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FOREIGN TRADE

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Is There a Market in Libya?

Marine Insurance and the Exporter II

Sweden Will Use More Food

Head Office Directory

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A large country, a small population, and imports now worth about \$240 million a year, thanks to recent oil strikes—that is Libya. Our Rome office reports that Canadians should be able to sell there because North American products are preferred. A future article will tell of consulting and engineering prospects.

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For the benefit of the novice exporter, a marine insurance expert continues with his explanation of the terms used in this highly specialized business. Failure to understand the cover supplied by your insurance policy could result in a loss.

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Swedish habits are changing and frozen and packaged foods are becoming more popular. Our Stockholm office reports on trends which seem to indicate opportunities for Canadians to increase their sales of frozen foods, fruit, groceries.

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COMING—TRADE AND DEVELOPMENT IN THE FAR EAST, APRIL 17 ISSUE

Is There a Market in Libya?



Yes, if your products meet the needs of the large oil companies or of the foreigners living there. Canadians might offer foodstuffs, certain consumer goods, specific industrial or building materials, and possibly equipment used in oil production.

W. J. JENKINS,
Commercial Secretary, Rome.

LIBYA, a large country with a small population, consists mainly of a huge triangle thrusting into the Sahara. It covers an area about one-sixth that of Canada, but roughly 50 per cent greater than that of the European Common Market countries. But the greater part of this land is barren waste and only 2 to 3 per cent is suitable for cultivation. Its population of about 1.1 million (1954 census) works out at less than one person per square kilometre, compared with 23 per square kilometre in the neighbouring United Arab Republic and two in Canada. About 70 per cent of the population lives in the northwestern region, Tripolitania, about 25 per cent in the eastern region, Cyrenaica, and only 5 per cent in the Fezzan desert area.

Before the discovery of crude oil beneath the desert sands, the per capita income totalled only about \$90 a year; now it is close to \$150. Last year crude oil production reached a million barrels a day, and government revenue from it totalled more than \$150 million.

What Do They Buy?

The discovery of oil and the exploitation of it have been accompanied by a tremendous growth in Libya's purchases abroad. In 1952, the first year of Libyan independence, imports totalled less than \$35

The modern office building beside a traditional mosque in Tripoli, the commercial centre, reflects the changes that the discovery of oil has brought to Libya. Government revenue from the oil industry totalled over \$150 million last year.

million, but by 1963 they amounted to nearly \$240 million. Foreign purchases during the first nine months of 1964 totalled roughly \$224 million, of which about \$85 million was spent on machinery and transport equipment, \$55 million on manufactured goods (mainly iron and steel and textile products) and about \$25 million on foodstuffs. The oil industry is undoubtedly the largest customer, although the value of the manufactured goods not connected with the oil industry imported in 1963 was about \$85 million. Initially the oil companies' purchases were made to fill the needs of the 18 firms exploring Libya for oil. The bulk consisted of drilling equipment and related machinery, explosives, commercial vehicles, diesel engines, and so on. Now that the emphasis has turned towards production, their imports include pipeline equipment, storage tanks and processing machinery.

Is Industry an Outlet?

Libyan industry is not extensive, nor is it a heavy buyer of foreign materials because it is generally based on local supply. Most of these industries are centered around Tripoli (where about one-fifth of the population lives) and the bulk of them are small food-processing plants. There is a government cigarette factory and a number of plants for the extraction of olive oil, wine production, processing of tomato products, fish canning, and the making of soft drinks, mineral water, soaps and candy. There is one brewery using imported malt. Textiles are produced on a limited scale by hand-operated looms, although there are a few power looms producing rayon from imported fibre. A few small flour mills

and macaroni factories, several date-packing plants, and handicraft producers complete the roster of Libyan industry.

The number of Libyan industrialists is increasing as more capital becomes available, and the Government encourages new industry. During the latter part of 1964 a state-owned gypsum factory was completed, a Polish group of consultants continued work on the design of a \$7 million sugar refinery, a large soap factory and a tomato cannery came into production, and tenders were opened for the provision of equipment for Libya's first cement plant. At the end of the year the Government was asking for proposals to prepare feasibility studies for a diversified list of industries.

The faster pace of economic activity has brought with it a construction boom. This in turn has stimulated the import of construction materials, because Libyan contractors are obliged to look abroad for about 75 per cent of their supplies. This figure will decrease when the cement plant begins operating but Libya will continue to import other materials, particularly lumber, from abroad. Most of the contractors are Italians, so the building methods, including lumber specifications, are similar to those in Italy.

The rise in purchasing power has inevitably increased the demand for consumer goods. But as the market has grown, so has the competition, and Italian, German and Japanese toys, cameras, household goods and appliances are prominently displayed.

Can Canada Sell Too?

The market for most Canadian goods lies either with the oil companies or with foreigners living in

Libya, who total about 50,000. It is a small market but one that relies almost entirely on imported goods. Of the foreigners living in Libya, about 30,000 are Italian who, although most of them were born in Libya, have Italian living and eating habits. The remainder are a mixture of European, British and Americans, most of whom are either working for the oil companies or are part of the personnel of the three British and United States military bases in Libya.

Imported foods are in good demand but the best opportunities for Canadian suppliers lie in selling those brands that are known to Americans. About ten small supermarkets have appeared in Libya to cater to those with North American buying habits, and they are all interested in receiving offers for new packaged foodstuffs. Actually these are small individual self-service stores rather than supermarkets, but the merchandise they handle and the manner of displaying it is similar to that in a North American supermarket. Being able to offer a brand known to Americans gives a Canadian supplier a competitive advantage that he needs, for the Danish producers of canned, packaged and frozen foods are well established in Libya.

During the nine months January-September 1964, Canadian exports to Libya were valued at Can. \$687,636. Major items included:

Excavating dredging equipment and parts	\$186,875
Pipes and tubes of iron or steel n.e.s.	161,974
Prefab buildings, structures and parts	108,985
Card punch machinery, computers and parts	67,754
Whisky	35,413
Telephone apparatus and parts	27,494
Radio, T.V. equipment and parts	19,694
Manufactured tobacco n.e.s.	16,866
Aircraft assemblies and parts	12,796

How Do They Buy?

The oil companies enjoy exemption from import tax on rigs and other capital equipment and orders for such equipment are generally

placed directly with the manufacturers by the head offices of the oil companies. But all other items—such as steel sheets, tubing, wire, hardware, clothing, vehicles, spare parts and tools—are bought locally from Libyan importers. Although Tripoli is the major commercial centre, Benghazi has become an operating centre for the oil industry because many wells are in eastern Libya.

Foodstuffs, consumer goods, and other manufactured goods are generally sold through commission agents, or to importers who frequently have retail outlets or who sell to retailers. This is gradually changing, but so far there has been little specialization on the part of importers and agents because of the comparatively small volume of business in any one line. Therefore most import houses and agents handle a wide range of goods, often varied in character.

Historically and geographically Benghazi and Tripoli are separate markets and few Libyan firms operate extensively in both areas. It is usually preferable to deal with separate firms or agents in these two regions. But this is frequently impossible because the market is too small to justify separate shipments. The solution is to ship solely to one importer in Tripoli who will truck a portion of the shipment to a sub-agent in Benghazi for distribution throughout Cyrenaica.

Since mid-1964, only Libyans or firms in which Libyans have a majority interest may represent foreign suppliers and in addition, no firms or individuals may hold more than ten agencies.

How Should You Quote?

Quotations should always be c.i.f. Tripoli or Benghazi and preferably, but not essentially, in pounds. The Libyan pound is at par with sterling. The metric system of weights and measures is used in Libya and all quotations should be based on that system, even if the packaging is not in metric units.

This is essential if the Libyan importer is to compare your quotations with those of your competitors. For many items, price is more important than quality.

Foodstuffs are generally paid for by letter of credit or cash against documents. Credit of up to 120 days has become common for other goods, because local working capital is limited and expensive.

Want to Try Selling?

The Libyan market is not large and it is roughly limited to supplies for oil exploration and exploitation and to equipment, foodstuffs, some construction materials, consumer goods, and a few industrial materials. But in those areas, it is worth investigating. The Commercial Secretary at the Commercial Division of the Canadian Embassy in Rome visits Libya regularly and corresponds continuously with Libyan importers and agents. If you have something to offer in the Libyan market, he would be glad to suggest firms which might be interested in receiving quotations.

Brussels to Get Shopping Centre

BELGIUM'S first shopping centre, now under construction and scheduled for completion in late 1966, is located at Woluwe-St. Lambert on the fringe of Brussels. The population of this growing suburban area, now 181,000, is expected to reach 260,000 within ten years.

Department stores and smaller retail shops, all under one roof, will occupy about half of the centre's 15 acres. Escalators will give access to the stores, which are being built on a raised platform. This elevated building will also have a promenade, a garden complete with fountains, and plenty of places to sit down and relax. There will be parking, some of it under the building, for 1,700 cars.

Three New York firms were involved in the planning of the shopping centre. One did the initial survey of the site, one carried out the traffic and parking study, and a third collaborated with the Belgian architect responsible for the project. ●



How to Win World Markets 5

In Part I the author discussed preparation of the marine insurance policy, the coverage afforded by an open policy, and some of the terms used. Part II concludes this discussion.

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

ANOTHER of the terms used in marine insurance is "General Average".

A General Average act occurs where "any extraordinary sacrifice or expenditure is voluntarily and reasonably made or incurred in time of peril for the purpose of preserving the property imperilled in the common adventure" and a General Average loss is one caused by or directly consequent upon a General Average act.

water gives rise to a claim for a General Average loss—that is one caused by or directly consequent upon a General Average act. The damage from fire and smoke is Particular Average or a Total Loss directly caused by perils insured against. Undamaged cargo must pay its rateable proportion of G.A. contribution to reimburse the owners of cargo sacrificed, and the latter must also pay G.A. contribution on the amount made good by the contributions of others.

The value on which cargo will be assessed is called its Contributory Value. In order that all shall contribute uniformly, this value is usually the wholesale market value at port of safe arrival and discharge, less duty and landing charges—that is, its worth in the condition landed, less all charges which would not have been incurred if the ship had failed to arrive. As the policy will pay G.A. contribution in full if the insured value equals or exceeds the contributory, it is essential that the goods be insured for more than their c.i.f. cost. In the absence of any special instructions from his buyers the exporter should add 10 per cent.

Inherent Vice

A careful study is urged of the responsibilities of the exporter under the sales contract (see terms of sale). One is to "provide for customary preparation and packing appropriate to the nature of the goods and to their carriage by sea".

To state it simply, the exporter must pack the goods so that they will not be damaged by the *ordinary* handling and risks of transportation. All policies of marine insurance

Marine Insurance and the Exporter II

A ship laden with cargo is on her voyage when fire breaks out in cargo, say in No. 2 hold. Steam and/or water is introduced into that hold and this saves the ship and the remaining cargo, but destroys or damages the cargo in No. 2 hold. The cargo unaffected by fire and smoke but damaged or destroyed by steam and/or water is sacrificed to preserve the ship and cargo imperilled in the common adventure. The owners of the cargo sacrificed are thus entitled to claim their loss from those who benefited. For this reason, the party at risk when the cargo is safely landed (the buyer under a c.i.f. contract) is required to put up cash or an underwriter's guarantee to secure payment of the proper proportion of the cost of the sacrifice.

In the foregoing example there are several kinds of losses. The cargo damaged or destroyed by



In certain areas even the containers have value. Flour shipped to the West Indies is often packed in cotton bags which, when empty, are sold for making dresses or aprons. A hook-holde bag loses much of its value, a factor in determining coverage.

(unless specifically amended) contain this clause:

"This insurance shall in no case be deemed to cover loss, damage or expense proximately caused by delay or inherent vice or nature of the subject matter insured".

The decision in "Gee & Garnham Ltd. v. Whittall" by Mr. Justice Sellers, Queen's Bench Division, Dec. 1955, illustrates the point.

The plaintiffs purchased 112,000 aluminum kettles from German manufacturers which were shipped in 17 consignments from Hamburg to London. These consignments were insured by plaintiffs with underwriters in London—"Against all

and every risk whatsoever and all loss or damage from whatsoever cause arising . . . from the time the goods leave the warehouse and/or store at the . . . commencement of the transit . . . until the goods are . . . delivered to final warehouse at the destination named . . ."

Upon arrival in Britain, the kettles were found to be dented and/or water-stained and claim by plaintiffs was made for 21,956 kettles.

" . . . HELD, that so far as the majority of the consignments was concerned there was no evidence of any transit risks calculated to do damage and that the damage must have occurred either before transit

started or owing to inadequate packing. (So far as the water-staining was concerned, it was probably due to the use of unseasoned wood wool); and that accordingly this loss came within the exception of 'inherent vice' and was not recoverable; but that as regards a small proportion of the consignment which was wet-stained (comprising 5,040 kettles) there was evidence that it might have been wetted by rain while on the quay in London, and that such damage was recoverable".

Whether or not the plaintiffs recovered their loss from the German suppliers is not known to the writer

but the Canadian exporter might well consider his position should the insurance not respond to such a claim.

Sue and Labour Expenses

It is the duty of the assured (or the assignee) to take all reasonable steps to preserve the property from loss or damage which would be recoverable under the policy. A peril insured against must first be in operation, not just a fear that a peril will perhaps operate. Such expenses are paid in full even though the steps taken failed to prevent a total loss. In short, the assured should act as a prudent uninsured person would.

Take the example of the merchant who receives a shipment of canned goods which have been wet by sea water. If he is prudent, he will immediately unpack the cans and dry and buff them, otherwise the pitting and rusting will soon destroy them all. The cost of this and of relabelling are Sue and Labour expenses which are recoverable in full. But suppose such action, reasonable and prudent as it seemed at the time, failed to save the cans and all or most became a total loss. The expense is nevertheless recoverable as well as the loss of or damage to the interest insured. What is prudent and reasonable can be determined by agreement with the underwriter's representative before the work is undertaken. If no representative is available, the assured is not excused from taking appropriate action immediately. As the Sue and Labour clause says: "It shall be lawful (i.e., a legal duty) to the Assured, their Factors, Servants and Assigns, to sue, labour, and travel for, in and about the Defence, Safeguard and Recovery of the said subject matter of Assurance without Prejudice to this Assurance—". It may sound archaic but its meaning is clearly defined.

A Case in Point

A similar yet slightly different case from "Gee & Garnham v.

Whittal" (see section on "Inherent Vice") was heard before Mr. Justice Sellers in October 1955, "F. W. Berk & Co. Ltd. v. Style".

The plaintiffs bought a quantity of kieselguhr to be shipped in paper bags from Mostaganem to London and insured with underwriters in London on the same terms as Gee & Garnham v. Whittal.

Upon arrival, the cargo was discharged into lighters for the purpose of landing but before this could be done much of the interest insured had to be rebagged because the seams of the original bags had opened for lack of or absence of sufficient adhesive. The plaintiffs sought to recover the cost of rebagging under the Sue and Labour clause:

"HELD, that the subject-matter insured was kieselguhr packed in paper bags and that the bags were defective on shipment and inadequate to endure the normal wear and tear of handling and carriage;

that the special expenditure incurred in rebagging while in the lighter was due to the inherent vice of the bags; and that the words 'all risks of loss and/or damage from whatsoever cause arising, restricted as they were by Clause 6 of the Institute Cargo Clauses (Wartime Extension)':

'This insurance shall in no case be deemed to extend to cover loss damage or expense proximately caused by delay or inherent vice or nature of the subject-matter insured.' did not extend to include the expenses of rebagging, etc., incurred by plaintiffs and were accordingly not recoverable as sue and labour charges; further, that the expense incurred was not recoverable under the sue and labour clause as an insurance policy covered a risk, not a certainty, and in this case it was certain that the bags in the condition in which they were on shipment could not safely have held their contents in the course of necessary handling and transport. Claim dismissed."

In the course of the trial, counsel for the plaintiffs argued that because the policy covered "kieselguhr in bags" any weakness of the bags was not "inherent vice" of the subject matter insured. However, although there was no damage to the kieselguhr, Mr. Justice Sellers found the expense incurred was due to inherent vice and not a peril insured against.

Not too far from the point settled by this case is the question of whether or not the containers are insured. Flour shipped to the West Indies (particularly from the U.S.) is packed in cotton bags of attractive design because they are sold when empty to residents who make aprons or dresses. Therefore a bag which has been hook-holed loses much of its value. Agree beforehand with your underwriter on the value of the bags and the terms of cover.

War and Strikes

The risks of war and strikes, as mentioned before, are insured by

For Reference

Canadian Board of Marine Underwriters. *Exporter's Guide to Cargo Insurance*. Montreal, 1963. 16 p.

Price: Free.

Order from: member firms of the Board.

Insurance Company of North America. *The ABC's of Ocean Cargo Insurance for the Exporter*. Philadelphia, 1963. 14 p.

Price: Free.

Order from: Canadian Head Office, Insurance Company of North America, 491 Eglinton Ave. W., Toronto, Ontario.

Insurance Company of North America. *Marine Insurance: Notes and Comments on Ocean Cargo Insurance*. 3rd Ed. Philadelphia, 1962. 51 p.

Price: Free.

Order from: Canadian Head Office, Insurance Company of North America, 491 Eglinton Ave. W., Toronto, Ontario.

Templeman and Greenacre. *Marine Insurance—Its Principles and Practice*. London, Witherby and Co. Limited.

Order from: Witherby & Co. Limited, 15 Nicholas Lane, London, E.C.4, England.

special wording added to the policy. Each is covered by a separate set of clauses.

The coverage afforded under the war clauses does not attach before loading on board the overseas vessel and terminates upon discharge from the overseas vessel at final port. When cargo is not discharged immediately, it terminates after the expiry of 15 days from the date of arrival of the overseas vessel at final port. The lack of coverage on land is of particular importance to those buying goods abroad. Whenever possible, they should leave this uninsurable risk with the seller by purchasing "f.o.b. vessel" or "c. & f. port of destination" rather than "ex works".

Space does not permit a discussion of the provisions pertaining to transshipment, forced discharge or other conditions of these clauses, or of the special clauses used for "sendings by air" and "sendings by post". Any broker or agent can give details.

The strike clauses cover theft or pilferage by, or other loss of or damage to, the property insured caused by strikers, locked-out workmen, or persons taking part in labour disturbances, riots or civil commotions. In addition, they cover destruction of or damage to the property insured by persons acting maliciously. These are primarily "on land" risks and the clauses cover from warehouse to warehouse.

Cargo owners who are aware of the continuous strikes, etc., hazard

normally insure against those risks as they do against war risks. It is not recommended that war risks insurance be excluded in view of the need for cover should there be an outbreak of war with little or no warning. The additional premium is a very small one.

Strikes Diversion Expenses

It is appropriate to mention here that insurance is available against "strikes diversion expenses".

Under the bill of lading, the shipowner has the privilege of proceeding to another port to discharge if the port named in the bill of lading is strikebound. Upon discharge the shipowner is free of further responsibility and the goods are at the risk of the assured and all expense of returning them to the original destination (including warehousing, etc., at the port awaiting reshipment) is for his account. The premium is calculated on the amount declared for marine insurance and underwriters' liability is limited to 20 per cent of such value. There are limitations to this cover so consult your agent or broker.

Claims Procedure

Though under the c.i.f. contract of sale it is the buyer's responsibility to make claim against underwriters or stand any losses not recoverable, it is desirable to know the procedure to be followed. The policy will instruct the holder to notify the appointed representative of the insurance company for survey of the

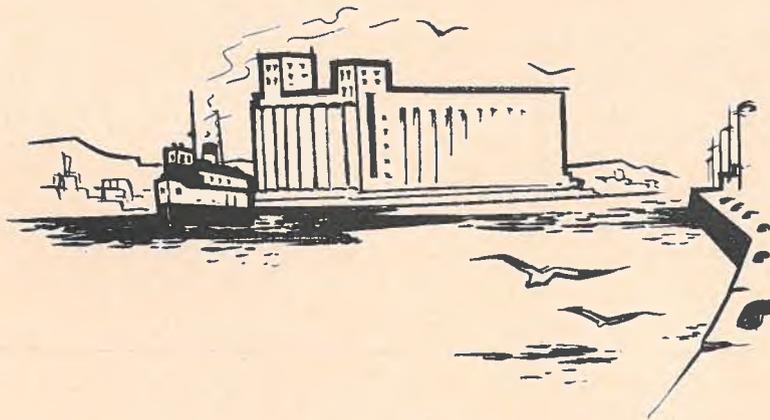
damaged goods or, if there is no representative, to call in Lloyd's agent or surveyor to the Board of Underwriters of New York. The request for survey must be prompt. The delivering carrier must be notified and a claim lodged within the time limit set in the bill of lading, in order to preserve for underwriters their rights under subrogation. The following documents make up the full complement.

- (1) Survey report
- (2) Shipper's invoice
- (3) Copy of bill of lading
- (4) Original or negotiable copy of policy properly endorsed.
- (5) Copy of claim against carriers and their replies.

The broker or agent should prepare the claim according to the law and practice governing the adjustment of marine claims and effect collection for the exporter or his customer.

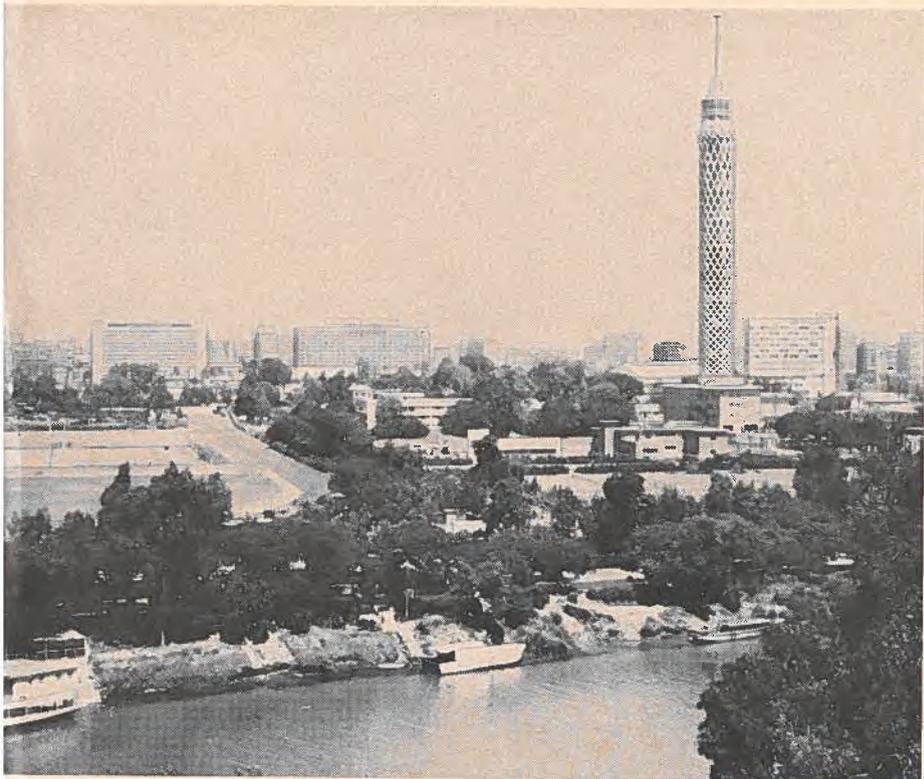
Contingency Insurance

Certain countries prohibit c.i.f. buying, thus compelling the Canadian exporter to sell c. & f. port of destination, or else to keep title and risk until delivery has been made to the final warehouse. The writer believes that most Canadians adopt the c. & f. type of sale after first securing themselves against loss by means of the irrevocable letter of credit. If the terms of payment are documents on acceptance or documents on payment or open credit, it is advisable to insure the goods. Such insurance is for account of the exporter only and only pays for loss or damage from perils insured against if the buyer has refused to pay his account. Upon any such payment, the underwriter is subrogated to the exporter's rights to recover from the buyer to the extent of the amount paid out under the policy. This can be particularly valuable to the exporter whose customer has refused payment because the goods were lost or arrived badly damaged. ●



Egypt Welcomes Business Visitors

The friendly men you'll meet in the state trading corporations will discuss business with you in fluent English, and you'll find their business methods much like those of any private firm anywhere. And in your leisure time, don't miss this opportunity of seeing some of the world's most magnificent museums and ancient monuments.



This is Gezira Island in the middle of the Nile River. The Cairo Tower at right is topped by a revolving restaurant. In the left background, on the far side of the Nile's main branch, are the Governorate (City Hall of Cairo) and the Nile Hilton Hotel.

W. GIBSON-SMITH,
Commercial Counsellor, Cairo.

CANADIAN visitors are invariably delighted with the friendly reception that awaits them in Egypt. If the Canadian's business takes him—as it probably will—to government departments or the state trading companies he will be greeted with a warm smile, and coffee or a cold drink. If he responds warmly, the atmosphere becomes even more cheerful. The Egyptians like to bargain and they will be disappointed if you are not prepared to negotiate at some length.

The state trading companies are run much like private trading firms and the men whom you meet in these organizations resemble successful businessmen elsewhere in the world. They speak fluent English and often French—in fact, they would not have been appointed to their posts without this qualification. At the very top of the Government practically everyone is fluent in English. But it is well, I think, to avoid slang, particularly North American slang, when talking to Egyptians. Although many individual Egyptians speak English without a trace of accent, their vocabulary may not include the more colloquial expressions. French is spoken much less than it used to be and the official policy until last year was to teach English as a

Official Egyptian Holidays 1965

*February 2, 3, 4, 5	End of Ramadan and Eid El Fitr
February 22	Unity Day
*April 11, 12, 13, 14, 15	Eve of Curban Bairam and Eid El Adha
April 26	Cham el Nessim
*May 2	Moslem New Year
June 18	Evacuation Day
*July 11	Mouled el Nabi (Prophet's birthday)
July 23	Revolution Day
December 23	Victory Day

*These holidays vary as they are fixed by the Moslem calendar, and are approximately 11 days earlier each year.

second language to Arabic. Now French or English are optional second languages.

Where to Go

Now that all import trade is in the hands of the Government (see my article in *Foreign Trade* of February 22, 1964) nearly all business discussions take place in Cairo where most companies, even those factories still doing their own importing, maintain offices. An exception is the Suez Canal Authority, but its offices at Ismailia are only about an hour's drive away. It may sometimes be necessary to discuss technical matters with the manager of a factory which may be near Alexandria, a handsome beach city, 2½ hours away by modern diesel train. Office hours are 8 to 2 in most government organizations but the state trading companies also re-open from about 4.30 to 7.30.

Keep in Mind . . .

Here are a few technical points worth noting:

- Egyptian currency cannot be brought in or taken out.
- A visa is required.
- A valid vaccination certificate for smallpox is essential and, depending upon the countries from which you are coming, other vaccinations may be required.
- Valuables must be declared on entry.

- Mail is slow; telegrams are fast.

- Air connections are legion and usually, thanks to the extremely dry climate, dead on time. The airport is modern and only half an hour from most hotels.

- If the traveller intends to visit other Middle Eastern countries including Israel he must conform to certain regulations covering passports and visas. For information, get in touch with the Passport Division, Department of External Affairs, 85 Sparks Street, Ottawa 4, Ontario.

Timing Is Important

Appointments with appropriate officials can be arranged through the Commercial Division of the Canadian Embassy (phone 23110) but usually not far in advance. For one thing, the functions of officials continue to be reallocated. The main point is to realize that Fridays, not Sundays, are holidays here and there are of course local holidays (see box). A special case is the month-long observance of Ramadan, preceding Ramadan Bairam. During this period, the Moslem majority refrains from eating and drinking (even water) from sunrise to sunset and business is more difficult. Nor is August a good time to visit Egypt on business because many officials are on leave at the seaside to escape the heat. The most pleasant time to come is the winter (October through April), when you may even need a topcoat

in the evenings. Formal dress (including black tie) is never worn.

Hotels Are Comfortable

Although the Egyptians themselves live frugally under their socialist regime, visitors from abroad are well served. The Government is seized with the value of the tourist trade as an earner of much needed foreign exchange and new hotels with all the amenities (including air conditioning) and up to international standards are going up at an amazing rate. Seven are under construction in Cairo alone at the present time. Two recently finished hotels are authentic palaces with the grounds now covered with motel-type cottages. Nevertheless there are many occasions when tourists leave their ships for a brief stay in Cairo, or when one of the many international conferences are held here, when the visitor can find accommodation only in inferior hotels, if at all. Accordingly, rooms should be booked as far in advance as possible—and remember that letters take about a week to arrive. Our office will be pleased to help if desired. The Nile Hilton charges from Can.\$11.25 to \$13.75 for a single room with bath.

The water in Cairo and other large centres is usually considered safe to drink, but the visitor should avoid salads, fruit that cannot be peeled, and vegetables that have not been cooked. Although the Moslem religion is opposed to alcoholic drinks, they are available for tourists without restriction.

Use Taxis

Taxis are plentiful and cheap. The meter starts at the equivalent of 15 cents Canadian regardless of the size or age of the vehicle. There is frequently a language problem with taxi-drivers, and it is well to get the doorman of your hotel to explain to the driver in Arabic exactly where you want to go. It is possible to hire chauffeur-driven limousines by the day and these drivers as a rule speak English. The Egyptians will not expect you to

speak Arabic and are much surprised if you do. It is not advisable to try to drive a car yourself around Cairo because of the language difficulty and because street names (which are often changed) are not always clearly marked in English or French.

Antiquities Are a Must

Businessmen who remember Cairo in wartime will find it much changed. Cairo's river front is a splendid modern show place but the Eastern atmosphere is not lost—many, perhaps most, of the citizens still wear the time-honoured flowing robe. The streets are much cleaner,

and the fly-swatter is not nearly so much in evidence. Cairo itself and its immediate environs provide many of the main tourist attractions. Nearly all the movable objects of antiquity from the whole country are in the Egyptian Museum, hardly by the principal hotels. The Citadel is a must and of course the Pyramids and the Sphinx at Gizeh (20 minutes away). Some visitors manage to see all these and the native bazaar in one day, finishing in one of many night clubs which offer both Oriental belly dancers and Western acts.

If one has more time for sight-seeing, Luxor has the greatest col-

lection of ancient monuments and can be reached by plane or overnight train—in winter, book travel and accommodation in advance. It can be seen in one day and so can Aswan, with the High Dam abuilding at least three more years. To see the Abu Simbel temple involves another full day's travel by hydrofoil.

At Your Service

My home phone number is 812448 and that of my locally employed assistant, Mr. Michel Karkegi, is 73530. We will be glad to see you and you will enjoy Egypt. ●

FAIRS AND EXHIBITIONS

Canadian Gifts Are West Coast Hit

OVER \$200,000 worth of spot orders were written by the 20 Canadian exhibitors at the recent California Gift Show. Held in Los Angeles from January 24 to 29, the exhibition was considered most important from a trade standpoint because only buyers were admitted. More than 10,000 buyers registered.

The Canadian exhibit, largest in the show, was sponsored by the Department of Trade and Commerce. Ten of the exhibitors came from the Western provinces and ten from the East, and the range of items they displayed included hand-carved figurines, jade jewellery, aluminum giftware, Indian crafts and artistic glassware.

One of the features of the Canadian display itself was a series of paintings by Chief Ozistalis of the Kwakiutl tribe from British Columbia. During the show the Canadian Consul General, J. C. Britton, presented one of the Chief's originals, "The Sun Man", to the Mayor of Los Angeles in a ceremony at the city hall.

A handsome 48-page booklet was prepared for the exhibition. The inside and outside of both covers featured full-color reproductions of Canadian lithographs of Haida and Eskimo paintings and carvings. Photographs and product descriptions made up the rest of the booklet; each exhibitor was given two pages. Pre-show publicity included mailings of seven press releases to buyers, dealers and various trade and news media. About 11,500 booklets were also included in

this program. The pre-show briefing for exhibitors was also attended by a number of the companies' agents in the area.

When the exhibition was over, one grateful exhibitor wrote to the Minister of Trade and Commerce to thank him. The letter read in part, "May I on behalf of our industry express appreciation of the assistance given and good work done by members of your department for Canadian exhibitors at the recent California Gift Show."

Canada Scores at Sports Show

EARLY this year—for the eighth year in a row—Canadians travelled to Chicago to exhibit at the National Sporting Goods Association's annual convention and exhibition. For the eighth year in a row they came back with jingling pockets and well-filled order books.

This exhibition is the major sporting goods show in the United States with about three times the number of exhibitors and four times the number of buyers of the nearest comparable shows. It is a strictly vertical fair, and all exhibitors must be members of the N.S.G.A.

This year 16 Canadian companies from Quebec, Ontario, Manitoba and British Columbia joined with the Department of Trade and Commerce to show their

Chicago's new Canadian Consul General, Stanley V. Allen, and Mrs. Allen try a piece of roast black bear at the Canada Night reception held at the recent National Sporting Goods Association convention. The reception, held annually at the Consulate, is given jointly by the Trade Commissioner and Canadian exhibitors at the show. From the left, Donald H. Cheney, Consul and Trade Commissioner, Mrs. Allen, Mr. Allen and Dr. Louis Szathmary, a Chicago chef, who prepared the buffet. Two bears were served during the evening, but preparing them was not exactly a peaches-and-cream proposition. "My wife objected to my marinating the bears in the bathtub," confessed Dr. Szathmary. "What else could a doctor do but inject the marinate with a syringe?"



wares to the 20,000 retailers, wholesalers and manufacturers who attended. The Canadians showed toboggans and sleds, canoes, hockey and ski equipment, sportswear, sleeping bags and tents, scuba gear, after-ski boots, athletic and gymnasium equipment, water and snow skis, bulky-knit sweaters and sporting rifles and shotguns.

The exhibit itself (which was designed and built by the Canadian Government Exhibition Commission) was the largest at the show and faced outward onto two aisles in McCormick Place. The eight-foot-high unit was marked with a large "Canada" and maple leaf at either end; the individual booths also had the "Canada" sign in black and white over their entrances. The central lounge area was decorated throughout in ebonized wood with large photographic panels on the walls showing a variety of Canadian sports scenes.

Public relations and advertising plans for the fair were extensive. A Trade Publicity Officer from Ottawa went to Chicago one week early to discuss plans with government officials and to up-date his contacts with various news media. As a result, radio interviews were obtained for five of the exhibitors and stories about the Canadians appeared in both the *Chicago Tribune* and the *Chicago's American*.

A 20-page booklet, *From Canada for Fun*, was prepared for the exhibition. It contained pictures and descriptions of the products on display. This brochure made up part of a press kit which was sent to 14 hardware and sporting goods publications across the United States.

Paid advertisements were placed in two of the industry's major trade magazines, *Sporting Goods Dealer* and *Selling Sporting Goods*, the official magazine of the

N.S.G.A. Reports of the Canadian exhibit also appeared in these publications.

A highlight of Canada's part in the fair was the appearance of Eric Nesterenko of the Chicago Black Hawks at the Canadian stand. One of the exhibitors presented him on behalf of his team with a new Canadian flag.

The annual Canada Night reception at the Canadian Consulate General featured whole roasted black bear as its "pièce de résistance". Also on the menu were baked Arctic char, cheddar cheese, lingonberry sauce, lumberjack pies, pickles and beverages—all from Canada. One of Chicago's foremost chefs, Dr. Louis Szathmary, supervised the preparations for the meal and some of the recipes used found their way into the women's pages of Chicago newspapers. The exhibitors themselves, by the way, paid for the reception.

The reception also became an event of historical significance when, quite by accident, the president of the Outdoor Writers of America and the Canadian Outdoor Writers Association met. This was the first time that the presidents of the two organizations had ever come together. As a result of the meeting, the American association may well be holding this year's annual meeting in Canada.

Exhibitors and government officials alike were enthusiastic about the show and their success. One manufacturer said, "This show has done immense good for our company as well as the others showing in the Canadian exhibit, especially where Canada's image is concerned in the United States."

The Canadians went to the N.S.G.A. in Chicago loaded for bear as well as with it. It seems to be a winning combination.

Trade Fairs in Italy

TRADE fairs continue to provide an excellent showcase and marketing tool for manufacturers selling in the Italian market. The schedule for April-July, one of the busiest periods, is shown below. Whenever possible, the principal events are visited by a Trade Commissioner from Rome or Milan. For further details, write these offices—Milan for northern Italy; Rome for central and southern Italy, Sicily and Sardinia.

Antiques and Handicrafts

XXIX International Handicraft Market

Florence

April 24-May 9.

V Show of Antique Ceramics

Ravenna

June 19-July 18

Electronics

Electronics, nuclear, tele-radio and cineproducts show

Rome

June 16-29

Fabrics

XVIII International Clothing and Furnishing Fabrics Trade Market

Milan

June 4-9

House, Building Industry, Interior Decoration and Clothing Fair

Naples

June 19-July 4

Flowers and Agriculture

I International Floriculture and Horticulture Show

Genoa

April 29-May 9

National Agriculture and Zootechnical Fair

Foggia

April 30-May 9

International Flower Show

Trieste

May 22-June 6

Food and Wines

International Food Fair

Bologna

May 8-23

National Wine Market

Siena

June 20-July 18

Leather Goods

National Shoe Show

Macerata

May 22-30

VII National Leather Goods Market (MIPEL)

Milan

June 26-30

APRIL 3, 1965

Religious Objects

V Show of Ecclesiastical Musical Instruments, Editions of Religious Music and Sacred Objects and Church Furnishings

Ancona

April 21-25

Samples

XLIII International Samples Fair

Milan

April 14-25

XXIX Samples Fair with International Specialized Sectors

Bologna

May 8-23

XX International Mediterranean Samples Fair

Palermo

May 22-June 6

XLIII International Samples Fair

Padua

May 31-June 13

XVII International Samples Fair

Trieste

June 21-July 5

Water Sports

XXV International Fishing, Nautical Sports and Related Activities Show

Ancona

June 26-July 11

Plastics Show to Feature Films

INTERPLAS is the name of the International Plastics Exhibition in Europe which is to be held at London's Olympia June 16 to 26, 1965.

Among the exhibits planned for the fair are plastics manufacturing, processing and fabricating machinery, the latest materials, and over 10,000 different end products. A highlight of the show will be a competition for the Interplas Design Award. Another feature worth noting will be a twice-daily showing of films on plastics technology, utilization and design and on business methods.

If you want further information, write to Interplas, Dorset House, Stamford Street, London S.E.1.

Swiss to Hold "Hot" Fair

NUCLEX 66 is the name given to the International Nuclear Industries Fair to take place in Basel, Switzerland, from September 8 to 14, 1966.

This vertical fair covers all aspects of nuclear development and is, in fact, the first of its kind. Among the main areas of interest are the following: design and construction of reactors, power reactors and experimental reactors; civil engineering; health physics; laboratory equipment; radioactive waste treatment; radioisotope application and irradiation techniques; particle accelerators and accessories; uranium prospecting and mining, and computers.

Companies interested in either attending or exhibiting should contact the Secretary, Nuclex 66, Basel 21.

What's current in commodities?

Pleasure Boats

Sweden—Although Canadian craft are well known in Swedish boating circles, they need to be promoted more aggressively. A careful choice of dealers, plus participation in the two boat shows held in Sweden each year, could step up our sales.

JOHN P. BELL, *Assistant Commercial Secretary, Stockholm.*

THERE are probably more pleasure boats per capita in Sweden than in any other country. The reasons for this include the relatively high Swedish incomes, the recently attained four-week holiday and, of course, the wonderful boating conditions on both coasts. The beautiful, rugged Stockholm archipelago offers particularly good opportunities for the boating enthusiast. On Sunday evenings during the summer months traffic snarls on the waterways leading to Stockholm are much more likely than on the city streets. The Viking tradition lives on!

In 1956 the number of motorboats was estimated at 86,000; by 1961, there were 178,000. The total number of pleasure boats of all classes in 1961 was estimated at roughly 500,000. This has probably risen to almost 750,000 now—or about one boat for every ten people.

Many Swedish Producers

About 91 per cent of the pleasure craft sold in the country in 1961 were made locally. Small boats are usually built in small yards which are active only for a part of the year, and by woodworking or plastics firms. A recent report prepared by the Swedish Price and Cartel Office indicates that one third of the manufacturers sell at least 20 boats a year. Table I gives the sales of

Swedish-built boats during January-August 1962.

Fiberglass boats seem to be gaining in popularity although dealers appear confident that wooden boats will continue to hold the largest share of the market. Of the boats sold in 1961, 61 per cent were rowboats (34 per cent wood, 27 per cent other materials); 30 per cent were motorboats and sailboats (17 per cent wood and 13 per cent other materials), and the remaining 9 per cent were imported.

Swedish imports of pleasure boats in 1962 were valued at \$1.25 million—\$660,000 for wooden craft and \$595,000 for models built from other materials. By the following year, these values had increased to \$892,000 for wooden craft and \$814,000 for other types. Boats are imported from 15 countries but the main suppliers are Norway and Finland. The Canadian name is well

known in Swedish boating circles because of the popularity of the "Kanadensare" canoe which is modelled after the Canadian-designed canoe but built in Sweden. However, our sales to Sweden have not reflected the degree to which many Swedes associate Canada and boating. Our sales of pleasure craft in this market totalled (Swedish statistics) only \$4,700 in 1962—although in 1963 they rose to \$171,000.

Timing Important

The Swedish tariff on imported pleasure boats is 10 per cent, although the rate drops to 4 per cent for countries in the European Free Trade Association. However, quotations on Canadian boats which we have studied were competitive, and the fact is that Canadian exporters of boats and accessories can sell more here, provided they keep price and quality in line. Because of the seasonal nature of the trade, timing is very important. Consumers usually buy boats in the early spring and early summer and imports are usually highest in March and April. This indicates that the best time to contact prospective importers is late

TABLE I
SWEDEN'S BOAT SALES, JAN.-AUG., 1962

Type	Number	Approximate Value	Average Price	Per cent made of wood
Sailboats	589	\$ 703,000	\$1,180	97
Motorboats	3,119	\$2,000,000	\$ 650	53
Rowboats	7,259	\$1,000,000	\$ 140	76
Totals	10,973	\$3,742,400	\$1,795	70

autumn, when they are selecting the boats they will carry next season.

Selecting A Distributor

Exporters of boats can choose between selling through an agent or selling to a distributor. The boat exporter is usually confined to a distributor because boat dealers customarily purchase direct from local or foreign suppliers. The locating and appointment of a dealer-distributor is usually rather tricky because the few large specialized boat dealers are often tied to one or two suppliers and the numerous

other dealers often sell only a few new boats. Marinas may sell new boats as a sideline but their main business is storing and servicing them. Our office can readily provide the names of boat dealers but better still, we can approach dealers on the Canadian exporter's behalf.

Boat Shows Important

The "Allt for Sjon" International Boat Show, held in Stockholm between March 11 and 22, and the Swedish Boat Show, held in Gothenburg between February 20 and March 1, traditionally mark the time

of the year when all thoughts turn to the water. These exhibitions are open to both buyers and the public. Firms displaying boats on their own do so expecting to sell to dealers and to the public. Firms exhibiting through their dealers concentrate on individual sales. Exhibitors say they sell during these fairs almost as many boats as they do during the rest of the year.

For further information, Canadian exporters should write to: Commercial Counsellor, Canadian Embassy, P.O. Box 14042, STOCKHOLM 14. ●

Toys

Italy—The toy market here can be described as growing and hungry—growing in volume and hungry for new lines at attractive prices. Canadian manufacturers should be able to obtain a share of this market, which is open to offers or to licensing arrangements.

N. R. CUMMING, *Consul and Assistant Trade Commissioner, Milan.*

THE juvenile market in Italy, as in North America, is becoming increasingly important to many manufacturers and importers. Toys play an important role in this developing market and in 1963 imports amounted to over \$5 million; estimates for 1964 indicate a 7 per cent increase in imports over 1963. The main suppliers are Japan, France, Britain and West Germany, and the order of popularity of imported toys is roughly dolls (40 to 50 per cent) small mechanical toys (30 to 35 per cent), toy weapons and military vehicles, games and scientific kits (20 per cent).

Market Growing

The recession in Italy affected the toy market as it did others and brought a shift to less expensive types. But despite earlier difficulties, sales actually increased 10 per cent during the 1964 Christmas season.

The trade is now optimistic and looks to the increased population in the younger age group to bring about a complete recovery of the market later this year.

Most dolls are imported from Japan, Hong Kong, and more recently Communist China, and prices range from \$1 to \$10 c.i.f. Genoa. Mechanical toys incorporating spring or electric mechanisms come largely from the same sources and prices range from 70 cents to \$10 c.i.f. Genoa.

Toy weapons and military equipment are imported mainly from the United States, at prices ranging from 75 cents to \$4.00. The U.S. is also the leading supplier of plastic model kits; these ready-to-assemble models are priced at \$1 to \$3 c.i.f. Italian port.

Some Production Licensed

Scientific kits are popular in Italy but are usually manufactured

under licence from British and U.S. toy producers. This arrangement has several advantages. Scientific kits are used in conjunction with the state school program determined by the Italian Government. A local licensee is in the best position to be familiar with the program and will have no difficulty in assembling scientific kits to meet current requirements. A licensee can also arrange for the translation of detailed instructions.

Games are also produced locally under licensing arrangements with British, German and U.S. manufacturers. Playing instructions are an important factor in complex games such as Monopoly and the local licensee will, as in scientific kits, arrange for their translation. There is another advantage in local licensing which applies to both scientific kits and games. It provides a marketing set-up with a company already established and familiar with the Italian scene.

Manufacturers of toys other than games and scientific kits should also consider licensing arrangements with an Italian toy producer. This is one way of entering the Italian toy market where, for reasons such as freight or duty, it is impractical to export the finished article.

Import duties and fees for toys from other than EEC countries range from 17 to 24 per cent and Italian importers usually expect to add 40 to 50 per cent to prices c.i.f. Genoa to arrive at a delivered Milan price. These mark-ups include customs tariff plus other taxes on entry, forwarding agents' charges, and inland transportation costs.

Importers Sponsor Salon

The Italian National Toy Importers Association, located in Milan, was formed in 1964 to prevent exploitation by casual importers and to protect the interests of overseas manufacturers wishing to sell in Italy. The association also sponsors the Milan Toy Salon,

which this year was held from February 3 to 13. While some leading Italian toy importers visit the Nuremberg Toy Fair, Canadian manufacturers interested in making direct contacts in Italy may find the Milan Toy Salon more effective.

Canadian toy manufacturers should be able to profit by giving more attention to the Italian market. Illustrated literature and c.i.f. prices will be warmly welcomed by the Rome office and in particular the Milan office, which maintains contact with the Toy Importers Association. The Italian importer is anxious to find new lines of toys at attractive prices and the market is hungry. Have you something to offer? ●

West Germany—Imports accounted for 25 per cent of all toy sales in 1964 and quality items were in demand. Canadian manufacturers who can offer good value with some originality have an excellent opportunity to obtain a share of this market.

CLAUDE RENAUD, *Assistant Commercial Secretary, Bad Godesberg.*

CLOSE to 11 million of West Germany's 55 million inhabitants are under the age of fifteen. The standard of living is one of the highest in Europe and the average consumer is often looking for prestige items. Not surprisingly, the stores carry better quality toys and prices no longer seem to be too important. There is, in short, a good market for quality toys of original design.

In 1963 toy imports from all sources increased 23 per cent to reach Can.\$24.6 million. It is estimated that imports accounted for 25 per cent of all toy sales in West Germany in 1964. The main suppliers were Britain, Denmark, Italy and Japan.

Tastes and Materials Changing

Dolls and accessories, building kits and teddy bears, electric trains

and cars are today the leaders in sales in the toy market. Only their appearance changes from year to year. Scientific or educational toys are, however, increasing in popularity and not infrequently the producers seem to aim more at the parents than at the children.

Plastics seem to be gaining ground as a toy material because of their relative cheapness but metal and wood are still extensively used. The manufacturers of metal toys are full of ideas: for example, there is keen competition between electric trains and car racing circuits. The British with their highly competitive plastic models have secured a comfortable lead in the German market. Wooden toys are generally in demand and still form an essential part of a dealer's stock. Those from Scandinavia and Switzerland have, de-

spite higher prices, established themselves quite well.

German doll manufacturers are reportedly once more the pace-setters, a position taken at times by either Italy or France. Apart from such refinements as the ability to speak, cry or stretch, the doll has again become more "childish". Dolls' clothing is becoming increasingly popular and the manufacture of it seems to be developing into a real industry. The same is also true of dolls' furniture and every piece of household equipment is reproduced for the popular doll's house.

In plush animals the trend is definitely to the natural look and the "caricature" look is out. Puppets, with the exception of a few from Walt Disney, are not too well accepted in Germany.

Toy Fair Attracts Many

There used to be a strong prejudice in West Germany against foreign toys. There is no doubt that admission of foreign firms to the Nuremberg Toy Fair brought about a more desirable state of affairs. This fair, held annually in February, is one of the most important European toy fairs and in 1964 attracted over 1,000 exhibitors, including 340 from outside Germany. Fair authorities report that 15,000 businessmen attended the fair (admission is restricted to the trade). Many of these visitors came from abroad in 1964, in fact, from 60 countries.

Accommodation is a serious problem and many requests for space at the fair are turned down. Space is usually rented and paid for five years in advance but most exhibitors may leave their stand where it is and save yearly erection and dismantling costs. Manufacturers interested in participating should make inquiries and arrangements well in advance—a year at least is advisable.

Trading Channels

Manufacturers deal with three different groups who buy and sell toys in West Germany.

1. Wholesalers—These maintain well-equipped display rooms with thousands of different toys. Once a year they prepare a comprehensive catalogue and distribute it to local and overseas customers.

2. Large department and chain stores—These stores also buy from manufacturers and some maintain offices in Nuremberg for this purpose. Many publish catalogues which are distributed to every household before Christmas.

3. Purchasing associations—These are co-operatives acting on behalf of medium- and small-sized retailers. They maintain showrooms and have sufficient means to buy in large quantities. They usually try to have one retailer in each town.

It is important that prices be quoted in German currency c.i.f. North European port, because buyers will not bother to make calculations for each article in this competitive market. The normal practice in Germany is to quote prices for dozens. Details of any discount for quantity should also be given. Delivery dates must be met and delays will jeopardize future sales.

Presentation and packaging can be the deciding factor in making sales and Canadian manufacturers may have a lead here. Printing in English on a box is not a disadvantage and may even give the product added appeal. It is essential, of course, to translate instructions into German.

There is no easy door to the German toy market but if you are ready to quote prices in DM c.i.f. North European ports, supply literature in the German language, and meet fixed delivery dates, there is a challenge awaiting you in Germany. The market for foreign toys is growing and the harvest to be reaped makes the effort worthwhile. The Department of Trade and Commerce and its Trade Commissioners in Germany will be glad to give you any assistance you may need to obtain a share of this market. ●



This is Hiroko Koha, chosen as Miss Japan-Canada Friendship in Tokyo after a nation-wide contest. Miss Koha, 23-year-old daughter of a famous Japanese author, arrived in Canada with her entourage on March 19 for a three-week tour of six provincial capitals, Ottawa and Niagara Falls—and won the hearts of all who met her. Photographed in front of the Canadian Embassy, she is wearing a Canadian Majestic mink stole, gift of the Canada Mink Breeders.

Assistant Trade Commissioners Posted

Attracted by a Foreign Service career, these young men were among the 707 who applied for positions with the Departments of External Affairs and Trade and Commerce in 1963. Some of those who chose the Trade Commissioner Service learned about it while they were at university from talks given by visiting Trade Commissioners. Others already in the business world knew from personal experience or were told by associates how the Trade Commissioners assist Canadian businessmen.

Qualified by two 3-hour written examinations and a one-hour oral board, the 13 men whose pictures appear were chosen for the Trade Commissioner Service.

Trained for a year and a half at head office in Ottawa, they are now thoroughly familiar with all aspects of the Department's work. They spent several weeks in each Branch and Division learning by doing, and were taken on familiarization tours of other government departments. An intensive three-month course in French was mandatory for those not fluent in the language.

Briefed by Canadian businessmen during a coast-to-coast tour, the Assistant Trade Commissioners now have a vivid picture of Canada's industrial strength and potential. Thanks to the co-operation and hospitality of these businessmen, the new Trade Commissioners go to their first posts abroad this summer well prepared to promote Canadian products.



David H. Clemons

Born: Brantford, Ontario.

Educated: University of Toronto, B.Comm. (Honours) 1964.

Posting: Port-of-Spain, Trinidad, as Assistant Commercial Secretary.



Douglas I. Ditto

Born: Carmangay, Alberta.

Educated: University of Alberta, B.A. 1962, M.A. 1964.

Posting: Kingston, Jamaica, as Assistant Commercial Secretary.



Cameron D. Miller

Born: Montreal, Quebec.

Educated: McGill University, B.A. 1961, B.C.L. 1964.

Posting: Salisbury, Rhodesia, as Assistant Trade Commissioner.



David G. Nelson

Born: Victoria, British Columbia.

Educated: University of British Columbia, B. Comm. 1964.

Posting: Glasgow, Scotland, as Assistant Trade Commissioner.



Ronald J. L. Berlet

Born: West Monkton, Ontario.

Educated: Concordia Jr. College, Fort Wayne, Indiana; University of Toronto, B.A.Sc. 1960; London School of Economics, postgraduate studies.

Posting: Vienna, Austria, as Assistant Commercial Secretary.



Armand Blum

Born: Paris, France.

Educated: Sir George Williams, B.A. 1962; University of Montreal, 1962-1963.

Posting: Hong Kong, as Assistant Trade Commissioner.



Robert J. Buchan

Born: Toronto, Ontario.

Educated: University of Toronto, B.A. (Honours Political Economy) 1962; Oxford University, B.A. (Jurisprudence) 1964.

Posting: Bonn, West Germany, as Assistant Commercial Secretary.



Anthony T. Eyton

Born: Quebec City.

Educated: University of Toronto, B. Comm. (Honours) 1964.

Posting: Lima, Peru, as Assistant Commercial Secretary.



K. Robert Higham

Born: Edmonton, Alberta.

Educated: University of Alberta, B.Comm. 1964.

Posting: Accra, Ghana, as Assistant Commercial Secretary.



John E. Kepper

Born: Flin Flon, Manitoba.

Educated: University of British Columbia, B.Comm. 1963.

Posting: Santo Domingo, Dominican Republic, as Assistant Commercial Secretary.



Robert E. Pedersen

Born: Prince Rupert, British Columbia.

Educated: University of British Columbia, B.A.Sc. (Mechanical) 1959; University of Western Ontario, M.B.A. 1964.

Posting: New Orleans, as Vice-Consul and Assistant Trade Commissioner.



A. David Schulman

Born: Quebec City.

Educated: Laval University, B.Comm. 1963, postgraduate studies in Commerce and Letters.

Posting: Sydney, Australia, as Assistant Commercial Secretary.



Howard R. Wilson

Born: Edmonton, Alberta.

Educated: University of Alberta, B.A. (Honours, Economics) 1963, postgraduate studies in Economics.

Posting: Lagos, Nigeria, as Assistant Commercial Secretary.



Popularity of self-service foodstores is growing in Sweden—there are now 6,800—and variety and department stores are setting up food departments like this one in Kvickly's, in the town of Vallingby.

Sweden Will Use More Food

Market for foodstuffs in Sweden will reach \$3,380 million by 1975, according to recent research. Foreign suppliers should see sales rise too—especially in fruit, groceries, and certain kinds of meat—in spite of expanding domestic production.

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

THE Swedish Retailers' Research Institute has issued a report showing that consumption of foodstuffs in Sweden increased by about 1 per cent a year in the period 1950-1962, (no allowance made for price increases). Although the quantity of foodstuffs consumed per head therefore changed little in that period, the consumption by weight of certain foods varied, as Table I shows.

The general trend in the 1950's was (and still is) in the direction of more precooked and packaged foods. This is illustrated by the sharp increase in the sales of deep-frozen foods and bakery products and the drop in the sales of milk and flour.

The prices of beef and pork increased sharply so sales remained stable despite considerable increases in real incomes. The consumption

of coffee rose as a result of the stable coffee prices that prevailed until recently.

By 1962 total food consumption had reached \$360 per head (a total food bill of \$2,720 million), though about \$55 of this (\$420 million) represented food either produced at home or consumed outside in restaurants, etc. Retail food purchases were therefore about \$305 per head, or \$2,300 million in all.

Of the 24,500 retail food stores in 1962, some 5,300 belonged to the Co-operative Associations (sales \$590 million). The vast majority of the remaining 19,000 were run by private retailers or chains (sales \$1,600 million).

TABLE I
SWEDISH PER CAPITA CONSUMPTION
OF FOODSTUFFS

	1950	1962
	(in kilograms)	
Butter and margarine	21	22
Fruit and bread	41	46
Pork	17	17
Flour	42	20
Sugar	39	37
Coffee	6	10
Soft drinks	25	31

TABLE II
PAST AND FUTURE PER CAPITA
CONSUMPTION OF FOODSTUFFS

	1962	1975
	(Can. dollars)	
Bread and flour	43	46
Vegetables and greens	19	21
Fruit	19	26
Groceries	54	70
Dairy products, ice-cream, margarine	65	60
Meat (including pork)	70	78
Eggs	9	13
Fish	12	14
Beer and soft drinks	14	20
	305	348

New Distribution Methods

The structure of the food trade has changed somewhat because of the addition of new distribution outlets. For example, variety and department stores have entered the business seriously by setting up grocery departments, but at present they account for only 6 to 7 per cent of the total. Consumer co-operatives account for roughly 25 per cent of food sales, but the private retailers are still responsible for at least 64 per cent. If the entire retail turnover for all branches is examined, the independent dealers' share is over 70 per cent.

Another interesting development in Sweden is the increasing popularity of self-service. There are now some 6,800 self-service stores, probably the highest figure in Europe in relation to population. The consumer co-operatives were the forerunners in this type of distribution and held the lead until a year or so ago, when the total number of non-co-operative self-service stores took the lead. The expansion

of variety and chain-store food merchandising was probably the chief factor here and today 30 per cent of all food stores are said to be equipped for self-service. Counter-service stores, however, still constitute an important part of the retail structure and conversion to self-service is at present not economic for all types of retail outlets.

Forecast to 1975

The probable future trend of food consumption in Sweden has been forecast by the Retailers' Research Institute on the basis of:

1. The known over-all trend between 1950 and 1962.
2. The known variations in certain groups of foodstuffs which either gained or lost in popularity in that period.
3. The known consumption in 1962.

The main groups of foodstuffs are bread and flour, vegetables and greens, fruit, groceries, dairy produce, ice-cream and margarine, meat (including pork), eggs, fish, beer and soft drinks.

It is assumed that the over-all 1950-62 trend of 1 per cent increase per year will be maintained up to 1975, though certain of the groups (such as fruit, beer and soft drinks, eggs and groceries) should show greater increases than meat and fish. The per capita consumption of dairy products, margarine and ice-cream is expected to fall slightly.

Table II sets out the known 1962 consumption per head by retail purchases and the forecast for 1975.

To the above must be added the value of other food consumed but not purchased at retail. The 1962 figure of \$55 per head may be expected to increase at least at the same rate as the \$305 mentioned above, so that in 1975 the per capita consumption should be about \$62. The total 1975 consumption of food per head is therefore likely to be about \$410 (reckoned in 1962 prices).

By 1975 the population of Sweden is expected to increase to about 8.25 million (7.6 million in 1962) so the total 1975 food bill is likely to reach \$3,380 million (at fixed prices) compared with \$2,720 million in 1962. A new food market worth some \$660 million will thus come into existence in 13 years and by far the major portion of this will be food purchased for consumption at home or consumed outside the home.

It seems reasonable to assume that foreign suppliers will be catering to a considerable part of this market because the groups of foodstuffs likely to show the largest increases are those that Sweden does not produce in sufficient quantities—such as fruit, groceries, and certain kinds of meat. ●

No More Whaling

WHALING finished in New Zealand as the year 1964 ended when the Perano family and its Tory Channel Whaling Company ceased operations after half a century. The reason: economics.

New Zealand whalers have traditionally hunted the hump back whale and in 1960 caught 226—an all-time record. But in 1961 the catch dropped to 55 and in 1962 to only 27. It was obvious that the number of hump backs was getting dangerously low and that it would be years, even with strict quotas on international whaling fleets, before they would increase enough to make whaling pay.

One of the two New Zealand whaling companies, Gulf Whaling Industries, then closed down. But the Peranos decided to switch to the sperm whale, never before exploited by New Zealanders. They were successful at first and in 1963 took 201 sperm whales with the aid of spotting aircraft and modern techniques.

But this success was short-lived. Not only did Soviet whalers take large catches from the same area at the same time but in 1964 world demand for whale oil fell, and the price dropped to Can.\$135 a ton from Can.\$288 in 1961. Despite government guarantees to cover operating costs, the Peranos found they could no longer make a profit. They called it a day. ●

Two Paper Industries

INDIA

The demand for all types of paper in India has grown 8 to 10 per cent a year since the first of a series of Five Year Plans was begun in India in 1951. To meet the demands of the industrialization program, the attack on illiteracy, and the increasing population, the Government of India included in the successive Five Year Plans capacity and production targets for the paper industry. The goal is to make the industry self-sufficient and reduce foreign exchange spent on imports to a minimum.

Production and Capacity Targets

The table shows the production and installed capacity targets for 1966, the end of the Third Five Year Plan. To meet the production target, the Government licensed an increase of installed capacity. Current estimates, also included in the table, show that neither the production nor the installed capacity objectives will be met.

(metric tons/year)		
Production	Paper and Paperboard	Newsprint
1964 estimate	488,000	30,000
1966 estimate	550,000	30,000
1966 target	700,000	120,000
Installed Capacity		
Jan. 1, 1965	565,630	30,000
1966 estimate	765,000	30,000
1966 target	820,000	150,000

The licensed annual capacity for paper and paperboard totalled 1,227,146 tons on January 1, 1965. This total comprises the actual installed capacity of 565,630 tons, its licensed expansion from existing mills of 243,316 tons, and a licensed 418,200 tons from new mills. On the same date the licensed annual capacity for newsprint was 165,000 tons, for pulp 272,100 tons, and for straw and mill boards 160,904 tons.

Paper Production

Excluding newsprint, paper production rose from 97,908 tons in 1948 to 464,613 in 1963, and is expected to reach 550,000 tons in 1966. Electrical insulation papers, papers for photosensitizing, high strength papers, high quality art papers and glassine papers are not yet produced in India.

Newsprint Production

At present there is only one newsprint mill, government-owned, in India. It went into operation in 1955 and turns out a product based on salai wood and bamboo. The mill operated at full capacity in 1964 producing approximately 30,000 tons and although an additional capacity of 45,000 tons has been licensed, no increase in output is expected until the Fourth Five Year Plan (1966-1971). Two other newsprint schemes have been licensed for a total of 90,000 tons but progress in implementing them has been slow and here too increased production is not expected before 1966.

Problems

Scarcity of raw materials is one of the serious problems facing the industry. Available supplies of bamboo have been earmarked for existing pulp and paper schemes and future projects may have to rely on other raw materials such as bagasse. No nation-wide accurate survey has been made of Indian forest resources. Other problems are the lack of experienced consulting engineers in the pulp and paper field, and the shortage of foreign exchange.

Imports

The lack of foreign exchange in India has held imports to absolutely essential items. Even so, Indian statistics for the twelve-month period ended March 1964 show imports of paper and paperboard worth approximately Can.\$26 million, pulp and paper mill machinery and parts approximately Can.\$20 million, and articles of pulp, paper and paperboard approximately Can.\$700,000. Indian statistics also show total imports of 110,290 tons of chemical wood pulp and 4,083 tons of mechanical wood pulp for the same period. The major suppliers were the United States and the U.S.S.R. Newsprint imports for the 12-month periods ended March 1962, 1963, 1964 totalled 123,762, 99,299 and 95,518 tons.

Canadian Sales to India

Canada was the major supplier of white newsprint in both the 1962-63 and 1963-64 fiscal years. The main competition came from Sweden, the U.S.S.R. and Finland. The Table gives the details of Canadian pulp and paper sales to India. It is difficult to forecast future imports because they will depend on foreign exchange. In the circumstances the best opportunities for Canadians seem to be in collaborating with Indian manufacturers to produce paper and newsprint and possibly pulp and paper machinery.

(January to December)

Description	1961	1962	1963	1964 (Jan.-Sept.)
Woodpulp dissolving special alpha (cwt)	225,132	410,770	366,786	245,491
Wood pulp bleached sulphite (cwt)	25,491
Newsprint (tons)	64,168.3	24,071.9	35,074.1	22,619.3
Book paper NES (tons)	14.7
Writing and reproduction paper (tons)	74.4
Container board (tons)	39.2
Pulp and paper industry machinery and parts (\$)	4,570.00	33,083.00	12,505.00	4,245.00

Source: Trade of Canada Exports by Countries, DBS

W. G. ROBERTS,
Assistant Commercial Secretary,
New Delhi.

ITALY

The Italian paper industry has made significant strides during the past ten years. New plants have come into being and older ones have been modernized. The introduction of some 60 fast new machines in the past eighteen months has helped to raise production of newsprint and most fine papers to the point where Italy is now self-sufficient. In fact, production is increasing faster than consumption. Unless an immediate improvement in the economy leads to greater domestic consumption, the industry will either have to find markets abroad or cut back output to reduce inventories. Some of the smaller mills—and there are many—may be even forced into closing down.

Per Capita Consumption

The use of paper and paperboard in the period 1950 to 1963 quadrupled. However, even at this rate of growth the per capita consumption in Italy in 1963 was a mere 96 pounds. Per capita consumption in other EEC countries, by comparison, was Netherlands 213 pounds, Germany 192, Belgium 164, and France 150.

What Italians Buy

The following notes on Italian requirements in this field may prove useful to potential Canadian suppliers.

Kraft Paper and Kraft Linerboard

Imports:

1963—192,368 metric tons
 1964 (10 months)—143,065 metric tons
 1963 (10 months)—163,256 metric tons

Principal supplying countries:

Finland (about 75 per cent of market), United States.

Prices:

- (1) Current c. and f. Genoa/Savona price for weights 180 grams and upwards is approximately Can.\$162 a metric ton (exclusive of discounts).
- (2) Current c. and f. Genoa/Savona price for weights between 122 grams and 179 grams is approximately Can.\$165 per metric ton for water-finished paper.

Specifications:

Kraft Paper

- (1) 122 grams per sq. meter to 179 grams per sq. meter and upwards for dry finished quality.
- (2) 150 grams per sq. meter to 179 grams per sq. meter for water finished quality.
- (3) Muellen test: bursting strength 4.3 to 4.5 per 100 grams per sq. meter.
- (4) Water-finished kraft paper is normally supplied in rolls with a diameter of 127 cm. (50") with a core diameter of 10 cm. (4").

Kraft Linerboard

125 grams/sq. meter=25.60 lb./1000 sq. feet
 150 grams/sq. meter=30.70 lb./1000 sq. feet
 175 grams/sq. meter=35.82 lb./1000 sq. feet
 225 grams/sq. meter=46.06 lb./1000 sq. feet

Semi-Chemical Corrugating Medium

Imports:

About 2,000 metric tons in 1964.

Prices:

Finnish birch, semi-chemical corrugating medium, about \$120 c.i.f. per metric ton.

Specifications:

112 grams/sq. meter=23 lb./1000 sq. feet
 127 grams/sq. meter=26 lb./1000 sq. feet
 161 grams/sq. meter=33 lb./1000 sq. feet

Remarks:

The demand for this product is met mostly from local production using straw and various mixtures of waste paper and semi-chemicals.

Production

Production in Italy has increased, on the average, 11.3 per cent a year since 1952 and in 1963 reached 1,926,472 metric tons. In the first nine months of 1964 it totalled 1,505,557 metric tons, an increase of 5.6 per cent over the same period of the previous year. The table shows output for 1963 and the first nine months of 1964.

	1963 (12 mos.)	1963 (9 mos.)	1964 (9 mos.)
Newsprint	331,553	251,193	298,139
Writing and printing paper	493,340	357,997	375,213
Wrapping paper	135,671	99,862	98,687
Packaging paper	293,072	218,151	213,316
Straw paper	227,760	169,192	147,620
Other types	137,944	100,330	126,934
Cardboard	307,132	229,295	245,648
Total, paper and cardboard	1,926,472	1,426,020	1,505,557

Raw Materials Imported

Italy now has 900-odd paper machines turning out products from three to ten feet in width. The operation of these machines depends on sizable imports of pulpwood and pulp because poplars, cultivated locally for groundwood production, meet only a small percentage of requirements.

Suppliers

Sweden and Finland are the main suppliers, although Canada in the first eleven months of 1964 sold Italy \$2.3 million worth of pulpwood and \$7.0 million worth of wood pulp. Canadian exports of pulpwood in 1963 were valued at \$2.5 million and of wood pulp at \$7.4 million. According to Italian statistics for 1963, Italy imported 40,076 metric tons of mechanical pulp, 683,719 metric tons of chemical pulp.

Outlook

Italy is now more than self-sufficient in most grades of paper and tissues. Industrial production has slowed down during the past eighteen months and many industries, including paper, have large inventories and a shrinking domestic market. The outlook for Canadian exports in 1965 appears to be less bright than in 1964. Nevertheless, certain types of paper—such as kraft, cardboard and specialty papers—and pulpwood and wood pulp should continue to find an outlet in Italy.

A. B. BRODIE,
Consul General and Trade Commissioner, Milan.

Britain Exports Footwear

- - and Buys It Too

Long-established footwear industry has large production and world markets; exports average £12.5 million a year. But Britain is also one of largest importers of all classes of footwear—including about \$1 million worth from Canada. Specialty shoes have done best.

S. G. TREGASKES,
Commercial Counsellor, London.

THE manufacture of footwear is a traditional industry in Britain, with a history of large-scale production through several centuries. The quality of British footwear is an accepted standard in many world markets. Shoes for men, women and children—particularly such specialty lines as ballet shoes, sports, hunting and riding boots, and all types of hand-lasted, made-to-measure day and casual shoes—are exported to nearly all countries. Today just over 1,000 factories, employing some 107,000 workers, are engaged in turning out footwear. Their 1964 output is expected to set a new record of about 200 million pairs, with a factory value of about £200 million. A breakdown of this production by classes of footwear is given in Table I.

Both Supplier and Buyer

British industry's exports of all classes of footwear have been running at the rate of £12.5 million to £13 million for several years. Statistics for the first eight months of 1964 indicate exports worth £8.6 million, compared with £7.9 million during the same period of 1963. The United States is always the principal market and Canada is consistently the second largest buyer.

In spite of its large, long-established and competitive footwear industry that supplies the bulk of the domestic market and earns substan-

tial foreign exchange, Britain is still one of the world's largest importers of footwear. In fact, the market seems to be expanding: imports of all classes of footwear were valued at £19.5 million in 1961, £17.6 million in 1962, £19.6 million in 1963, and £17.8 million for the

first eight months of 1964—or more than the total imports for the year 1962.

Canada's Share of Market

Canada is not a major supplier of footwear to Britain but our 1964 sales should reach a record of more

TABLE I
BRITISH FOOTWEAR MANUFACTURERS' SALES

	1962	1963	7 months
			1964
(thousands of pairs)			
Footwear (other than slippers, house shoes, ballet shoes and sports boots and shoes) with uppers wholly or mainly of leather			
Men's	32,233	33,898	21,392
Women's	53,181	55,725	35,371
Others	29,973	29,921	21,403
Slippers, house shoes, ballet shoes	33,643	37,717	15,969
Sports boots and shoes	4,349	4,046	2,259
Rubber and plastic shoes	8,974	9,570	3,298
Other	17,073	19,535	16,342
Total	179,426	190,402	116,034

TABLE II
CANADA'S FOOTWEAR EXPORTS TO BRITAIN

	1960	1961	1962	1963	Jan.-July	Jan.-July
					1963	1964
(in Canadian dollars)						
(1) Boots and shoes, men's and boy's last made	13,036	8,457	9,986	11,129	3,485	14,675
(2) Boots and shoes, women's, children's, last made	52,701	267,826	252,454	126,821	100,478	43,126
(3) Slippers and house footwear	*	384,963	549,288	436,032	182,994	247,307
(4) Rubber and plastic footwear	96,239	136,588	124,268	217,928	123,752	120,429
(5) Special purpose footwear, footwear n.e.s.†	436,070	39,719	56,036	185,897	97,820	187,403
Total	598,046	837,553	992,032	977,807	508,529	612,940

*Included in category (5).

†Includes "Slippers etc."

TABLE III
BRITAIN'S IMPORTS OF FOOTWEAR

	1961	1962	1963	7 months 1964
	(pounds sterling)			
(1) Rubber Wellingtons 9½ to 11 inches				
Total imports	203,279	196,511	301,083	74,938
Of which Canada	792	328	1,384	534
(2) Rubber Wellingtons not exceeding 9½ inches in length				
Total imports	144,887	172,611	255,423	72,239
Of which Canada	101	1,176	42
(3) Other rubber footwear made to cover the ankle				
Total imports	363,035	367,714	636,881	127,890
Of which Canada	34,899	33,279	41,238	18,559
(4) Other rubber footwear not made to cover the ankle				
Total imports	472,336	622,568	273,575	153,331
Of which Canada	8,299	10,377	21,435	10,244
(5) Footwear of rubber or artificial plastic material				
Total imports	186,127	241,801	2,128,903	3,036,787
Of which Canada	5,498	470	7,184	1,601
(6) Slippers and house footwear with soles of leather, rubber or artificial plastic material				
Total imports	681,934	737,058	703,719	431,523
Of which Canada	133,361	179,556	135,897	68,472
(7) Men's leather footwear, excluding slippers and house footwear				
Total imports	2,822,002	2,918,253	3,258,549	3,043,547
Of which Canada	15,976	16,448	44,196	57,856
(8) Women's leather footwear, exclud- ing slippers and house footwear				
Total imports	10,396,619	8,791,704	8,037,130	5,588,698
Of which Canada	106,776	106,560	79,204	45,543
(9) Children's leather footwear, exclud- ing slippers and house footwear				
Total imports	603,087	525,928	430,196	494,421
Of which Canada	11,520	3,022	10,542	4,818
(10) Canvas shoes with rubber soles and heels, excluding slippers and house footwear				
Total imports	379,513	254,773	327,388	371,536
Of which Canada	1	146	3,560
(11) Canvas shoes with soles of rubber without heels, excluding slippers and house footwear				
Total imports	1,597,273	1,212,184	1,745,344	1,429,169
Of which Canada	7	84	656	678
(12) Footwear with textile uppers and rubber soles, other, excluding slippers and house footwear				
Total imports	1,088,923	921,363	1,107,308	789,547
Of which Canada	508	155	3,074	311
(13) Other footwear				
All countries	531,371	549,001	351,872	262,086

The major suppliers in these years were: category (1) Hong Kong, Poland; (2) Hong Kong, Poland, Czechoslovakia; (3) Hong Kong, France, Italy, Switzerland; (4) Hong Kong, France, Italy; (5) Hong Kong, France, Italy, Japan; (6) Hong Kong, Italy, France; (7) West Germany, Italy, France, Czechoslovakia, Ireland; (8) Italy, Belgium, Ireland; (9) Italy, Ireland, Netherlands; (10) Hong Kong, Italy; (11) Hong Kong, India; (12) Hong Kong, France, Italy.

than \$1 million. Canadian manufacturers of slippers, rubber and plastic footwear, and certain special-purpose footwear such as bowling shoes have found British orders a useful supplement to their domestic business. The great bulk of this export business has been developed in the five years since 1959 when footwear came off import control in Britain. Table II shows the growth of this trade since 1960. Table III lists the principal types of footwear imported into Britain in 1961, 1962, 1963 and the first seven months of 1964, the value of total imports and Canada's share.

Opportunities for Canadians

Canadians who sell certain types of slippers (mainly the moccasin type), rubber and plastic footwear, and one or two kinds of sports shoes have earned a reputation in Britain for quality at very competitive prices and sales of these products can be expected to show a steady, if not spectacular, growth. But manufacturers of other lines of footwear for men, women and children will meet keen competition from both British and foreign producers and unless they can offer new or novel materials, distinctive styling or very low prices, they are not likely to succeed.

Canadians have a small tariff advantage in Britain: all footwear manufactured in Commonwealth countries can enter Britain free of duty under Commonwealth preference unless it contains 5 per cent or more by weight of silk or synthetic fibre, in which case the duty is 20 per cent ad valorem. Footwear from EFTA countries is subject to a duty of from 4 to 12 per cent ad valorem, and from all other non-Commonwealth countries of 15 to 30 per cent ad valorem.

The new temporary import surcharges of 15 per cent announced by the British Government on October 26 and effective October 27 apply to all imported products except raw materials, foodstuffs and unmanufactured tobacco. Obviously this measure puts imported foot-

wear in a less favourable competitive position in relation to domestic footwear. The saving factors are that domestic producers probably cannot satisfy the home market and still maintain their export business, and that the import surcharges are temporary and will be removed as

soon as Britain's balance-of-payments position permits. Canadian footwear, particularly slippers and rubber and sporting footwear, should be able to maintain its position on the basis of quality and of offering something different to the British consumer.

Footwear manufacturers in Canada who would like to investigate the British market for their products in greater detail are invited to write to the Minister (Commercial), Office of the High Commissioner for Canada, 1 Grosvenor Square, London, W.1., England. ●

COMMODITY NOTES

Coffee

BRAZIL—Exports of coffee in 1964 fell to 15.2 million bags compared with 19.5 million in 1963. Higher prices prevailed and in spite of the decrease in the amount, exports of coffee earned nearly U.S.\$750 million, a substantial increase over 1963.

Widespread drought and frost during the 1963/64 growing season resulted in less than 10 million bags of exportable coffee being produced. This was not as disastrous as it might seem because Brazil was able to reduce the large surplus in storage from previous years. The anticipated world shortage was largely responsible for the sharp increase in coffee prices.

The Brazilian Coffee Institute, a participant in the International Coffee Agreement, is controlling the amount of coffee exported in an attempt to maintain current prices. The Government itself is continuing its program of production cutbacks to prevent future surpluses—Rio de Janeiro.

Flour

SCOTLAND—The Scottish Co-operative Wholesale Society will build, at a cost of over £2 million, a flour mill and 33,000-ton grain silo at the West Dock, Leith. It will form part of the general harbour development and when completed in 1967, it will enable ocean-going ships to deliver wheat direct.

The new plant will centralize the operations of the three existing flour mills at Leith, Granton and Glasgow. These mills will probably continue in other milling activities—Glasgow.

Frozen Food

WEST GERMANY—Every sixth German housewife now buys frozen food at least once a week even though only one household in twenty owns a deep freezer. Already over 70 per cent of Germany's food stores are equipped with frozen food cabinets and experts believe the demand for domestic freezers will rise sharply in the coming year to keep pace with the increasing

demand for frozen food. The German housewife is turning to convenient frozen foods to compensate for the lack of household help and the lack of time to prepare family meals.

Consumption of frozen food rose 10 per cent in 1964 to a total of 723,000 tons, excluding poultry. One firm reported that last year 45 per cent of its output of 60,000 tons of frozen food was spinach. This increase is attributed not only to home consumption but to hotels, restaurants, hospitals and factory cafeterias—Duesseldorf.

Infant Clothing

SCOTLAND—J. H. Barruch Limited of Toronto, makers of infants' wear, will build a factory at Kirkcaldy, Fife. The new factory will cover between 30,000 and 40,000 feet on a 4.4-acre site and approximately 90 per cent of the 200 to 300 employees will be women. The company, which already has a factory at Glencairn, expects to begin production by the end of the year—Glasgow.

Poultry

URUGUAY—A group of poultry breeders, which initially had 45 members, has developed since 1960 an extensive and important industry in Uruguay. This industry, which now has over 500 associates, is known as CANAVI (Co-operative Nacional de Avicultores Limitada). The co-operative marked another step in its progress in December 1964 when it exported a shipment of dressed poultry to Argentina by air.

Birds for the Argentine market are cleaned but the heads and feet are not removed. CANAVI will now export an average of 5,000 birds a week to Argentina—Montevideo.

WEST GERMANY—Consumption of poultry rose to 322,500 tons in 1964. Imports accounted for over 53 per cent of this and came principally from Holland,

Denmark and the United States. Domestic production was also up by almost 20,000 tons, which accounts for the slight decrease in imports compared with 1963. Over 50 per cent of the total poultry consumed was roasting chickens. Consumption of boiling fowl, geese and ducks decreased—Duesseldorf.

PVC Piping

SOUTH AFRICA—Stewarts and Lloyds of South Africa Limited proposes to build a new \$250,000 plant in Vereeniging to produce 500,000 feet of rigid PVC piping a month. It is reported that the firm has entered into a manufacturing and sales agreement with Sekisui Chemical Company of Tokyo, one of the world's largest producers of plastic. The plant will produce pipe ranging from ½-inch to 6 inches in diameter. The raw material will be purchased from Sekisui initially, but it is expected that eventually it will be obtained from sources within the Republic. Production is scheduled to begin in February 1966—Johannesburg.

Sawn Wood

SWEDEN—It now seems clear that Sweden's 1964 exports of sawn wood will establish a postwar record of 2,178,000,000 FBM (1963, 2,059,200,000 FBM). Prospects for this year are reported to be only fair and some decline in demand is expected—Stockholm.

Steel

JAPAN—The steel industry during 1964 continued to expand its production to meet home demand and to provide greater quantities of rolled steel products for export. Production in 1964 totalled 39.8 million tons compared with 31.5 million in 1963 and 22.2 million in 1960. Production in 1965 is expected to reach 43 million tons and plans call for 53 million tons by 1970—Tokyo.

Whisky

SCOTLAND—Exports of whisky continued to rise during 1964 and in the first 10 months reached 27,342,000 proof gallons worth nearly £72 million. In the same period in 1963, exports totalled just over 25 million proof gallons worth £66.7 million. Sales to Common Market countries, which increased more than three times in volume between 1959 and 1963, also continued to rise, but domestic sales dropped as a result of the higher excise duty imposed in the April 1964 Budget.

The Distillers Company has completed its group of bonded warehouses at Menstrie at a cost of more than £4 million. The total capacity is about 70 million proof gallons. Scottish Malt Distillers, which operates 40 malt whisky distilleries for D.C.L., will build a large mechanical drum malting plant on the Morayshire coast

with a capacity of 32,000 tons of barley a year. Munton and Fison has entered into a financial arrangement with Highland Distillers and London Merchant Securities to build a new malt factory at Bridlington, capable of processing 3,125 tons of barley a year—Glasgow.

Wood Pulp

SWEDEN—A new method of achieving complete recovery of chemicals normally discharged into rivers along with waste water has been developed. This method makes use of soda base and the components are heat-treated so that the liquid is completely broken down, enabling the recovery of the used chemicals, pulverized coal and combustible gas. The latter can be used as fuel in the bleacheries. This method reduces steam pollution, gives better quality pulp, and cuts raw material costs—Stockholm.

Foreign Tariffs and Trade Regulations

Jamaica

IMPORT CONTROL NOTICE—The Jamaican Government has announced that, effective March 8, 1965, the following have been added to the list of items subject to import licence: soups of all kinds, dried peas and beans of all kinds.

Trade Commissioners on Tour

In Territory

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.

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.

Australia

NUCLEAR POWER NEEDED—According to the annual report of the Australian Atomic Energy Commission (AAEC), nuclear power stations could be in operation in South Australia in the mid-1970's and in Tasmania in the late 1970's.

Mineral processing needing a reasonable amount of electric power seems to be the main incentive for developing nuclear power stations in isolated areas. Aluminum production in the Northern Territory, according to the AAEC, is one example—Melbourne.

Finland

INDUSTRIAL PRODUCTION—The latest report from the Finnish Statistical Office indicates that the volume of industrial production in the first eight months of 1964 was 7 per cent above that for the same period of 1963—Stockholm.

India

JOINT VENTURES—During the third quarter of 1964, Indian firms entered into 103 collaboration agreements with foreign companies. Of these 28 were U.S., 23 British, 19 West German and 8 Japanese. Other countries involved were Italy, East Germany, Switzerland, Denmark, France, Austria, Sweden, the Netherlands, Belgium, Australia, Yugoslavia and Malaysia. The range of products involved was wide—gypsum wallboard, electrical equipment, electric hoists, malleable iron castings, medical equipment, measuring equipment, valves, asbestos cement pipe-making machines, typewriters—New Delhi.

Italy

INDUSTRIAL CENTRE—A comprehensive plan has been drawn up to transform Taranto by 1981 into one of the industrial centres in the over-all program for the economic development of Southern Italy. It is anticipated that 60,000 new industrial jobs will be created. Taranto's development board has received applications from 38 industries, ranging from textiles and petrochemicals to engineering and cement. Many of the new plants will be located in the new industrial zones which will have expanded road, rail and sea facilities integrated with apartment-house projects. Already nearing completion are the huge \$350 million Italsider steelworks, a Shell-Italiana refinery and a \$20 million cement plant.

Taranto enjoys a strategic position in relation to the developing markets of North Africa and the Middle East. Before the industrialization program began, the yearly income per person in the Taranto area was 30

per cent below that of the rest of the country as a whole. Taranto's population was emigrating north by the thousands, and over 50 per cent of workers in the area were engaged in low-pay farming. The civilian port was handling 250,000 tons of goods a year, but with modernization the port now has an annual capacity of 50 million tons—Milan.

Spanish Sahara

WATER FOUND—Geologists, after many years of work, have recently discovered a vast underground lake near Villa Cisneros, the only town in Spain's largest and most arid province. Before this discovery water was brought in from the Canary Islands.

Not only has the drinking water problem been solved but irrigation may convert this barren region into productive farm land. Initial cultivation of fodder crops will be attempted on a plain at Villa Cisneros. The crops will be used for feeding zebu, oxen able to resist great heat and suitable for meat production—Madrid.

Sweden

BEEF CHEWERS—The Swedish Institute for Improvement of Livestock at Wiad near Stockholm has conducted a series of tests designed to ascertain which breed or crossbreed of cattle yields the best steak. Selected young steers were used in these tests and a panel of six "beef-chewers" sampled prepared cuts from each animal. Factors such as tenderness, juiciness, taste and chewing time were all carefully recorded. Each steer provided 36 bites to be sampled—Stockholm.

West Germany

ADVERTISING—From January to September 1964 over DM1.56 billion (12.7 per cent more than in the same period last year) was spent on advertising in West Germany through the following media: newspapers and magazines DM1,198,000 million, television 268,320 million, radio 62,000 million, pillars and signboards 31,680 million. There was a surprising increase of 38.3 per cent in radio and 6 per cent in television advertising during this period. Nevertheless, newspapers and magazines are still the most popular media and appear to achieve the best results.

The largest advertising budgets were for cigarettes, cigars, tobacco; cosmetics and soaps; washing powders and detergents; spirits; motor vehicles; coffee, tea, cocoa; electric household appliances; patent medicines; group advertising; and textiles—Hamburg.

Department of Trade and Commerce

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Regional Offices: St. John's, Halifax, Montreal, Winnipeg, Edmonton, Vancouver (see page 32)

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Executive Assistant: M. J. McCabe	2-7052
Private Secretary: Mrs. Ruth Gray	2-0337
Deputy Minister: J. H. Warren	2-2888, 2-5838
Executive Assistant: C. T. Charland	2-2380, 2-0819
Comptroller-Secretary: L. J. Rodger	2-2262, 2-7411
Personnel Branch: Director, P. M. Legris	2-5430
Financial Services: Chief, L. Marks	2-4312
Economics Branch: Director, V. J. Macklin	2-5658
Grain Division: Chief, R. M. Esdale	2-5830, 2-5648
Standards Branch: Director, R. W. MacLean	2-2132
Assistant Deputy Minister (Trade Policy): M. Schwarzmann	2-4042, 2-2649
Assistant Deputy Minister (Commodities and Industries): Denis Harvey	2-5417, 2-7056
Assistant Deputy Minister (External Trade Promotion): T. R. G. Fletcher	2-2530, 2-0798

Grain Division

Chief: R. M. Esdale	2-5830, 2-5648
Assistant Chief: W. J. O'Connor	2-7036, 2-5830
P. A. Freyseng	2-5648
S. E. Kidd	2-7036

Standards Branch Standards Bldg., Holland Ave., Tunney's Pasture

Director: R. W. MacLean	2-2132
Assistant Director and Chief Engineer: G. E. Anderson	2-0020
Electricity and Gas Division	
Chief: K. Cryer	2-2956
Weights and Measures Division	
Chief: C. S. Phillips	2-2000
Laboratory Division	
Chief: W. J. S. Fraser	2-2575
Commodities and Precious Metals Marking	
G. R. Lewis	2-7075

Trade Policy Services

M. Schwarzmann, Assistant Deputy Minister	2-4042, 2-2649
Office of Trade Relations	
General Director: R. E. Latimer	2-4815, 2-8850
Section I	
Director: W. G. Pybus	2-2981
United States Division	
Chief: Wm. Jones	2-5176
Assistant Chief (Customs): C. J. Kelly	2-8469

To telephone: in Ottawa—dial 99 and the government local; out-of-town—call government switchboard 232-8211 and ask for the local, or dial direct Ottawa area code 613, then 99 and the local.

**Unless otherwise noted, all offices of the Department are in this building.*

Office of Trade Relations (cont'd.)**Gov. Local****General Relations Division**

Chief: A. R. A. Gherson 2-5779
 Assistant Chief: A. R. Porter 2-4320

Commodity Trade Policies Division

Chief: P. T. Eastham 2-4100

Financing and Aid Division

Chief: B. F. Armishaw 2-6143

Section II

Acting Director: A. W. A. Lane 2-2250

Commonwealth Division

Chief: R. B. Nickson 2-2421
 Assistant Chief: J. R. Midwinter 2-7594

Latin American Division

Chief: B. S. Shapiro 2-7641

Asia and Middle East Division

Chief: F. P. Weiser 2-5642
 Assistant Chief: R. A. Bull 2-6806

European Division

Chief: G. W. Green 2-8727
 Assistant Chief: A. M. Baldwin 2-6531

International Organizations Division

Chief: W. Lavoie 2-4963
 Assistant Chief: C. J. MacCallum 2-0982

Commodities and Industries Services

Denis Harvey, Assistant Deputy Minister 2-5417, 2-7056

Agriculture and Fisheries Branch

Acting Director: D. B. Laughton 2-4301
 Assistant Director (Agriculture): A. J. Stanton 2-7523
 Assistant Director (Fisheries): T. R. Kinsella 2-7385

Fisheries Division

Chief 2-7385
 Inland fisheries: 2-7385
 Atlantic fisheries: B. Choquette 2-6621
 Pacific fisheries: R. Bedard 2-7744

Livestock and Animal Products Division

Chief: K. L. Melvin 2-3172
 Dairy and poultry products: J. A. McKelvie 2-8039
 Furs: D. H. Burns 2-4161
 Livestock, meats and meat products 2-3172
 K. C. Cork 2-5481

Plant Products Division

Chief 2-7523
 Fruits, vegetables and products: J. B. Mountain 2-0914
 Grocery and confectionery products and beverages: W. J. Curran 2-6350
 Field crops and seeds: F. G. Beaudette 2-5740
 Oilseeds, oils, fats and feeds: J. G. Kaffeziakis 2-5347
 Tobacco and products: R. M. McKay 2-1723

Commodity Arrangements and Market Developments Division

Acting Chief: D. H. Burns 2-4161
 Miss V. F. Wightman 2-7634
 P. C. Marten 2-1227

Industrial Materials Branch

Gov. Local

Director: A. M. Tedford 2-6905
Assistant to Director: A. E. Grant 2-7731

Chemicals Division

Chief: G. E. McCormack 2-5993
Assistant Chief: G. A. Ferguson 2-6075
Fertilizers and inorganic chemicals: G. A. Ferguson 2-6075
Pharmaceuticals and fine chemicals 2-6075
Synthetic resins, rubber, primary organic chemicals: G. D. Hall 2-7601
Secondary organic chemicals: 2-7601
Oil and gas and related products and pesticides: R. B. Ball 2-8863
Surface coatings, cleaning compounds and chemical specialties: D. W. Baisley 2-5177

Forest Products Division

Chief: M. N. Murphy 2-0273
Logs, other round material, lumber, and sawmill products: P. H. Jones 2-8800
M. R. French 2-5811
Manufactured wood products: E. J. White 2-4449
W. D. Wardle 2-4863
Wood pulp, newsprint, other products: M. K. Paumann 2-5127
Pulpwood and paper products: F. T. Carten 2-6974

Metals and Minerals Division

Chief: R. J. Jones 2-8422
Assistant Chief: O. L. L'Esperance 2-5159
Special Projects: H. C. Armstrong 2-1322
Lead, zinc, light metals: R. T. B. Harvey 2-1482
Copper, nickel, additive metals: 2-3823
E. R. Beauchamp 2-1455
Iron and steel: O. L. L'Esperance 2-5159
R. E. Pike 2-1475
Industrial and structural minerals: R. P. Mulvihill 2-5823
W. A. Lambo 2-1059

Manufacturing Industries and Engineering Branch

Director: R. A. Scoon 2-1462

Appliances and Commercial Machinery Division

Chief: G. W. Rahm 2-6950
Assistant Chief: W. H. Grant 2-3209
Sewing machines (domestic), gas, gasoline and kerosene pressure stoves, lamps, lanterns:
W. H. Grant 2-3209
Scientific equipment and supplies, stationery, home entertainment: J. A. Findlay 2-6383
Plumbing, heating, air-conditioning: D. C. Meyers 2-6958
Hardware and building supplies: F. R. Harris 2-1464
Appliances, commercial machinery and supplies: P. C. Fredenburgh 2-6552
Small electric appliances, housewares and electrical hardware: D. W. B. Fair 2-1068
Lighting, domestic and commercial: H. G. Weber 2-7956
Office furniture, office machinery and servicing equipment, all types: V. J. Byam 2-8789
Poultry, apiary and barn equipment and farm supplies: G. W. Green 2-1317

Engineering and Equipment Division

Chief: R. C. Wallace 2-4082
Nuclear reactors and equipment: R. C. Wallace 2-4082
Electronics Equipment Section Head: R. Sangster 2-8897
Communication and electronic equipment: D. L. Draper 2-6479
Mechanical Equipment Section Head: N. G. McLaren 2-8086
Agricultural, automotive, transportation equipment: G. C. Clarke 2-3873
Metal working and industrial plant: J. R. Johnson 2-7546
Process plant equipment: L. T. Hansson 2-5859
Engineering Services Section Head: M. M. W. Smith 2-3029
Construction projects and electrical equipment: V. P. Rossiter 2-5382

Textiles and Consumer Goods Division	Gov. Local
Chief: A. C. Fairweather	2-6197
Assistant Chief: E. G. Gerridzen	2-7815
Handicrafts, chinaware, jewellery, photographic equipment, wigs, brooms, brushes, etc.: Miss R. A. Orr	2-5337
Ladies' and children's wearing apparel, linens, blankets: E. G. Gerridzen	2-7815
Leather, rubber and plastic products, hides and skins: G. A. Taylor	2-0518
Men's and boys' wearing apparel, headwear, household textiles, laces, rugs, rolled flooring: M. A. Olivier	2-8760
Sporting goods, recreational supplies, watercraft, marine supplies: J. G. Touchette	2-5378
Textile fibres and fabrics, jute products, wastes:	2-3004
Toys, dolls and playthings, musical instruments, phonograph records, optical goods	2-4160

Trade Services Branch

Director: E. C. Thorne	2-7163
Assistant Director: G. M. Schuthe	2-6236
Administrative Services: Miss F. E. Barker	2-6991

Allied Services Division

Chief: O. A. Sulzenko	2-7746
Directories Section	2-6681

Trade Controls Division

Chief: S. G. Barkley	2-5670
D. F. Alger	2-5680
Head, Export and Import Permit Section: G. L. Tighe	2-3640

Transportation Division

Chief: H. A. Hadskis	2-2737
J. H. Hiland	2-5851

REGIONAL OFFICES

Halifax, N.S., 5525 Artillery Place	Phone: 422-8491
Regional Manager: D. J. Packman	Telex: 014-42429
Montreal 2, P.Q., Room 2325, 1 Place Ville-Marie	Phone: 878-9114
Acting Regional Manager: R. C. Montreuil	Telex: 01-20280
St. John's, Nfld., Sir Humphrey Gilbert Bldg., Duckworth St. (P.O. Box 5458)	Phone: 2698
Regional Officer: Mrs. B. Robertson	Telex: 016282
Winnipeg 1, Man., Room 521, 269 Main St.	Phone: 943-7496
Acting Regional Manager: G. A. Gillespie	Telex: 035287
Edmonton, Alta., 10225-100th Ave.	Phone: 422-7178
Regional Manager: W. Mackenzie Hall	Telex: 037-2762
Vancouver 2, B.C., Room 405, 325 Granville St.	Phone: Mu1-7161
Regional Manager: R. F. Renwick	Telex: 045391

External Trade Services

T. R. G. Fletcher, Assistant Deputy Minister 2-2530, 2-0798

Canadian Government Exhibition Commission 2487 Kaladar Ave.

Director: Patrick Reid	2-7412, 2-3558
Assistant Director: A. D. Simmons	2-7747
Administrative Officer: K. C. Stokes	2-6795
Chief, Design Division: G. E. Stranks	2-3671
Chief, Production: J. Rachlis	2-3524
Chief, International Division: R. E. H. Ogilvie	2-4139

Canadian Government Exhibition Commission (contd.)**Gov. Local**

Project Officers: H. F. Cotton	2-8825
S. B. Pink	2-6351
C. F. Daley	2-1909
T. J. Parkinson	2-8825
D. R. Lambie	2-6351
R. B. Hughes	2-6351
J. A. Stewart	2-1909
W. S. Turner	2-4139

Canadian Government Travel Bureau 150 Kent St. (Telex: 013474)

Director: Alan Field	2-3166
Assistant Director: Dan Wallace	2-5256
Administrator, Offices Abroad: R. D. Palmer	2-1384

Trade Commissioner Service

Director: A. P. Bissonnet	2-8286
Executive Director: C. O. R. Rousseau	2-6835
Assistant Director (Personnel): G. F. J. Osbaldeston	2-6800
Assistant Director (Administration): K. F. Osmond	2-5669
Inspector, Trade Commissioner Service: T. F. Harris	2-1366
Assistant to the Director: W. B. Walton	2-3058

Trade Fairs and Missions Branch

Director: D. G. W. Douglas	2-8269
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Trade Fairs Abroad Division

Chief: F. J. Bradley	2-8855
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Trade Missions Division

Chief: R. V. N. Gordon	2-8069
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Trade Publicity Branch

Director: Royd E. Beamish	2-2479, 2-6394
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"Foreign Trade" and "Commerce extérieur"

Editor: Miss O. Mary Hill	2-6588
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Editorial and Art Services Division

Chief: F. R. Hamilton	2-6435
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Media Relations Division

Chief: Kenn A. Prittie	2-2186
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Associated Services**Dominion Bureau of Statistics Holland Ave., Tunney's Pasture****Gov. Local**

Dominion Statistician: Walter E. Duffett	2-0031
Assistant Dominion Statistician S. A. Goldberg	2-5458
Assistant Dominion Statistician: H. L. Allen	2-7368
Assistant Dominion Statistician: L. E. Rowebottom	2-5426
Publications information and general inquiries	2-2489

Export Credits Insurance Corporation 309 Cooper St., P.O. Box 655

President and General Manager: H. T. Aitken	232-4828
Vice-President: A. W. Thomas	232-4828
Montreal Branch, Room 803, 407 McGill St.	288-9012
Toronto Branch, Room 1510, 55 York St.	364-5778

Translation Branch**Gov. Local**

Chief: Raymond Aupy	2-2760
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The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversion into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which 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 .9246.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent March 22	Units per Canadian dollar	Notes (see below)
Algeria	Dinar2206	4.53	
Argentina	Peso	Free007186	139.16	
Australia	Pound	2.4152	.4140	
Austria	Schilling04188	23.88	
Bahamas	Pound	3.0190	.3312	
Belgium and Luxemburg	Franc02178	45.91	
Bermuda	Pound	3.0190	.3312	
Bolivia	Peso09193	10.88	
Brazil	Cruzeiro	Official Free0005886	1,698.94	
Britain	Pound	3.0190	.3312	
British Guiana	Dollar6290	1.59	
British Honduras	Dollar7550	1.32	
Burma	Kyat2271	4.40	
Ceylon	Rupee2264	4.42	
Chile	Escudo	Bank rate3636	2.75	
		Free3060	3.27	
Colombia	Peso	Free07753	12.90	
		Certificate1202	8.32	
Congo, Republic of	Franc007210	138.70	(1)
Costa Rica	Colon1633	6.12	
Cuba	Peso	‡	‡	
Czechoslovakia	Koruna1502	6.66	
Denmark	Krone1562	6.40	
Dominican Republic	Peso	1.08156	.9246	
Ecuador	Sucre	Official06009	16.64	
		Free05786	17.28	
El Salvador	Colon4326	2.31	
Fiji	Pound	2.7198	.3677	
Finland	Markka3380	2.96	
France-Monaco, etc.	Franc2206	4.53	(2)
Franco-African Republics, etc. ...	Franc004412	226.65	(3)
French Pacific	Franc01213	82.44	(4)
Germany	D Mark2719	3.68	
Ghana	Pound	3.0190	.3312	
Greece	Drachma03605	27.74	
Guatemala	Quetzal	1.08156	.9246	
Haiti	Gourde2163	4.62	
Honduras	Lempira5408	1.85	
Hong Kong	Dollar	Free1883	5.31	*March 12
		Official1887	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 22	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02515	39.76	(1)
India	Rupee		.2264	4.42	
Indonesia	Rupiah		.004326	231.16	(1)
Iran	Rial		.01428	70.03	
Iraq	Dinar		3.0284	.3302	
Ireland	Pound		3.0190	.3312	
Israel	Pound		.3605	2.77	
Italy	Lira		.001731	577.70	
Japan	Yen		.003005	332.78	
Lebanon	Pound	Free	.3544	2.82	
Malaysia	Dollar		.3533	2.83	
Mexico	Peso		.08653	11.56	
Morocco	Dirham		.2163	4.62	
Netherlands	Florin		.3003	3.33	
Netherlands Antilles	Florin		.5735	1.74	
New Zealand	Pound		3.0080	.3324	
Nicaragua	Cordoba		.1545	6.47	
Nigeria	Pound		3.0190	.3312	
Norway	Krone		.1511	6.62	
Pakistan	Rupee		.2264	4.42	
Panama	Balboa		1.08156	.9246	
Paraguay	Guarani	Free	.008653	115.57	
Peru	Sol	Free	.04031	24.81	
Philippines	Peso	Free	.2777	3.60	
Portugal & Colonies	Escudo		.03762	26.58	(5)
Sierra Leone	Leones		1.5142	.6604	
South Africa	Rand		1.5095	.6625	
Spain and Dependences	Peseta		.01807	55.34	
Sweden	Krona		.2106	4.75	
Switzerland	Franc		.2489	4.02	
Syria	Pound	Free	.2831	3.53	
Thailand	Baht	Free	.05235	19.10	(1)
Tunisia	Dinar		2.0712	.4829	(1)
Turkey	Lira		.1202	8.32	(1)
United Arab Republic	Pound	Official	2.4876	.4020	
United States	Dollar		1.08156	.9246	
Uruguay	Peso	Free	.03520	28.39	(6)
Venezuela	Bolivar	Official Free	.2409	4.15	
West Indies	Dollar		.6290	1.59	(7)
	Pound		3.0190	.3312	(8)
Yugoslavia	Dinar	Official	.001442	693.48	

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. New official rates established March 18, 1965, were Pesos 23 and 24 per U.S. dollar. The corresponding free market rates on March 19, 1965, were Pesos 29.90 and 30.70 per U.S. dollar. Rate quoted is the selling rate on the free market on March 19, 1965.
7. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
8. Jamaica.

Frank Clark Invites You to Use the Canadian Birch Room

LOS ANGELES is the second largest retail market in the United States—that means scope for Canadian sales. And the Commercial Division of the Canadian Consulate General in this big city provides ideal facilities to promote those sales. If your products are the type that can be effectively displayed in a spacious, luxurious showroom, then the Canadian Birch Room should be your place to exhibit merchandise while you are visiting Los Angeles.

The Canadian Birch Room is adjacent to the Commercial offices of the Canadian Consulate General, 510 West Sixth Street, Los Angeles 14. It's a convenient address, just across from Pershing Square and within walking distance of the principal hotels in the central area, the Biltmore and the Statler-Hilton. From every window the rejuvenation of the centre of the city which was gradually declining is evident, with high-rise buildings going up in all directions.

Visitors leaving the elevator are immediately impressed with the two huge panelled doors bearing the Canadian Coat of Arms and the name inscribed in bold letters "CANADIAN BIRCH ROOM". Inside, the gold carpet and soft lights give an air of dignity to the 500 square feet of show space, beautifully panelled in Canadian birch (thanks to the Canadian Lumbermen's Association). There is plenty of modern but comfortable furniture for sales meetings, business conferences of twenty-five to thirty people, and film showings—or the

room can be easily cleared for a display of merchandise. It has been used in all these ways by Canadian companies, but not to capacity. Reservations from other companies are invited.

The Birch Room can help an exporter to sell more in this Southern California market, centered around Los Angeles. Per capita income is high in the sunny Southland—almost \$7,000 a year per family unit—and total employment exceeds 4 million. The gross regional product is almost the equal of the gross national product of Canada and as a distribution centre, Los Angeles serves the thirteen Western States, a big and fast-growing part of America.

These people have money to spend on consumer products and luxury goods and they spend it. Imported products have particular appeal and duties are not so high or transport too costly to push up the prices of Canadian goods far beyond the local competition. Canadian products have a reputation for quality and if the price is reasonable, they will find buyers.

Because there is a promising market for consumer goods and these can be easily displayed in the Canadian Birch Room, manufacturers of these products particularly should arrange exhibits of their merchandise. Ladies' handbags, high-fashion apparel and accessories, sportswear, gift items, toys, canned and bottled food products, etc., are easily displayed and, we predict, just as easily sold.



**F. B. Clark, Consul and
Trade Commissioner, Los Angeles.**

Canadian companies who make machinery and equipment too cumbersome to be exhibited in this showplace can bring along an industrial film to show to an audience of prospective customers in the Los Angeles area. Or they can combine this with a conference of agents or distributors, either prospects for your line or already appointed. Southern California relies on the Eastern United States for most of its machinery and equipment needs so central Canadian firms face no serious disadvantage in freight costs. Success stories by Canadian participants in the Western Metal & Tool Exposition held in Los Angeles during February are proof that machinery, tools and metals can be sold here.

Canadian officials interested in industrial development inquiries can illustrate most effectively by film the plant locations and facilities of their particular area and a Birch Room audience can be assembled easily.

Reservations will be accepted for daytime or evening use of these fine facilities on a first-come basis, so we invite you to take prompt advantage of this opportunity. Please contact the Consul and Trade Commissioner, Canadian Consulate General, 510 West Sixth Street, Los Angeles 14, or if it is urgent, telephone Area Code 213-622-2233. With information on your products and prices, (preferably c.i.f. Los Angeles), a preliminary survey of the market by this office will soon reveal if business warrants a visual presentation of your line. We can then arrange an exhibit in the Canadian Birch Room. ●





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