger Co.,** 12701 Middlebelt, Livonia, Michigan
(35 branches in Toledo area and 104 in Detroit)

Buyers: Mr. R. Scott, non-food, Detroit.
Mr. T. Shoup, non-food, Toledo.

3. **Wrigley Supermarkets,** 13901 Joy Road, Detroit, Michigan
(125 branches in Michigan)

Buyers: Mr. F. Grossman, non-foods; Mr. E. Baltz, non-foods and produce.

Abner A. Wolf Inc., general merchandise purchasing, 8601 Meadowdale, Detroit 28, Michigan.

4. **Great Atlantic & Pacific Tea Co. Inc. (A & P),** 5470 Hecla, Detroit, Michigan
(516 stores in Central-Western Division which comprises Michigan, Ohio, Kentucky, Tennessee, Indiana and part of Illinois)

Buyers: Mr. L. F. Hornberger, Head Buyer, 5470 Hecla Avenue, Detroit 8, Michigan.

Mr. G. A. Schwager, Head Buyer, 830 N. Westwood Avenue, Toledo 1, Ohio.

Mr. H. Vande Vusse, Head Buyer, 38 Front Street S.W., Grand Rapids 1, Michigan.

—K. D. TAYLOR,
Vice Consul and Assistant Trade Commissioner, Detroit.

Selling Fisheries Products

TRUCKLOADS of Canadian fish arrive daily at Detroit for distribution throughout Michigan, Ohio, Indiana and Kentucky. During a peak day in the spring season, 80,000 pounds may enter Detroit, with shipments consisting mainly of smelt, whitefish, yellow perch, trout, yellow pike, live lobsters, scallops, haddock and cod. Table I gives an example of a month's shipments of Canadian fish, in this case May 1964.

The range of Canadian fisheries exports helps to satisfy the strong consumer demand for fish in the Midwest States. Intensive promotion campaigns are currently under way. They are sponsored by fish industry associations and the U.S. Bureau of Commercial Fisheries and are aimed at reinforcing the demand. Recently a number of independent fishing industry associations in Michigan, Ohio, Wisconsin and Illinois united to form the Midwestern Federated Fisheries Council. The Council will co-ordinate advertising and promotion campaigns regionally and will also act as official spokesman for the Midwest fishing industry.

The bulk of the fresh fish from Western Canada and the Great Lakes is shipped directly to the large wholesale distributors in Detroit who sell to the small wholesale and retail outlets and the supermarket chains. The distributors have large warehouses and freezing facilities for storage.

However, food brokers also handle a large percentage of the freshwater frozen-fish imports from Canada. The major supermarket chains now have their own refrigerated storage units and can bypass the wholesale distributors and deal directly with brokers; previously this was not possible. The brokers also sell to the wholesale grocery trade. However, several wholesale distributors freeze fish under their own labels for sale to institutions or under private labels for supermarkets. Local processing and freezing meets only a small segment of the demand and is unlikely to gain a larger share of the market in the future.

Lobster, haddock and cod are the three major imports from Canadian deepsea fisheries. Lobsters are delivered by truck and rail to several specialized wholesale distributors in Detroit for eventual sale to the restaurants, fish stores and retail customers. The lobsters are shipped live in lots of 50 pounds in wooden crates lined with seaweed. Although lobsters from Boston arrive in Detroit by air only two to three hours after the order is placed and may be slightly lower in price, most distributors in Detroit prefer the quality, reliability of shipment and careful packaging offered by the Canadian suppliers.

Cod and haddock imports are handled mainly by food brokers. About 85 per cent of the imports are frozen and the remainder fresh. Several supermarket chains feature fresh sea fish and they account for most of the food brokers' sales of this type.

The Consul and Trade Commissioner, Canadian Consulate, 1139 Penobscot Building, Detroit 26, Michigan, would be pleased to place any Canadian exporter of fisheries products in touch with either a local wholesaler or a food broker. The market is attractive, but the exporter must work closely with his Detroit representative and often strengthen the sales campaign by a personal visit to the area or an allotment of advertising and promotion funds.

—K. D. TAYLOR,
Vice Consul and Assistant Trade Commissioner, Detroit.

TABLE I

CANADIAN FISH IMPORTS ENTERING DETROIT CUSTOMS DISTRICT MAY 1964

	(1,000 lb.)		(1,000 lb.)
Bowfin (live)	1.1	White bass (live)	2.5
Bullheads	9.5	Whitefish	28.7
frozen	3.8	Yellow perch	149.3
Bullheads (live)	14.3	Yellow perch (live)	0.9
Carp	8.9	Yellow pike	122.7
Carp (live)	17.5	Yellow pike (live)	13.8
Catfish	33.6	Misc., fresh	38.1
frozen	7.2	Misc., (live)	4.6
Catfish (live)	6.9	Cod	0.2
Crappie	1.8	Cod cured	0.7
Crappie (live)	3.1	Fillets:	
Eels	5.9	Cod	10.4
Fillets:		Flounder and sole	3.8
Pickerel (jacks)	1.4	Haddock	3.7
White bass	5.1	Fillets, frozen:	
Yellow perch	349.7	Cod	105.0
Yellow pike	8.6	Flounder and sole	6.7
Fillets, frozen:		Haddock	29.9
Pickerel (jacks)	0.5	Ocean perch	20.0
White bass	3.8	Herring, cured	0.2
Yellow perch	49.8	Mullet, canned	7.6
Yellow pike	7.4	Salmon: unclassified	
Lake herring	0.5	frozen	1.0
Lake trout	2.8	Steaks, frozen	
Pickerel (jacks)	2.5	Swordfish	1.1
Pickerel (jacks), (live)	1.8	Whiting, H & G,	
Rock bass	3.7	frozen	0.2
Rock bass (live)	15.4	Lobsters (live)	6.2
Sauger	5.9	Scallops, shucked,	
Sheepshead	35.1	frozen	90.0
frozen	0.1	Shrimp, cooked and	
Sheepshead (live)	0.6	peeled	0.7
Smelt	342.8	Squid, frozen	0.8
frozen	39.3	Turtles (live)	0.1
Suckers (mullet)	10.4	Fish waste	138.0
Suckers (mullet), (live)	0.7		
Sunfish	20.5		
White bass	104.6	**Total**	**1,913.5**

90197—2½

What's current in commodities?

Domestic Lamps and Fixtures

Britain—**Changing consumer tastes are building up a potentially large market for well-designed and unusual lamps and fixtures for the home. This article will brief you on how to sell your line successfully in Northern and Central England.**

ALAN LLOYD, *Commercial Assistant, Liverpool.*

THE average household in Britain has been getting along for the past 25 years with only nine lights for the whole house. But today many British are dissatisfied with this state of affairs and their demands are creating a tremendous potential market for manufacturers of lamps and lighting fixtures. This article will give you the facts about the large (and too often neglected) portion of this market that lies outside the London area—Northern and Central England. Twenty-six million people, more than half of England's population, live in these counties and their buying power is greater today than ever before.

Market Trends

The greatest demand is for ceiling fittings, partly because the majority of the older houses—and there are plenty of them—are wired in all rooms for ceiling lights only. To install wall plugs suitable for floor, table and other lamps would mean complete rewiring. In houses built since the war, moreover, it has been standard procedure to provide for ceiling fittings throughout, unless the purchaser specified otherwise. In addition, it has been fairly common practice to fit one wall plug in some rooms. Obviously, this has not helped the sales of portable lamps.

The tide is now turning. Young people especially are starting to insist on the provision of additional electrical outlets. Some people prefer wall fittings for the living room or dining room instead of the traditional ceiling light, and these are often supplemented with floor or table lamps. In other rooms the ceiling fixture is usually installed and frequently portable lamps are added.

In the main, the range of lamps and fixtures produced in this country is not particularly exciting. However, many well-designed lines of excellent quality are being imported; those from Scandinavia and Germany are especially well received. As explained later, Canadian suppliers have the advantage over those from non-Commonwealth countries of paying a lower rate of duty and there is no reason why they should not be able to compete successfully in Britain. In fact, some Canadian manufacturers are already proving they can. People are always on the lookout for something different and if manufacturers can offer this, they are well on the way to breaking into this market.

Terminology and Types

It should be noted that within the trade in this country the word lamp when used alone signifies an electric light bulb only. A floor lamp is generally called a standard lamp. Ceiling or overhead lights are classed as ceiling fittings and wall lamps are often referred to as wall fittings.

The part of the lamp into which the bulb is fitted is called the lampholder, and it is important to note that the sockets of British lampholders are designed for bulbs fitted with bayonet caps. This is standard throughout Britain and although it is possible to buy the North American type of bulb at some stores in larger towns, it is strongly recommended that exporters fit their lamps with the bayonet-type lampholder if they hope to compete here.

British thread sizes differ from those used in North America. Therefore, one of the following methods should be adopted to fit British lampholders:

1. A reducer-adapter with a dual thread—the North American standard thread on one end, and the British standard thread on the other.

2. An adapter using a nipple and coupling to provide the dual North American and British standard threads.

3. Pipe used in the manufacture of the lamps or fixtures threaded to the British standard.

A further point to consider is that because standard British lampholders have bayonet sockets, the bulb protrudes much farther than the North American equivalent. Bulbs in this country are also somewhat broader: a British 60-watt bulb is 4¼ inches long and 2½ inches wide.

British Standard Specifications BS815/1952 and BS710/1948 cover certain aspects of the design of table and floor lamps. They call for earthing only when the lamp is not doubly insulated. They also make recommendations about various aspects of design, particularly brightness and glare. However, it is not obligatory for table or floor lamps to comply with B.S.S. in order to be sold in Britain, and the British public is not yet educated to look for the B.S. label before buying. Nevertheless, Canadian manufacturers are strongly advised to comply with these recommendations.

Because a great variety of wall plugs is used, it is the common practice to sell lamps without plugs.

The standard electrical supply in Britain is 240 volts, 50 cycles.

Distribution and Sales

The distribution set-up in Britain is different. Certain department and chain stores do buy direct from the manufacturer, but the more usual procedure is for manufacturers to sell in bulk to the wholesalers who then sell to the retail trade. In handling imported lamps, it is quite common for a wholesaler acting as the importer to sell to other wholesalers who then sell to the retailer. The point is that most retailers are reluctant to import directly. Many of those who could buy in sufficient quantities to make it an economic proposition do not do so because they do not wish to have the trouble of breakage. Even the obvious fact that they could buy far more cheaply direct does not sway them. They are quite content to buy from the wholesaler and pass the extra cost on to the consumer. Many wholesalers also adopt a similar attitude, preferring to buy from wholesalers who are willing to import.

The amount of business done by mail order in this country is substantial and some of the larger mail-order houses handle lamps and lighting fixtures. However, their method of business is to buy from local wholesalers who are prepared to keep good stocks. They prefer not to import direct because once an item is listed in a catalogue, it must be available for the life of that catalogue.

It follows therefore that in order to sell in worthwhile quantities manufacturers should make contact with wholesaler/importers. Alternatively, arrangements can be made with local lamp or lighting fixture manufacturers to act as agents.

Whichever method is preferred, it is strongly recommended that Canadian manufacturers who are seriously interested in exporting to Britain come over and make a study of the market. A good way to do this is to use trade fairs. One of the most important is the Blackpool International Gifts and Fancy Goods Fair which is held annually early in February and is open only to the trade. During the four days it was open this year, more than 30,000 buyers from 40 countries attended. They represented wholesalers, retail chains, department stores, mail order houses and gift shops, with a combined shopping list worth an estimated $36 million. The lamp and lighting fixture industry accounted for about 60 stands, many of which were run by foreign manufacturers or their local agents.

Frequently, you can find suitable distributors at a fair. If not, it would most certainly be worth your while —provided the response to the product was encouraging—to stay on in the area and seek them out. Personal contact is still the key to successful exporting.

Prices, Duties and Purchase Tax

The competition for the British lamp market is keen both from local manufacturers and from many continental countries such as France, West Germany, Italy, Sweden and Denmark. It is essential, therefore, that exporters quote prices on a c.i.f. basis in sterling so that prospective buyers can compare them with those of other suppliers. Experience has shown that British buyers soon lose interest if only f.o.b. prices are given. This is only natural in a buyer's market.

Provided complete lamps fulfill the requirements of the Commonwealth preference regulations, which include direct consignment from Canada to Britain and a minimum Commonwealth content of 50 per cent, they may be imported into Britain free of customs duty. Similar goods originating in EFTA countries pay customs duties ranging at the moment between 4 and 12 per cent, depending on the materials used. Other non-Commonwealth countries are subject to duties of between 10 and 30 per cent. These tariff rates apply to complete lamps and lighting fixtures. If lamp bases and/or shades are imported separately, they are classified in the British customs tariff according to the material of which they are made. Lampshades imported separately and containing silk or man-made fibres do not enter duty-free but are subject to a preferential duty. In all instances, however, Canadian manufactured lamps which qualify for preferential tariff treatment enjoy a substantial tariff advantage over those made by suppliers from non-Commonwealth countries.

It should also be borne in mind that products of this nature are subject to purchase tax at the rate of 25 per cent of the open-market wholesale price, irrespective of whether they are manufactured locally or imported.

Price Structure

Canadian manufacturers should know something about the price structure in this country. As a general guide, the wholesaler/importer will sell to the retailer at the price he pays plus 50 per cent. The retailer will then sell to the consumer at the price he paid, plus 50 per cent, plus purchase tax of 25 per cent of the retailer's buying price. When a wholesaler/importer sells to another wholesaler who in turn sells to a retailer, the ultimate price to the consumer will usually be the same. This is because the importer usually adds only 25 per cent to his buying price when he sells to the wholesaler, and the latter adds only 20 per cent for his margin. The retailer adds his 50 per cent and purchase tax is charged on the same figure as in the previous instance.

The wholesaler/importer is prepared to sell to other wholesalers at a lower profit mainly because the latter can buy in larger quantities than the retailers. But there are also policy reasons: it is obvious that the wholesaler cannot add the same profit margin to his price as the wholesaler/importer does when selling to the retailer, because the price to the retailer must be the same in both cases. In general, it is safe to assume that the ultimate price to the consumer will be two and a half to three times the import price.

Packaging

Many firms are reluctant to import lamps and fixtures because of the possibility that they will be damaged in transit. It is therefore essential that they be carefully packed to keep breakage to an absolute minimum. If this is not done, orders will soon stop.

We will be happy to provide Canadian exporters with further information on the market for lamps and fixtures in Northern and Central England. Just write to: The Office of the Canadian Government Trade Commissioner, Martins Bank Building, Water Street, Liverpool 2. ●

Agricultural and Fisheries Products

France—Canadian sales increasing as French incomes rise; import restrictions relaxed on a number of products, such as fresh apples and pears, and quotas opened; imports of frozen foods have been liberalized. Sales of fisheries products doubled last year.

R. G. WOOLHAM, *Assistant Commercial Secretary, Paris.*

SOME relaxation of import restrictions, a new special quota for imported agricultural products from the United States and Canada, rising incomes combined with more emphasis on "convenience", and improving food distribution facilities are contributing towards better prospects in the French market for Canadian agricultural and fisheries products.

Market Is Growing

Economic expansion in France during 1963 was reported at 4.7 per cent compared with 6.6 per cent during 1962. The decline in the rate of expansion was attributed to decreased agricultural production largely as a result of unfavourable weather and to government measures enacted during the year to curb strong inflationary pressures. Serious inflation of prices was a prominent characteristic of the French economy in 1963 and received direct government attention. Anti-inflationary efforts included lowering tariff barriers for certain food products temporarily in order to reduce local retail prices.

Parisian shoppers are shown in the food section of a department store. In France, food spending takes up 39.4 per cent of the family budget. Relaxed import restrictions have given Canadian exporters new opportunities to increase their sales.

Nevertheless, the expansion during 1963 was heavily supported by a 6.1 per cent rise in private consumption at constant prices. Also supporting this expansion in consumption was an increase in population of 500,000 compared with 300,000 in 1962. Hourly wage rates increased by 7.8 per cent and salaries as a whole by about 13 per cent. Food expenditures in France, according to a recent survey, account for 39.4 per cent of the family budget, excluding outlays for food in hotels, restaurants and cafés. Including this latter category, 42 per cent of the family budget is spent on food. Canadian sales of agricultural and fisheries products to France during the past year were substantially higher than in 1962.

Import Restrictions Relaxed

The French Government recently announced some relaxation of import restrictions on a number of products imported from Canada or

TABLE I

Tariff No.	Item	Unit	Annual Quotas[1] 1964	1965	1966	1967
08.06AII	Fresh apples	m.t.	2,000[2]	20,000[3]	18,000[4]	[5]
08.06B	Fresh pears	m.t.	1,000[6]	10,000[7]	9,000[8]	[5]
20.06BIIb	Canned fruits					
	pineapple*	m.t.	1,500	[5]	…	…
	peaches*	m.t.	1,500	[5]	…	…
	cocktail*	m.t.	1,500	[5]	…	…
	all other*	m.t.	1,500	[5]	…	…
20.07BIIa	Orange juice	hl.	15,000	20,000	[5]	…
08.12C	Processed prunes*	m.t.	500	1,000	[5]	…
20.02D	Canned asparagus*	m.t.	750	1,000	1,500	†
20.07BIII	Pineapple juice	h.l.	1,000	2,000	4,000	†
08.05	Walnuts	…	†	…	…	…
08.12B	Dried peaches	…	†	…	…	…
08.12D	Dried apples and pears	…	†	…	…	…
20.03	Frozen fruits	…	†	…	…	…
20.7BIV	Pear juice	…	†	…	…	…
20.07BVI	Other individual juices	…	†	…	…	…
07.04B	Dehydrated vegetables	m.t.	50	75	[5]	…
08.12EII	Dried mixed fruits	m.t.	75	100	[5]	…
20.02C	Canned tomatoes[9]*	f.f. 1,000	875	1,000	[5]	…
20.07BI	Grape juice	hl.	4,000	8,000	[5]	…
20.07BIV	Apple juice	hl.	2,000	3,000	[5]	…
20.07BVIIa	Mixed citrus and pineapple juice	hl.	250	250	[5]	…
20.07BVIIc	Other mixed juices	hl.	500	1,000	[5]	…
12.06	Hop cones and lupulin	m.t.	[10]	[5]	…	…

*Licences initially issued to processors will be reissued to any importer if not satisfactorily used by September 15, 1964.

†Liberalized.

[1]Quotas are for the United States and Canada; expressed at annual rate except as noted.

[2]November and December.

[3]18,000 m.t. in January, February, and March, and 2,000 m.t. in November and December.

[4]January, February and March.

[5]Future action to be determined in subsequent consultations.

[6]November and December.

[7]9,000 m.t. in January and February, and 1,000 m.t. in November and December.

[8]January and February.

[9]Also includes 20.07BV tomato juice.

[10]Globalization of national quotas.

NB:Fresh apple and pear imports subject to EEC regulations.

Implementation of the offer for the 1964/65 season for apples and pears and for calendar year 1964 for other commodities are shown below.

Fresh apples and pears: Notice to importers describing the quotas were published in May 1964. Imports will be carried out freely within the described limits. Customs will keep account of actual imports. When the limit for any period is reached, additional arrivals can be stored until the start of the next period or re-exported.

Canned fruits, canned asparagus, processed prunes, and canned tomatoes, and juice: Notice to importers will be issued promptly. Licences were issued, prior to July 15, 1964, to French canners and processors. These licence-holders must, by September 15, 1964, report satisfactory use of their licences to French authorities. If they cannot demonstrate (1) customs clearance; (2) on-board bills of lading; (3) unconditional letter of credit on a bank, or (4) proof of "force majeure", their licences will be cancelled and redistributed. Redistribution will be, after a new notice to importers, to all traditional importers and these licences will be valid for six months.

All other quota commodities: Notice to importers will be issued promptly. Licences were issued, prior to June 15, 1964, to all traditional importers and will be valid for six months.

the United States as a result of negotiations between the United States and France under Article 23 of GATT. Liberalization of certain tariff items and the announcement of annual quotas for some fruit and vegetable products offer Canadian exporters new opportunities. Table I describes in detail these new quota openings and lists the products which have been liberalized. Of special interest to Canada is the 2,000-metric-ton quota for fresh apples and a 1,000-metric-ton quota for fresh pears during November and December of this year. Other items of special interest to Canadian processors are canned peaches, canned asparagus, dehydrated vegetables, and apple juice. Import licences for canned peaches and canned asparagus are available only to French processors at the present time, but if not taken up by September 15, 1964, will be reissued to traditional importers.

Of special significance also is the liberalization of frozen fruits. Up to the present, frozen fruits have been subject to import licensing and no quotas have been made available. Although sales in France of frozen products are somewhat limited because of lack of distribution and retailing facilities for frozen foods, both private and government interests are putting substantial emphasis on improving this situation. With the increasing number of new supermarkets, better food-distribution facilities, and improved consumer acceptance of frozen products, market prospects for Canadian frozen fruit are encouraging.

In the past, imports of fresh apples from Canada have been limited to the late spring months (except during periods of local shortage), well past our ability to supply a wholesome product. The fact that the quota period has been moved back to November should enhance opportunities for sales of Canadian apples on the French market this year. Fresh apple and pear imports are subject to EEC regulations and it should be noted that all tins of canned products exported

TABLE II

EXPORTS FROM CANADA TO FRANCE

	1961		1962		1963	
	Quantity	**Value $**	**Quantity**	**Value $**	**Quantity**	**Value $**
Forage Crop Seeds (lb.)						
Clover seed, alsike	887,470	138,316	1,001,482	143,154	779,814	136,197
Clover seed, sweet	4,370	400	7,211	1,293	4,370	620
Clover seed, n.e.s.	....	....	....	....	11,025	4,184
Creeping red fescue	....	....	33,000	4,785	....	....
Timothy	430,956	37,940	324,602	34,757	260,553	50,521
Grass seed, n.e.s.	410,807	55,263	1,214,745	133,241	1,022,881	118,588
Total	**1,733,603**	**231,919**	**2,581,040**	**317,230**	**2,078,643**	**310,110**
Cereals and Oilseeds						
Mixed feed oats (bu.)	....	....	....	....	95,735	67,000
Oats, n.e.s. (bu.)	....	....	....	....	123,211	104,858
Durum wheat (bu.)	5,140,148	10,554,000	1,787,331	4,620,544	4,466,101	10,490,709
Wheat (bu.)	3,124,956	5,435,646	63,691	129,434	1,861,434	3,758,357
Flaxseed (cwt.)	198,957	1,276,591	477,109	3,130,455	177,545	1,067,889
Rapeseed (cwt.)	228,762	1,165,864	171,002	864,127	....	....
Total	....	**18,432,101**	....	**8,744,560**	....	**15,488,813**
Fisheries Products (cwt.)						
Frozen salmon	11,035	717,793	19,672	1,275,265	37,056	2,477,079
Canned fish	4,669	269,736	9,186	482,979	20,081	944,042
Total, all fish	**16,055**	**1,009,623**	**33,165**	**1,969,743**	**66,732**	**3,932,077**

Source: DBS *Trade of Canada.*

to France must be stamped or embossed with the name of the country of origin in order to be imported into this market.

Cereals and Oilseeds

Table II gives details about sales of a number of commodities in this category during the past three years. Oats and mixed feed oats totalled over $170,000 and represented new business. Durum wheat sales to France fluctuate considerably from year to year. Hard spring wheat sales from Canada to France were somewhat higher last year as a result of the poor quality of domestic production. In 1961, imports from Canada were more the result of local French requirements for spring wheat seed. Oilseed sales to the French market depend almost entirely on local production deficits and the situation in North Africa. Algeria now buys directly from Canada rather than through the French monopoly purchasing agency as it did up until 1962.

Forage Crop Seeds

Table II also gives Canadian exports of foreign crop seeds to France during the past three years. The sales pattern changed little in 1963. The development of new regulations in France covering certified seed may result in smaller sales of certain species and larger sales of others. There are some prospects for growing basic seed in Canada for re-export to France.

Fish and Seafood Products

The French market during the last three years has shown considerable capacity to absorb Canadian fish and seafood products on an increasing scale. Exports of the Canadian fisheries to France doubled in both 1962 and 1963, and last year totalled almost $4 million compared with only $1 million in 1961 (see Table II). The bulk of our fish exports are frozen and canned salmon which account for roughly 85 per cent of our total sales of fisheries products to France. Both these major items showed substantial sales increases during the past three years, and it is encouraging to note the development in sales of other fisheries products as well.

Sales of eel, freshwater fish (especially pike) and Atlantic flat fish fillets, begun in 1962, developed satisfactorily during 1963 and totalled $11,120, $41,000 and $120,000 respectively. Sales of frozen pike fillets amounting to $7,000 during 1963 were also made for the first time. However, the outstanding development was the growing sales of live lobster to the French market—$182,500 in 1963 compared with only $13,000 in 1961. Sales of frozen scallops during the past year reached $130,000 and this constitutes almost entirely new business.

Canada is now France's leading supplier of frozen salmon, competing principally with the United States and Norway. Canada ranks number two for canned salmon (after Japan) and number three in lobsters (after Norway and Britain).

Foods and Byproducts

A number of selected Canadian foods and byproducts imported into France are given in Table III. Some of the products listed are subject to import restrictions and gain entry to the French market through regulations establishing special trade-fair quotas for importers participating in

TABLE III

EXPORTS FROM CANADA TO FRANCE FOODS AND BYPRODUCTS

	1961	1962 (dollars)	1963
Fresh apples	....	16,450	....
Nuts, except oilnuts	941	1,993	556
Pickles and relishes	176	489	1,558
Sauces and dressings	2,005	1,528	12,177
Maple sugar	37,284	10,696	....
Maple syrup	2,263	736	2,193
Brewers' grains and solubles	32,513	35,902	55,699
Gluten	....	....	9,816
Wild rice	....	....	582
Chocolate confectionery	994	8,361	3,060
Sugar preparations	2,014	8,465	2,737
Soups and soup mixes	1,529	2,326	1,557
Materials for food preparations	....	....	5,915
Whisky	67,784	107,955	252,665
Total	**147,503**	**194,901**	**348,515**

Source: DBS *Trade of Canada.*

specified trade fairs. These products include nuts, pickles, relishes, chocolate, confectionery and sugar preparations (primarily marshmallows).

Other products such as sauces and dressings, maple products, soups and soup mixes, materials for food preparations, and whisky have been liberalized. The maple sugar sold is used chiefly as a tobacco flavouring and sales are subject to competitive bidding. Maple syrup in the French market is considered a luxury because the French housewife is not too familiar with the use of maple syrup in cooking. Sales of gluten and wild rice were first developed in 1963 and are expected to increase during 1964. The gluten is being used by manufacturers of "biscottes" (rusks). It is interesting to note that whisky sales to the French market have been increasing steadily during the past three years despite the fact that whisky advertisements are prohibited here.

Other Agricultural Products

The first shipments of day-old chicks to the French market were made in late December 1963. This new business results from the fact that Canada now shares with Italy, Belgium and the Netherlands a special agreement with the French authorities regarding sanitary regulations. Sales have been making steady progress this year and should continue at satisfactory levels. During the beginning of 1964 several Canadian exporters were successful in marketing frozen pork in France as a result of a temporary reduction in import levies. Levies have since been returned to near-normal levels and this has curtailed further sales from North America. On the other hand, there appears to be a developing shortage in France of beef, particularly hindquarters, and it is anticipated that a quota for frozen beef will be opened in the near future.

Canadian exporters wishing to explore new sales prospects for agricultural and fisheries products should contact the Commercial Section of the Canadian Embassy in Paris. ●

COMMODITY NOTES

Automobiles

PERU—Twelve internationally known automobile manufacturers have requested approval for the installation of motor vehicle assembly plants in Peru. General Motors (U.S.) and Nissan Motors (Japan) have already signed government contracts and have begun plant construction. Other applicants are Volkswagen, Chrysler, Toyota Motors, Renault, Datsun, Scania Vabis, American Motor Corporation, British Motor Corporation, Ford and International Harvester Co.

General Motors' anticipated initial annual production will be 5,000 units; Volkswagen 3,500, to be increased to 5,000; Datsun 1,000, increased to 2,500; Nissan Motors 1,500; Renault 1,000 and Scania Vabis 100 units, to be increased to 500. If expected production programs are adhered to, over 16,000 vehicles will be assembled in Peru during the industry's first year —Lima.

Candied Fruit

UNITED STATES—A new import industry for Tampa was launched a few weeks ago when the Lauro Line *Napoli* unloaded two million pounds of glacé cherries at the Southport terminal there. Grown in southern Europe, the cherries were approaching the end of their journey to Paradise Fruit Co. of Plant City, Florida, which produces more than 15 million pounds of candied fruit every year. This was the first of several fruit shipments into Tampa from many countries, including Puerto Rico, Venezuela, Italy and Australia. Other fruits that will be imported are pineapple, citron, lemon and orange peel, and cherries. Most Paradise products are used in fruit cakes. Present processing capacity, about 100,000 pounds a day, will soon be expanded; new equipment being installed can handle two million pounds of pineapple each season (special equipment is needed for pineapple processing which takes 15 days). Paradise uses 10 million pounds of sugar a year and refines it in its own plant—New Orleans.

Copper

MOZAMBIQUE—A high-grade copper has been found at Isitaca in the Manica and Sofala areas of Mozambique about 20 miles from the Rhodesian border. Ore samples are said to average a copper content of 7.5 per cent, which makes these deposits among the richest in the world. Although exploration is still in the early stages, $400,000 has already been invested in machinery—Johannesburg.

Fish Nets

VENEZUELA—A new factory will be opened soon in Maracay, near Caracas, by Messrs. Empresa Redes Venezolana, C.A., to make fishing nets without knots.

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Formerly these were imported, mainly from Japan. The company was set up under the auspices of the Venezuelan Development Corporation which will contribute more than Bs.535,000 in buildings, land, equipment and installations toward the total investment of Bs. 675,000—Caracas.

Pig Iron

JAPAN—Yawata Iron & Steel Co., Japan's largest integrated steel producer, has contracted for five million metric tons of pig iron to be imported over a ten-year period from South Africa. Shipments are scheduled at 500,000 tons each year, with the first shipment in August. Import price is reported at roughly U.S.$49 c.i.f. per metric ton. Imports will be handled by Mitsui & Co. and Kinoshita & Co.—Tokyo.

Rodent Killer

U.S.S.R.—A preparation called "Gliftor", which is intended to kill mice-like rodents, has been developed by scientists of the Pan-Union Institution of Plant Protection and the Leningrad Technological Institute. It is a blend of a difluorhydrine of glycerin (70-80 per cent) and chlorofluorhydrine of glycerin (30-20 per cent), and possesses high toxicity against harmful rodents. The preparation, unlike other similar products, is not dangerous to poultry. It can be also used against insects causing damage to farm crops—Moscow.

Steel

AUSTRALIA—Australian exports of iron and steel reached 854,582 tons valued at £A32,574,000 in 1963. Shipments went mainly to New Zealand, Japan, Britain, the United States and Italy. During the same year, 277,670 tons of iron and steel valued at £A25,468,000 were imported, mainly from Britain, Japan, Canada, the U.S. and Sweden—Sydney.

CHILE—Cia. de Acero del Pacifico, S.A. (CAP), Chile's large integrated steel company, has launched an expansion program to step up steel ingot capacity at its Huachipato mill from 500,000 to 600,000 metric tons a year. Annual output of finished products will be raised to 450,000 metric tons. This expansion stage is scheduled for completion in June 1965 and company officials hope that it will permit them to continue to cover Chile's main needs for primary steel with a modest surplus for export to neighbouring LAFTA countries. The Export-Import Bank has just announced that it will lend CAP U.S.$11.3 million to purchase equipment in the United States for the expansion. The Export-Import Bank and the Koppers Engineering Company and other private United States interests have been closely associated with CAP since its establishment over a decade ago—Santiago.

SWEDEN—According to the 1963 report of the Steel Works Association, total production of commercial steel last year was 2,726,000 tons compared with 2,504,000 tons in 1962. Production of pig iron and ingot steel also increased from 1.82 million to 1.88 million tons, and from 3.6 million to 3.8 million tons respectively. Total supply to the domestic market increased from 2.7 million to 2.8 million tons.

Iron ore exports went up from 19.3 million tons to 20.2 million tons, while exports of pig iron reached 57,000 tons compared with 35,000 in 1962. Sponge iron exports were 36,100 tons compared with 28,900 tons, while exports of commercial steel products increased from 678,000 tons to 788,000 tons. Imports of pig iron increased from 181,000 to 188,000 tons and wrought scrap iron from 26,400 to 116,100 tons. There was no change in total imports of commercial steel from the 1962 figure of 950,000 tons, though imports of heavy and medium plate fell from 237,000 to 225,000 tons.

Employment in the industry is good, but prices of steels of all kinds are still depressed—Stockholm.

Foreign Tariffs and Trade Regulations

Turkey

FOREIGN TRADE REGIME FOR SECOND HALF 1964—We have now received the official text of the new foreign trade regulations and the 13th global import quota and free import list contained in a decree put into force by Turkey on July 4, 1964.

The new regulations represent a tightening of import trade control in that the free list has been substantially decreased and condensed into two lists. The guarantee deposits for the free list have been increased, and all free list imports must now be made on a letter of credit basis. In general, the new quota allocations are well below those of the previous licensing period.

For the quota list imports, the application must be accompanied by a guarantee equivalent to 10 per cent for the manufacturer-importer or in the case of the merchant-importer, 30 per cent of the amount applied for. Within a specified period—two months for the manufacturer-importer and three months for the merchant-importer—after the receipt of advice of the availability of the import licence, the recipient must exchange the advice for an import licence proper. At the same time, the importer must deposit an amount equivalent to 50 per cent of the value of the licence as down payment for the goods. The rest of the value must be paid on arrival of shipping documents or within five months of date of issue of the import licence proper. Foreign exchange transfers must be applied for on opening the letter of credit.

This information complements announcement in the July 25 issue of *Foreign Trade,* page 30.

Brazil Combines Business with Beauty

Don't pass up Brazil when you are visiting South America; it has problems but it also has promise. An interest in this market could pay off in the long run—and your trip will include some of the most breathtaking scenery and the most striking cities in the world.

J. PAUL RICHARDS, *Assistant Commercial Secretary, Rio de Janeiro.*

This view of the business section of Rio de Janeiro shows the tree-lined Avenida Rio Branco. The famous Sugar Loaf mountain can be seen in the background across Guanabara Bay. Before the founding of Brasilia a short time ago, Rio was the federal capital of Brazil.

CANADA'S special interest in Brazil dates back more than fifty years to the establishment of the Brazilian Traction, Light & Power Co., now Canada's largest overseas investment and the largest foreign-owned company in South America. In addition, Brazil imports about $30 million worth of goods from Canada each year, to which our sales of aluminum, newsprint, asbestos, and plastics and synthetic rubber contribute substantially. Although our major purchase from Brazil is coffee, we also import substantial quantities of iron ore, cocoa, sisal and more recently, citrus fruits.

Unfortunately, as many Canadian businessmen now realize, it is not easy to sell in Brazil. A combination of high protective tariffs and special exchange requirements effectively eliminate the potential market for many goods. The unsettled economic conditions have also discouraged Canadian exporters from undertaking a closer examination of this market. Consequently, it is often difficult for many Canadian businessmen to justify a trip to Brazil unless they are making a tour of South America and the cost in time and money of including Brazil is small. And because it has a population of over 75 million and occupies nearly half the land area of South America it would be a mistake to write it off as a market without first examining the present and long-term possibilities.

If you are not familiar with the Brazilian market you would be well advised before your trip to contact both the Chief, Latin American Division, Department of Trade and Commerce, Ottawa, and either of our two Trade Offices in Brazil:

Commercial Counsellor
Canadian Embassy,
Caixa Postal 2164-ZC-00
Av. Pres. Wilson, 165-7°
Rio de Janeiro, Brazil.

and

Canadian Consulate
Caixa Postal 6034
Av. Sete de Abril 252-12°
São Paulo, Brazil.

Their answers will give you some idea of the potential market for your product and of the customs regulations and procedures.

Planning Your Trip

Your entry into Brazil can be facilitated by obtaining the tourist card available from most travel agencies instead of a visa. A smallpox vaccination is the only legal health requirement, but inoculation against typhoid is strongly recommended. Protection from malaria and yellow fever should also be obtained if you are travelling into areas distant from the main cities.

The temperature in most parts of Brazil is usually semi-tropical to tropical. Dark, lightweight tropical suits are always acceptable, though hats generally are not worn. I was particularly surprised to see how formal the business dress is in Rio de Janeiro. Even on the hottest days it is rare to see businessmen out on the street without jackets, and it is impossible to buy what we consider summer shoes with ventilation in any of the stores. Rain protection is needed in some seasons (reasonably priced umbrellas are available everywhere) and a sweater would probably be welcome for evenings in the winter (June-September), particularly in São Paulo.

There are no special currency problems. American Express travellers cheques are acceptable everywhere although you will save money if you don't purchase cruzeiros before your arrival. The "Cambios" (money-changers) in Brazil offer a better rate than the banks or the hotels.

Don't rely too heavily on last-minute preparations. Mail is unreliable and telegrams within Brazil often take a day or longer to reach their destination. Our offices can help you much more if we have a week's notice of your plans. Many Brazilians expect at least three or four days' notice for even the most important visitors. If yours is a business trip and you have any doubts about hotel accommodation, please do not hesitate to contact us. Reservations made by the airlines are often not reliable and most of the good hotels in Rio de Janeiro and São Paulo are filled to near capacity most of the time.

It is not easy to bring large samples of commercial value into Brazil, and if they are necessary for your promotion efforts, you would be well advised to contact our office before your departure for advice on procedures. There are no problems about bringing normal quantities of promotion literature and catalogues with you.

Getting Around

There was a time not many years ago when a trip to Brazil meant several days of very uncomfortable flying. Now Rio is only nine jet hours away from New York via Pan American or Varig airlines, and there are also other jet flights connecting it with most of the other major cities in South America.

The length of your stay will, of course, vary with the market opportunities and the type of goods or services you offer. São Paulo is the major industrial centre, Rio de Janeiro the administrative centre, and Belo Horizonte the mining and precious stone centre. Recife in the north is the main centre for commerce in that area. A week should be adequate for a preliminary examination, but a well-organized visit to Rio de Janeiro and São Paulo could be done in less.

Brazilian Official Holidays

January 1	New Year's Day
February	Carnival (dates vary—3 days)
March	Good Friday
May 1	Labour Day
May 28	Corpus Christi
September 7	National Day
November 2	Remembrance Day
December 25	Christmas

Travelling facilities within Brazil range from the very modern to the most primitive. Brazil ranks third in the world for internal air travel but this is probably because the other forms of transportation are poor. Jet flights connect most of the major centres although there is not quite the respect for schedules that we are accustomed to. A prompt and efficient air shuttle service links Rio de Janeiro and São Paulo. Commercial travellers rarely use trains or boats.

Cars can be rented but there are problems involved in obtaining a driver's licence. A car is a disadvantage inside the cities, particularly if you are not familiar with the Brazilian driving customs.

Taxis are available everywhere and although they are old, they are clean and charges are reasonable. The taxi-drivers, like those in other countries, will occasionally take advantage of newcomers, particularly at the airports. Make sure the meter is cleared when you enter. The flag should be vertical as you get in and horizontal when you start. The initial charge at present is Cr.$100. (roughly 10 cents) and most rides within the city should cost less than the equivalent of one Canadian dollar.

Doing Business in Brazil

If you are seriously considering selling in Brazil, it is essential to have local representation—not only because the representative is familiar with changing market conditions and with business practices and customs, but because many Brazilian firms and government agencies have a policy of not buying directly from a foreign firm. Both our offices can recommend suitable agents or distributors in most fields and supply financial and commercial references so that you can assess a firm accurately.

Appointments are necessary and often should be arranged well in advance. In Rio de Janeiro particularly, most of the commercial section is centrally located and separate calls are often within walking distance of each other. Downtown traffic is extremely heavy, and because it is not unusual to be kept waiting past the designated hour it is preferable to leave some leeway between appointments. Business hours vary considerably in Brazil although most are fairly close to Canadian. Commercial banking hours are from 9.00 a.m. to 5.00 p.m., but government offices are not open until 11.00 a.m.

Most businessmen in Rio de Janeiro and São Paulo speak or can understand English or French, and if your literature is not available in Portuguese it is probably just as effective in English as it would be in Spanish. The metric system is used for both the currency and weights and measures.

History—and Geography

Brazil became an independent empire in 1822, and in 1889 the present Republic of the United States of Brazil was proclaimed. On April 21, 1960, under the Government of President Kubitschek, the federal capital was transferred from Rio de Janeiro to *Brasilia,* located close to the geographic centre of the country. Brasilia is noted for its striking innovations in architecture and for its bold pioneering attempt to develop the interior of the country.

Rio de Janeiro: In *The Times* of London of January 18, 1964, Rio de Janeiro was aptly described as "perhaps the only city in the world worthy of all the praise showered upon it".

The tourist guides all have an introduction to Rio de Janeiro that goes like this . . . "Rio, queen of cities, sparkles like a gem in nature's most exquisite setting—Guanabara Bay with its emerald isles guarded by the Sugar Loaf rising dramatically skyward, the dazzling white sands of Copacabana Beach and the strains of samba music re-echoing in your ears long after you have departed from the incomparable madcap carnival . . ."

Rio de Janeiro is truly a beautiful city and one of the few places in the world where each and every resident, rich or poor, believes that he is living in the finest place in the world—and perhaps he is. Carnival, incidentally, has to be seen to be believed. Rio explodes every year with the rhythmic colour and sound of this pre-Lenten festival that reaches every class and every age among its three million people.

São Paulo, only 225 miles from Rio de Janeiro, is the industrial centre of South America and one of the fastest growing cities in the world. Its 4.8 million inhabitants work in some 50,000 factories producing practically everything. Its modern industrial appearance is complemented by fine parks, beautiful suburban areas and historic buildings which include the Paulista Museum, the Baroque Opera House, and the Butantã, the world-renowned snake serum institute.

Porto Alegre, capital of the State of Rio Grande do Sul, is the most important commercial centre south of São Paulo. A modern city of 650,000 people (many of German descent) with a temperate climate, it is located at the junction of five rivers.

Curitiba is the capital of the State of Parana which derives its economic prosperity from extensive coffee plantations in the north and vast timber forests in the southwest. It is located about 250 miles from São Paulo and about 3,000 feet above sea level. Its bracing climate has attracted many Slavs, Germans and Italians and it now has a population of 300,000.

Other major cities include: *Belo Horizonte,* located inland almost due north of Rio de Janeiro, now Brazil's third largest industrial complex and centre for the mining and semi-precious stones industry; *Recife,* the commercial centre of the northeast, located on the northern coast of Brazil with a population of nearly a million people, nicknamed the Venice of Brazil because several rivers divide the city into sections connected by bridges and traversed by canals, and *Salvador,* Bahia, Brazil's first capital and often nicknamed the "mother" city. Salvador has a rich cultural heritage and is particularly famous for its large number of churches, including the Church of São Francisco de Assis.

Customs and Precautions

If you want to be sure of enjoying your trip to Brazil, don't drink the tap water regardless of what the hotel management claims. Bottled water is available everywhere at reasonable prices. It is also advisable to keep away from greens, salads and uncooked vegetables. Medical facilities are excellent, but it would be a shame to have to use them.

One-way streets in Brazil are a bit different from those in Canada. Before crossing, check the traffic from the direction of the arrow and then check the other way. The sign merely indicates which way the majority of the traffic will travel. The stoplights are also considered optional and should be regarded accordingly.

The national dish is black beans and rice sprinkled with manioc flour which resembles (and occasionally tastes like) fine sawdust. This is all washed down with the favourite Brazilian beverage cachaca, a rather potent liqueur made from the residue of sugar cane. Most visitors prefer the "Churrascarias" (restaurants featuring gaucho-style foods) with their wide variety of barbecued meats.

In Rio de Janeiro most of the large hotels are located along the Copacabana Beach. Every visitor should try to include some sunbathing over weekends or after work in the early evening, but at all times be careful about swimming at the beaches. There is often a strong undertow and if you are in doubt, stay out of the water.

Shopping in Rio de Janeiro or the other cities of Brazil can be a very rewarding experience. Semi-precious stones are an excellent buy and easy to carry. Alligator bags and shoes, wood carvings and trays decorated with the fluorescent wings of butterflies are other popular items.

Although it may be difficult to justify a business trip at present on the basis of the short-term returns, Brazil's recuperative powers are legendary and there are few places that offer better surroundings in which to plan for long-term growth.

They're Selling in Italy . . .

"In January 1963, Miss Latis and Mr. Lacagnina of La Rinascente, Milan, visited our factory . . . They also visited our booth at the Canadian National Samples Show to which European buyers were brought by the Canadian Government and they placed a sizable order at that time. This was dispatched to them with no complications and we are looking forward to further business from them this year."

—*Werlich Industries. Preston, Ontario.*

You Can Do Business in

Wheat, cotton and cattle still rank high among the products of the "Sooner State", but development of oil resources, growth of industry, and a planned waterway project are bringing changes. These mean that more Canadians could sell here—to department stores, space-industry contractors, and users of capital goods.

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

THE Choctaw Indians called it "land of the red people" but in 1964 Oklahoma is best known for its agriculture, oil, "seaports", the world's biggest jet air base, and its capital, the largest U.S. city in area. Seaports? Yes, by the 1970's a gigantic project will link Tulsa and Oklahoma City with the sea and the world's trade routes, via the Arkansas River and the Mississippi. Largest city? Yes, Oklahoma City, covering over 600 square miles, is larger in area than Los Angeles and Detroit put together.

Agriculture has always been of first importance in Oklahoma. A line marking the northern limit of the 200-day growing season passes through the state and separates the wheat and cotton belts. These two crops and cattle are the main products of its fertile soil. Number two in the U.S. in beef-cow population, Oklahoma concentrates on the breeding and raising of beef animals, sells most of those bound for eastern markets to Iowa, Illinois, and other cornbelt states for finishing in feedlots.

Minerals are important too. Oklahoma is third among gas-producing states and fourth as an oil producer, pumping over 200 million barrels out of the ground each year. The world's largest lead and zinc mines are near Tulsa, and coal reserves total 55 billion tons.

Combines Several Elements

In location and climate, in agriculture, and in its development as a state, Oklahoma has a unique combination of elements characteristic of the north, south, east and west of the United States. Geographically, the state lies halfway between the Atlantic and Pacific Oceans. It has both the wooded hills and valleys of the east and the grassy, treeless buffalo plains of the west. Like the north it has marked seasonal and daily temperature ranges. Wheat joins Oklahoma to the north, cotton to the south. Kansas, Oklahoma's neighbour to the north, is the No. 1 wheat state and Texas, to the south, is first in cotton. The state lies far enough westward to benefit from the gradual U.S. population shift in that direction. The main U.S. transport routes linking east and west have always crossed Oklahoma, from the Butterfield Stage 100 years ago—it took 25 days to cover the 2,800-mile route from St. Louis to the west coast—to Route 66 which today runs through on its way from Chicago to Los Angeles.

Oklahoma has something of an obsession with water. In the 1800's it was part of a vast region known as the Great American Desert. By the 1930's it had only 2,000 irrigated acres and during the early years of that decade, farmers saw their land literally blown away during the worst drought in U.S. history. To guard against any repetition of this disaster, Oklahomans and the Federal Government set out on determined broad programs of water conservation, management and research. Over 25 per cent of all the upstream flood-control dams in the United States have been built in Oklahoma and more than 825 are now in place. Great power dams and reservoirs have gone up. Today more than 300,000 Oklahoma acres are irrigated.

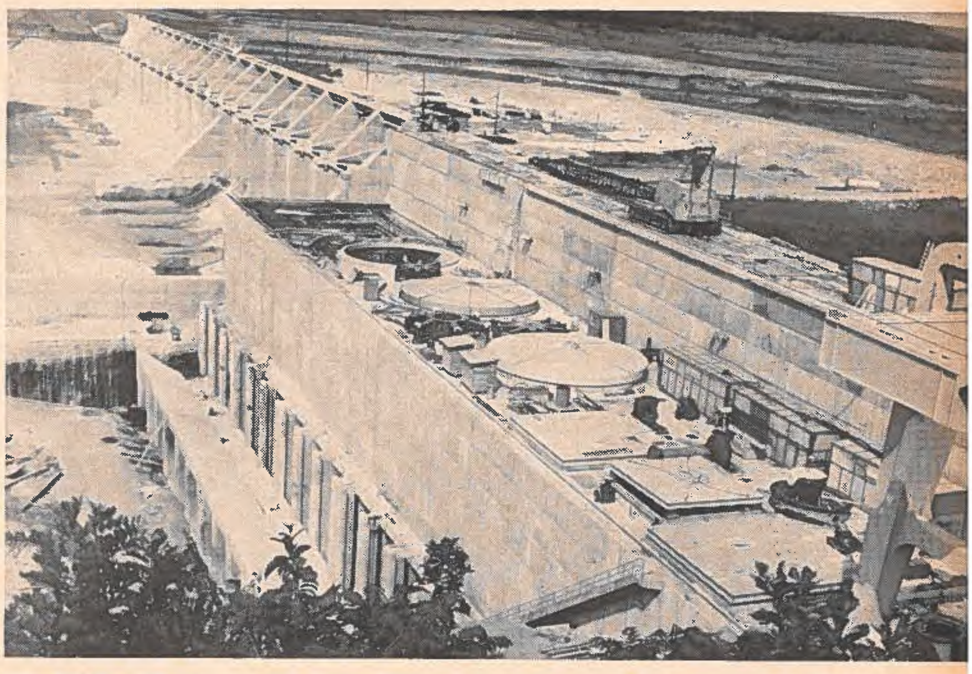
Waterway to the Sea

But no program kindles the imagination of Oklahoma's people as much as the 516-mile Arkansas River navigation channel, with a minimum depth of nine feet, now being built upstream from the Mississippi River right across Arkansas and Oklahoma to a port being developed near Tulsa. Designed to bring raw materials in and ship products out at lower cost, to spur resource development and to attract new industry, the project is costing the U.S. Government $1.2 billion —a tremendous $2.3 million per mile—and a proposed extension of 120 miles to Oklahoma City will cost another $550 million.

The project has its critics, but chances are that criticism will grow less as time goes by. Supporters who say that the Arkansas River Valley will some day rival the valleys of the Ohio or the Ruhr have only to point to the tremendous industrialization and prosperity that cheap power, navigation and water conservation have brought to the Tennessee River Valley in the 30 years since the U.S. Government set up the Tennessee Valley Authority. In the Arkansas River basin eight million people live and all will benefit from the new waterway. Oklahoma has a big potential supply of energy fuels—oil, gas and coal—and lowered freight rates and new hydro-electric power from the waterway will help make their economic extraction possible. As well as joining Oklahoma to ocean trade routes, navigation will tie the state into a system of 30,000 miles of inland waterways. Freight savings will

Oklahoma

make steel from Pittsburgh cost $10 less per ton, newsprint $4 less per ton, and fertilizer $2 less per ton. Wheat going out of Oklahoma will cost 13½ cents less per bushel, coal $1.25 less per ton, and savings in oil and petroleum products will also be substantial. It is estimated that the waterway will handle 13.2 million tons of cargo a year, 65 per cent of it from Oklahoma.



The $34.6 million Markham Ferry Dam, showing the powerhouse and four of its generating units. Four Kaplan turbine assemblies, each with a 35,000-h.p. capacity, have been supplied by a Canadian firm. Cost of the units was $2.58 million.

Industries and Power

Oklahoma hopes to attract new industries to the waterway and is taking particular aim at space-age industry. Space rockets and other hardware are so big that they can only be moved by water and this unique requirement of the industry is already bringing tremendous economic benefits to the burgeoning "space crescent" states of Texas, Louisiana, Mississippi, Alabama and Florida. Ice-free water transportation in each of these states has made the building of huge space installations feasible. Seeing this, Oklahoma is making a determined play for a share—and with some success. At least two of the major aircraft builders, both prime contractors in the space field, have set up sizable plants.

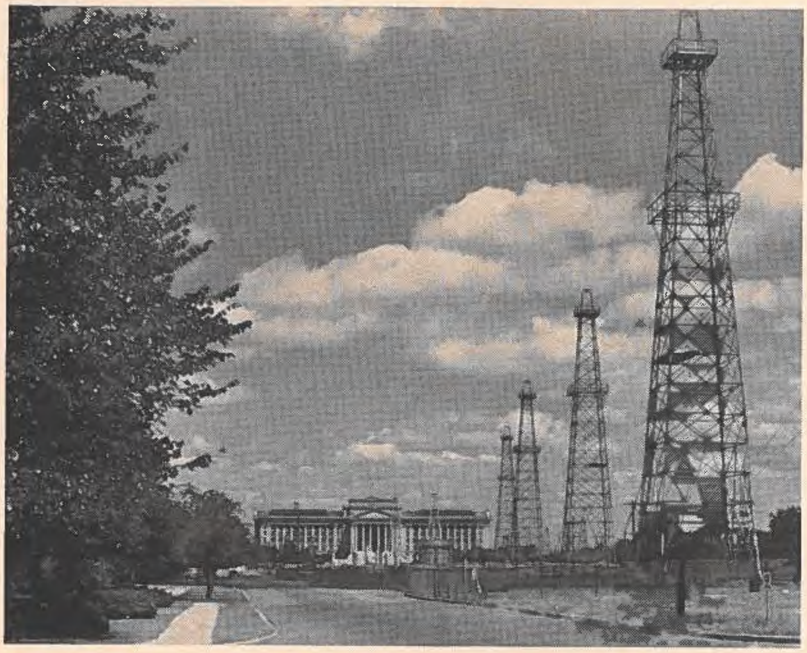
Canadian industry has been making its own play for a share of the Arkansas River Valley development project. Several construction companies and manufacturers of hydroelectric generating equipment have been actively competing for business. One Toronto firm won a contract to supply four Kaplan turbine assemblies of 35,000 h.p. each, worth $2.58 million in all, for the $34.6 million Markham Ferry Dam on Oklahoma's Grand River, a tributary of the Arkansas.

Two Major Cities

There are two major trade and population centres in this still basically agricultural state, Oklahoma City and Tulsa; the former has just over, and the latter just under, half a million inhabitants. Oklahoma City is the biggest city on the transcontinental highway between St. Louis and the West Coast, a centre for marketing and processing both livestock and agricultural products, and a leading wholesale and distribution point. A rich oilfield was discovered in the city some 35 years ago. It is just one of several in the state, making refining and processing important industries. The largest Air Force repair and supply facility in the world is at Tinker Air Force Base in Oklahoma City. There some 25,000 civilians and military personnel carry out all repairs, modifications, parts stocking and services for major military aircraft and for several Air Force missiles. Electric switchgear, electronic equipment, oil-well tools and supplies, aircraft, glass, and paper products are also all manufactured in Oklahoma City.

Tulsa has developed from Indian settlement to farming community and rip-roaring cow-town to an important manufacturing and oil centre. It was still a land of cowboys, Indians and vast buffalo herds when Oklahoma joined the Union and with a population of only 7,000 —but its history was already being written in oil. Now it claims to be the oil capital of the world. And with its over 800 oil companies and its allied industries — including scores of drilling contractors, pipeline companies, oilfield suppliers and oil equipment manufacturers who support the industry, the multimillion-dollar petroleum research and development activities carried on there, and the highly specialized university courses available in petroleum engineering and related fields —the boast certainly seems to have merit. The International Petroleum Exposition held in Tulsa on its own 27-acre grounds is the largest single-industry exhibition in the world. The next one will be in May 1966.

Tulsa is much more important as a manufacturing centre than Oklahoma City, adding proportionately twice as much value by manufacturing. Among its leading products are chemicals, geophysical equipment, a wide variety of instruments, electrical and industrial heat-



Symbols of the state's natural resources, a row of oilwells lines the approach to the Capitol building of Oklahoma. These wells are in operation, and pump oil from a pool beneath the building by "whipstocking" or slanting the drill hole. The State Capitol area is one of Oklahoma City's top attractions.

From Purchase to Statehood

OKLAHOMA was originally claimed by both Spanish and French explorers but in 1803 it was sold by France to the United States for less than a million dollars, as part of the Louisiana Purchase. The next century saw the area designated Indian Territory and great influxes of Indians relocated by the Government from their lands in various other parts of the country. Later the first white settlers came. So did the soldiers, who built forts and frontier outposts, where they clashed with the Indians, protected the newcomers, and helped to tame the land.

Still an Indian Territory during the Civil War and the last place in the United States where the red man roamed freely, Oklahoma was surrounded to the east, west and south by the Confederacy and to the north by the Union. Today it thinks western more than anything else.

Oil was discovered in 1889, the same year in which Oklahoma City was founded. It is probably the only state capital which can trace its birth to a single hour on a single day. At noon on April 22, 1889, the Indian Lands still unassigned to any tribe and which made up the whole central portion of the state were thrown open to settlement by proclamation of the President of the United States. Over 100,000 people waited on that day for the signal to be given to start "the Run of '89" and by nightfall on the banks of the Canadian River, 10,000 of them had created Oklahoma City from nothing. Some few settlers got into the unassigned lands sooner than the legal time and became known as "Sooners", a name still used. It has long since lost its original connotation, and today Oklahoma is pridefully known as the "Sooner State."

In 1905 the first large oil strike was made and two years later Oklahoma became the 46th state. ●

ing equipment, oilfield and drilling equipment and supplies, pumping equipment, pipe and fittings, tanks and other fabrications of steel and other metals, power winches, trailer and truck bodies, glass and, of course, all kinds of petroleum products.

Oklahoma reminds the visitor of Western Canada and Tulsa of Calgary or Edmonton: the frontier history, the bright clear air, the wheat, the cattle, the prairies, and most strikingly, the oil. The Oklahoma oilman who doesn't know Alberta seems to be something of a rarity, and it is not hard to find Canadians in either Tulsa or Oklahoma City.

Trading Opportunities

Canada buys a lot from Oklahoma. High on the list are drilling and oilfield tools and equipment and supplies, cotton and aircraft, followed by a surprisingly varied list of other manufactured goods including auto parts, cranes, paint, copper wire, wire rope, furniture, aluminum doors, industrial deodorants and cleaning compounds, valves, plastic products, and stone-cutting machinery. Some of the most important Oklahoma exports, of course, are products in which Canada is self-sufficient or exports itself, such as wheat and livestock products.

Oklahoma imports reinforcing steel, nails, iron and brass fixtures, industrial machinery, pipe and fittings, plumbing supplies, paints, lumber, sporting goods, gifts, novelties, woollens, sportswear and fashionwear, and food products. Most of these could be supplied from Canada and some of them already are. Certain Canadian drilling and oilfield tools and refinery equipment are sold there now, some through well-established local agents, and there are many customers in Oklahoma for Canadian softwood lumber.

Oklahoma City Air Materiel Area, located at Tinker AFB, spent $575 million on contracts in 1963 and for over 95 per cent had to look outside the state for suppliers. OCAMA buys the following supplies for the entire U.S. Air Force: hydraulic vacuum and de-icing systems; equipment for air conditioning, heating and pressurizing aircraft; jet engine parts, including fuel and cooling systems; turbosuperchargers and others; filters; gas turbine engines and engine containers. Canadian firms have been made aware that opportunities to supply OCAMA needs exist for them under the Canada-U.S. Defence Production Sharing Agreement, and already 26 Canadian firms are on OCAMA suppliers' lists. A letter addressed to the Procurement and Production Directorate of OCAMA, Tinker Air Force Base, will bring all details to any other Canadians interested in becoming suppliers.

Selling Consumer Goods

Merchants in Oklahoma City and Tulsa are foreign-trade minded and both cities have more importers and exporters than is usual in such inland centres, and many manufacturers' agents. Most of them would be delighted to make new Canadian contacts.

Two department store executives from Oklahoma's largest department store attended the National Canadian Samples Show in Toronto in the spring of 1963. There they bought some leather handbags which have since been reordered several times and also saw a number of other lines they were interested in—women's sportswear, men's and children's wear, food products and sporting goods. "The Show created a good background impression," they reported afterwards, echoing comments heard from most of the other Samples Show guests from this territory, "but for orders to be written, follow up with the buyers. We have 40 or 50 of them and you should let them see you and your goods at the big U.S. market shows or let them see them here at the store. You'll get some orders."

For Export Success

There need be no doubt about it. Canadian exporters can do business in Oklahoma. The formula is the simple one that applies everywhere else in the United States. Study the market. Make a positive decision to go in or to stay out. Recognize that exporting is different from doing business at home and that pricing, labelling, packaging, marketing, distributing, delivering, even advertising and retailing must all be thought through again. Be ready to change them all if need be to meet market requirements. Anybody not flexible enough to do this, not able to handle the increased correspondence or the increased volume of business export success will bring, who does not want to make working trips abroad, or who thinks exporting is a casual sideline or only a means of getting rid of occasional surplus production should stay out. Whether it's Oklahoma City or any other U.S. market, it only takes one experience with Canadian exporters who quote Canadian dollars f.o.b. Canadian plant, and duty for customer's account, or fail to answer their mail, or deliver in 15 weeks when they promised five, for most customers to lose all interest not only in the particular product but in any others from Canada as well. Follow up. Failure to do this is the most common, most unnecessary and most exasperating cause of disenchantment with Canadian exports and exporters. Nothing knocks the bottom out of your chances more quickly.

Viewed from the market, these ideas are only the most ordinary common sense. The pitfalls are not hard to avoid, but it is important that you avoid them. In Oklahoma, if you have the goods and will make the effort, you can sell. ●

U.S.S.R. Diverts Rivers

THE U.S.S.R. is attempting to solve the problem of the falling water levels of the Don, Dnieper and Volga Rivers and the Caspian Sea by channelling water from the north of the country into these rivers. One proposed route, called the Eastern System, will divert waters from the Pechora and the Vychegda to the Caspian Sea; a second, the Western System, will bring waters from three northern rivers —the Onega, Sukhona, and the Northern Dvina—to the rivers flowing into the Black Sea and the Sea of Azov.

In the Cherepoverts area, a large metallurgical centre, specialists believe it possible to merge the waters flowing north and those flowing south. The Volga-Baltic Sea Canal may be used as one of the routes to channel some of the water from the Lake Onega area. Hydropower stations are being built along this canal to send the water to Beloozero and on to the Cherepoverts reservoir. Another project is to raise the water of the Onega River in the Konev area, reverse its flow, and also send it to Cherepoverts reservoir through canals and rivers. A third project is to dam the Sukhona River in the Veliky Ustyug area and have the water flow by gravity into Lake Kubinskoye and on into the reservoir.

The Cherepoverts reservoir was finished in June 1963 where the waters of the Sheksina were stopped by a powerful dam. Horizontal turbines will be installed in the engine rooms located in the body of the dam under the waste gate. From the turbines, the water will flow into the Rybinsk reservoir and be pumped into the Uglich reservoir and then into the Ivankovo. At the Ivankovo the water will be divided into two branches—one will go to the Don and the other to the Dnieper. The first will pass through the Moscow Canal and the Moskva, Oka, and Osetr Rivers; the second will go up the Volga to Kalinin, Zubtsov, and Rzhev and then be raised to the Valdai hills and cross them to join the Dnieper in the Dorogobuzh area.

Plans will be ready this year to regulate the flow of the Pechora and the Vychegda so that a part of their waters will continue to flow into the Barents and White Seas and a part will be diverted in the opposite direction, to the south.

—R. V. N. GORDON,
Commercial Counsellor, Moscow.

The Ocean Freight Market

THE OCEAN freight market in the second quarter of the year maintained a tone of stability in the trans-Atlantic trades. Rates in the Atlantic grain trades fluctuated within narrow limits before easing at the end of the quarter. The Pacific section of the market was less stable, average rates for grain and for lumber and general cargo declining substantially below those of the previous quarter. The increasing volume of sulphur and potash shipments from British Columbia constituted an interesting feature of the market.

Rates for black oil from the Caribbean to U.S. North Atlantic ports after remaining fairly steady during the greater part of the quarter dropped to lower levels towards the end, reflecting the lighter seasonal demand in tonnage.

CHARTER RATES—FIRST QUARTER 1964

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £=$3.02 and U.S.$=$1.08. For comparison, the rates a year ago are shown in column C with the Canadian dollar equivalent in column D likewise calculated at £=$3.02 and U.S.£=$1.08.

TIME CHARTERS

Average rates per deadweight ton per month for the second quarter of the year were as follows:

	1964 Second Quarter		1963 Second Quarter	
	A	B	C	D
	£ or U.S.$	Can.$	£ or U.S.$	Can.$
General Trading (approximately 6 months)				
Motorships, 9,000-10,999 dwt., 9-10.9 knots	$2.66	2.87	....	....
Motorships, 9,000-10,999 dwt., 11-12.9 knots	$2.96	3.20	$2.96	3.20
Motorships, 9,000-10,999 dwt., 13-15 knots	$3.77	4.07	....	....
Motorships, 11,000-12,999 dwt., 13-15 knots	$3.27	3.53	$2.87	3.10
Motorships, 13,000-14,999 dwt., 13-15 knots	$3.15	3.40	$2.49	2.69
Motorships, 15,000-16,999 dwt., 13-15 knots	$3.40	3.67	....	....
Steamships, 9,000-10,999 dwt., 9-10.9 knots	$2.50	2.70	$2.21	2.39
Steamships, 9,000-10,999 dwt., 11-12.9 knots	$3.39	3.66	....	....
Steamships, 11,000-12,999 dwt., 13-15 knots	$2.70	2.92	....	....
General Trading (approximately 12 months)				
Motorships, 9,000-10,999 dwt., 11-12.9 knots	$3.01	3.25	$2.24	2.42
West African Rounds				
Motorships, 11,000-12,999 dwt., 13-15 knots	$3.65	3.94	16s. 6d.	2.49

TRIP CHARTERS

Average rates for the second quarter of the year were as follows:

	A	B	C	D
Heavy Grain (per long ton)				
St. Lawrence to Britain	35s.9d	5.40	37s. 5d.	5.65
St. Lawrence to Belgium/Holland	$4.01	4.33	$4.28	4.62
St. Lawrence to Denmark	$4.65	5.02	....	....
St. Lawrence to France	$5.75	6.21	....	....
St. Lawrence to East Germany	$6.38	6.89	....	....
St. Lawrence to Japan	$9.70	10.48	$7.50	8.10
St. Lawrence to Poland	$5.08	5.49	....	....
St. Lawrence to U.S.S.R. Baltic	$5.95	6.43	....	....
St. Lawrence to U.S.S.R. Black Sea	$6.88	7.43	....	....
Churchill to Britain	40s. 0d.	6.04	40s. 9d.	6.15
Churchill to Norway	35s. 0d.	5.29	33s. 0d.	4.98
Great Lakes to Britain	66s. 5d.	10.03	67s. 4d.	10.17
Completing St. Lawrence	32s. 8d.	4.93	35s. 11d.	5.42
Great Lakes to Belgium/Holland	$8.05	8.69	$7.99	8.63
Completing St. Lawrence	$3.62	3.91	$3.95	4.27

	1964 Second Quarter		1963 Second Quarter	
	A	B	C	D
	£ or U.S.$	Can.$	£ or U.S.$	Can.$
Great Lakes to West Germany	$8.17	8.82	....	....
Completing St. Lawrence	$3.45	3.73	....	....
Great Lakes to France	$10.75	11.61	....	....
Great Lakes to Denmark	$10.75	11.61	....	....
Great Lakes to Venezuela	$9.25	9.99	....	....
Halifax/Saint John to Belgium/Holland	$3.50	3.78	....	....
British Columbia to Britain	$7.50	8.10	$6.37	6.88
British Columbia to Belgium/Holland	$5.75	6.21	....	....
British Columbia to West Germany	$6.90	7.45	....	....
British Columbia to South Africa	61s. 11d.	9.35	54s. 1d.	8.17
British Columbia to Venezuela	$6.86	7.41	....	....
British Columbia/North Pacific to Japan	$6.71	7.25	$5.81	6.27
British Columbia to West Coast India	70s. 0d.	10.57	....	....
British Columbia to Communist China	39s. 8d.	5.99	45s. 0d.	6.80
Coal (per long ton)				
Hampton Roads to Belgium/Holland	24s. 9d.	3.74	24s. 4d.	3.66
Hampton Roads to Japan	$6.88	7.43	$6.51	7.03
Fertilizers (per long ton)				
Dalhousie to Britain	$4.20	4.54	....	....
British Columbia to Pakistan	$10.50	11.34	....	....
Gypsum (per long ton)				
Halifax to New Haven Conn.	$1.25	1.35	....	....
Iron Ore (per long ton)				
Seven Islands to Houston, Texas	$1.35	1.46	....	....
Seven Islands to U.S. North Atlantic Ports	$1.35	1.46	....	....
Lumber & General Cargo (per long ton)				
British Columbia to Britain	$12.88	13.91	$11.93	12.88
British Columbia to Australia	$15.43	16.66	....	....
British Columbia to South Africa	$12.50	13.50	....	....
British Columbia to Japan	$11.11	12.00	....	....
Lumber, Deals, Battens, Boards (per standard)				
Windsor, Nova Scotia, to Britain	402s. 0d.	60.70	....	....
Black Oil (per long ton)				
Venezuela to Portland, Maine	$1.35	1.46	$1.41	1.52
Persian Gulf to Portland, Maine	$3.49	3.77	$4.06	4.38
Potash (per long ton)				
British Columbia to Formosa	$7.40	7.99	....	....
British Columbia to New Zealand	$8.00	8.64	....	....
Pulpwood (per fathom)				
Bay of Fundy to France	235s. 0d.	35.49	....	....
Scrap Iron or Steel (per long ton)				
St. Lawrence to Belgium/Holland	$7.37	7.96	....	....
U.S. Atlantic to Belgium/Holland	$7.37	7.96	....	....
Great Lakes to Belgium/Holland	$9.80	10.58	....	....
U.S. Atlantic to Japan	$11.53	12.45	$11.58	12.51
California to Japan	$8.25	8.91	$7.88	8.51
Great Lakes to Japan	$15.23	16.45	....	....
Sulphur (per long ton)				
British Columbia to Britain	50s. 0d.	7.55	....	....
British Columbia to Italy	$10.00	10.80	....	....
British Columbia to Lebanon	$8.50	9.18	....	....
British Columbia to Tunisia	$8.00	8.64	....	....

BUSINESSMAN'S BOOKSHELF

Selling to Austria, Denmark, Finland, Greece, Norway, Portugal, Spain, Sweden

Barclay's Guide for Exporters, Volume II. 90 pages. Free.

THIS guide gives British exporters information on eight European markets. It consists of eight chapters (one for each country), each of which is divided into two parts. The first section gives statistical data on the country's people, income, currency, retail sales, etc. The second section offers broader information on the state of the economy, prospects for exports, the way to advertise products, how to select agents, what fairs to enter, the country's standard of living, import duties, and usual terms of payment.

On each of these topics, there is a paragraph explaining some of the closely related problems, as well as questions involved in trading with these countries.

Although this guide is designed to meet the needs of British exporters, there is certainly enough common ground to make it a useful tool for the Canadian businessman.

An excellent map of each country is included.

Order from: Barclay's Group Office, 54 Lombard Street, London, E.C. 3, England.

Useful Trade Directories

Phillips Paper Trade Directory of the World, 1964

S. C. Phillips & Co. Ltd. 756 pages. £2.10.0. (Post free.)

THIS standard reference work is divided into several sections. The first deals with the paper industry in Britain, and covers paper trade associations, paper, board and pulp mills listed alphabetically and then by location and country. The second section lists paper mills in some 67 countries, their equipment and output. (Canada takes up nine pages.) Section three has a classified list of mill products; section four lists British paper merchants and agents; section five, converters of various types, and section six, British water-marks.

Order from: S. C. Phillips & Co. Ltd., Alliance House, 50-51 Fetter Lane, London, E.C. 4, England.

Trade Directory of the Republic of the Sudan, 1964

Diplomatic Press and Publishing Co. 140 pages. £2.

THE publication of this sixth edition was timed to coincide with the visit of the President of the Republic of the Sudan to Britain at the end of May. It follows the usual pattern of brief articles about the country's political and economic development, the Ten Year Plan that ends in 1970/71, the Gezira scheme, industrial progress, foreign trade, and so on. The concluding section lists the diplomatic corps in Sudan, Sudanese Missions abroad, the press, and finally, gives a list of business enterprises in the Republic, classified by product or service.

Order from: The Diplomatic Press and Publishing Co., 13 Cotswold Gardens, London N.W. 2, England.

ABC Edition Europe Production, 1964

Edited by Kurt R. Selka. 2,739 pages. $25.00 post paid.

EXPORTERS selling to Western Europe may already be familiar with previous editions of this trade directory. The current fifth edition covers 12 countries, with Norway and Finland included for the first time.

The directory gives first an alphabetical list of some 10,000 products, (in English, French, Italian and Spanish) with a number attached to each. Turn to this number and you will discover the names and addresses of firms that manufacture the product in each of these countries. The publishers point out in the preface that this edition contains more than 350,000 entries of manufacturers.

Order from: Patterson-Lowe & Associates Enterprises Company, P.O. Box 4152, Edmonton, Alberta.

Orient Directory

Contracting and Trading Company. 650 pages. $18.00 (post paid).

PUBLISHED in Damascus, Syria, this directory gives useful commercial, industrial and agricultural listings for 18 Arab countries, beginning with Syria and Algeria and ending with Yemen. Each section is prefaced with some general information about and a map of the country; the listings that follow have headings in three languages—English, Arabic and French. Some of these headings are a bit puzzling to the English reader—"Banana Isolators" or "National Textures", for example, and throughout the book there are many proofreading errors. Exporters may find the listings useful in studying sales possibilities and in finding out how many firms in Lebanon deal in motor car accessories or how many deal in canned fish in Morocco.

Order from: Patterson Lowe & Associates Enterprises Company, P.O. Box 4152, Edmonton, Alberta.

TRADE COMMISSIONERS ON TOUR

In Canada

The following officers are undertaking tours of business centres throughout Canada as detailed below. Businessmen who wish to see them should get in touch with the Board of Trade or Chamber of Commerce in the cities mentioned, with the following exceptions: Toronto, Canadian Manufacturers Association; Windsor (Ontario), Greater Windsor Industrial Commission; St. John's, Halifax, Ottawa, Winnipeg and Vancouver, Department of Trade and Commerce; Fredericton, Department of Industry.

Britain—B. C. Butler, Minister (Commercial) in London, who will be returning to his post.

Fredericton—Sept. 1-2
Halifax—Sept. 3-4
St. John's—Sept. 8-11

L. D. Burke, Commercial Secretary in London, who is being posted to Kingston as Commercial Secretary.

Halifax—August 24-26
Saint John—August 27
Fredericton—August 28
Toronto—August 31-September 4

Chile—J. R. Midwinter, Commercial Secretary in Santiago, who is being posted to Head Office in Ottawa.

Vancouver, Victoria—August 30-September 4

Greece—B. A. Macdonald, Commercial Counsellor, Athens, who will be returning to his post.

Edmonton—September 2

Mexico—F. B. Clark, Commercial Counsellor, Mexico City, who is being posted to Los Angeles as Consul and Trade Commissioner.

Vancouver—August 24-28
Victoria—August 31

Peru—K. G. Ramsay, Commercial Secretary in Lima, who will be returning to his post.

Acton—September 14
Goderich, London—September 15
St. Thomas—September 16
Ingersoll, Woodstock—September 17
Brantford—September 18
St. Catharines—September 21
Welland—September 22
Halifax—September 28-29
St. John's—September 30-October 1
Saint John—October 2
Quebec—October 5
Montreal—October 6-16
Toronto—October-19-23
Hamilton—October 26-27
Winnipeg—October 28
Regina—October 29
Saskatoon—October 30
Edmonton—November 2
Calgary—November 3
Vancouver—November 4-12
Victoria—November 13

West Germany—R. F. Turcotte, Consul in Hamburg, who is being posted to Philadelphia as Consul and Assistant Trade Commissioner.

Montreal—August 25-26
Quebec—August 27-28

Temporary Duty in Ottawa

L. D. R. Dyke, Consul and Trade Commissioner, Boston, August 22-September 2. Contact United States Division, phone: 99-2-5176.

H. A. Gilbert, Commercial Counsellor, Melbourne, Australia, August 13-26. Contact Commonwealth Division, phone: 99-2-2421.

G. L. Gagne, Consul and Assistant Trade Commissioner, São Paulo, Brazil, August 24-31. Contact Latin American Division, phone: 99-2-7641.

E. H. Maguire, Trade Commissioner, Singapore, September 30-October 6. Contact Commonwealth Division, phone: 9-92-2421.

D. S. McCracken, Assistant Trade Commissioner, Singapore, August 31-September 11. Contact Commonwealth Division, phone: 99-2-2421.

C. M. Forsyth-Smith, Trade Commissioner, September. Contact Trade Commissioner Service, phone: 99-2-6800.

B. C. Steers, Commercial Secretary, Tel Aviv, October 8-22. Contact Asia and Middle East Division, phone: 99-2-5642.

E. J. Ward, Commercial Secretary (Timber), London, September 1-4. Contact Commonwealth Division, phone: 9-92-2421.

In Territory

Afghanistan—R. D. Sirrs, Commercial Secretary in Karachi, Pakistan, will visit Kabul the last week in August.

Australia—R. D. Lucas, Acting Commercial Secretary in Melbourne, will visit Western Australia August 24-September 3.

Communist China—R. K. Thomson, Senior Trade Commissioner in Hong Kong, and P. M. Roberts, Trade Commissioner, will visit Shanghai, Peking and Wuhan, September 28-October 15.

Isle of Man—D. S. Armour, Acting Trade Commissioner, Liverpool, England, will visit the Isle of Man August 27-29.

Mexico—J. E. G. Gibson, Assistant Commercial Secretary, Mexico City, will visit Monterrey September 25-30.

Mozambique—C. R. Gallow, Trade Commissioner in Johannesburg, South Africa, will visit Lourenco Marques October 5 to 9.

Pakistan—R. D. Sirrs, Commercial Secretary in Karachi, Pakistan, will visit Peshawar the last week in August.

South Africa—C. R. Gallow, Trade Commissioner in Johannesburg, will visit Durban August 17-28.

H. W. Richardson, Trade Commissioner in Cape Town, will visit Port Elizabeth and East London October 1-9.

South West Africa—R. G. Godson, Assistant Trade Commissioner, Cape Town, will visit South West Africa September 14-25.

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

Foreign Trade Service Abroad

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Argentina Paraguay	M. B. Bursey Commercial Counsellor H. E. Ryan Assistant Commercial Secretary (Agriculture)	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 33-8237
Australia (Capital Territory New South Wales, Northern Territory Queensland) Dependencies	J. A. Stiles Commercial Counsellor for Canada R. L. Richardson Assistant Commercial Secretary E. E. Price Assistant Commercial Secretary	21st Floor A. M. P. Building Circular Quay SYDNEY	*Mail:* P.O. Box 3952 G.P.O. *Cable:* CANADIAN *Phone:* 27-7565 *Telex:* SYD 20600 (CANGOVT AA 20600)
Australia (Victoria, South Australia, Western Australia, Tasmania)	H. A. Gilbert Commercial Counsellor for Canada (absent) R. D. Lucas Acting Commercial Secretary J. D. Tennant Assistant Commercial Secretary	Mobile Centre 2 City Road SOUTH MELBOURNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-3473 *Telex:* 30501 (CANGOVT AA 3051)
Australia	J. B. O'Neill Commercial Secretary D. I. Campbell Assistant Commercial Secretary	Office of the High Commissioner for Canada Commonwealth Avenue CANBERRA	*Mail:* (City Address) *Cable:* DOMCAN *Phone:* 7-2541 *Telex:* CBA C217 (DOMCAN CBA)
Austria Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	W. J. Collett Commercial Secretary L. R. Wilson Assistant Commercial Secretary	Obere Donaustrasse 49/51 VIENNA II	*Mail:* P.O. Box 190, Vienna 1/8 *Cable:* CANADIAN *Tel.:* 23-32-94 *Telex:* 1-3380 (DOMCAN VIENNA)
Belgium Luxemburg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor M. Faguy Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 13.38.50 *Telex:* 0-2613 (DOMCAN BRU)
Brazil	J. P. Richards Acting Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	*Mail:* Caixa Postal 2164-ZC-00 *Cable:* CANADIAN *Phone:* 42-4140 *Telex:* RIO 175 (DOMINION RIO)
Brazil	D. M. Holton Consul and Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SÃO PAULO	*Mail:* Caixa Postal 6034 *Cable:* CANADIAN *Phone:* 36-6301
Britain	B. C. Butler Minister (Commercial) (absent) S. G. Tregaskes Commercial Counsellor J. M. Rochon Commercial Counsellor (Metals and Minerals)	Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	*Mail:* (City Address) *Cable:* SLEIGHING, LONDON, W.1 *Phone:* MAYfair 9492 *Telex:* 2-2526, OR 2-8240 (DOMINION LDN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	G. E. Woollam Commercial Counsellor (Agriculture) H. M. Maddick Commercial Counsellor W. M. Miner Commercial Secretary (Agriculture) E. J. Ward Commercial Secretary (Timber) (absent) O. Hickie Commercial Secretary (Timber) G. W. Rooney Assistant Commercial Secretary (Industrial Development) N. L. Williams Assistant Commercial Secretary E. L. Bobinski Assistant Commercial Secretary Miss M. A. Armstrong Attaché (Exhibitions) H. G. Garland Attaché (Fisheries)		*Cable:* TIMCOM, LONDON, W.1
Britain (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner (absent) D. S. Armour Acting Trade Commissioner	Martins Bank Building Water St. LIVERPOOL	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* MARitime 2177
Britain (Scotland)	Finlay Sim Canadian Government Trade Commissioner D. H. Leavitt Assistant Trade Commissioner	Cornhill House 144 West George St. GLASGOW C.2	*Mail:* (City Address) *Cable:* CANTRACOM *Phone:* DOUglas 6751
Britain (Northern Ireland)	Finlay Sim Canadian Government Trade Commissioner Commercial Division D. H. Leavitt Assistant Trade Commissioner	15-17 Chichester St. BELFAST 1	*Mail:* (City Address) *Phone:* 21867
Cameroun Central African Republic, Chad, Congo (Brazzaville), Gabon		Canadian Embassy Soppo Priso Bldg. rue Joseph Clerc YAOUNDE	*Mail:* P.O. Box 572 *Phone:* 38-03
Ceylon	Commercial Division	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	*Mail:* P.O. Box 1006 *Cable:* CANADIAN *Phone:* 91341
Chile	R. E. Gravel Commercial Counsellor	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	*Mail:* Casilla 771 *Cable:* CANADIAN *Phone:* 64189

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Colombia Ecuador	J. G. Ireland Commercial Secretary J. C. Bradford Assistant Commercial Secretary	Canadian Embassy Edificio Banco de Los Andes Carrera 10, No. 16-92 BOGOTA	*Airmail:* Apartado Aereo 8582 *Surface Mail:* Apartado 1618 *Cable:* CANADIAN *Phone:* 43-00-65
Congo	Chargé d'Affaires	Canadian Embassy C.C.C.I. Building Boulevard Albert 1er LEOPOLDVILLE 1	*Mail:* Boîte Postale 8341 *Cable:* CANADIAN *Phone:* 2706 *Telex:* LEO 68 (DOMCAN LEO)
Cuba	Commercial Division	Canadian Embassy Calle 30 No. 518 esquina 7ª Avenida Miramar HAVANA	*Mail:* Gaveta 6125 *Cable:* CANADIAN *Phone:* 32-3526
Denmark Greenland, Poland	K. Nyenhuis Commercial Counsellor G. H. Musgrove Assistant Commercial Secretary	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Hilda 3306
Dominican Republic Puerto Rico	K. F. Noble Commercial Counsellor and Consul	Canadian Embassy Edificio Copello 408 Calle El Conde SANTO DOMINGO	*Mail:* Apartado 1393 *Cable:* CANADIAN *Phone:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* BALzac 99-55 *Telex:* 2-0600 (DOMCAN PARIS)
Germany Federal Republic (States of Baden-Wurttemburg, Bavaria, Hesse, Rhineland-Palatinate, Saar)	H. J. Horne Commercial Counsellor W. F. Hillhouse Commercial Counsellor (Agriculture) C. Renaud Assistant Commercial Secretary	Canadian Embassy Kennedy-Allee 35 BAD GODESBERG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 76995 *Telex:* 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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 2-05-25
Germany (City States of Bremen and Hamburg, States of Lower Saxony and Schleswig-Holstein)	R. W. Blake Consul General	Canadian Consulate General Ferdinandstrasse 69 HAMBURG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 326149
Ghana Guinea, Ivory Coast, Liberia, Mali, Mauretania, 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	*Mail:* P.O. Box 1639 *Cable:* CANADIAN *Phone:* 4824

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Greece Turkey	B. A. Macdonald Commercial Counsellor (absent) F. I. Wood Acting Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS 138	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 714-041
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.	*Airmail:* P.O. Box 400 *Surface Mail:* P.O. Box 444 *Cable:* CANADIAN *Phone:* 28448
Haiti	Chargé d'Affaires, a.i. and Consul	Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT AU PRINCE	*Mail:* P.O. Box 826
Hong Kong Cambodia, Communist China, Laos, Vietnam, Macao	R. K. Thomson Senior Canadian Government Trade Commissioner P. M. Roberts Trade Commissioner N. R. Gish Assistant Trade Commissioner	Hong Kong and Shanghai Banking Corporation Bldg. HONG KONG	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Phone:* 27743 *Telex:* DOMCAN HKG 391
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Commercial Counsellor for Canada W. G. Roberts Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 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	*Mail:* P.O. Box 886 *Cable:* CANADIAN *Phone:* 255154
Iran	Commercial Division	Canadian Embassy Bezrouke Building Corner of Takht Jamshid Ave. and Forsat St. TEHRAN	*Mail:* P.O. Box 1610 *Cable:* CANTRACOM *Phone:* 4-9291
Ireland	P. V. McLane Commercial Counsellor for Canada	66 Upper O'Connell St. DUBLIN	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44251
Israel Cyprus	B. C. Steers Commercial Secretary for Canada (absent)	84 Hahashmonaim St. TEL AVIV	*Mail:* (P.O. Box 20140) *Cable:* CANADIAN *Phone:* 221203
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	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 864-327 *Telex:* 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	*Mail:* C.P. 3977 *Cable:* CANTRACOM *Phone:* 652-485/652 600 *Telex:* 31368

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	R. H. M. Cathcart Acting Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KNGSTON	*Mail:* P.O. Box 225 *Cable:* CANADIAN *Phone:* 26948
Japan Korea, Okinawa	R. G. C. Smith Minister (Commercial) P. A. Savard Commercial Counsellor J. D. Blackwood Commercial Secretary	Canadian Embassy 16, Omote-Machi 3-chome, Akasaka, Minato-ku TOKYO	*Mail:* Canadian Embassy c/o Akasaka Post Office, Tokyo *Cable:* CANADIAN *Phone:* 408-2101/8 *Telex:* TK 2218 (DOMCAN TK 2218)
Lebanon Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria	L. A. Campeau Commercial Counsellor (absent) C. E. Rufelds Acting Commercial Secretary V. G. Lotto Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 250955
Malaysia Burma, Thailand, Brunei	E. H. Maguire Canadian Government Trade Commissioner Geo. Hazen Assistant Trade Commissioner F. M. Mulkern Assistant Trade Commissioner	American International Building Robinson Road and Telegraph St. SINGAPORE	*Mail:* P.O. Box 845 *Cable:* CANADIAN *Phone:* 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.	*Mail:* Apartado Postal 5-364 *Cable:* CANADIAN *Phone:* 25-15-60 *Telex:* 0001716
Netherlands	D. A. B. Marshall Commercial Counsellor J. B. McLaren Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-41-11 *Telex:* 31270 (DOMCAN HAGUE)
New Zealand Fiji, Tahiti, Tonga, Western Samoa	W. B. McCullough Commercial Counsellor C. A. Carruthers Assistant Commercial Secretary	Office of the High Commissioner for Canada Government Life Insurance Bldg. WELLINGTON	*Mail:* P.O. Box 1660 *Cable:* CANADIAN *Phone:* 70-644 *Telex:* WGN 9 (DOMCAN WGN)
Nigeria 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	*Mail:* P.O. Box 851 *Cable:* CANADIAN *Phone:* 25262
Norway Iceland	J. E. P. Lancaster Commercial Secretary M. R. Bell Assistant Commercial Secretary	Canadian Embassy Fridtjof Nansens Plass 5 OSLO 1	*Mail:* P.O. Box 1379—Vika *Cable:* CANADIAN *Phone:* 33-30-80 *Telex:* 1880

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Pakistan Afghanistan	R. D. Sirrs Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	*Mail:* P.O. Box 3703 *Cable:* CANADIAN *Phone:* 50322 *Telex:* KRC 10
Peru Bolivia	K. G. Ramsay Commercial Secretary (absent) D. J. McEachran Acting Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	*Mail:* Casilla 1212 *Cable:* CANADIAN *Phone:* 72760
Philippines Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 5-85-97
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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	*Mail:* Apartado 11452-Este *Cable:* CANADIAN *Phone:* 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 .92646.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Aug. 10	Units per Canadian dollar	Notes (see below)
Algeria	Dinar		.2203	4.54	
Argentina	Peso	Free	.007876	126.97	
Australia	Pound		2.4078	.4153	
Austria	Schilling		.04184	23.90	
Bahamas	Pound		3.0098	.3322	
Belgium and Luxemburg	Franc		.02172	46.04	
Bermuda	Pound		3.0098	.3322	
Bolivia	Peso		.09097	10.99	
Brazil	Cruzeiro	Official Free	.0008775	1,139.60	
Britain	Pound		3.0098	.3322	
British Guiana	Dollar		.6270	1.59	
British Honduras	Dollar		.7525	1.33	
Burma	Kyat		.2267	4.41	
Ceylon	Rupee		.2257	4.43	
Chile	Escudo	Bank rate	.4591	2.18	
		Free	.3347	2.99	
Colombia	Peso	Free	.1081	9.25	
		Certificate	.1199	8.34	
Congo, Republic of	Franc		.007196	138.97	(1)
Costa Rica	Colon		.1629	6.14	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1499	6.67	
Denmark	Krone		.1560	6.41	
Dominican Republic	Peso		1.07938	.92646	
Ecuador	Sucre	Official	.05997	16.68	
		Free	.05883	17.00	
El Salvador	Colon		.4318	2.32	
Fiji	Pound		2.7115	.3688	
Finland	Markka		.3373	2.96	
France, Monaco, etc.	Franc		.2203	4.54	(2)
Franco-African Republics, etc.	Franc		.004406	226.96	(3)
French Pacific	Franc		.01212	82.51	(4)
Germany	D Mark		.2715	3.68	
Ghana	Pound		3.0098	.3322	
Greece	Drachma		.03598	27.79	
Guatemala	Quetzal		1.07938	.92646	
Haiti	Gourde		.2159	4.63	
Honduras	Lempira		.5397	1.85	
Hong Kong	Dollar	Free	.1880	5.32	*July 17
		Official	.1881	5.32	

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

Country	Unit	Type of Exchange	Can. dollar equivalent Aug. 10	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02510	39.84	
India	Rupee		.2257	4.43	(1)
Indonesia	Rupiah		.004317	231.62	
Iran	Rial		.01425	70.18	(1)
Iraq	Dinar		3.0223	.3309	
Ireland	Pound		3.0098	.3322	
Israel	Pound		.3598	2.78	
Italy	Lira		.001727	579.04	
Japan	Yen		.002999	333.44	
Lebanon	Pound	Free	.3513	2.85	
Malaysia	Dollar		.3526	2.83	
Mexico	Peso		.08635	11.58	
Morocco	Dirham		.2159	4.63	
Netherlands	Florin		.2988	3.35	
Netherlands Antilles	Florin		.5424	1.75	
New Zealand	Pound		2.9892	.3345	
Nicaragua	Cordoba		.1542	6.49	
Nigeria	Pound		3.0098	.3322	
Norway	Krone		.1508	6.63	
Pakistan	Rupee		.2257	4.43	
Panama	Balboa		1.07938	.9265	
Paraguay	Guarani	Free	.009714	102.94	
Peru	Sol	Free	.04024	24.85	
Philippines	Peso	Free	.2770	3.61	
Portugal & Colonies	Escudo		.03754	26.64	(5)
South Africa	Rand		1.5049	.6645	
Spain and Dependencies	Peseta		.01799	55.57	
Sweden	Krona		.2102	4.76	
Switzerland	Franc		.2499	4.00	
Syria	Pound	Free	.2825	3.54	
Thailand	Baht	Free	.05113	19.56	(1)
Tunisia	Dinar		2.6121	.3828	
Turkey	Lira		.1199	8.34	(1)
United Arab Republic	Pound	Official	2.4826	.4028	
United States	Dollar		1.079375	.92646	
Uruguay	Peso	Free	.04692	21.31	
Venezuela	Bolivar	Official Free	.2401	4.16	
West Indies	Dollar		.6270	1.59	(6)
	Pound		3.0098	.3322	(7)
Yugoslavia	Dinar	Official	.001439	694.93	

Notes

1. Additional rates are in effect.
2. Franc is also used in French Guiana, Guadeloupe and Martinique. Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
3. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic
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.

Colombia Plans Fisheries Program

Although blessed with abundant fisheries resources from two oceans, Colombia cannot meet domestic requirements for fish products. Old boats, inefficient equipment and lack of processing facilities are the reasons. Canadian knowhow could help to remedy this.

J. C. BRADFORD, *Assistant Commercial Secretary, Bogotá.*

COLOMBIA today is giving increased attention to its fish and fish-products industry. With coastlines on both the Caribbean and Pacific Oceans, it has a remarkable potential for commercial fishing. Yet these resources have never been fully exploited.

The greatest potential lies in the waters off the Pacific coast. The Humboldt Current, which produces the environment for the rich Peruvian fishing ground, is found 200 miles off the coast of Colombia. The intermingling of this cold stream with the warm tropical waters provides an excellent habitat for tuna. Extensive shrimping grounds and large quantities of shellfish of the clawless-lobster variety are found closer to land. The Caribbean fishery harvests a wide variety of tropical species such as the snook, snapper, needlefish, yellow fin, shrimp and sardines.

Colombia has 102 fishing boats operating on both oceans. The Pacific fleet consists of 53 shrimp boats and five tuna craft and the Atlantic fleet of 43 general-purpose ships and one shrimper. The boats are mostly ancient wooden vessels, and both equipment and fishing methods are obsolete.

There are fish-processing plants on both coasts with a concentration of three canneries near the Caribbean ports of Barranquilla and Santa Marta. These process yellow fin, bonito, albacore and sardines. Plants on the Pacific coast at Buenaventura and Tumaco process tuna, shrimp and lobster. Fresh fish are sold locally on the coast and iced fish are flown inland and sell as a luxury item in the cities. The only fish meal produced comes from the waste of canning operations, as the under-equipped fishing fleets are able to supply just enough fish to keep the canneries at half capacity.

Fleet Expansion Needed

The price of fresh fish in the inland cities is often double that of beef and other fresh meats. Since the fishing industry enjoys absolute protection from imports, a large internal market could be developed for frozen-fish products if prices were competitive with those of fresh meats. Surface transportation with refrigeration facilities would probably mean a greater demand. There are freezing facilities already at some of the shore locations, but they are not used at the present time.

Both government and private interests are looking for a way of increasing catches. The present vessels are usually owner-operated and inefficient, but steel vessels under co-ordinated management, using electronic techniques and with up-to-date equipment and refrigerated storage, could increase landings enormously.

The Colombian Government has declared the fisheries a basic industry, and has granted tax waivers to fisheries firms. In April 1963 the Second National Fisheries Congress drew up a ten-point program for developing the industry. Its main purpose was to provide a basis for a new Department of Fisheries, but it also recommended the extension of territorial waters to 200 miles and the restriction of fishing within this area to Colombian boats. Fishing co-operatives and government credit facilities were also recommended.

Colombian fishing companies would welcome joint ventures to provide capital and technical assistance; Japan has already provided a vessel for fisheries research on the Pacific coast.

Development Opportunities

Colombian shipbuilders are interested in forming licensing arrangements with foreign companies for building new types of fishing vessels and importing modern fishing gear. The types of vessels needed are in the 50- to 70-foot class, equipped for shrimping, long-line trawling for tuna, and dragging operations for sardines and small fish. In line with the Colombian policy of national development, the import of complete vessels would not be permitted. Construction and assembly of component parts in local shipyards would be a primary requirement for any firm wishing to supply equipment.

Exports Small

Colombia exported practically no fisheries products before 1949 and in 1962 shipped 942 metric tons to the United States out of a total catch of 42,500 metric tons. Present exports consist mainly of frozen or iced shrimp which are enjoying a good market in the United States.

The Latin American Free Trade Area also presents a potential export market for Colombian fishery products. However, most of the LAFTA countries have fisheries equal to those of Colombia, so export success could depend on having facilities for packaging and shipping frozen products.

The natural resources, coupled with a large local market and possibilities for exports (particularly of fresh and frozen shellfish), indicate that the Colombian fishing industry is entering a dynamic phase of development and may soon become an important sector of the domestic economy. ●

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