MARCH 20. 65

FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

FOREIGN TRADE

MARCH 20, 1965 Vol. 123 No. 6

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

The Hon. MITCHELL SHARP, Minister.

J. H. WARREN, Deputy Minister.

O. MARY HILL, Editor.

Subscription: $5.00 a year in Canada $7.00 abroad.

Single copies: 25 cents each.

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

COMING——THE LIBYAN MARKET, APRIL 3 ISSUE

90212—1

Are You Using the Proper Channels?

Automation and other new developments in distribution in the United States suggest that Canadian exporters should examine their current distribution channels there—and perhaps alter them to meet the new situation. Strong flexible lines are the key to success.

Getting the right type of distribution in the Midwest was one of the problems that Burgess Micro Switch, of Toronto, studied carefully before entering this market. In this picture, two members of the firm of manufacturers' representatives finally chosen, Charles Hodges (second from left) and Loomis Lincoln (right), of Lincoln Hodges and Associates, Chicago, confer with D. H. Cheney, Senior Trade Commissioner in Chicago (left) and M. Rowan, Assistant Trade Commissioner (second from the right).

M. ROWAN,
Consul and Assistant Trade Commissioner, Chicago.

THE effectiveness of a company's distribution network often determines its success or failure in the domestic market. This is just as true of selling in the United States.

During the next few years, computers and long-distance data processing will place strains on present channels of distribution and in some instances disrupt them altogether. Canadian exporters must therefore develop strong lines of distribution and strive for flexibility to meet changing methods and market demands if they are to be competitive.

All too often an exporter pays little attention to the proper distribution of his goods, even in a market as close as the United States. It is wrong to assume that Canadian distribution methods can automatically be applied in the United States. It is correct, though, to treat the U.S. market as an extension of the domestic market and to lavish on it the same care and attention.

Channels of Distribution

What are the proper channels? These naturally vary with the product and the size of the company concerned. The right one can be discovered after thorough study and trial. Here are some of the channels through which to consider selling.

1. Through a manufacturer's representative.

2. Through a distributor, jobber, or wholesaler.

3. Direct to original equipment manufacturers (OEM).

4. Direct to the retailer.

5. Through a company-owned U.S. sales organization.

6. Through a combination of one or more of the above.

Manufacturer's Representatives

Because it is difficult to cover all export customers regularly, Canadian firms would be well advised to consider using the services of a manufacturer's representative who maintains personal contact with customers on his principal's behalf. A manufacturer's representative in many cases is the foundation of a sound distribution system in the U.S. market.*

Reducing Transportation Costs

For many products the second largest element in the over-all selling price is transportation costs. It is often possible to achieve savings in freight by combining a number of orders into one large shipment and dispatching it to some central point near the market for redistribution.

When the goods are not sold immediately, it may be necessary to warehouse them at a distribution point close to the market area. For this reason, public warehouses provide exporters with many services. These are often invaluable and include:

1. Customs bonded storage.

2. Repairing, coopering, assembling weighing and inspecting.

3. Physical inventories.

4. Handling and distributing of pool cars and consolidated shipments.

5. C.O.D. collections.

6. Maintenance of and delivery to accredited customer lists.

7. Credit information.

8. Issuance of warehouse receipts.

Strategically located warehouse facilities, in addition to making possible savings in transportation costs, can overcome hand-to-mouth ordering by wholesalers and improve over-all service to customers.

Effect of Computers

These points are valid considerations under present methods of distribution. What of the future? A recent seminar in Chicago dealing with the impact of computers on distribution revealed that many companies today are making use of computers to program manufacturing and control inventory and procurement. Most large companies in the United States will feel the full impact of these new techniques within three to five years. Smaller firms will take longer to feel the effects and some companies, because of the nature of their products, will not be unduly affected. For those whose products are adaptable, significant changes in present business methods are just around the corner. These changes will affect the distribution systems of manufacturers and those of their suppliers.

The electronics, metals and lumber industries are already in the forefront of this inevitable movement. Moreover, at the recent annual meeting of the Canadian Institute of Plumbing and Heating, the concept of computerized distribution was discussed. Six major advantages were listed as applied to the plumbing and heating industry:

1. Better use of money through improved inventory management.

2. Feed-back of information to management which improves production efficiency.

3. Freeing of wholesalers from a great deal of detail and reduction of their investment in unnecessarily large inventories.

4. Reduction in freight and delivery costs.

5. Improvement in cost control.

6. Increased sensitivity to market requirements and more accurate forecasting of market trends.

Programming

The next few years will see an increasing demand for sales data on the basis of which management can relate demand to production and the scheduling of inventories.

*See *Foreign Trade* of April 6, 1963, for a fuller treatment of manufacturer's representatives.

Increased emphasis on smaller inventories and on faster turnover, all of which will reduce investment, are a direct result of the application of computers. Improved market penetration, fewer substitutions, and concentration of inventories at the manufacturing level are other results. Computers will also enable manufacturers to decrease the lead time necessary for the ordering of raw materials.

Computers and long-distance data communications will affect the size and frequency of purchasing, provide automatic stock replenishment, and assist in the elimination of some middlemen (sales representatives). Computers used in conjunction with long distance data communications will reduce the time between order placement and delivery. The time saved would then permit direct delivery to the customer and less warehouse space will be needed. Deliveries are also expedited because computers can process orders so quickly that goods actually in transit to a distant warehouse can be diverted to a customer. Some warehouse space will still be necessary, of course, to handle less than carload lots and emergency requirements.

Public warehouses themselves will need to adjust to computers in order to survive. Automated distribution will benefit domestic firms particularly and could work against Canadian firms wishing to export to the United States, especially if they do not keep up-to-date with changing conditions.

Study Your Methods

Where do you fit into this changing picture? Look at your present distribution policy and question whether it is adequate to the present market demands. Are you satisfied with it? Are your export customers satisfied with it and are you keeping up-to-date with their needs? If you have doubts about the adequacy of your distribution policy, now is the time to do something about it. ●

Scots Are Good Customers Too

The Scottish market of five million people is already buying a goo range of Canadian products—and may be interested in yours. Bu don't rely on your English agent to cover Scotland too; plan an carry out a separate sales campaign, using a Scottish representativ

D. H. LEAVITT, *Assistant Trade Commissioner, Glasgow.*

SCOTLAND, a market with a promising future, remains relatively uncultivated by Canadian manufacturers. Yet it has slightly over five million consumers, with incomes a little below the British average, though they have risen steadily since the war.

Why this apparent lack of interest? There are probably a number of reasons, some valid and some not.

● First, the Scottish market is small compared with England but this is not necessarily a disadvantage. It is relatively compact, not greatly different from Canada, and of a size suited to the production runs and resources of many Canadian companies. Consumer reaction can be tested or a brand established before moving on to the whole of Britain.

● Second, Scotland is itself highly industrialized and many manufacturers assume erroneously that there is no point in trying to sell here. True, the proximity of Scotland to England and to the rest of Europe means that many lines of goods will face stiff competition or will be unsaleable. But, as always, there is a market for the right proc uct, offered at the right price, an distributed and promoted throug the right channels.

● Third, and probably most impo tant, Canadians lack knowledg about the Scottish market. On difficulty in studying this market the fact that there are no separat import statistics for Scotland. Man Canadian firms serve the Scottis market through agents outside Sco land and assume that, because the is a seeming lack of interest her there is no market. This may b true in some instances but mo often than not it is the agent, wh is doing quite well in England, wh lacks interest and does not p forth much effort. In addition, man Scottish firms are reluctant to de with Canadian companies when the must go through English agents.

Economy Is Growing

Many Canadian firms have tourist picture of Scotland— country with beautiful scenery an wonderful people, whose sole indu try is making whisky. Let us loo briefly at the Scottish econom Traditionally Scotland has been poor relative of England. Its s is poorer and has never supported as strong an agriculture. The basic Scottish industries — coal, shipbuilding and textiles—have suffered the most in the last three decades. The Lanarkshire coal fields have increased productivity at a higher rate than any in Britain but they still cannot compete with the rich seams of the British Midlands. The shipyards, in the doldrums since the prewar depression, last year experienced their worst year since 1934. Scotland has suffered a chronic loss of population: net emigration between 1951 and 1961 amounted to 83 per cent of Scotland's natural population increase. More than 30,000 Scots emigrated last year.

This, fortunately, is only one side of the story. The traditional whisky industry is booming. The publication in November 1963 of the White Paper *Central Scotland: Programme for Development and Growth,* in many ways can be regarded as a turning point because it marked the beginning of a massive program of government expenditure on the economic infrastructure—on roads, houses, new towns, factories for rent, water schemes, river and air pollution, and general improvement of social amenities. There has been an increasing diversification of industries in Scotland and the newer ones are growing rapidly. Vehicle manufacture, for example, now dominated by the new plants at Linwood and Bathgate, has made a substantial contribution to the increase in industrial output, which in the first quarter of this year was 9 per cent above the level of the same period in 1963 and 21 per cent over 1958. Scotland is beginning to benefit from the Government's policy of encouraging employees to move out of the congested London area and has led the way to the projected move of the Post Office Savings Bank headquarters to Glasgow.

The recently completed Forth Road Bridge opens the whole east coast north of Edinburgh to fast road communications and to an area desperately trying to attract new industries. When the Tay Road Bridge is completed in 1966, it will mean a complete and uninterrupted route from the English border to the most northern areas of Scotland. All these developments seem to point to a new and more prosperous era.

What Is Selling?

Canada's traditional exports of raw materials are well established here. Scottish industry buys our aluminum, stainless steel, zinc and chemicals. Our timber and plywood market is small but well known; the increasing interest in timber-frame housing, partly as a result of the Canadian Demonstration Homes project, should in time mean expanding demand. Canadian apples and cheese get an excellent reception; so do our canned fruits and vegetables.

There is a growing market for Canadian-style consumer goods. Canadian products are well accepted, partly because of the enormous number of Scots who have emigrated to Canada and the kinship between the two countries, and partly because of the expanding incomes of the average consumer. Canadian-style lamps are displayed in nearly all the major stores. Men's suits, winter work clothing and woollen jumbo sweaters are selling well. TV trays and trolleys, fiberglass luggage, chrome dinette suites, Canadian-designed furnaces, aluminum windows, electrical appliances, and high fidelity equipment are just a few of the Canadian products being sold here.

Study Needed

The interested exporter should take time to study this market. The channels of distribution for many products differ from those in Canada. A different pricing structure may have to be devised. There is a demand for quality goods but spending money is still limited and tastes tend to be conservative.

Although Scotland is an integral part of, and therefore greatly influenced by, the rate of expansion in the British economy, it should be treated as a separate market, and in most instances an agent or subagent for Scotland should be appointed. Proper after-sales service should be provided where needed.

Glasgow Will Help

The prospective exporter should examine his line carefully, pick out those products that he feels will be competitive, and work out c.i.f. prices. The Glasgow office will then do a preliminary survey to determine the saleability of the product. If there seems sufficient interest, a trip to the main trading centre of Glasgow would be worthwhile. Canadians are well received and Scottish agents are always willing to consider serious inquiries. And remember, the Glasgow office is as near as your postbox. Our address is: Canadian Government Trade Commissioner, Cornhill House, 144 West George Street, GLASGOW, C.2.

Education for International Business

A CONFERENCE with the theme "Education for International Business" will be held in Lausanne, Switzerland, from July 5 to July 9, 1965. The conference will discuss the emergence of international business during the last two decades and propose action whereby effective educational programs in international business at the university level might be clearly defined and subsequently established. The conference is being organized by the International Association of Economic and Commercial Science Students as part of a larger project with the same theme. Major business companies, educational institutions and international government organizations are being invited to participate and the conferees will accordingly include several hundred businessmen, university professors and students. Inquiries should be addressed to the: Secretary General, International AIESEC Secretariat, 28 avenue Pictet de Rochemont, 1200 GENEVE, Suisse. ●

90212—2

How to Win World Markets 4

Marine insurance has become a highly specialized business, but some understanding of it is essential to successful export trade. Here an expert explains the traditional terms used and describes the risks, the coverage and some of the problems that arise.

R. S. HENDERSON, *M.I. Ex., R. S. Henderson & Company Ltd.*

Marine Insurance and the Exporter

MARINE INSURANCE is essential to the financing of export sales and every care must be exercised in the preparation of the policy. The terms or insuring conditions, amount, and so on are governed by the sales contract, letter of credit, or custom.

An exporter's c.i.f. quotation to his customer should stipulate the terms of the marine insurance that he will furnish. This is necessary so that, in the first place, there will be no misunderstanding between the seller and his customer; second, to give the exporter the protection he needs until risk and title pass to the buyer, and third, to give the buyer an opportunity to order broader terms at his expense if he or his banker considers this necessary.

Who Is "at Risk"?

Under a *true* c.i.f. (port of destination) sale, the exporter is at risk until the goods are placed aboard the vessel at port of lading, after which the buyer is at risk although title may not necessarily have passed to him. The policy the exporter furnishes protects him in accordance with its terms while he is at risk, and thereafter it protects the buyer.

It is important to know and remember that although a marine insurance policy is assignable without permission of the underwriter, it can only be assigned while the assured (exporter) has an interest in the subject matter insured, unless beforehand he has expressly or by implication agreed to assign it. It is not unusual to find an exporter who has sold on open account holding the insurance policy until his invoice has been paid, in the belief that if the goods are damaged, he has some protection for the debt owing him. To do so on a c.i.f. sale probably has the effect of making the exporter responsible for delivery, thus destroying the character of the c.i.f. contract. At the worst, when the sale is made under a letter of credit there is an incomplete tender of documents and payment can and may be refused.

The exporter should endorse the policy at the time and in the same manner as he does the document of title (bill of lading). Insurable interest and title in the goods will pass to the buyer simultaneously.

Calculating the Premium

To the manufacturer or merchant in the export field the procuring of marine insurance is no mystery, although its terms may be. The insurance premium will depend on many factors—the commodity, its packing, the class of vessel carrying it to port of discharge, the final destination and, of course, the terms or conditions of the policy.

Preferably, the exporter should consult a broker or agent who is thoroughly competent. Marine insurance rates are not regulated by so-called Tariff Associations or Conferences, but the experienced intermediary will select a suitable company and secure a fair rate. With an increasing volume of exports and a favourable loss experience, the exporter will find that rates will be reduced and his costs will be less. Marine underwriters are as anxious as the exporter is to see that merchandise is delivered in sound condition, because this benefits everyone. The exporter's cost is lower, the underwriter makes a small profit, and the buyer is content. To this end, the packing employed can be one of the most important factors and some insurance companies maintain a staff of experts in this field to help with the problem.

What to Insure Against

Turning now to the question of what perils should be insured against, we must first examine the sales contract. In making his quotation (c.i.f. port of discharge) the exporter will or should specify the terms of coverage he will furnish for the price asked. Next, he must look for variations of these terms in the acceptance or letter of credit if there is one. Should an extension of terms be required, any extra cost is for account of the buyer. It is essential that the policy provided state in the same words what is called for in the letter of credit. With this in mind, as soon as the exporter receives advice of the opening of the credit, he should consult his broker or agent and determine whether a policy can be written in the terms required. Quite often the foreign buyer or his banker uses expressions which are meaningless and it is vital to the seller's economic wellbeing that amendments be made before the credit expires. Too often the exporter leaves consideration of the marine insurance until the day before the documents must be presented to the bank. Should a million-dollar sale be jeopardized through a fall in the market price, he may wish he had paid attention to detail.

The "Open" Policy

For the regular exporter, the open policy is the usual and most satisfactory contract between him and his underwriter. It is a contract under which the exporter agrees to declare every shipment sold on c.i.f. terms and those which the buyers have instructed him to insure. The underwriter in turn agrees to accept all such declarations and to issue a policy or certificate for each as the assured requires.

The open policy contains all the conditions of the insurance, including a valuation clause setting out the formula to be followed in arriving at the amount to be written. Often the goods are on the way to seaboard or actually aboard the ship before all the charges are known for the calculation of the insured value. If a loss occurs before the individual policy is issued, the liability of the underwriter is defined.

Because marine insurance as we know it had its greatest development in England, beginning early in the fourteenth century, the standard form of English marine policy is employed as the basic contract. There has been little variation for 200 years and although the wording may appear archaic, the meaning has been defined by the Courts and codified by statute. The following provinces of Canada have passed Marine Insurance Acts identical with the Marine Insurance Act 1906 Great Britain—first, British Columbia in 1926, followed by Nova Scotia 1941, New Brunswick 1943, Manitoba 1945, and Ontario 1946.

In Quebec, provisions respecting marine insurance are contained in the Civil Code, Articles 2470, 2479, 2482, and 2492-2567. These are special conditions in the Civil Code which are similar to English law. Any differences are not substantial. In general, in the absence of Quebec statutory authority, one must fall back on English Common Law.

The type of commodity and the unloading methods in certain ports determine the insurance coverage needed. Here in the West Indies lighterage is necessary and tropical rains sudden. This may mean fresh water damage to products in bags or boxes.

90212—2½

The basic form is amended by clauses or endorsements which alter its scope according to the needs of the assured. First in importance is the "Free of Capture and Seizure" clause which "takes out" the risks of war. These are put back in and defined by special wordings, to which can be added cover against the risks of "strikes, riots and civil commotions and damage caused by persons acting maliciously."

Each commodity has its special need for cover: liquids in bulk—leakage and contamination; machinery, stoves and refrigerators—breakage; flour to the West Indies where lighterage is necessary and tropical rains are sudden—fresh water damage; canned goods out of East Coast ports via the Panama Canal to West Coast ports or vice versa—ship's sweat. All these are additional to the cover provided by the basic marine policy. Each open policy must be prepared according to the needs of the exporter.

Terms Explained

It is difficult to discuss marine insurance without bringing technicalities into it; nevertheless, there are many inflexible rules. Some explanation of the terms Particular Average, General Average, Inherent Vice, and Sue and Labour Expenses may help the exporter to understand his policy a little better.

The purpose of the marine policy is to indemnify the assured for loss or damage caused by perils insured against. The manner in which the indemnity is fixed is set out in the Provincial Acts referred to previously. Briefly, the assured is entitled to the same proportion of the sum insured as the goods are found to have depreciated. The depreciation is determined (in the absence of mutual agreement) by comparison of the gross sound and damaged duty-paid values at the place of arrival.

A Particular Average loss is a partial loss of the subject matter insured, caused by a peril insured against, and which is not a General Average loss. The following examples of the adjustment of Particular Average losses will illustrate the principle and demonstrate the effect of rising and falling markets.

Particular Average Demonstrated

An exporter sells 100 bags of flour c.i.f. Liverpool for $500 and furnishes a policy for $550. Upon arrival the flour is found to have been damaged by perils insured against, and cannot be used for the purpose for which it was bought. It is sold at public auction, with all charges payable by the seller, for $400 gross.

Upon arrival, the gross wholesale price of flour was $10 per bag. Therefore the value of 100 bags in sound condition was $1,000. In damaged condition it sold for $400 and the buyer lost $600, or 60 per cent of its value. The policy pays 60 per cent of the insured value or $330, so the buyer receives $400 from the sale and $330 from his underwriter, or $730 against a c.i.f. price of $500. That looks like a good profit, but it must be remembered the buyer would have made a profit of $500 had the flour arrived sound.

But suppose that, upon arrival, the sound market value (duty paid) has dropped to $4.00 per bag and because of damage the flour sold for $1.60 per bag. This shipment has been damaged to exactly the same extent as the one above, 60 per cent. The assured recovers 60 per cent of the insured value or $330 and adding the proceeds of sale, $160, his total is $490. Had the flour arrived in sound condition, he would have sold it for $400 for a loss of $100.

The adjustment of both claims was governed by the same principle —the policy pays the same percentage of the sum insured as the goods are found to have depreciated, without any consideration being given to market fluctuations.

It is not proper for the underwriter to settle for the difference between the insured value and the net proceeds of sale, although many consignees present their claims in this manner. An adjustment such as this is called a "Salvage Loss" and is only permissible when the goods are damaged and have to be sold before arrival at destination.

Delay in Transit

The coverage afforded upon an open policy attaches from the time goods leave the warehouse at point of origin and continues in due course of transit until the goods are delivered into final warehouse.

The marine extension clauses that replace the warehouse-to-warehouse clause provide for continuity of coverage, if there is no interruption or suspension of the ordinary course of transit within the control of the assured. Thus, if either shipper or buyer elects to interfere with the ordinary transit by, say, delaying the shipment by holding it for the next vessel, the due course of transit has been interrupted and insurance terminates immediately. It is a simple matter to arrange for the continuance of insurance if the underwriter is given prior notice and an additional premium, if required, is agreed upon.

Should the shipment be delayed in transit for reasons beyond the control of shipper or buyer, insurance does not terminate.

The main exception to these general provisions of the marine extension clauses concerns shipments to South America. After discharge from the overseas vessel at a South American port, insurance continues for sixty days (or ninety days if via the Magdalena River) or until delivered into warehouse at final destination, whichever shall first occur. As distinct from shipments to other destinations, insurance after discharge from the overseas vessel is not terminated when the ordinary course of transit is interrupted for reasons within the control of the assured.

Part II of this article on marine insurance will appear in the near future.

Visit Baghdad

The faithful gather for prayer at the exquisite Kadhimiyah Mosque in Baghdad.

Centuries-old Trading Centre

Personal visits are essential to successful selling in Iraq, where the buyer prefers to talk business face to face. You can accomplish a lot in a few days in Baghdad, the commercial centre. For tips on how to make the most of your visit, read on.

V. G. LOTTO, *Assistant Commercial Secretary, Beirut.*

A GLANCE around the dining room of the New Baghdad Hotel gives a fair idea of which countries are doing the most business in Iraq. Usually the visitor sees a number of British, United States and German businessmen, plus a few from Japan, France and Belgium. These countries hold the lion's share of the Iraqi market and their export representatives are improving their position by regular visits to agents and government trading organizations. The few Canadian companies who do business here also realize that personal visits pay off. Canadian businessmen are sure of a welcome and will have no difficulty in making contacts with Iraqi government officials and business firms.

In ancient times Baghdad was the crossing point for the trading caravans that snaked their way across the desert from the mysterious Orient to the great cities of Europe. Today Baghdad is still one of the major trading centres of the Middle East. It is situated almost in the middle of Iraq, 300 miles from the northern, southern and western frontiers, and from it railroads, highways and air routes branch out to the cities of Mosul, Kirkuk, Basrah and Najaf. An agent in Baghdad usually has associates in all Iraqi cities with a sizable population. Canadian firms need only a representative in Baghdad to cover a market of seven million people who buy about Can.$392 million worth of imported goods. And because government organizations are the most important purchasers, a visit to Baghdad provides the best opportunity to study the sometimes intricate procedures that must be followed in submitting tenders.

Import and Customs Regulations

The prospective visitor should know something about the import control system. All goods imported into Iraq require an import licence and exchange control permit. Imports are subject to quota and fall into two categories:

(1) Non-essential goods and consumer goods. There are some restrictions on consumer goods but a number of the quotas are relatively generous.

(2) Raw materials for industry, capital goods and other essential items. The quotas for this category tend to be nominal and licences are issued quite freely.

Commercial samples and patterns of no commercial value are not subject to customs duty. Samples with a commercial value are liable for the normal rate of duty; the duty is refunded if the samples are re-exported within a period of six months. Samples should also be accompanied by a list authenticated by Canadian customs authorities.

Pre-Trip Planning

Adequate warning of your intention to visit Iraq is essential to both your agent and the Trade Commissioner's office. If you do not have a representative here, we shall be pleased to supply the names of active firms. A month's notice will enable us to set up interviews with business houses and government ministries. Your stay in Baghdad need last only a few days if sufficient preparation has been made.

A number of airlines have regular services from European points to Baghdad. Connecting flights may be picked up in London, Zurich, Rome or Athens. There are at least two flights each day from Beirut.

October to April is the best time to visit Baghdad; summer temperatures range from 100 to 120 degrees. December, January and February can be chilly; these are the only months in which you will need an ordinary-weight suit. It is important in choosing the time of your visit to take into account the many holidays celebrated in Iraq that do not correspond with our own. Moslem religious holidays are variable since they are determined by the Moslem calendar (Hegira) in which the months are lunar; corresponding dates in the solar Gregorian calendar occur some eleven days earlier each year. Businessmen should avoid coming during the Holy Month of Ramadan (30 days) which precedes the four-day Feast of Ramadan. During this period the commercial tempo slows down considerably. (See the list of official holidays on this page.)

Comfortable accommodation is available but reservations should be made well in advance. Recommended hotels are the New Baghdad, The Ambassador and The Khayam. Rates for a single air-conditioned room with bath are about Can.$12 a day. A 10 per cent service charge is added to the bill at check-out time. You will find the New Baghdad comparable to most better North American hotels in terms of accommodation, service and cuisine. And it has something that you won't find in Canadian hotels—fine oriental carpets covering the floors of the lobby, the lounge and even the elevators.

Official Holidays in Iraq 1965

January 1	**New Year's Day**
January 6	**Army Day**
February 2-5* (estimate)	**Ramadan (Al Fitr) (four days)**
April 16-18	**Easter**
April 11-14* (estimate)	**Al Adha**
May 1	**Labour Day**
May 1*	**Hegira, Moslem New Year**
May 10*	**Ashura**
July 14	**Revolution Day**
July 10*	**Prophet's Birthday**
December 25	**Christmas**

Fridays are holidays, the Moslem equivalent of the Christian Sunday. Christian Iraqis observe Sundays and Christian feasts.

***These Moslem feasts are variable because they are governed by the lunar calendar. They are advanced some 11-12 days each year.**

Bring with You . . .

A valid passport is required, endorsed for Iraq with a visa issued by the Iraqi Embassy in Washington or by Iraqi Missions in other countries.

A smallpox vaccination certificate is also required. (Although it is not necessary, we recommend a T.A.B. injection.)

Price quotations c. and f. Basrah, and illustrated brochures are a must. Consulting engineers should also bring a good supply of literature to leave with various government ministries.

Travellers cheques in U.S. dollars should be used. They can easily be converted to dinars at the hotel or any of the banks nearby. The rate is U.S.$2.80 to the dinar, which is at par with the pound sterling (one dinar=1,000 fils). There are no exchange facilities at the airport so you should have a few dinars in your pocket on arrival. However, you can only take 15 dinars in Iraqi money into the country. Foreign currency exceeding $75 must be declared to customs authorities on the first port of call in Iraq.

Taxi fare from the airport to the hotel is a half dinar and you'll avoid a long harangue from the driver if you specify the fare before you get into the car. (Tip the airport porter 100 fils.)

Doing Business in Baghdad

The visitor to Baghdad will be disappointed if he expects to find scenery like the Arabian Nights, because only a small section of the old

city remains. Surrounding the old core is the new Baghdad with wide avenues, dozens of modern office buildings, and miles of attractive residential streets. Countless grocery stores carry food products from all over the world, not only for consumption by the large foreign community but also for the many Iraqis who have been abroad or think in western terms.

Getting around in Baghdad presents some problems. English is not too widely understood but taxi drivers around hotels have a fair smattering of the language. As a rule, most business firms have someone with a good knowledge of English and an interpreter is not needed. If your agent does not accompany you, it is best to have the hotel clerk explain the destination to the driver and to settle the fare before leaving because the taxis are not metered. Average fares between any two points within the city are 250-350 fils. If you intend to make several calls, you can hire a taxi at a half dinar per hour.

Business hours in government offices, shops and firms are from 8 a.m. to 3 p.m. in winter and from 7 a.m. to 1 p.m. in summer. Offices close an hour earlier on Thursdays. All government departments and most business houses close on Friday (the Moslem Sunday) but are open on Saturday and Sunday.

All interviews, whether with businessmen or government officers, are accompanied by Arabic coffee or chi. Chi is heavily sweetened tea served in a small glass. Business discussions are usually preceded by several minutes of small talk. The visitor will probably be surprised at how much Iraqi businessmen know about Canadian affairs.

To entertain your business friends, an invitation to lunch or dinner at a hotel is most suitable. The New Baghdad has one of the best dining rooms in the city. A three-course luncheon costs a dinar (Can.$3.05) and dinner a dinar and a half; a service charge of 10 per cent is added to the bill. There are some nightclubs in Baghdad and a business contact might prefer to have a meal with entertainment. The Auberge and the Royal Embassy have Western entertainers who play the Middle East circuit. For oriental music and dancing, visit the Ali Baba restaurant. It must be remembered that the majority of Iraqis are Moslems and do not drink alcohol or eat pork.

While you're here, you should try some of the local cuisine. A special delicacy of Baghdad is the masgouf, a crisp and succulent fish from the Tigris River which is cooked over an open fire. To prevent stomach disorders, we recommend that you avoid eating unpeeled fruit and fresh vegetables.

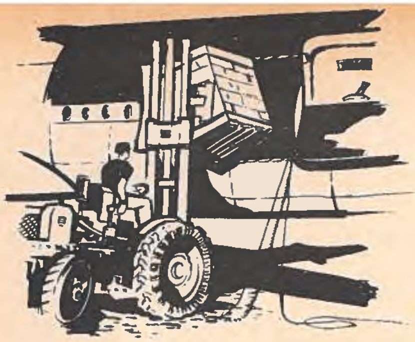
If You Have Time . . .

The Iraqis are justly proud of their cultural heritage and no business visitor should leave without seeing a few of the country's archaeological finds. The ruins of Babylon 50 miles to the south and the impressive arch of Ctesiphon can be seen in a day. The Iraq Museum, the Abbassid Museum and the Arab Museum all present a fascinating picture of antiquity and are within a few minutes drive of the hotel.

Remember, if business interests take you to Pakistan, Iran, Greece or Lebanon, a few extra days added to your itinerary will make a visit to Baghdad possible. Your face, your handshake, your encouragement and your exhortations (most Arab merchants enjoy a session of haggling) are essential to increase your exports to Iraq. North American sales techniques can work in Iraq but they must be tempered by someone who is familiar with local conditions. An agent may speak English fluently but his writing ability may not be up to describing subtle changes in the market. You know your product; your agent knows the market. Only a personal exchange of views can bring maximum sales.

Mail to Kuwait, Bahrain, Qatar

IN the article entitled "Selling to the Oil Companies" in our issue of February 20, 1965, some of the addresses listed for the above countries used the term "Persian Gulf". We have since learned that postal authorities of the receiving state may return to the sender unopened any letters with "Persian Gulf" on the envelope. Businessmen corresponding with firms in this area may therefore wish to substitute the term "Middle East".



Enterprising Exporters

From Saskatoon to the Moon

TWO years of product designing, five years of intensive marketing, countless conversations, letters and personal trips—and Brook Airway Ltd. of Saskatoon, Saskatchewan, can now say that it is a successful internationally known exporter.

But the road to export has not only been long, it has not always been smooth.

The Brook Airway, a mouth-to-mouth resuscitation aid, was first developed by two doctors, Morris and Joseph Brook, following an industrial accident near Saskatoon. An injured workman was given mouth-to-mouth resuscitation by Morris Brook and recovered. The doctor, however, became sick afterwards because of the condition of the victim's face; the airway was a direct outcome of this incident.

The unit is a plastic oral airway with a mouthguard to provide a seal around the victim's mouth, a flexible extension to permit resuscitation when the victim cannot be ideally positioned, a non-return valve to divert the victim's air from the rescuer's mouth, and a blow tube to provide the rescuer with a convenient mouthpiece.

When production problems had been overcome the company (formed by Morris, Joseph and Max Brook, all brothers) faced the task of marketing and distributing the new product. Papers were written for various professional journals, advertising material with specifications was sent to prospective users or endorsers, and an educational film entitled "That They Might Live" was prepared and shown, among other places, at the Seattle World's Fair.

The turning point of the story came approximately 18 months ago when a number of medical textbooks started recommending the airway. Inquiries came into the company's office from all over the world. But this interest led to a further stumbling block: learning the hows and whys of exporting. It was at this time that the firm, conscious of its lack of knowledge of export techniques, contacted Trade and Commerce.

The Department's Commodity Officer dealing in medical supplies expressed his interest and conveyed the pertinent information about the airway to Canadian Trade Commissioners abroad. These officials, in turn, distributed the firm's descriptive literature and films and made contacts with potential agents. Their recommendations, furthermore, led to the printing of an instruction booklet in English, French and Spanish for foreign users. Brook Airway Ltd. also received government advice on pricing techniques, tariff regulations, and other aspects of exporting.

The strenuous efforts by both the company and the Department of Trade and Commerce have paid off. The airway has been sold to Switzerland, Britain, Australia, Japan, France, Italy, the Philippines, Peru, Venezuela and Mexico, and inquiries have recently been received from Austria, Germany, Norway, Denmark, Argentina, New Zealand and Israel. The most important sale to date came last year when a U.S. Government agency, the Defense Medical Supply Center in Brooklyn, N.Y., purchased 7,640 of the devices from the firm's U.S. distributor, Brook Airway Associates, Inc., of Walla Walla, Washington. The airway had been under test for over a year by three military medical services.

On the same day that the sale was announced, word came that the National Aeronautics and Space Administration had placed a trial order for several units. The company now hopes that some day one of its airways may make the trip to the moon. And that's a long way from Saskatoon, Saskatchewan!

Otters Depart for Antarctic Duties

TWO Otter Aircraft equipped for operation in the severe cold of Antarctica took off recently from the de Havilland Aircraft of Canada plant at Downsview, Ontario, on a delivery flight to Buenos Aires.

Powered by 600-horsepower engines and painted in two tones of red for easy detection against snow, these two Otters will be operated in the Argentine Antarctic program based on "Teniente Benjamin Matienzo" Station located at 65° south, 65° west on the fixed ice in the Argentine sector of Antarctica. One of the Otters will be equipped with both a photogrammetric air-survey camera and an oblique reconnaissance camera. The other will contain fittings for this equipment.

Argentine units have been operating Canadian-built de Havilland aircraft in Antarctica for some time. The Argentine Air Force has purchased six DHC-2 Beaver aircraft since 1960 and the Argentine Navy two. These aircraft have done general survey and detail mapping work and light transport and communications.

DHC-3 Otters have been operated extensively for several years by the Antarctic expeditions of the United States Navy, and of Britain, Belgium, Japan and Norway. Of the eleven nations which originally co-operated in the Antarctic studies of the International Geophysical Year, 1956, seven employed STOL (short take-off and landing) aircraft produced by the company.

Bristol Aero-Industries Wins Award

BRISTOL Aero-Industries Ltd. of Winnipeg has been presented with the "Vendor of the Month" award by the General Electric Company's small aircraft engine department of Lynn, Mass.

The firm, which supplies after-burner liners for G.E.'s J 85 jet engine, was chosen from among 1,350 firms, mainly in the United States, which supply parts and materials to the engine plant. It is the first Canadian vendor to win the award and is representative of Canadian suppliers who have built a multi-million dollar business with the U.S. firm.

"Bristol Aero has had an outstanding record in meeting our quality, cost, and delivery requirements," said T. W. Baker, jet engine procurement representative for General Electric in Canada. "These, plus consideration of the complexity of the part produced, are the main factors in the award presentation which is part of G.E.'s 'Zero Defects' program."

Bristol Aero ranks as the major Canadian supplier of General Electric small engine parts, sharing $2 million in orders in 1964 with the following companies: Aviation Electric Ltd., Central Dynamics and Lucas-Rotex Ltd., Montreal; the light alloys division of Haley Industries Ltd., Haley, Ont.; Renfrew Aircraft & Engineering Ltd., Renfrew, Ont.; and Walbar Machine Products and York Gears Ltd., Toronto.

Since 1962, when General Electric's flight propulsion division held purchasing symposiums in Toronto and Montreal in a search for Canadian suppliers, orders placed in Canada have totalled about $8 million. More than a million dollars' worth of firm placements with Canadian companies have already been made during the first six weeks of this year.

To London to See the Queen

THE Maple Leaf tartan, designed in Canada and introduced just a year ago, moved in the highest of high society in London last December. At the private fashion show put on for Queen Elizabeth the Queen Mother in the Royal Opera House, Covent Garden, by the top ten British couturiers, a dress and matching cape made from the tartan was included—at Her Majesty's specific request.

This private showing takes place once every two years and not more than 50 people attend, mainly from the Court. But enormous prestige attaches to it, not only because it is a royal affair but because the Incorporated Society of London Fashion Designers which sponsors it includes among its ten members names like Norman Hartnell, Charles Creed and Hardy Amies. Each designer provided seven garments and forty of London's top models displayed them.

How did the Maple Leaf tartan come to travel in such distinguished company? Thanks to the Queen Mother herself. When Her Majesty visited the Food Fair in London in September she saw the Canadian Dairy Princess, who was wearing the Maple Leaf tartan. The tartan attracted the Queen's Scottish eye and she suggested to Lady Pamela Berry of the London Fashion Designers' group that a frock made of it might be included in the December show. Lady Pamela went to Angele Delanghie, one of the couturiers, with the Queen's request and an order for eight yards of the tartan was dispatched to Canada.

Murray Warner, president of Highland Queen Sportswear of Toronto, which designed and owns the tartan, himself flew to London with the cloth. From it Angele Delanghie fashioned a dress and cape that she called "Highland Queen"—a creation worthy to be paraded before the Highland Queen herself.

Gowns made for the Queen Mother's show are never sold but sometimes have an after-show career. The Highland Queen frock is now back in Canada and was exhibited to the press and officials of the Ontario Government in February. In August it will go to Washington to help introduce the four-day showing of Highland Queen fashions at the Julius Garfinkle department store. And after Miss Japan-Canada Friendship tours Canada in March and April, she will travel back to Japan with a wardrobe that includes an outfit made of the now-famous Maple Leaf tartan.

Caribou and Beavers for Zambia

THE newly independent African state of Zambia—the copper-producing country which was previously Northern Rhodesia—has placed an order with de Havilland Aircraft of Canada Limited, Downsview, Ontario, for four twin-engine Caribou transport aircraft and six single-engine Beavers. This order is valued at approximately Can.$4 million. Deliveries of the aircraft will begin this month. They will be operated by the Zambia Air Force for general transport, Army support and government administrative duties.

Neither type requires airfields for its use. Both are designed to operate from rough ground strips only about a thousand feet long and are robustly and simply constructed for easy handling and quick loading in difficult conditions. These features are of great advantage in operations throughout Zambia, where the climate is tropical and flights are mainly up to four or five hundred miles across terrain with altitudes ranging between 2,000 and 6,000 feet. Short fields and airstrips are used; many become very soft in the rainy season.

The Caribou's capabilities in this environment were demonstrated in Zambia last year during a world-wide tour of the aircraft.

90212—3

What's current in commodities?

Deep-Frozen Foods

Sweden—**Consumption is increasing by about 17 per cent a year and the market may reach $400 million a year by 1975. Domestic production too is rising, but imported deep-frozen foods of the right type and quality at fair prices can also be sold.**

E. A. DIXON, *Commercial Assistant, Stockholm.*

THE SWEDES now consume about six kilograms of deep-frozen foods per head per year. This puts them far ahead of any other European country, though still a long way behind the United States, with over 22 kilograms per head per year.

In 1963 sales of deep-frozen foods totalled 41,421 tons—divided between domestic consumers (about 31,000 tons) and institutions such as schools, hospitals, etc. (about 10,000 tons). Sales to institutions are made direct.

Table I gives the quantities of the different types of deep-frozen foods sold in 1962 and 1963, and Table II the number of varieties sold and the number of different packs (1963 only).

The estimated average price of deep-frozen foods consumed is about $1.50 per kilogram. This gives a total value of about $45 million at retail, plus $15 million for institutional supplies. Swedish firms also exported deep-frozen foods worth $11 million in 1963.

At the present time, there are about 50 domestic firms supplying the Swedish market but only about ten of these are of any size. These ten, which command about 85 per cent of the market, are: Findus, Felix, Co-operative Union, Abba-Fyrtornet, Frionor (Norway), Swedish Egg and Poultry Marketing Association, Swedish Meat Importers, Svenska Tulip, Samfod, and G. Dafgard. All except Samfod supply both retail stores and institutions. The great majority of the 50 or so firms in the industry are small and do not market their products throughout the country. The largest of the institutional suppliers is Samfod.

It is not possible to state with any accuracy what share of the market each of the above firms holds, either in total or for certain products. But from information received it appears that Frionor (a Norwegian firm with a Swedish subsidiary) has about 20 per cent of the deep-frozen fish (cod) market, and that the Egg and Poultry Association produces about 2,000 tons of chicken a year.

Table I shows that fish is the most popular deep-frozen food sold in Sweden. Nearly 70 per cent of this consists of cod and it is worth noting that of the total sales of all deep-frozen foods in 1963 (41,421 tons), sales of cod (8,000 tons) accounted for just under 20 per cent. If to the cod sales are added

TABLE I

SALES OF DEEP FROZEN FOODS BY TYPE

	1962		1963	
	tons	per cent	tons	per cent
Vegetables	6,467	19	7,823	19
Berries	1,281	4	1,340	3
Juice	257	1	273	1
Fish	10,543	32	11,980	29
Fowl (poultry)	7,646	23	8,752	21
Precooked food	3,296	10	4,337	10
Meat	3,480	10	6,260	15
Other	386	1	656	2
Total	**33,356**	**100**	**41,421**	**100**

(Excluding ice-cream, 20,000 tons valued at $11 million)

TABLE II

SALES OF DEEP FROZEN FOODS BY VARIETIES AND PACKS

	Varieties	Packs
Fish	20	101
Vegetables and greens	18	60
Berries	8	23
Juice	4	7
Poultry	21	62
Meats	64	122
Precooked food	35	59
Pastries	9	14
Miscellaneous	4	5
Total	**183**	**435**

sales of spinach and chicken, this gives a total of about 22,000 tons, or about 55 per cent of all deep-frozen foods sold. This leaves only 19,000 tons for the remaining items on sale.

Fish Most Popular

One firm—the Co-operative Union—claims that 33 per cent of all deep-frozen fish sold at retail passes through its stores. This is mainly cod, with some plaice, haddock and whiting. About 55 per cent of CU's fish sales are of imported fish—from Norway (Frionor) and Denmark. Findus and Felix are CU's biggest Swedish suppliers. It seems probable that Frionor's sales combined with those of Danish suppliers easily exceed those of any one Swedish producer, though there are no precise statistics on what each firm sells here. The Norwegian and Danish firms supply mainly cod, so of total sales of deep-frozen cod in 1963 of about 8,000 tons, about 50 per cent apparently came from outside Sweden.

The range of fish products sold is fairly wide—(see Table II) and one firm is said to be producing freeze-dried shrimps on a small scale.

The sizes bought for household consumption are usually 300 grams or 450 grams for raw fish fillets and 200 to 450 grams for the semi-prepared fish fingers, rissoles and balls. Institutional packs vary between 1,000 and 4,500 grams.

It is not possible to separate packaged deep-frozen fish from other frozen fish in the import statistics so no precise figures on imported deep-frozen fish can be given. It is known, however, that the National Agricultural Marketing Board is anxious to take this matter up with the customs authorities and detailed statistics may be available in time.

Imported fish is subject to import levies, at present 9½ cents per kilogram on frozen fish from non-EFTA countries. The EFTA agreement reduces this by 50 per cent for fish from an EFTA country. There is in addition a price regulation fee of 3 per cent of the purchase value on all imported fish and it is assumed that this is also applied to pre-packed deep-frozen fish, irrespective of origin.

The percentage share of the total market held by deep-frozen fish has fallen and may be expected to decline still more as the market continues to expand in other directions, but it may be some time before the sales of another food group exceed those of fish.

Poultry—Not Many Imports

Of the sales of 8,752 tons of poultry in 1963 it seems certain that chicken, particularly broilers, accounted for about 80 per cent and that over 95 per cent of these came from Swedish producers. The United States supplied 21 tons of chicken in 1963 out of the 23 tons imported. Sales of deep-frozen poultry have increased sharply in recent years and though chicken predominates, there are now about 20 different types within the poultry range. Ten Swedish firms produce for the deep-frozen food market.

Broilers lead the field, chiefly eight-weeks-old chickens specially reared for the deep-freeze market from selected White Plymouth Rock strains or crosses. White Cornish roosters or other well-known breeds from the United States, Germany or Italy are also used.

The price of broilers produced in this way has fallen in recent years and at about $1.50 per kilogram, they are now cheaper than most cuts of beef. Broilers and other deep-frozen poultry are regarded as impulse items by food stores, which pay special attention to the placing and layout of the poultry counter.

Chicken legs, wings and breasts are also on sale and packs are usually of 300 grams weight. Two firms, Findus and Felix, seem to share this segment of the poultry market between them. It is not known how sales of poultry are divided between households and institutions, but it seems that households are the main customers.

Sales of deep-frozen geese, ducks and turkeys are not so regular and are mainly confined to certain festivals, such as Martinmas and Christmas. Turkeys are gaining in popularity somewhat and in 1963 the United States supplied some five tons of turkey rolls. Germany supplied just over 300 tons of duck. Import levies on foreign poultry are $26 per 100 kilograms at present.

Meat and Meat Products

Fifteen firms are engaged in producing deep-frozen meat products and 64 different types are turned out, ranging from beef, pork and veal to reindeer and wild rabbit meat. Of these 64 types, however, some 42 were supplied to institutions, so only about one-third of the range is available to the housewife through retail stores.

Swedish housewives are still rather reluctant to use deep-frozen meats, despite the progress made by this type of product between 1962 and 1963. The most popular and widely-sold types are pork chops, beef fillets, meat balls, pork fillets, minced beef and ribs of pork.

Sizes of packs for household use vary widely, according to the type of meat. The general weight seems to be from 300 to 500 grams for fillets of beef or pork, from 250 to 350 grams for minced beef or pork, and from 500 to 1,000 grams for the larger items, ribs of pork, T-bone steaks and roasts. Institutional packs range between 1,000 and 7,000 grams in weight if the list of products supplied by the principal firms is any guide.

In 1963 imports of frozen meat (beef, pork, veal, mutton) totalled 5,200 tons but it is not possible to ascertain from the import statistics how much of this was for the deep-freeze market. It seems probable, however, that the quantity of frozen meats imported in small packs ready for immediate sale to consumers was negligible during 1963.

Australian prepacked handy-size cuts of deep-frozen meats are now on sale in Sweden and both New Zealand and the United States also

90212—3½

seem to have plans to sell something similar. Success in this market will probably depend not only on price and quality but also on the extent to which supplying countries are willing to give the Swedish housewife cuts of the type she is accustomed to. The importance of this last point should not be underestimated.

Import levies on meat from abroad are: beef $44.00 per 100 kilograms; mutton and lamb $43.00 per 100 kilograms; veal $43.00 per 100 kilograms, and pork $25.00 per 100 kilograms. These levies vary from time to time.

Vegetables and Greens

The range of deep-frozen vegetables on sale includes some 18 varieties in 60 different sizes of pack. Spinach is by far the most popular and accounts for nearly 80 per cent of the 7,823 tons of vegetables sold in 1962.

Next in popularity to spinach are probably peas, Brussel sprouts, dill and broccoli, though no estimate of quantities sold can be given. Five firms (Felix, Findus, Frionor, CU and Vegetaria) seem to dominate this sector of the market.

The most popular varieties sold to households vary between 125 and 1,000 grams in weight but the majority are in the 250-350 gram bracket. Institutional packs are usually between 1,000 and 5,000 grams in weight but one or two firms produce 10,000-gram packs of diced carrots.

Imports of deep-frozen vegetables and greens into Sweden are probably very small, but because the statistics make no distinction between canned and frozen vegetables, not even estimates can be supplied.

Import levies on vegetables and greens are frozen carrots and peas, $4.20 per 100 kilograms; beans, spinach and broccoli, $8.40 per 100 kilograms.

Fruits and Berries

Myrtle berries, raspberries and strawberries—the latter either whole or sliced—are the most popular berries on sale and the usual packs for domestic consumption are 250 or 430 grams in weight. Consumption in 1963 reached 1,340 tons and eight varieties in 21 different packs were sold. Six firms supplied the market.

Import duties, as distinct from variable levies, are payable on imports of frozen strawberries ($10.50 per 100 kilograms) and raspberries ($5.25 per 100 kilograms). Myrtle berries enter free, but other berries pay duty at the highest rate charged on imports of the fresh variety.

The 1963 imports of berries preserved by freezing (no indication of whether prepacked for deep-frozen food market) were strawberries 747 tons (365 tons from Poland, 115 tons from Bulgaria, 113 tons from Denmark, 95 tons from Finland); myrtle berries 593 tons, all from Poland; raspberries 793 tons (622 tons from Hungary, 121 tons from Bulgaria); other fruit (not specified) 1,766 tons (Czechoslovakia 612 tons, Poland 493 tons, and Hungary 271 tons).

Juices

How much of the frozen juices consumed in 1963 came from abroad is not known. Imports of juices of all kinds last year reached 8,300 tons, with the United States and Israel as the principal suppliers. Some deep-frozen American orange juice is on sale. Total consumption of frozen juices was 257 tons. Six firms are engaged in selling or manufacturing five varieties of frozen juices, including carrot juice.

Import duties on frozen juices are:

Citrus fruit (unsweetened): $3.15 per 100 kilograms; three kilograms or less, $4.20 per 100.

Citrus fruit (sweetened): $6.30 per 100 kilograms.

Other fruit juices: unsweetened in containers weighing more than 3 kilograms, $4.20 per 100 kilograms; 3 kilograms or less, $5.25 per 100 kilograms. Sweetened, $6.30 per 100 kilograms.

Vegetable juices: unsweetened, $4.20 per 100 kilograms; sweetened, $6.30 per 100 kilograms.

Precooked Foods

Consumption of deep-frozen precooked foods in 1963 reached 4,337 tons. Sixteen producers turn out 40 varieties in 59 different sizes of pack. The majority of these deep-frozen precooked meals are either of fish or beef, though some lamb and chicken dishes are on sale. Cod is, of course, the principal fish used in dishes such as baked fish and potatoes, minced fish fingers and rissoles, although haddock is used for fish balls and fish souffle.

In meat dishes, meat and veal balls, veal fricasse and rice, lamb fricasse, beef goulash, and liver stew seem to be the most popular varieties. Other newer precooked dishes include mushroom crepes, cheesecake, potato cakes and apple pie.

Items such as deep-frozen french fried potatoes could be included in this group, though they are semi-prepared rather than precooked and do not constitute more than part of a dish. They are, however, gaining in popularity.

The packs containing the ready-cooked dishes are often of thick aluminum foil, though cardboard containers are also used. The fish dishes range in weight from 300 to 900 grams, with the majority in the 350-500 gram bracket.

The variety of precooked dishes produced for institutional use is wider than that found in retail shops and these dishes are usually packed in single-person portions. There are examples, however, of precooked foods for institutional use being supplied in packs containing several portions—pea soup and meat hash, for example. Packs range in weight between 500 and 4,000 grams.

Practically all the precooked dishes on sale are produced inside Sweden. Apple pies, however, could conceivably be included in the 262 tons of unspecified bakery products imported last year (value $185,000) mainly from Denmark and France. The duty on imports under this heading (19.08/900) is 20 per cent ad valorem. Some Canadian deep-frozen apple pies have been imported recently.

Future Development of Market

For the past 15 years the deep-frozen food market has expanded its sales more rapidly than any other and all the signs suggest a continuation of the present 15-20 per cent annual increase for the next ten years.

At present prices, this would result in a combined retail and catering market worth over $400 million a year by 1975, allowing for an increased population with an annual consumption per head in that year of about 36 kilograms (50 per cent more than the present U.S. figure).

In addition to this increased volume, the deep-frozen food market will also offer a much wider range of foods with the main advances taking place in vegetables, pre-cooked dishes and poultry. It is also probable that freeze-dried foods will have been introduced before 1975. Swedish firms are said to be preparing 100 new foods for introduction on the market in the near future.

It is not possible from the statistics available to say much about the total volume or value of Sweden's imports of deep-frozen foods. Imports from abroad may amount to 10 to 15 per cent but this is little more than guesswork, based on the assumptions made above about the volume of deep-frozen fish imports from Norway and Denmark.

That the amount of deep-frozen foods consumed by Swedes in 1964 was about 17 per cent above 1963 seems clear enough. It also seems clear that annual increases of this order may be expected for some years to come.

It is unlikely that this growing demand from the home market will entirely outstrip Swedish manufacturing capacity, which is increasing. It is none the less clear that increasing opportunities will open up for enterprising foreign firms able to offer deep-frozen foods of the right sort and quality and at the right prices. It is expected that Unilever will again attempt to break into the Swedish market before long. ●

Feedstuffs

Livestock production is increasing rapidly in many areas abroad and Canada's growing feed industry has the capacity to supply these markets. Here is information on fourteen possible outlets.

JOHN G. KAFFEZAKIS, *Plant Products Division.*

CANADA'S feed industry is expanding rapidly each year and production is now valued at about $300 million, compared with about $16 million twenty years ago. There are some 1,000 firms manufacturing feeds in about 1,400 modern processing plants and these firms have registered their individual feeds with the Canada Department of Agriculture which administers the Feeds Act and Feeds Regulations governing the production of prepared animal feeds. An interesting development has been the increased production of complete feeds. Livestock producers now recognize the many inherent advantages of these feeds, such as ease of handling, saving of mixing time, uniformity of medication (vitamins, minerals, etc.) and application of scientific principles in the formulation of rations.

A wide range of these prepared complete feeds is available for export and also feed supplements for poultry, cattle and swine. Very substantial quantities of screenings, wheat bran, oilseed cakes and meals, beet pulp, brewers' and distillers' grains and solubles, oats, hay, alfalfa meal and pet foods are also produced annually to satisfy domestic and foreign demand. Canadian manufacturers of animal feeds are prepared to do custom-mixing of feeds for foreign buyers.

In 1963, some twenty countries looked to Canada as a preferred supplier of animal feeds and about $60 million worth of feeds were exported. Table I summarizes Canadian exports of animal feeds in 1962 and 1963.

The Agriculture and Fisheries Branch of Trade and Commerce has recently investigated the following markets with a view to expanding our exports of animal feeds. The use of prepared and other animal feeds in these countries is increasing rapidly because their governments strongly support improved livestock production. The names of suitable importers of animal feeds in the countries mentioned may be obtained from the Plant Products Division, Agriculture and Fisheries Branch, Department of Trade and Commerce, Ottawa.

European Markets

Britain—Imports of oilseed cakes and meals average about a million tons and linseed cake, rapeseed cake, soybean cake and sunflower-seed cake and their meals figure prominently. Large quantities of millfeeds are also imported; these imports have fluctuated from 350,000 to 500,000 tons in recent years. Domestic production of prepared feeds has expanded in recent years and consequently imports amount to only a few thousand tons per year.

Austria—Substantial quantities of oilseeds (rapeseed from West Germany and the Netherlands, mustardseed from Poland and the Netherlands, linseed from the Netherlands, sunflowerseed from Yugoslavia, Communist China and the U.S.S.R.) are imported into Austria annually. Several thousand tons of linseed meal, soybean meal and smaller quantities of rapeseed meal also find their way into Austria. Although imports of wheat bran are not completely liberalized, it is being purchased abroad in increasing quantities. Most feedstuffs are liberalized and enter duty-free and without paying any equalization tax.

Denmark—The best prospects for Canadian animal feeds in the Danish market are feed grains, particularly oats and barley. In 1963, some 345,000 tons of barley and 62,000 tons of oats were imported. Other feedstuffs imported in substantial quantities during the same period included 28,000 tons of wheat bran and 166,000 tons of sunflowerseed cake. Prepared feeds and feed additives appear to have little chance with Danish buyers.

Greece—Greek livestock producers prefer to prepare their own feeds from the basic ingredients. There is, however, an expanding demand for imported feed concentrates and imports of these supplements have increased from $600,000 in 1961 to about $1.5 million now. The Netherlands and the U.S. are among the principal suppliers.

Ireland—Import of prepared feeds into Ireland is not permitted because the policy of the Irish Government is to foster local industries. There are about 60 manufacturers of animal feeds who use domestic and imported raw ingredients. Canadian suppliers of feed ingredients may wish to contact a few of the principal feed manufacturers.

The Netherlands—There is a large consumer demand for animal feeds. Local production is insufficient to cover requirements and imports are large, particularly of feed grains, millfeeds, oilseed cakes, beet pulp and dried brewers' and distillers' grains. The Netherlands has a well-developed prepared feeds industry and it will be difficult for Canadian suppliers to meet local competition. In 1962, five million metric tons of prepared feeds and 760,000 metric tons of feed grains were consumed. Imports during the same period amounted to 160,000 metric tons of linseed meal (Argentina and U.S., main suppliers); 30,000 metric tons of rapeseed meal (Pakistan); 280,000 metric tons of millfeeds (Argentina, South Africa and West Germany); 80,000 metric tons of dried brewers' and distillers' grains (West Germany and France); 40,000 metric tons of dried beet pulp, and 1,000 metric tons of prepared animal feeds.

Oilseed cakes and meals and brewers' and distillers' grains enter

TABLE I

CANADIAN EXPORTS OF ANIMAL FEEDS

Item (in cwt. unless shown)	1962 Quantity cwt.	1962 Value $'000	1963 Quantity cwt.	1963 Value $'000	Main Countries of Destination
Screenings	1,934,100	2,300	2,150,000	2,700	United States, Britain, Japan
Wheat bran	1,033,400	2,600	1,760,000	3,650	Britain, Japan, United States
Linseed oil cake and meal	254,838	1,017	245,000	1,005	Britain, United States, Trinidad
Soybean oil cake and meal	4,361,342	18,025	4,950,000	22,240	Britain, Cuba, Ireland
Alfalfa meal	17,300	52	10,100	26	Britain, United States, Jamaica
Beet pulp	148,900	294	180,200	410	United States
Gluten and gluten meal	335,000	1,503	310,000	1,600	Britain, United States, Denmark, Hong Kong
Brewers' grain and solubles	988,000	2,605	1,020,000	2,700	United States, Britain, France
Pelleted screenings	1,610,000	2,710	1,910,000	3,250	Japan, Britain
Dairy and cattle feeds, complete	64,066	270	120,000	480	United States, West Indies, Venezuela, Portugal
Poultry feeds complete	52,253	227	64,200	280	West Indies, United States
Dog and cat feeds complete	140,326	1,800	190,000	2,560	United States, Puerto Rico, West Indies, Venezuela
Feed concentrates n.e.s.*	30,527	362	13,000	139	United States, Spain, West Indies
Hay—(tons)	124,000	2,100	195,000	3,860	United States, Puerto Rico, Bermuda
Straw—(tons)	18,700	196	14,000	180	United States
Mixed feed oats —bus.	2,275,800	1,471	1,100,000	1,000	Netherlands, Britain
Oats, other than seed, n.e.s.—bus.	5,600,000	5,028	23,600,000	20,000	Venezuela, Colombia, United States

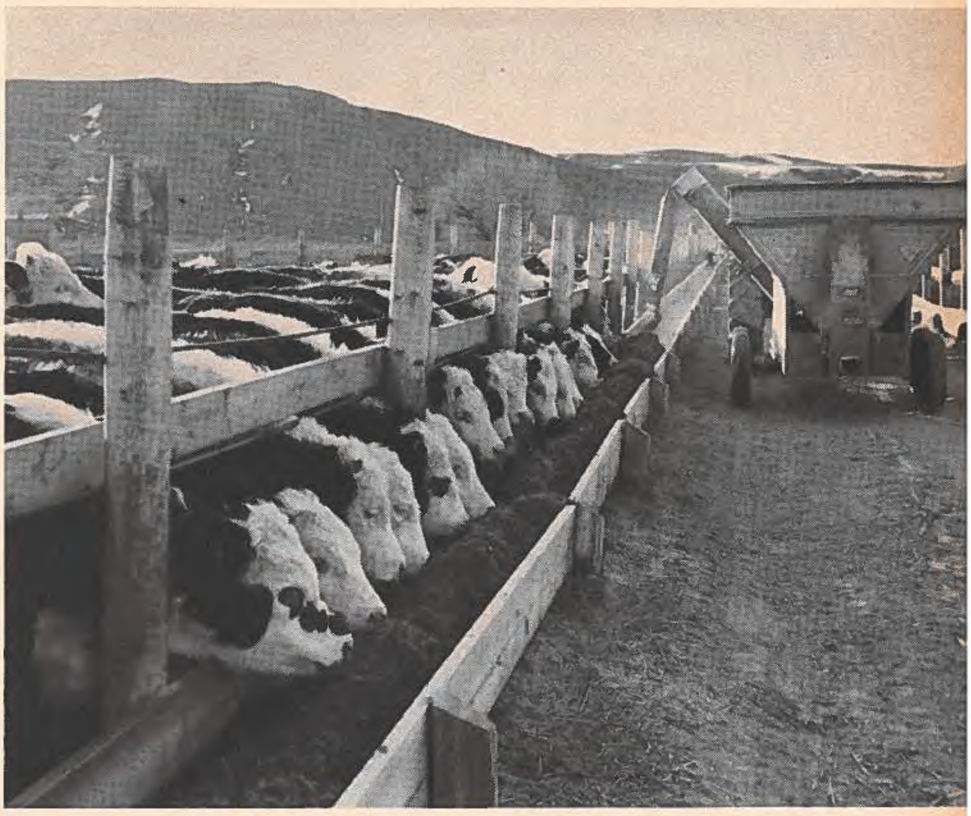
*n.e.s.—not elsewhere specified.

duty-free. Prepared feeds are subject to an 11.5 per cent ad valorem duty and millfeeds are assessed an import duty depending on their starch content. These two items are also subject to a system of import levies and export rebates.

Norway—Wheat bran, fishmeal, soybean and linseed meal, and corn are the main feed ingredients imported into Norway and in 1962 they were valued at $12 million. Under $100,000 worth of prepared animal feeds is imported annually, chiefly from the Netherlands and Britain. Both prepared feeds and the basic ingredients enter Norway duty-free.

Spain—The use of prepared feeds and concentrates in Spain is developing at a rapid rate and the poultry industry has assumed an important position within the past few years.

Imports of mixed animal feeds into Spain are small. However, many Spanish manufacturers of animal feeds import the raw materials from which they make the complete feeds. In writing to these manufacturers please quote c.i.f. Barcelona, preferably in U.S. dollars.



This is a scene on a Canadian ranch but it is not so different from cattle producing areas abroad. Livestock producers everywhere now recognize the inherent advantages of complete feeds. The picture shows how they are used on a Western feed lot.

West Germany—Wheat bran, mostly from Argentina and Morocco, is the main millfeed imported by Germany. Recent c.i.f. Hamburg prices for Argentine wheat bran averaged about $52.00. A variety of oilseed cakes and meals is imported annually: about 200,000 metric tons of linseed meal (Argentina, Uruguay and the U.S. main suppliers); about 60,000 metric tons of sunflowerseed cake (Argentina, Italy and Turkey); over 200,000 metric tons of soybean meal (U.S., Brazil and the Netherlands), and about 30,000 metric tons of rapeseed meal (Italy, Algeria, France and Chile). Rapeseed meal is being offered at $67 per ton c.i.f. Hamburg, soybean meal is being offered at about $93 per ton c.i.f. Hamburg, and linseed meal and sunflowerseed meal are quoted at $85-$90 per ton c.i.f. Hamburg. Substantial quantities of distillers' and brewers' grains and solubles are also being imported. There are several well-established brokers and importers in Hamburg who specialize in feedstuffs and Canadian suppliers would be well advised to use their services rather than attempt direct contact with almost 200 feed plants in the area. The Canadian Consul General in Hamburg will be pleased to provide names of German importers.

The German prepared animal feeds industry has grown considerably during the last decade. In 1963 about five million tons of prepared feeds were produced domestically; imports amounted to only a few thousand tons per year.

Middle and Far East

Israel—Several thousands of tons of corn, barley, fishmeal and wheat bran are imported annually. The U.S., Turkey, South Africa, Iceland and France are the main suppliers of feeds to Israel. All purchases in the U.S. are made through the Israel Purchasing Mission in New York. About 200,000 tons of soybeans are imported annually from the U.S. for crushing domestically. Substantial quantities of feed supplements, vitamins, minerals, etc., are also imported to add to the locally mixed feeds.

Lebanon—The poultry industry is the main user of animal feeds in the Middle East. Sheep and goats, the major meat animals, depend almost exclusively on grazing directly on available land. Poultry feeds are mixed locally and the rations include varying amounts of corn, soybean meal, barley, bran, and feed additives. It is in the area of feed additives that Canadian concentrates have proved competitive. Corn and soybeans are expensive because of the high freight rates.

Barley is grown locally, and bran is imported from India and Pakistan at prices lower than those currently quoted by Canadian suppliers.

Hong Kong—Wheat bran, oilseed cakes and meat meals are the main animal feeds imported into Hong Kong.

Poultry and swine production is carried out in a rather limited way at the present time. Local demands for poultry and pork are met, for the most part, by imports from Communist China and the U.S. There is a trend, however, towards importing larger quantities of animal feeds and a number of importers who have expressed an interest in the past in Canadian animal feeds may be contacted.

Japan—As a result of a continual increase in the number of livestock in Japan, demand for feedstuffs has been growing steadily, with corresponding increases in imports of animal feedstuffs such as corn, wheat bran, soybean meal and fishmeal. Imports of feedgrains and other feedstuffs amounted to four million metric tons in 1962 compared with a little over one million metric tons in 1958. All major importers and exporters of feedstuffs are members of the Japan Feedstuffs Importers and Exporters Association, 7, 6-Chome, Yaesu, Chuo-Ku, Tokyo. Some feedstuffs —such as barley, fishmeal, soybean cake, rapeseed meal and cake and others—are subject to import restrictions. Rates of duty vary from 0 to 15 per cent ad valorem. The largest supplier of millfeeds by far has been Argentina, with Canada supplying only a few thousand tons of millfeeds per year. The Japanese prefer to import the grains and have them milled domestically. Should Canadian suppliers be able to offer competitively, Japan could become an attractive outlet for a variety of feedstuffs.

West Indies

Jamaica—In 1962, 44,366,622 pounds of prepared animal feeds were imported into Jamaica, of which 44,167,400 pounds came from the United States. The Americans are well entrenched in that market and enjoy lower freight costs for their feeds because they are able to ship from mills adjacent to Gulf ports. However, two firms in Kingston have expressed interest in receiving details of Canadian feeds, as well as c.i.f. Kingston prices. ●

GENERAL NOTES

Argentina

PULP AND PAPER—The IADB has approved a U.S.$1.5 million loan for an Argentine pulp and paper company. With the loan the company, ADAMAS S.A. I.C.I., San Justo, Buenos Aires, will purchase and install additional machinery for continuous paper and cardboard production. It will also enlarge its pulp production facilities. This is the last stage of an expansion program started in 1959.

Cost of the project will total about U.S.$3.1 million. ADAMAS will finance 51 per cent of this amount and the IADB loan will cover the remaining 49 per cent. This loan will consist of U.S.$750,000 and a similar amount in West German marks derived from sale of the Bank's bonds in West Germany—Buenos Aires.

Britain

SUPERCENTRES COMING—Britain recently saw the opening in Nottingham of the first GEM Supercentre. Negotiations lasted for more than two years but the final result justifies the delay. Familiar to Canadians, the 85,000 square foot store represents a concept in retailing never before seen in Britain. Costing approximately $1.5 million, the new centre has 50 departments operated by 25 concessionaires. Parking is provided for 1,000 vehicles (something unheard of in Britain) and if this centre and the two planned for Leeds and Bournemouth are successful, Britain's "high streets" may never again be the same—London.

Central America

INDUSTRIAL DEVELOPMENT—The Central American Common Market Bank announced recently that it would establish in each capital of the five Central American Common Market countries committees to advise potential investors in the area.

The Central American Common Market Bank (CABEI) granted a loan of U.S.$73,335 to Canco S.A. of Costa Rica which manufactures tin containers of various types and sizes.

CABEI has also granted a loan of U.S.$260,000 to the Costa Rican firm Ricalit S.A. to establish a plant to produce asbestos cement and fibre-cement laminates as well as plain laminates for roofing, partitions and asbestos pipe.

Another loan for U.S.$225,000 has been extended by CABEI to the firm Industria Ceramica Centroamericana of Managua, Nicaragua, for the purchase of machinery and equipment and the building of the plant itself. This new industry will manufacture porcelain sanitaryware to meet the requirements of the Central American Common Market area—Guatemala City.

Finland

FOREIGN TRADE—In the first nine months of 1964, Finland's foreign trade resulted in a deficit of $180 million, compared with a deficit of $55 million in the same period of 1963. Imports up to September 30, 1963, were valued at $1,173 million, an increase of 26 per cent over the same period in 1963. Exports were valued at $993 million, a 13.5 per cent increase—Stockholm.

New Zealand

FOREIGN TRADE—The value of both New Zealand's exports and imports for the trade year ended June 30, 1964, are the highest ever. Exports are provisionally estimated at £368 million ($1,104 million) compared with £308.7 million ($926.1 million) for the year ended June 30, 1963. Wool was the major contributor to the 1964 total, with a value of £135.6 million ($406.8 million).

The provisional total value for imports for the year ended June 30, 1964, is £313.7 million c.d.v. basis ($941.1 million), as against £260.2 million ($780.6 million) for the year ended June 30, 1963—Wellington.

Northern Ireland

RETAIL SALES—Statistics prepared by the Ministry of Commerce show that the total value of retail sales in Northern Ireland last September was 9 per cent above the previous year, the same increase as in August and compared with a 7 per cent increase in July. In the third quarter as a whole, sales were 8 per cent higher than a year earlier, the same as in the first quarter and compared with 3 per cent in the second quarter. Food shops and clothing and footwear shops in September increased sales by 13 per cent and 3 per cent over 1963, but household goods shops showed a decrease of 4 per cent—Glasgow.

United States

AUTOMOBILE PARTS—The Japanese automobile parts industry has decided to set up an Export Centre in Chicago early this year because of its growing exports to the United States. Part of the cost of the Export Centre, estimated at $140,000, will be contributed by Nippon Denso Company Limited, NHK Spring Company Limited, Kayaba Industry Company Limited and Akebono Brake Company Limited, and about half will probably be provided from public funds.

In 1963, Japan sold $2.1 million worth of auto parts to the United States, six times more than in 1958—Chicago.

STEEL INDUSTRY BOOM—Metropolitan Chicago's 1964 ingot steel production is headed for an all-time record of more than 22 million net tons. The previous record was set in 1955 when 21,684,000 net tons were produced. Steel firms in Metropolitan Chicago employ 98,600 persons and have a weekly payroll of nearly $13 million. Related or dependent industries employ 453,500 persons with a total production of $6 billion annually.

Since the average-sized family in Chicago consists of 3.4 persons, there are about 1,877,000 persons who depend upon the steel industry for their livelihood. Steel workers and their families alone spend $475 million on retail goods; families of workers allied to the steel industry add another $2.2 billion—Chicago.

Venezuela

PETROCHEMICAL INSTITUTE—Sales by the Venezuelan Petrochemical Institute are expected to reach Bs.59 million in 1965, of which Bs.10 million will come from exports. Production of fertilizers is expected to total about 85,000 metric tons, or 90 per cent of national consumption. The Institute is also planning to produce 21,500 metric tons of chlorine, and to invest a further Bs.20 million in plants for the manufacture of explosives—Caracas.

West Germany

FOREIGN TRADE—According to the West German Federal Office of Statistics, exports during the first nine months of 1964 increased by 12.3 per cent from Can.$11.38 billion to Can.$12.76 billion. Imports rose by 8.6 per cent—from Can.$10.52 billion to Can. $11.41 billion. This gave a favourable trade balance of Can.$1.35 billion compared with Can.$0.87 billion for the same period in 1963—Bad Godesberg.

Selling to Communist China

A USEFUL article entitled "Selling to Communist China", which appeared in the April 18, 1964, issue of Foreign Trade, *has just been reprinted. To obtain a copy, write to the Editor.*

Readers interested in trade with this area are advised that R. K. Thomson, Senior Trade Commissioner, and P. M. Roberts, Trade Commissioner, at Hong Kong, will be visiting Peking and Tientsin between April 10 and 21. They will be glad to discuss any matters of interest to Canadian businessmen with the Chinese state trading corporations in both centres. Businessmen are invited to write Mr. Thomson at P.O. Box 126, Hong Kong, providing him with information, sales literature and any relevant details about the products in which they wish to do business with China.

We weren't sure that we could do it—but we tried. Now, after two years of shipping to Europe, we have devised an export formula that works for us—and might work for other Canadian firms too.

D. H. MUNRO, *President, Munro Games Ltd., Burlington.*

Selling Games in Europe

OUR entry into the European market came about mainly by chance. Like most Canadians, we knew our economy was booming and we felt that our products would be priced out of range of the majority of foreign buyers. This was true to a large degree, but we had overlooked the tremendous numbers of consumers in Europe and the fact that a reasonable percentage of them was well able to pay a slightly higher price for our products. The European market is also becoming more responsive to North American marketing techniques as shown in the styling, coloring and packaging of our products. This was something we realized only after visiting many countries ourselves.

We had exported small quantities of our products for years but four years ago we received an inquiry from an importer in one of the smaller countries, asking if our line was available. We decided to use this as a market research test and replied that it was. The following months brought to light a new set of problems that are inherent in exporting, such as the additional paperwork, booking space on ships, methods of packing for export, and so on. But our success at the end of the first year warranted deeper penetration of European markets.

Our Formula Works

In our second year of exporting, we devised a formula that worked

On the left D. H. Munro, president of Munro Games Limited, demonstrates one of his company's products at the 1963 London Toy Fair. Mr. Munro found patience and attention to detail paid good dividends when he entered the European market.

well for our particular circumstances and products. Our main concern was to make it easy for the buyer to buy from us and to have our products retail at the lowest possible price. Controlled mark-ups and retail prices are common in Europe and it was therefore important to keep shipping, handling and distribution costs to a minimum.

We first contacted one of the many forwarding companies, which performs the following functions for us:

- Advising us on the most economical way to pack our goods for ocean shipment.
- Advising us on the use of Conference and Non-Conference ships.
- Arranging for insurance on our goods—very necessary when one realizes the potential liabilities.
- Handling of all documentation.

When we had established the cost of ocean freight and insurance, we then prepared a c.i.f. price list for each major European port and converted our Canadian dollar prices to the currency of each country. A price list of this type is of the utmost value at trade fairs such as the Nurnberg Toy Fair, to which buyers come from all countries. Given a c.i.f. price, the buyer adds the additional cost of landing the goods in his warehouse and he can then estimate immediately the retail price and therefore the potential sales of the product to his customers.

The next problem was to engage at least one agent in each country in which we were interested in selling. For this, a personal visit is a must and in this area both the Federal and Ontario Provincial Governments have been co-operative and helpful in arranging interviews, organizing trade missions, and advising us of general conditions in each area. But government officials cannot sell your products for you; this you must do yourself.

Most agents ask for a commission of between 5 and 10 per cent for selling, and more if they must warehouse and handle the goods. An agent who will warehouse some of our goods for shipment to small stores and fill last-minute repeat orders for larger customers who have bought direct shipments has proved best for us. The bulk of the orders the agent solicits are shipped direct to his customers from Canada and are usually invoiced to him. The exception is very large orders for accounts with unquestionable credit ratings. These orders are invoiced direct to the customer and the agent is credited with the sale. Make sure that your agent has a good credit rating; this eliminates many problems.

We make full use of the Federal Government's export credits insurance on exports outside North America.

Other Aids to Success

An exporter's presence at European trade fairs is a must. There he can meet his agent, see his place of business, get acquainted with large buyers and visit their stores. Generally, Europeans are enthusiastic about Canadian products at the shows, but both the agent and the manufacturer in Canada must do a lot of hard selling and follow-up.

Many small details add icing to the cake, such as instructions in French, German and English; heavy export packaging to withstand the amount of handling your products will be subjected to; establishment of a supply of spare parts in each country, no matter how simple your product may be, and registering a cable address for economical comunication.

Some of this information may apply mainly to the toy industry. It must be remembered too that not all toys or other products are readily acceptable in a foreign market. But unless the manufacturer gives exporting an enthusiastic and sincere try, he never knows for certain whether he can succeed. The ideal time to make this attempt is with a government-sponsored trade mission but this may not be possible in all lines of business.

Finally, do not expect miracles in the first year. You are breaking new ground and it takes continued effort to cultivate it and eventually reap the reward in foreign sales. ●

West Germans Smoking More

CIGARETTE sales in West Germany are rising steadily. The latest market survey shows that there are 16.3 million cigarette smokers in the Federal Republic and West Berlin—42 per cent of the population between the ages of 16 and 65. Of these, 76 per cent are men and 24 per cent women; men are responsible for 83 per cent of the total cigarette consumption. Although the number of male smokers remains constant, that of female smokers is increasing gradually.

In the first nine months of 1964 approximately 66,000 million cigarettes were sold in the Federal Republic and West Berlin, compared with slightly more than 63,000 million during the same period of 1963. Fourteen different brands of cigarettes comprise 83 per cent of the total consumption. The Reemtsma concern controls 44 per cent of the market, followed by BAT with 30 per cent, Brinkmann 15 per cent, and Reynolds/Neuerburg 4 per cent. In September 1964, filter cigarettes for the first time made up 80 per cent of the total consumption. The monthly average for the first nine months of the year was 79.7 per cent (77.7 per cent in 1963). It does not seem likely that filter cigarette sales will expand further.

The trend in consumer tastes is to cigarettes with a low nicotine content. In 1963 the market share of these "mild" cigarettes was 3.6 per cent; last autumn it reached about 6.5 per cent. On the other hand, there is a school of thought that favours the dark or "pure" (not flavoured) tobacco, and among the non-filter cigarettes, one brand of dark cigarettes has taken the lead. ●

Bits and Pieces: Keys to Greece's Fur Trade

One of the stages in the sorting of the mixed fur scraps is colour selection, a specialized job. Selectors like this Greek quickly and with uncanny accuracy separate the fur pieces into colour-matched heaps.

A 500-year-old industry—making fur "plates" from otherwise useless scraps—has given the town of Kastoria an important place in Greece's foreign trade picture. Canada is already doing business there, but it could do more, according to this colorful report.

F. IAN WOOD, *Commercial Secretary, Athens.*

HIDDEN away in the bleak mountains of Western Macedonia lies the picturesque little town of Kastoria, 11 miles from the Albanian border and 25 miles from Yugoslavia—far from the traditional route followed by the thousands of tourists who pour into Greece each year.

At first glance from across peaceful Lake Orestias, Kastoria is a study in tranquility. But closer inspection reveals a beehive of activity, for Kastoria—the fur capital of Greece—is a unique manufacturing town known to fur manufacturers the world over for its skilled craftsmen and cleverly worked furs.

No one seems to know exactly when the town began its centuries-old trade. It is said that the unique dexterity of the Kastorians which allows them to produce a fur, created by masterly skill, out of scraps of little or no value originated at least 500 years ago. Just why the industry began where and when it did is not recorded.

The labour force of Kastoria's fur industry is second in size only to that of New York City—an amazing fact considering that the village population is only about 11,000. There are some 6,800 fur workers in New York City including 2,200 Greek-Americans, most of whom call Kastoria their home town. Kastoria boasts a work force of 3,000 and it is growing every day.

Many "Factories"

A tour of the fur factories is a fascinating experience. A "factory" may mean three or four members of a family working together in their home or, in some instances, an organized workshop employing 300 people. Whatever its size, the "factory" is a place where scraps of dressed fur, often measuring no more than 3 inches by ½ inch, are sewn together to make "plates" of fur measuring 48 by 95 inches. The size of the plate is dictated by the amount of fur needed to make up a coat or other garment.

Something Out of Nothing

The manufacturing procedure calls for inordinate skill, years of training, manual dexterity, and last but not least, infinite patience.

The work begins when huge bales of mixed scraps arrive in Kastoria from overseas collecting centres. Literally millions of scraps must first be sorted, according to the part of the body on which the piece originated, such as chest, belly, back or paw. Belly and chest scraps are favoured.

A very general colour selection is the next step, after which the pieces pass to the "cutter", to be skilfully shorn of completely useless parts such as feet and claws. Especially good scraps are set aside.

At this point another specialist reshuffles the piles on the basis of height of hair. The sense of touch and sight of these men (not to mention their speed in selection) is incredible.

The piles of scraps now pass again to the colour selector—one of the highest paid men in the industry—who with uncanny accuracy quickly consigns each piece to a heap of perfectly matched scraps. (Often a surplus of one colour is traded to another factory in the vicinity in exchange for a like number or weight of another shade or tint. Left-overs are shipped to garment manufacturers overseas to be used for trimming or buttons, etc. Nothing is wasted.)

Now it is the turn of the seamsters. Where years ago men sat cross-legged on the floor painstakingly stitching each piece together by hand, nowadays this highly-skilled job is done on unique sewing machines. Each matched scrap is sewn together in long strips which, when eventually joined together, form a rough and dirty plate of uneven measurement.

The plate is taken to the finishing room where it is soaked in water, nailed to a premarked stretching board and put in the sunlight to dry. Following a thorough drying, the rectangular plate is brushed, cleaned and given a final inspection before being shipped to the world's fur garment manufacturing centres. Few finished garments are made in Greece for export abroad, although a good selection of furs and styles can be obtained locally for comparatively modest sums.

Labour Is Inexpensive

Despite transportation and duty charges on imported plates, it is still much cheaper to send the scraps to Greece to be pieced together than to have this done anywhere else.

In Kastoria, where they work a 48-hour week, a top worker is paid about Can.$9.00 per day. This is not a big wage compared with the Can.$37-$42 per day which the same skill commands in New York, but nevertheless represents an extremely good salary in Greece, even by Athens' standards. An apprentice earns about Can.$1.80 per eight-hour day.

Interestingly enough, the traditional Greek siesta is taboo in Kastoria. No three-hour afternoon break for the hardworking Kastorians—there is too much to be done.

Every Home a Workshop

As one walks the quaint cobblestone streets of Kastoria on a quiet afternoon, the air is filled with the hum of sewing machines busily working behind the doors and walls of this old city. Indeed, almost every house is a workshop. Many families work for themselves, buying small quantities of pre-selected scraps from importers and making them up into plates for sale to foreign buyers who periodically visit these "cottage industrialists". Others are working toward the day when a sewing machine can be purchased by doing piecework for larger factories. This activity is usually restricted to the washing, stretching, drying and cleaning of prepared plates. Remuneration for this type of work is low, 36 to 72 cents per piece is about the average, depending on the size of the plate to be processed.

No one is poor, and one is struck by the air of prosperity which permeates every aspect of life in the town. New buildings and houses are everywhere; the shops are crammed with luxuries to satisfy every whim; well-dressed people, motorbikes and automobiles are sure signs that Kastoria is booming.

The Important Factories

Naturally, the community depends on the larger factories for its continued wellbeing. There are a number of plants but the largest is that of the Skaperda Brothers. Run by a grand old gentleman of 70 plus, the factory employs some 300 highly skilled workers, mostly men. The visitor is impressed by the noisy clickety-clack of a hundred sewing machines and the complete absence of conversation. This business demands the undivided attention of the worker and conversation is kept to a minimum. Plate upon plate is received from the seamsters and taken to be washed and prepared for the buyers.

Other important factories in Kastoria include the Kastoria Fur Producers Credit and Agricultural Co-operative, founded in 1958. Employing about 150 workers, its sales have climbed from Can.$82,000 in the first year to Can.$450,000 in 1962.

The Skaperda Brothers (as is the case with a few other of the larger firms in Kastoria) maintain a buying and selling office in New York to handle the purchase of scraps and the sale of their finished blankets. The round-trip process from New York-Kastoria-New York takes an average of about two months. The New York end of the business is, in most instances in the hands of Kastorians as well.

TABLE I

CHIEF SOURCES OF SUPPLY TO GREEK FUR INDUSTRY (1957-1962)

Country	Value (Can.$)	% of Market
1957		
United States	482,400	71
West Germany	147,600	17.5
France	39,600	5
Britain	31,162	4
Canada	12,546	1.5
1958		
United States	788,400	69
West Germany	194,400	22.4
Britain	36,000	4.3
Canada	34,690	3.5
France	30,024	2.5
1959		
United States	1,530,000	71
West Germany	162,000	15
Canada	107,460	6.2
Britain	50,400	4
France	18,072	1.6
1960		
United States	1,612,800	66
West Germany	226,800	19
Canada	173,810	9.5
Britain	50,400	3
France	31,320	1.7
1961		
United States	1,530,000	59
West Germany	399,600	25
Canada	275,731	10.9
Britain	41,400	2
France	39,600	2
1962		
United States	1,328,400	48.5
West Germany	626,400	34
Canada	265,032	9.5
Britain	72,000	4
France	36,000	1

Source: National Statistical Service of Greece.

TABLE II

GREEK EXPORTS OF ASSEMBLED PIECES OF FUR (PLATES)

Year	Quantity (lb.)	Value (Can.$)
1957	202,418	945,172
1958	229,425	1,314,216
1959	378,290	1,953,432
1960	430,861	2,506,508
1961	494,120	4,021,621
1962	548,856	6,839,280
1963	709,500	10,356,048

Source: Chamber of Commerce and Industry of Kastoria.

Where do these small scraps originate? New York and Frankfurt provide the bulk of the raw material used in Kastoria and field trips are made two or three times a year to other fur manufacturing centres in Britain, France, Canada and the U.S.S.R. to supplement purchases.

When an order is received, the New York or Frankfurt office of a Kastorian manufacturer must see to it that sufficient scraps to cover it are collected and shipped to Greece. The average price per 700-pound bag of mink scraps might run anywhere from U.S.$1,400 to $1,800, or from U.S.$2.00 to $2.70 per pound, depending on the state of the market. Considering that half this weight is lost in the cutting process (claws, feet, etc.) these scraps are relatively expensive.

All signs point to yearly increases in the demand for scraps. Efforts are being made to establish fur farming in Greece, and three mink ranches are supplying a small volume of pelts. Two of these enterprises are a joint venture with the Agricultural Bank of Greece. None the less, it seems quite unlikely that the scrap trade will face any serious competition from the local sources for some time to come.

Down through the ages, Kastorians have always had to pay close attention to consumer preferences. In days gone by when much of Kastoria's production found its way to wealthy Europeans, Russian sable was the expression of luxury. Fox and Persian lamb later emerged as popular furs only to give way to mink, which today accounts for 80 per cent of Kastoria's business. Persian lamb enjoys a steady demand in the European market especially, but ranks a distant second in Kastoria's turnover.

Contribution to Greek Economy

Table II illustrates the importance of the Kastoria fur trade to the Greek economy and its outstanding contribution as an earner of foreign exchange in recent years.

Traditionally, the most important markets for the finished plates have been West Germany, the United States, Belgium and Luxemburg.

The Greek Government, mindful of the importance of maintaining and encouraging the fur industry in Kastoria and nearby Siatista, has given these communities certain special privileges. Briefly, these mean that fur scraps may be imported into both villages free of duty or other charges; a Customs House is maintained at Kastoria to expedite the import of scraps and the export of finished plates; Kastorian fur exporters are allowed to deposit in foreign banks a specified percentage of the invoice value of mink and Persian lamb exports; and the fur workers and dealers of Kastoria and Siatista are not required to participate in the normally compulsory national insurance program for workers.

TABLE III

CANADIAN EXPORTS OF PIECES OF FUR TO GREECE

Year	Quantity (lb.)	Value (Can.$)	% of Imports
1957	10,120	12,546	1.5
1958	23,991	34,690	3.5
1959	48,811	107,460	6.2
1960	86,757	173,810	9.5
1961	127,556	275,731	10.9
1962	129,580	265,032	9.5
1963*			

*Not yet available in detail.

Source: National Statistical Service of Greece.

TABLE IV

GREEK EXPORTS TO CANADA OF FUR "PLATES"

Year	Quantity (lb.)	Value (Can.$)	% of Exports
1957	28	693	....
1958	737	3,773	.0031
1959	14	928	....
1960	1,311	25,002	.0036
1961	3,172	82,494	.007
1962	4,851	135,559	1
1963*			

*Not available for Canada.

Source: National Statistical Service of Greece.

An additional incentive (although not exclusive to the fur industry) allows import payments to be made three months after delivery in Greece and without the usual prior cash down payment and customs deposit.

Canada and Kastoria

Until recent years Canada had little direct contact with Kastoria. True, many of the skilled cutters to be found in our fur garment industry emigrated from Kastoria, but day-to-day commercial relations were practically unknown. Since the middle 1950's, however, our fur trade with Greece has grown significantly as illustrated by the figures in Tables III and IV. Today Canada ranks as the third most important supplier of scraps to the Greek fur industry (albeit far behind the U.S. and West Germany).

This is no mean achievement considering our rather modest effort in 1957, when we exported only 10,120 pounds of scraps worth a mere Can.$12,546. Our 1962 showing reflects a five-year increase of over 12 times in the volume and 21.5 times in the value of these furs.

At the same time, Greek sales to Canada of fur plates have risen markedly—from 28 pounds worth Can.$693 in 1957 to 4,851 pounds valued at Can.$135,559. Yet we enjoy a favourable trade balance in this industry which amounted to Can.$129,473 in 1962.

Can we increase our share of the market? The Chamber of Commerce and Industry of Kastoria has assured me that this is entirely possible. The way to do this, they say, is to sell direct to fur manufacturers in Kastoria; *not* through buyers based in New York. Up to now, much of what could have and should have come from Canada has reached Greece from the United States. Arranging direct selling will result in additional work for the supplier, but higher profits might well be the reward.

The Chamber of Commerce and Industry of Kastoria and the many individual fur manufacturers with whom I talked spoke enthusiastically of establishing direct buying relationships with Canadian suppliers of scraps and promised that immediate attention will be given to all serious proposals.

The Athens office would be pleased to help prospective Canadian exporters of fur scraps and suggests they address inquiries to the Commercial Counsellor, Canadian Embassy, 31 Vassilissis Sophias Avenue, Athens 138, Greece. ●

FOREIGN TARIFFS AND TRADE REGULATIONS

Australia

TO ADOPT BRUSSELS NOMENCLATURE—The Australian Government has announced its intention of issuing a new tariff on July 1, 1965, based on the Brussels Nomenclature. However, as far as can be ascertained, tariff rates will remain unchanged.

Canadian exporters may obtain details regarding the classification of their products in the new tariff from the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce.

Ceylon

FOREIGN EXCHANGE ALLOCATIONS 1965—The Government of Ceylon has announced the foreign exchange allocation for 1965. Advance quotas for the first half of 1965 have been granted, and it is expected that allocations for the second half of 1965 will be granted in May 1965. The allocations for the first half of 1965 amount to Rs.850 million (approximately Can.$191 million). The foreign exchange allocation for the full year 1964 was Rs.1,800 (approximately Can. $405 million), but lower food prices in 1965 are expected to liberate more exchange for other imports than was available last year.

India

IMPORT DUTY—On February 17, 1965, the Government of India announced that a regulatory customs duty of 10 per cent of the value of imports will be levied effective immediately. The only imports exempted from this duty will be foodgrains, fertilizers, pesticides, books, and accessories for family planning.

Lebanon

RATES OF EXCHANGE AND IMPORT DUTIES REVISED—By a decree published in the official *Gazette* of December 31, 1964, the Minister of Finance of the Lebanese Government established, effective January 1, 1965, a new transitory legal par value of the

Lebanese pound in relation to the United States dollar at the fixed rate of 3.08 Lebanese pounds. The former rate was 2.19 to the United States dollar.

The decree further provides that, for the calculation of customs duties and taxes, the rates of exchange of convertible foreign currencies are established according to this transitory legal par value after conversion of the currencies into U.S. dollars on the basis of the monetary gold values recognized by the International Monetary Fund. The cross rate for the Canadian dollar is now 2.85 Lebanese pounds instead of 2.19 as formerly.

Concurrently, the Lebanese Government amended the rates of ad valorem import duties. The rates of duty were reduced in proportion with the increase in the legal rate thus the actual amounts of duties payable in terms of U.S. dollars will remain the same. In terms of Canadian dollars, however, this revision results in a slight advantage compared with the effective amounts of duties payable previously.

Complete details of the new regulations may be obtained from the Asia and Middle East Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa.

Singapore

IMPORT QUOTAS—The Government of Singapore has announced new import quotas for the three-month period beginning January 24, 1965, for importers of inner tubes and new and used tires for cars, motorcycles and scooters. The quotas amount to 30 per cent of an importer's proven imports for 1963, taken on a quarterly basis. All other quotas remain unchanged.

South Africa

COMMERCIAL INVOICE REVISED—A new standardized invoice form for the import of goods into South Africa will come into use on July 1, 1965. Until that time the old forms may be used, provided that all the particulars required on the new forms are entered on the old forms.

The following requirements are of interest to exporters:

(a) A full description of the nature of the goods should be inserted on the invoices, including trade names and particulars sufficient to permit assessment of duty and compilation of trade statistics.

(b) Additional particulars must be given on invoices with respect to certain goods.

(c) Invoices for certain goods must show the ordinary market price or prices at which such or similar goods have been sold in the exporting country during the six months preceding export, in addition to the domestic value of the goods at the date of purchase.

(d) Claims by importers for application of preferential or most-favoured-nation rates of duty for certain textiles when the spinning, weaving and printing processes were performed in the exporting country must be supported by (in addition to the certificate of origin on the prescribed invoice form) a further certificate from an approved body stating that the said processes were performed in that country.

Further details and samples of the new form may be obtained from the Commonwealth Division, Office of Trade Relations.

Western Samoa

PRIMAGE DUTY NOW IN EFFECT—In addition to the duties now in force, a 7½ per cent primage duty on the value of virtually all items of cargo entering Western Samoa went into effect January 1, 1965. The rates of duty on a number of items were also increased but few of these changes affect Canadian products—Wellington.

Trade Commissioners on Tour

In Territory

Afghanistan—R. D. Sirrs, Commercial Secretary in Karachi, Pakistan, will visit Kabul April 4-11.

Barbados—L. D. R. Dyke, Commercial Secretary in Port-of-Spain, Trinidad, will visit Barbados April 12-15.

British Guiana—L. D. R. Dyke, Commercial Secretary in Port-of-Spain, Trinidad, will visit British Guiana May 10-15.

Communist China—R. K. Thomson, Senior Trade Commissioner, and P. M. Roberts, Trade Commissioner, in Hong Kong, will visit Peking and Tientsin April 10-21.

Malta—J. H. Stone, Commercial Counsellor in Rome, Italy, will visit Malta in May.

Netherlands Antilles—W. D. Wallace, Commercial Counsellor in Caracas, Venezuela, will visit Curacao and Aruba April 20-27.

Pakistan—R. D. Sirrs, Commercial Secretary in Karachi, will visit Peshawar, West Pakistan, April 4-11.

Saudi Arabia—V. G. Lotto, Assistant Commercial Secretary in Beirut, Lebanon, will visit Jeddah March 21-25.

South Africa—S. B. McDowall, Assistant Trade Commissioner in Johannesburg, will visit Durban and Natal and the surrounding area for ten days beginning April 20.

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

TRANSPORTATION NOTES

Ghana

AIRPORTS—Work has begun on the new $9 million terminal building at the Accra International Airport. Construction, expected to be completed within two years, is being undertaken by a French group of financial and contracting enterprises. The project will include a control tower and administrative block which will form part of the terminal building. The terminal itself will have closed circuit TV and other modern equipment—Accra.

Japan

SUSPENSION BRIDGE—Japan's Ministry of Construction plans to build a 1,500-metre suspension bridge across the Inland Sea to link the major island of Honshu with the island of Shikoku. This bridge reportedly will be the largest of its type in the world and will probably cost over $300 million. Preliminary surveys are under way and construction is tentatively set for 1966. Because the Japanese Government may reply partly on foreign financing for the bridge and because of unique technical problems, there may be opportunities for foreign firms to participate and some have already investigated this possibility—Tokyo.

Mexico

RAILWAYS—The largest single contract yet negotiated between Japan and Mexico was signed here recently. Involved are 32,000 tons of railway rails and accessories to be supplied in 1965 to the Chihuahua al Pacifico Railroad. The Japanese supplier is Mitsui and Company and the reported value of this sale is $4.6 million—Mexico City.

New Zealand

AIRLINES—The Minister of Aviation has announced that effective March 31, 1965, Tasman Empire Airlines Limited will be known as "Air New Zealand". The change of name was requested by the board of TEAL because it was felt the airline should be identified more closely with New Zealand in the international field. The old and new names will be used together for some time and TEAL will also be retained as a brand name where and for as long as it serves the company's interest—Wellington.

United States

DIRECT TRUCKING SERVICE—Maislin Bros. Transport Ltd., a Montreal firm, is now operating a direct daily truck service between Philadelphia and Canada (Montreal, Hamilton, Toronto and surrounding areas). The firm was granted temporary authority by the Interstate Commerce Commission as of November 2, 1964, to extend its service as far south as Philadelphia. Previously the most southerly point was the New York metropolitan area.

Canadian and American shippers can now obtain—on a daily, door-to-door basis—next-morning delivery between Montreal and Philadelphia and second-morning delivery between Toronto and Philadelphia on truckload or smaller shipments. Maislin Bros. has terminals in Philadelphia and Lancaster, Pennsylvania, and handles shipments to and from eastern Pennsylvania. A bonded carrier, it operates refrigerated and heated trailers, open-top and flat-bed trailers, and closed-volume vans—Philadelphia.

U.S.S.R.

HYDROFOILS—It has been reported that a new hydrofoil has been developed and successfully tested at Sormovo on the Volga River. The vessel is described as having accommodation for 150 passengers, a speed of over 60 miles an hour, and gas turbine engines—Moscow.

West Germany

PIPELINES—Construction of a 35-inch natural gas pipeline from Bentheim on the Dutch border to Limburg east of Koblenz has been approved by the Government of North Rhine-Westphalia. This is the first section of a line expected to tie in eventually with the existing system in Southern Germany and Austria. Permission for the remaining sections is expected in the near future.

The entire pipeline will cost approximately $264 million and the first section about $66 million. It will be built by a newly founded company, Deutsche Gesellschaft fur Gastransport, 3 Rosastrasse, 43 Essen. Canadian manufacturers of equipment and supplies used in pipeline construction should write directly to the German firm. Correspondence should be directed to Dipl. Kaufmann Weskamp and should contain information on equipment the Canadian firm has provided for Canadian pipelines in the past—Duesseldorf.

NATURAL GAS PIPELINE—An agreement has been signed by the Senate of the City State of Hamburg and the firm Gewerkschaft Brigitta of Hanover on construction of a pipeline to bring gas to Hamburg from the Dollart-Ems field near the Dutch/German border. The $23\frac{1}{2}$-inch line will be 220 kilometres long and is expected to cost DM100 million by the time it is completed in 1966—Hamburg.

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 600 (CANADIAN SYD)
Australia (Victoria, South Australia, Western Australia, Tasmania)	H. A. Gilbert Commercial Counsellor for Canada R. D. Lucas Assistant Commercial Secretary J. D. Tennant Assistant Commercial Secretary	Mobile Centre 2 City Road SOUTH MELBOURNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 61-3473 *Telex:* MLB 501 (CANADIAN MLB)
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 62017 (DOMCAN CBA)
Austria Albania, Bulgaria, Czechoslovakia, Hungary, Rumania, Yugoslavia	C. F. Wilson Minister-Counsellor (Commercial) 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:* 07-5320 (DOMCAN VIENNA)
Belgium Luxemburg, European Economic Community, European Atomic Energy Com- munity, European Coal and Steel Community	L. H. Ausman Commercial Counsellor J. MacNaught Commercial Secretary D. A. Hilton Assistant Commercial Secretary M. Faguy Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS 4	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 13.38.50 *Telex:* 221613 (DOMCAN BRU)
Brazil	C. M. Forsyth-Smith Commercial Counsellor J. P. Richards Assistant 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 R. W. Burchill Vice Consul and Assistant 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) S. G. Tregaskes Commercial Counsellor	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:* 22526 (DOMINION LDN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Britain	J. M. Rochon Commercial Counsellor (Metals and Minerals) G. E. Woollam Commercial Counsellor (Agriculture) H. M. Maddick Commercial Counsellor W. M. Miner Commercial Secretary (Agriculture) E. J. Ward Commercial Secretary (Timber) 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 H. G. Garland Attaché (Fisheries) Miss M. A. Armstrong Attaché (Exhibitions)		*Cable:* TIMCOM, LONDON, W.1
Britain (Midlands, North England)	W. R. Van Canadian Government Trade Commissioner D. S. Armour Assistant 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 D. H. Leavitt Assistant Trade Commissioner	15-17 Chichester St. BELFAST 1	*Mail:* (City Address) *Phone:* 21867
Cameroun Central African Republic, Chad, Congo (Brazza-ville), 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 *Telex:* 106 (DOMCAN COLOMBO)
Chile	R. E. Gravel Commercial Counsellor Z. W. Burianyk Assistant Commercial Secretary	Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	*Mail:* Casilla 771 *Cable:* CANADIAN *Phone:* 64189
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

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
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 268 (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 (Agriculture)	Canadian Embassy Prinsesse Maries Allé 2 COPENHAGEN V	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* Hilda 3306 *Telex:* 5036 (DOMCAN KH)
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:* 20600 OR 20601 (DOMCAN A PARIS)
Germany Federal Republic (States of Baden-Wuerttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar; West Berlin)	H. J. Horne Commercial Counsellor W. F. Hillhouse Commercial Counsellor (Agriculture) C. Renaud Assistant Commercial Secretary	Canadian Embassy Kennedy-Allee 35 BAD GODESBERG	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 76995 *Telex:* 886421 (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 D. S. McCracken Vice Consul	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 *Telex:* 224 (DOMCAN ACC)
Greece Turkey	B. A. Macdonald Commercial Counsellor F. I. Wood Commercial Secretary	Canadian Embassy 31 Vassilissis Sophias Ave. ATHENS 138	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 714-041 *Telex:* 5584 (DOMCAN ATHENS)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Guatemala Costa Rica, El Salvador, Honduras Nicaragua, Panama and Canal Zone	H. E. Lemieux Commercial Counsellor J. H. Nelson Commercial Secretary P. D. Donohue Assistant Commercial Secretary	Canadian Embassy 5a Avenida 11-70, Zone 1 GUATEMALA CITY, C.A.	*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 R. G. Woolham Trade Commissioner N. R. Gish Assistant Trade Commissioner	P & O Building 11th Floor 21-23, Des Vœux Road, Central HONG KONG	*Mail:* P.O. Box 126 *Cable:* CANADIAN *Phone:* 224087 *Telex:* HKG 391 (DOMCAN HKG)
India (except States of Gujerat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	G. A. Newman Minister-Counsellor (Commercial) for Canada W. G. Roberts Assistant Commercial Secretary	13 Golf Links Road NEW DELHI 1	*Mail:* P.O. Box 11 *Cable:* CANADIAN *Phone:* 61-8254 *Telex:* 346 (DOMCAN DLI)
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 G. L. Gagne Assistant Commercial Secretary	84 Hahashmonaim St. TEL AVIV	*Mail:* (P.O. Box 20140) *Cable:* CANADIAN *Phone:* 37161/2 *Telex:* 740 (DOMCAN TV)
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:* 61056 (DOMCAN ROME)
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 (CANTRACOM MILAN)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Jamaica Bahamas, British Honduras	L. D. Burke Commercial Secretary R. H. M. Cathcart Assistant Commercial Secretary	Office of the High Commissioner for Canada 32 Duke St. (corner Duke and Barry Sts.) KINGSTON	*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 E. L. Gray Assistant 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 C. E. Rufelds Assistant Commercial Secretary V. G. Lotto Assistant Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	*Mail:* Boîte Postale 2300 *Cable:* CANADIAN *Phone:* 250955 *Telex:* 652 (DOMCAN BERYT)
Malaysia Burma, Thailand, Brunei	Geo. Hazen Acting 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 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:* 00017716 (DOMCAN MEX)
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 3rd Floor, ICI Building Molesworth Street WELLINGTON	*Mail:* P.O. Box 1660 *Cable:* CANANIAN *Phone:* 70-644 *Telex:* WELLINGTON NZ 3505 (DOMCAN NZ 3505)
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:* OSLO 1880 (DOMCAN OSLO)
Pakistan Afghanistan	R. D. Sirrs Commercial Secretary R. D. Lee Assistant Commercial Secretary	Office of the High Commissioner for Canada Hotel Metropole, Victoria Road KARACHI	*Mail:* P.O. Box 3703 *Cable:* CANADIAN *Phone:* 50322 *Telex:* KRC 10 *Telex:* KARACHI 10 (DOMCAN KHI)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Peru Bolivia	K. G. Ramsay Commercial Counsellor D. J. McEachran Assistant Commercial Secretary	Canadian Embassy Edificio Boza, Carabaya 831 Plaza San Martin LIMA	*Mail:* Casilla 1212 *Cable:* CANADIAN *Phone:* 72760
Philippines Republic of China (Taiwan)	J. L. Mutter Consul General and Trade Commissioner R. C. Anderson Consul and Trade Commissioner	Canadian Consulate General L & S Building, 3rd Floor 1414 Dewey Boulevard MANILA	*Mail:* P.O. Box 1825 *Cable:* CANADIAN *Phone:* 5-85-97
Portugal Angola, Azores, Cape Verde Islands, Madeira, Portuguese Guinea	T. J. Monty Commercial Counsellor P. A. Thébèrge Assistant Commercial Secretary	Canadian Embassy Rua Marques de Fronteira No. 8—4° D° LISBON	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 55-31-18
Rhodesia Malawi, Seychelles Is., Zambia	I. R. Smyth Acting Trade Commissioner	8th Floor Grindlays Bank Chambers Baker Ave. SALISBURY	*Mail:* P.O. Box 2133 *Cable:* CANTRACOM *Phone:* 26571
South Africa (Natal, Orange Free State, Transvaal) Malagasy, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner S. B. McDowall Assistant Trade Commissioner	Mobil House 17th Floor, Corner Rissik and De Villiers Sts. JOHANNESBURG	*Mail:* P.O. Box 715 *Cable:* CANADIAN *Phone:* 834-6521
South Africa (Cape Province), St. Helena, South West Africa	H. W. Richardson Canadian Government Trade Commissioner R. G. Godson Assistant Trade Commissioner	13th Floor African Life Centre St. George's St. CAPE TOWN	*Mail:* P.O. Box 683 *Cable:* CANADIAN *Phone:* 2-5134/5
Spain Balearic Islands, Canary Islands, Gibraltar, Rio Muni, Rio de Oro	M. T. Stewart Commercial Counsellor R. M. Dawson Commercial Secretary	Canadian Embassy Edificio Espana Avenida de Jose Antonio 88 MADRID	*Mail:* Apartado 117 *Cable:* CANADIAN *Phone:* 47-54-00
Sweden Finland	G. A. Browne Commercial Counsellor J. P. Bell Assistant Commercial Secretary	Canadian Embassy Strandvagen, 7-C STOCKHOLM	*Mail:* P.O. Box 14042 *Cable:* CANADIAN *Phone:* 67-92-15
Switzerland Tunisia	S. G. MacDonald Commercial Counsellor B. Horth Assistant Commercial Secretary	Canadian Embassy Kirchenfeldstrasse 88 BERNE	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* 44-63-81 *Telex:* 22686 (DOMCAN GENEVE)
Trinidad and Tobago Barbados, Leeward and Windward Islands, British Guiana, French Guiana, Surinam, Guadeloupe, Martinique	L. D. R. Dyke Commercial Secretary C. J. St. Pierre Assistant Commercial Secretary	Office of the High Commissioner for Canada Colonial Building 72 South Quay PORT-OF-SPAIN	*Mail:* P.O. Box 1246 *Cable:* CANADIAN *Phone:* 34787

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
Union of Soviet Socialist Republics	J. M. T. Thomas Commercial Secretary	Canadian Embassy 23 Starokonyushenny Pereulok MOSCOW	*Mail:* (City Address) *Cable:* CANAD *Phone:* 415142 *Telex:* 945 (DOMCAN MSK)
United Arab Republic Aden, Sudan, Ethiopia, Yemen	W. Gibson-Smith Commercial Counsellor	Canadian Embassy 6 Sharia Rouston Pasha Garden City CAIRO	*Mail:* Kasr el Doubara Post Office *Cable:* CANADIAN *Phone:* 23110
United States	W. J. Van Vliet Commercial Counsellor R. R. Parlour Commercial Counsellor W. R. Hickman Commercial Secretary (Agriculture) N. W. Boyd Commercial Secretary S. G. Harris Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202) *Telex:* 0089664 (DOMCAN WSH)
United States	N. R. Chappell Counsellor (Energy)	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 36, D.C.	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)
United States (Connecticut, the eleven northern counties of New Jersey, New York) Bermuda	C. J. Van Tighem Deputy Consul General (Commercial) A. A. Lomas Consul and Trade Commissioner W. G. Huxtable Consul and Trade Commissioner C. G. Bullis Consul and Assistant Trade Commissioner J. D. Welsh Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 680 Fifth Ave. NEW YORK CITY 19	*Mail:* (City Address) *Cable:* CANTRACOM *Phone:* JUdson 6-2400 *Night Line:* JUdson 6-2321 (Area Code 212) *Telex:* 00126242 (DOMCAN NYK)
United States (Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	M. R. M. Dale Consul and Senior Trade Commissioner W. A. Stewart Consul and Trade Commissioner D. S. Baker Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 607 Boylston St. BOSTON 16	*Mail:* (City Address) *Phone:* 262-3760 (Area Code 617) *Telex:* 0094567 (DOMCAN BSN)
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska)	D. H. Cheney Consul and Senior Trade Commissioner V. B. Chew Consul and Trade Commissioner R. H. Gayner Consul and Trade Commissioner M. Rowan Consul and Assistant Trade Commissioner L. G. Lee Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 310 South Michigan Ave. Suite 2000 CHICAGO, ILLINOIS 60604	*Mail:* (City Address) *Phone:* 427-7926 (Area Code 312) *Telex:* 0025571 (DOMCAN CGO)

Territory	Officer	City Address	Mail and Cables, Office Telephone & Telex
United States (Ohio)	A. W. Evans Consul and Senior Trade Commissioner N. L. Currie Consul and Trade Commissioner	Canadian Consulate Illuminating Building 55 Public Square CLEVELAND	*Mail:* (City Address) *Phone:* 861-1660 (Area Code 216) *Telex:* 00985364 (DOMCAN CLV)
United States (Michigan)	I. V. Macdonald Consul and Trade Commissioner K. D. Taylor Consul and Assistant Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT, MICHIGAN 48226	*Mail:* (City Address) *Phone:* WOodward 5-2811 (Area Code 313) *Telex:* 0023445 (DOMCAN DET)
United States California (the ten southern counties), Clark County in Nevada, Arizona, New Mexico	F. B. Clark Consul and Trade Commissioner L. J. Taylor Consul and Assistant Trade Commissioner J. H. Suggitt Vice Consul and Assistant Trade Commissioner	Canadian Consulate General 510 West Sixth St. LOS ANGELES 14	*Mail:* (City Address) *Phone:* MAdison 2-2233 (Area Code 213) *Telex:* 00674119 (DOMCAN LSA)
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	G. E. Blackstock Consul and Trade Commissioner	Canadian Consulate General Suite 1710 225 Baronne St. NEW ORLEANS 12	*Mail:* (City Address) *Phone:* JAckson 5-2136 (Area Code 504) *Telex:* 0058237 (DOMCAN NLN)
United States (Delaware, Maryland, the nine southern counties of New Jersey, Pennsylvania, Virginia, West Virginia)	W. J. Millyard Consul and Trade Commissioner R. F.Turcotte Consul and Assistant Trade Commissioner	Canadian Consulate 3 Penn Center Plaza PHILADELPHIA 2	*Mail:* (City Address) *Cable:* CANADIAN *Phone:* LOcust 35838 (Area Code 215) *Telex:* 0083396 (DOMCAN PHA)
United States California (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 333 Montgomery St. SAN FRANCISCO 4	*Mail:* (City Address) *Phone:* YUkon 1-2670 (Area Code 415) *Telex:* 0034321 (DOMCAN SFO)
United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1	*Mail:* (City Address) *Phone:* MUtual 2-3515 (Area Code 206) *Telex:* 0032462 (DOMCAN SEA)
Uruguay Falkland Islands	Commercial Division	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	*Mail:* Casilla Postal 852 *Cable:* CANADIAN *Phone:* 96096
Venezuela Netherlands Antilles	W. D. Wallace Commercial Counsellor J. R. Caux Assistant Commercial Secretary	Canadian Embassy Avenida La Estancia No. 10 Ciudad Comercial Tamanaco CARACAS	*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, 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 .9264.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 8	Units per Canadian dollar	Notes (see below)
Algeria	Dinar		.2205	4.54	
Argentina	Peso	Free	.007219	138.52	
Australia	Pound		2.4146	.4141	
Austria	Schilling		.04182	23.91	
Bahamas	Pound		3.0183	.3313	
Belgium and Luxemburg	Franc		.02177	45.93	
Bermuda	Pound		3.0183	.3313	
Bolivia	Peso		.09144	10.94	
Brazil	Cruzeiro	Official Free	.0005881	1,700.39	
Britain	Pound		3.0183	.3313	
British Guiana	Dollar		.6288	1.59	
British Honduras	Dollar		.7546	1.33	
Burma	Kyat		.2269	4.41	
Ceylon	Rupee		.2264	4.42	
Chile	Escudo	Bank rate	.3785	2.64	
		Free	.3178	3.15	
Colombia	Peso	Free	.07859	12.72	
		Certificate	.1201	8.33	
Congo, Republic of	Franc		.007204	138.81	(1)
Costa Rica	Colon		.1631	6.13	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1501	8.66	
Denmark	Krone		.1563	6.40	
Dominican Republic	Peso		1.08063	.9264	
Ecuador	Sucre	Official	.06003	16.66	
		Free	.05808	17.22	
El Salvador	Colon		.4323	2.31	
Fiji	Pound		2.7192	.3678	
Finland	Markka		.3377	2.96	
France-Monaco, etc.	Franc		.2205	4.54	(2)
Franco-African Republics, etc.	Franc		.004410	226.75	(3)
French Pacific	Franc		.01213	82.44	(4)
Germany	D Mark		.2718	3.68	
Ghana	Pound		3.0183	.3313	
Greece	Drachma		.03602	27.76	
Guatemala	Quetzal		1.08063	.9284	
Haiti	Gourde		.2161	4.63	
Honduras	Lempira		.5403	1.85	
Hong Kong	Dollar	Free	.1884	5.31	*Feb. 19
		Official	.1886	5.30	

*Latest available date.

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

Country	Unit	Type of Exchange	Can. dollar equivalent March 8	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02513	39.79	(1)
India	Rupee		.2264	4.42	
Indonesia	Rupiah		.004309	232.07	(1)
Iran	Rial		.01427	70.08	
Iraq	Dinar		3.0258	.3305	
Ireland	Pound		3.0183	.3313	
Israel	Pound		.3602	2.78	
Italy	Lira		.001730	580.05	
Japan	Yen		.003002	334.22	
Lebanon	Pound	Free	.3556	2.81	
Malaysia	Dollar		.3530	2.83	
Mexico	Peso		.08645	11.57	
Morocco	Dirham		.2161	4.63	
Netherlands	Florin		.3002	3.33	
Netherlands Antilles	Florin		.5730	1.75	
New Zealand	Pound		2.9977	.3336	
Nicaragua	Cordoba		.1544	6.48	
Nigeria	Pound		3.0183	.3313	
Norway	Krone		.1511	6.62	
Pakistan	Rupee		.2264	4.42	
Panama	Balboa		1.08063	.9264	
Paraguay	Guarani	Free	.008758	114.18	
Peru	Sol	Free	.04028	24.83	
Philippines	Peso	Free	.2775	3.60	
Portugal & Colonies	Escudo		.03759	26.60	(5)
Sierra Leone	Leones		1.5129	.6610	
South Africa	Rand		1.5092	.6626	
Spain and Dependencies	Peseta		.01805	55.40	
Sweden	Krona		.2103	4.76	
Switzerland	Franc		.2492	4.01	
Syria	Pound	Free	.2829	3.53	
Thailand	Baht	Free	.05126	19.51	(1)
Tunisia	Dinar		2.0694	.4832	
Turkey	Lira		.1201	8.33	(1)
United Arab Republic	Pound	Official	2.4854	.4023	
United States	Dollar		1.08063	.9264	
Uruguay	Peso	Free	.03832	26.10	(6)
Venezuela	Bolivar	Official Free	.2405	4.16	
West Indies	Dollar		.6288	1.59	(7)
	Pound		3.0183	.3313	(8)
Yugoslavia	Dinar	Official	.001441	693.96	

Notes

1. Additional rates are in effect.
2. Franc is also used in French Guiana, Guadeloupe and Martinique.
3. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
4. New Caledonia, New Hebrides, French Polynesia.
5. Portugal: approximately same rate for Portuguese territories in Africa.
6. Uruguay is now using a dual exchange system for imports. The "official" rate, set by the Central Bank, may be used only for imports subject to prior deposit of 30%, or imports exempt from prior deposits; exchange for all other imports must be purchased in the open market at freely fluctuating rates.
7. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
8. Jamaica.

Scene in a typical and busy Canadian hardware store? Yes and no. The photograph was actually taken in London, England, at the International Hardware Trades Fair. These are a few of the many buyers who crowded into the model hardware store.

Tooling-up for Export

"IT was quite the most successful you have produced and the best produced by any government since the fair started."

This was only one of many flattering comments made to Canadians participating in the International Hardware Trades Fair held in London, England, from February 1 to 5. And judging by these and the many inquiries received, it is safe to say that the tools used in promoting Canadian hardware worked as well as those actually on display.

The highlight of the fair and of the Canadian Government exhibit, in which nine companies participated, was a modern, Canadian-style, self-service hardware store. This store was a "first" in trade fairs and was the bright idea of an exhibitor in the 1964 fair. It became a reality thanks to the whole-hearted co-operation of the Canadian hardware industry with the Department of Trade and Commerce.

Britain has over 18,000 shops selling hardware. These retailers tend to specialize and only recently have hardware stores begun to carry other than traditional lines. The concept of self-service is fairly new and so far only a few have adopted this method of merchandising. Self-service originated in the supermarkets but is now spreading to other types of retail stores and gaining rapidly in popularity. The decision to set up a self-service hardware store at the fair could not have been better timed.

Before the exhibit was actually assembled, advance publicity began. This centered around an attractive brochure that listed the nine exhibitors, what they would show and, last but not least, explained self-service merchandising with text and photographs. With each brochure went a pocket-size plastic wallet containing miniature tools such as pliers and scissors (they really worked) which announced the theme of the display and the title of the brochure—*For Tools That Really Work*. The brochures and tiny tool kits were mailed to wholesalers and jobbers. The result—some recipients even wrote the London office their thanks for these and promised that they would visit the Canadians at the fair.

The Canadian display was also advertised through an excellent write-up on the model store in two trade magazines. The writer praised the brochures and tool kits and gave a real boost to the Canadian participation.

The store itself was entirely designed and equipped by Metalworks Limited of Montreal. Space was limited but wall mirrors well used gave an impression of depth. Decorative wood panelling and pillars were carefully chosen, and the wood sanded and polished to a high gloss. The wooden trim was so attractive that some lumber dealers wanted to know where they could buy wood like that!

The nine Canadian exhibitors supplied some of the merchandise used to stock the stores, and products of 32 other Canadian hardware manufacturers rounded out the stock. The result was that 41 firms exhibited directly or indirectly at the fair. The products displayed ranged from bathtub safety mats and aerosol paints to barbecues and measuring tapes.

The fair, limited to the trade, drew 30,000 visitors not only from Britain and Western Europe but from all over the world. Orders were received from as far away as Iceland, South America, Switzerland, Lebanon, Nigeria, East Africa, South Africa and Australia.

The Canadian stands and model store received over 1,000 business inquiries. Several on-the-spot sales were made and more are expected when agents follow up the leads they obtained. At times there were so many merchants asking questions and looking for information that a staff of seven was hard pressed to cope with the flood of queries. Many of these merchants made highly complimentary remarks, such as "superb, excellent" and "excellent effort".

The Canadian exhibitors themselves were happy about the results. One letter the Department received said: "This has been the most successful trade fair in which I have ever participated and I have taken part in many. I give full credit to the Canadian Government for the complete set-up and in particular the retail store which brought so many to the exhibit." Another wrote, "Very well organized and a great success; we received over 60 genuine inquiries."

—J. E. TIDMAN,
Foreign Trade.

If undelivered return to:
The Queen's Printer, Ottawa, Canada

CANADA
POSTAGE PAID
PORT PAYÉ