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FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

Ohio Spends Billions on Food

Exports Take to the Air

Canada's Trade Fair Program

Foreign Trade Service Abroad

FOREIGN TRADE

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Ohio Spends Billions on Food

2

Just across Lake Erie, within easy reach of hundreds of Canadian firms, lies Cleveland. In it and the area around it live nearly five million people who spent over \$1.5 billion on food last year. Our Cleveland office suggests how Canadian supplier and Ohio consumer can do business with each other and some of the food products in greatest demand that our exporters could offer to them.

Dustbane Works Today for Markets Tomorrow

5

Many people when they hear "Dustbane" think only of a green-coloured sweeping compound. But today this Ottawa company turns out efficient industrial cleaning equipment and some of it is hard at work in distant markets like Australia. Its overseas sales manager talks about export techniques that bring results.

Exports Take to the Air

9

Number eighteen in our series "How to Win World Markets" discusses the growing popularity of air freight and when and where it can be used to advantage. A companion photo story on page 18 takes the reader through Air Canada's air cargo terminal at Dorval, Quebec, where even computers get into the picture.

Selling Meat and Meat Products to West Germany

13

Our Hamburg office provides this detailed study of meat imports into West Germany, where consumption is rising and tastes are changing. Not many Canadian firms have tried out this market but despite the stiff competition from the other EEC countries, there are good opportunities in limited lines.

Canada's Trade Fair Program 1966 and 1967

20

Thinking about going into a trade fair? It's an excellent way to gauge your chances of success in foreign markets. This tabulation of the Department's trade fair program next year is classified by product and gives essential information on each exhibition chosen. There is also advance news about the proposed 1967 program—but this, of course, will be subject to change.

What's Current in Commodities?

Soft Fruit and Berries—Britain	15
Fasteners—U.S. Midwest	16
Sweden Blueprints Expansion	17
Foreign Exchange Rates	34
Foreign Tariffs and Trade Regulations	36
Foreign Trade Service Abroad	26
Trade Commissioners on Tour	36

COMING—TRADE WITH MEXICO AND CENTRAL AMERICA, DEC. 25 ISSUE

Ohio Spends Billions on Food



Cleveland and northeastern Ohio account for over half of the food-store sales in the state. A Cleveland-based chain, Pick-n-Pay, currently holds the number one position in food retailing there.

Food in this state is a business running into billions of dollars. Consumers here have an ever-increasing appetite and almost 30,000 grocery and food service operators are looking for products to fill their shelves and larders. Some Canadian food processors are already taking orders and there is room for more. Why not you?

G. ROBERT WYNN, *Commercial Officer, Cleveland.*

GROCERY BILLS of Ohioans last year totalled nearly \$3 billion and cash registers in the state's 11,000 grocery stores and supermarkets are continuing to ring up record sales in 1965. The volume of business is now enticing a growing number of Canadian food processors to participate actively in this booming market.

The nucleus of this great demand is the Cleveland and northeastern Ohio area. Although small in geographic terms, this heavily populated sector is the locale of over half the food-store sales in the state. It

is comparable in size to the Toronto-Hamilton market and has a population of 4.7 million.

Five Chains Predominate

Certain retailers predominate in any area and Cleveland is no exception. One Canadian-operated chain, Loblaw's, two national chains—A & P and Kroger Company—and the locally based Fisher's and Pick-n-Pay have captured a total of 40 per cent of food-store sales in this 24-county area. These five corporate retailers are thus a primary target for any food proc-

essor looking for sales in this major segment of the Ohio market. In addition a dozen leading grocery jobbers service several smaller chains and voluntary groups.

A detailed breakdown of the grocery business in Cleveland and area shows that there are eight corporate chains with a total of 452 stores; 25 voluntary chains with 563 outlets, and 6,738 independent retail establishments. In 1964, these merchants achieved a total sales volume in excess of \$1.5 billion. Tables I and II give some idea of the relative position of both corporate and voluntary chains in the Cleveland-northeastern Ohio area.

Increasing population and rising personal incomes in the state have generated steady growth in supermarket construction and expansion. This in itself indicates a dynamic consumer area which is now being tapped by an increasing number of Canadian supermarket suppliers.

Demand is strong for a wide variety of Canadian foods and the list on this page gives the more popular Canadian products that are selling here and for which the demand appears to be continuing.

Many Approaches to Selling

Firsthand knowledge of this market is important to understand the multiplicity of approaches that the manufacturer has open to him. He may wish to sell only to chains, voluntary groups, or jobbers, or a combination. And he must determine whether the services of a food broker are necessary. A brief review of the operation of each distribution channel follows.

Corporate chains prefer to buy directly from the manufacturer and rarely do otherwise. These accounts, although few in number, usually provide the largest potential volume. New product buying is done locally from either a manufacturers' salesman or a food broker. The exception to this is the A & P and throughout the United States its purchases must have the

Ohio Is Buying These Canadian Food Products	
Meat	Preserves and Desserts
Bacon, canned and smoked	Jams and jellies
Hams, canned, domestic and Polish style	Ice cream toppings
Pork and veal patties, pre-packaged and frozen	Pie fillings
Pork and beef, fresh and frozen	Canned Goods
	Pickles
	Fruits
Fish	Candies
Pike and sauger fillets, frozen	Mints
Yellow perch, fresh and frozen	Hard candies
Arctic char, fresh and frozen	Chocolates, boxed
Smelt, frozen	Chocolate bars
Mackerel, canned	Jellied fruit

prior approval of a committee at its national headquarters in New York. If the committee approves, the product is placed on a list which is distributed to all divisional and local buying offices. It is then up to the local buyer whether or not he purchases any particular product.

Voluntary chains operate in almost the same manner as their corporate counterparts. Each group buys through a servicing or sponsoring jobber. Some items, however, may be purchased from other sources. Meat is a prime example of this because many jobbers do not have facilities for storing fresh meat.

In most instances, regardless of the type of distribution sought, a buying committee must approve the product presented for sale. Generally comprising six people or more, this group considers the merits and marketability of each product. A manufacturer or his representative is seldom allowed to attend these meetings.

Seaway Foods, Incorporated, Ohio's largest wholesale grocer and sponsor of four of the ten leading voluntary chains, varies slightly from the above practice when reviewing a new product. The product must be first introduced to one of the jobber's six buyers. If he considers that it has merit, he then refers the manufacturer to the executive director of each voluntary group. If there is further interest the product is presented to a consolidated buying committee for final action.

TABLE I
TOP TEN VOLUNTARY CHAIN GROUPS

Group	Headquarters	No. of Stores	Estimated 1964 Volume (\$U.S.'000)
Sparkle Markets	Akron	65	68,000
IGA	Massillon	133	64,480
Golden Dawn Stores	Sharon, Pa.	44	37,652
Stop-n-Shop	Cleveland	35	35,000
Bi-Rite	Cleveland	27	30,000
Plee-Zing	Canton	81	23,093
Eagle Super Markets	Cleveland	48	21,456
Square Deal	Cleveland	27	18,320
Savmor Markets	Cleveland	27	13,500
Tiny Giant	Cleveland	46	4,664

TABLE II
CORPORATE SUPERMARKET CHAINS

Chain	Buying Offices	No. of Stores
Great Atlantic & Pacific Tea Co. Inc.	Cleveland	153
	Youngstown	
The Kroger Company	Cleveland	86
Fisher Foods, Incorporated	Cleveland	66
Pick-n-Pay Supermarkets, Incorporated	Cleveland	56
Loblaw's	Youngstown	52
Acme Supermarkets	Akron	27
Heinen's Incorporated	Cleveland	6

Shipping to the U.S.? Remember . . .

ALL FOOD products shipped to the United States are subject to the provisions of the United States Food, Drug, and Cosmetic Act. Inspections are made while the goods are being cleared through Customs. Copies of the labels for all food products to be sent to the United States should be submitted before shipment to the U.S. Food and Drug Administration for comment. The United States Division of the Office of Trade Relations, Department of Trade and Commerce, Ottawa, is prepared at your request to seek such comment on your behalf and to supply information on the Food, Drug, and Cosmetic Act, and on the tariff and customs regulations as they affect your exports to the United States.

Details Are Essential

It is important that the person representing the manufacturer be prepared to provide detailed information about his product because he will be required to complete the "Standard Northeastern Ohio New Item Form" which includes the following details:

- Packaging—pack, swell allowance, price mark spot, case weight.
- Pricing—cost per case (f.o.b. customer including duty), trade discount, cash discount, price protection time, suggested retail price, gross profit on selling price.
- Promotion—introductory allowances, regular co-operative or promotion allowances (with a sample contract), advertising media and schedules (if any).
- Distribution—competition in area currently stocking the item and the retail price.

The role the buyer plays in the introduction of a new product cannot be emphasized too strongly. He must be thoroughly sold because he may well be the ultimate key to success at the buying committee meeting. The product itself is also essential to success and an adequate supply of samples should be provided for each prospective account and for consideration by the buying committee.

Canadian food processors do not have to undertake expensive consumer advertising in the Cleveland-northeastern Ohio area. Trade paper advertising reaches the most important buyers in this market—the retailers—and for a fraction of the cost of consumer advertising. In fact, it is far more effective in putting products on the grocery shelves. Introductory offers to wholesalers and chains are useful in promoting new products but there are some problems. The one case free with every ten cases purchased is an example. The free case is still liable to duty and it would be simpler and better to give a 10 per cent discount on the total price, or the equivalent in an advertising allowance. In-store promotions in Cleveland are similar to those in Toronto and should present no real difficulty.

Try the Food Service Industry

Specialty jobbers in the Cleveland-northeastern Ohio area provide outlets for the manufacturer who desires to obtain part of the growing and billion-dollar restaurant and institutional trade. The introduction of items new to this area is far less complicated than selling to the supermarket chains and nationally advertised brand names do not play too important a role.

Portion control frozen foods, particularly meat and fish products, are most in demand, followed

closely by vegetables, especially potatoes. Thus, the specialty jobber is interested in securing new sources of supply to meet the needs of almost 18,000 eating establishments in Ohio. This figure does not include the multitude of hospitals, schools and other institutions and the few nation-wide Ohio-based food service establishments that purchase large volumes of food products. The latter group includes the Stouffer Food Corporation, Gladieux Corporation (a division of ABC Vending), and United Food Management.

Growth in this area of the food business is faster than that of the supermarkets. Total sales for all eating establishments have increased since the 1963 statistics when a sales volume of \$1 billion was reported. Sales in the first half of 1965 have increased over 9 per cent compared with the similar period in 1964. No Canadian food processor should ignore the hotel, restaurant and institution trade.

Private Brands Might Sell

Another approach to selling food products in Ohio is the private-label business. This retailing concept (which dates back to pre-World War II days) is enjoying a steady growth in all segments of consumer sales, but contracts for standard commodities are the subject of fierce competition. Some of the voluntary groups and smaller chains have not yet moved into this field and would possibly be interested if approached. Major food processors now feel that the volume of such accounts is not worth the servicing involved and furthermore they do not wish to endanger their own position in the market.

Our Cleveland office maintains close touch with food brokers, distributors and chain store buyers and is able to assist Canadian firms wishing to enter this market. We suggest that the gateway to sales in Ohio is the facilities offered by this office. ●

Dustbane Works Today for Markets Tomorrow

Four years ago an Ottawa company started looking into export markets. Yet as manufacturers of cleaning and polishing machines, chemical compounds, mops, brushes and brooms since 1908, it had by its own account plenty of business. However, its long history in Canada and its rapid growth emphasized the need for other markets. Now, four years later, its export activities are still small in comparison with its domestic operations. But according to J. E. Mote, Overseas Sales Manager for Dustbane Enterprises Limited, foreign sales are approaching the take-off point. How was this accomplished? *Foreign Trade* put this and other questions to Mr. Mote. His answers prove that exporting takes intelligent planning, persistence, plenty of legwork, and an open mind.

J. E. TIDMAN,
"Foreign Trade".

▶ *When and why did the Dustbane Company first consider selling its products overseas?*

About four years ago we were asked to quote on several products for a particular South American market. This initial attempt at selling abroad was not exactly successful. In other words, we didn't make any sales. However, we didn't give up the idea of exporting but at the time it was simply that—an idea. A few months later we received a small order by mail from the Caribbean. This renewed our interest and we decided to list one or two of our products in an international commercial directory—the *British Commonwealth and International Trades Index*.

▶ *Did you obtain any leads from these listings?*

Yes, we did. We expected some delay in getting these leads and there was—about two years, to be exact. But we do know that some of our leads came from these listings because we received letters referring to them as sparking the inquiry.

▶ *Did the Trade Commissioner Service help you at any point?*

Yes, we attended the first Export Trade Promotion Conference in December 1960 and interviewed a number of Trade Commissioners. We then followed up the

interviews by correspondence with them. After reviewing the replies, I decided to visit Western Europe in 1962 to look at the market firsthand. All the evidence indicated worthwhile possibilities.

▶ *Which of the Dustbane products did you decide to push and why?*

Our cleaning and polishing machines primarily. When I next flew to Europe in April 1964, to follow up interim negotiations, I reconfirmed that conditions were right for the introduction of these machines. New buildings were being erected and the shortage of labour, combined with rising wage rates, made it difficult to maintain and clean them. Dustbane's scrubbing and polishing machines were a natural. For example, our largest machine, the Trojan, does the work of four men and has features that make it ideal for places like air terminals and hospitals which operate 24 hours a day.

▶ *What is your method of studying the potential of a foreign market?*

The first thing we do is review the labour statistics. A surplus of cheap labour indicates a difficult selling proposition. Then, when I go abroad I visit as many large buildings as possible. For example, a walk through a hospital or air terminal gives a good picture of the potential for our cleaning equipment and chemicals. I look at the condition of the floors and see what equip-

DECEMBER 11, 1965

91883—2½

ment is used to clean them. If the floors are poorly kept and there is a large cleaning staff wielding mops and pails—a real menace where many people are hurrying about—I have a strong selling point. If the floors are reasonably well maintained and cleaning machines are in evidence I'm still interested because here are factors equally favourable to our selling campaign: attention being paid to cleaning problems and acceptance of cleaning machines. A study of the competition and its ability to supply the market now becomes important. But there is often an advantage in having competitors break the market ice with up-to-date equipment—then we don't have to start from zero. Naturally, the state of the domestic industry has an important bearing on our decision to enter a given market.

▶ *Did you use trade fairs as a sales medium?*

Yes. I thought the best place to begin selling and make good business contacts was a trade fair. In October 1964, we entered an equipment show in Paris, France, because we felt participation in this fair, as part of the stand sponsored by the Department of Trade and Commerce, would enable us to gauge consumer reaction to our products themselves and not just to catalogues and sales literature.

▶ *Did your display bring results?*

It certainly did. We were able to meet a number of businessmen from Western and Southern Europe and this led to negotiations with several prospective distributors. We then established a distributorship for Benelux and brought the distributor to Ottawa for an in-plant session. We did this to give him a briefing on all Dustbane products and to show him the resources of the Dustbane organization.

▶ *After Benelux, in what other countries did you begin to sell?*

Switzerland was our next area of interest. Although we are selling there, acceptance of our equipment by Swiss electrical authorities was a long and involved process. We are currently negotiating distributorships in West Germany, France and Britain.

▶ *Has Dustbane ever gone outside Europe?*

Early this year, because of a lead supplied by the Trade Commissioner in Melbourne, we initiated correspondence with a potential distributor in Australia. We then sold one of our most sophisticated products by mail

to an Australian hospital. A trade mission to Australia of which I was a member enabled me to demonstrate the equipment personally and confirm the sale. Business calls I made during this visit have resulted in impressive further sales to date.

▶ *Did you have to modify the design of any of your products to meet foreign conditions?*

Yes. Most of our modifications were necessary to provide machines that would work on 220 to 240 volt, 50-cycle supply systems. We also found that our less sophisticated models were more acceptable in countries where mechanical aids for cleaning were only just coming into use.

▶ *Were there any advantages in offering a Canadian product? Any disadvantages?*

I feel that we had a distinct advantage over some of our competitors, not only in Europe but in other parts of the world where we eventually sold our products. We already had sales literature, operating instructions and related material printed in French. I also think most Canadian-made products—other things being equal—are generally well received abroad. In many areas of the world today there is an untapped fund of goodwill towards Canada and Canadians. As for disadvantages, competition from U.S. sources and winter shipping conditions were the chief ones. For the most part, tariffs on our equipment in the countries where we are selling are not too high.

▶ *Do you stress the fact that your products are Canadian? How?*

Indeed we do. We employ a number of inexpensive means of identifying our company and our products with Canada. For instance, correspondence we send abroad carries postage stamps rather than a postage meter imprint. The stamps are more colourful and it's surprising the attention a businessman will give to a letter when the stamps catch his eye. In other words, a stamp can mean that a letter comes to rest on a businessman's desk rather than in his secretary's wastebasket. When I visited Australia earlier this year I took with me a variety of little Canadian mementoes—maple leaf lapel pins and tie clips, and key chains with a Canadian coin embedded in plastic. These were popular and requests for them soon exhausted my supply. Now the company is experimenting with something new. We obtained a few samples of the maple leaf transfers used to promote Canadian goods at trade fairs and applied them to some of our cleaning machines. We're quite pleased with the appearance and have already shipped the machines abroad. I feel



In Prince Henry's Hospital in Melbourne, Australia, the Canadian Commercial Counsellor, H. A. Gilbert, (left) was on hand for the arrival of the first Trojan combination cleaning and polishing machine made in Dustbane's Ottawa plant. The firm's local agent is third from left, standing next to the hospital manager (centre).

it pays to advertise Canada; when you do, you advertise your own products.

▶ *What competition does Dustbane have to meet in these markets? How do you handle it?*

In most of the markets that interest us, we have to face the competitors we know best—the Americans. We find that we have an advantage in promoting a machine that costs a little more but that is built for minimum servicing and is accompanied by ample technical maintenance literature. Shipping delays and distance can create serious maintenance problems if malfunctions are too frequent and maintenance manuals are not adequate. To prevent these problems, we supply manuals that have complete but easy-to-follow illustrations and clear step-by-step instructions. Where appropriate, we use the metric system for all dimensions and specifications.

▶ *How often do you visit your overseas agents and what sales assistance do you give them?*

We attempt to visit Europe twice a year and plan to visit Australia and New Zealand once a year. Correspondence with and visits to potential distributors elsewhere may disrupt this planning somewhat but these disruptions are welcome if we obtain new customers. As for sales assistance, in addition to personal visits we supply films and catalogues. The films, in French and English, demonstrate the use of our equipment and

proper building maintenance and are shown to prospective customers by the distributors. We are now making arrangements for other language versions. We also have a complete technical handbook and catalogue in French and English of all our products. The distributor gives this four-colour catalogue without charge to a prospect. Actually the catalogue costs us almost \$2.00 but the money is well spent because of the good image it creates for the company.

▶ *Do you run into any difficulties in shipping your products?*

In the early stages of our activities, documentation caused us a few headaches but these were largely cured by obtaining the services of an experienced freight forwarder. The various ocean freight conferences can be most helpful in establishing acceptable rates for products. We were almost discouraged from shipping one of our products to Britain because "paper shipping rates" appeared too high for the commodity. However, we met with the appropriate conference secretary and negotiated a mutually acceptable rate.

▶ *What has been your biggest problem since you began exporting?*

Without doubt our greatest problem has been the allocation of executive and administrative time to the establishment of our export division. Selling in our

field is a technical proposition and the new agent often needs education and experience in the use of our products and in demonstration and selling techniques.

▶ *Have you any advice for a manufacturer making a business trip abroad for the first time?*

I'll use a trip to Australia as an example in answering this. It's a long journey and you fly through a number of time zones and across the international date line. Without a break you arrive completely exhausted and disoriented and so it's a must to stop over wherever convenient. For example my return was by way of French Polynesia. In Tahiti I discovered another possible market that is currently being followed up. My experience proves that a market is where you find it. These breaks can not only be interesting but also profitable. It's necessary to write in advance to the Trade Commissioner in the country you're planning to visit. He can arrange appointments you couldn't and help you find the businessman you wish to see. It is not that easy finding your way around a strange city, particularly in Europe. Missing a business appointment because you are lost is not necessary; the Trade Commissioner will help. On more than one occasion and in more than one foreign city, he has helped me obtain

transportation, made sure I reached my destination, and when needed, secured the services of an interpreter.

More recently the Lima, Peru, office has, for example, secured a very good account for us through correspondence alone.

▶ *Has Dustbane found it worthwhile to get into export?*

Yes. We have gained experience in packaging that is being applied to our domestic operations and we expect to achieve economies through longer production runs. We also are providing a cushion against the possibility of a levelling-off of economic prosperity in Canada. The prosperous market here which makes our current export activities look puny by contrast tends to overshadow the importance of exporting. Dustbane's long history in Canada and its rate of growth in the last few years emphasize the need for other markets in the very near future. Therefore the next step for Dustbane is increased participation in trade fairs abroad, more money spent on overseas sales promotion, and foreign language versions of promotion and instruction films. We do not intend to lose sight of the importance of overseas customers because we know we are creating foundations today for growth in the future. ●



The Guardian, leading British newspaper, published this fall a special section on Canada, with emphasis on our economic and industrial progress. On hand to see the first copies come from the press were (left to right): L. H. Ausman, Canada's Minister (Commercial) in London, W. McMillan, the Guardian's advertising director, John Anderson, staff writer who prepared the section, and H. M. Maddick, Canadian Commercial Counselor, London.



How to Win World Markets 18

When time becomes an important factor, using air freight often increases sales, improves service to customers, and wins new markets. New initiatives taken by the airlines in co-ordinating shipments and simplifying documents are increasing the appeal of air cargo.

BERNARD CORMIER, *Air Canada, Montreal.*

Exports Take to the Air

A TORONTO COMPANY shipping about 2,500 tons a month of chain saws and parts to European markets by surface transportation decided not long ago to investigate using air freight. It discussed the matter with one of our major airlines and asked for facts and figures on shipping by air. When company executives studied these figures, they were so impressed that without hesitation they switched to using air transport.

This is not an unusual story; more and more firms shipping certain types of goods to certain destinations (especially Europe, the Caribbean, and the United States, but also as far away as Peru and Australia) are depending upon air cargo services. In fact, in the first six months of 1965, 4.8 million pounds of Canadian goods moved eastward across the Atlantic alone, compared with only 3.3 million in the first half of 1964. These shipments covered a broad range—wearing apparel, communications equipment, cosmetics, automobile parts, agricultural implements, and precision machines.

Why Ship by Air?

Why did these manufacturers decide to use air cargo for all or part of their shipments? Reasons differed, but among the more common were:

Speed—The chain saw maker found that by surface transportation shipments took four to five weeks to reach his European customers. Air freight cut the time down to three to four days.

Inventory Reduction—because delivery is speeded up, the need for maintaining a large inventory in, say, Europe is eliminated. This cuts out high warehousing costs and frees capital for other uses.

Lower Packing Costs—products moving by air require lighter packing than those going by sea, because they are handled less. Keeping the gross weight low also keeps freight costs down. A Canadian firm moving T.V. sets to Jamaica, for example, discovered that domestic packing was sufficient for shipments by air. And in countries where duties are assessed on the weight, this also means less duty to pay.

Lower Insurance Costs—time in transit has a direct influence on the cost of insurance: the shorter the time the goods are in the hands of the carrier, the smaller the insurance premium. A shipper of electronic parts, for example, paid \$48 for insurance when using surface transportation and only \$11 when shipping by air.

Savings like those listed above go far towards offsetting what is, in most instances, the higher per pound rate for air shipments. But there are also other advantages outside the purely financial.

Among these are:

Customer Service—The customer gets his order more quickly and this is vital if he is waiting for a spare part or wants wearing apparel delivered in time to sell at the peak of the market. Or it may mean that he

NOT NEGOTIABLE
AIR WAYBILL
(AIR CONSIGNMENT NOTE)
ISSUED BY

No 014-679352

DESTINATION (AIRPORT OF)
PALISADOES TR

MEMBER OF INTERNATIONAL
AIR TRANSPORT ASSOCIATION

CONSIGNEE TO GORDON GRANT & CO	STREET ADDRESS KING STREET	CITY AND COUNTRY PORT OF SPAIN, TRIN.
ALSO NOTIFY J. Thompson, Customs Brokers Palisadoes Airport		

No. of PACKAGES	METHOD OF PACKING	NATURE AND QUANTITY OF GOODS	MARKS AND NUMBERS	DIMENSIONS OR VOLUME	GROSS WEIGHT SPECIFY KGS. or LBS.
14	Ctns	Ladies shoes	5600-5613	68 cu.ft.	725 lbs.

DOCUMENTS TO ACCOMPANY AIR WAYBILL **Customs and Commercial Invoices, B13's**

SHIPPER'S DECLARED VALUE (Specify Currency)		METHOD OF ROUTING AND CHARGES — Agreed stopping places are those places (other than the places of departure and destination) shown under Air Carriage, and/or those places shown in carriers timetables or scheduled stopping places for the route. SEE CONDITIONS ON REVERSE HEREOF.				SHIPPER MUST INSERT ITEM NUMBER CHARGEABLE TO SELF		
FOR CUSTOMS \$1,315	FOR CARRIAGE NVD	AIR CARRIAGE		CHARGEABLE TO CONSIGNEE				
DEPARTURE (AIRPORT OF) YUL	(ADDRESS OF FIRST CARRIER)	CHARGEABLE WEIGHT SPECIFY KGS. OR LBS.	RATE CLASSIFICATION	RATES	PREPAID	CUR. RENCY	AMOUNTS IN CURRENCIES AS CHARGED	AMOUNTS IN CURRENCY AT DESTINATION
1. TO POS	FIRST CARRIER A/C DIRECT	725#	2199	.25	181.25			
2. TO	CARRIER							
3. TO	CARRIER							
3a. TO	CARRIER							
4. VALUATION CHARGE FROM	TO							
5. VALUATION CHARGE FROM	TO							
6. INSURANCE	IN WORDS	IN FIGURES						
	Fourteen Hundred Dollars	\$1400.00		.10	1.42			
7. ORIGIN								
8. Pick Up					3.67			
9.								
10.								
11. TRANSIT								
12. DESTINATION								
13.								
14.								
15.								
16. C.O.D. FEE								
17. SHIPPER'S C.O.D.								
SHIPPER'S C.O.D. IN WORDS					186.30	TOTALS		

The Shipper certifies that the particulars on the face hereof are correct and agrees to the CONDITIONS ON THE REVERSE HEREOF.		Carrier certifies above-described goods were received for carriage SUBJECT TO THE CONDITIONS ON THE REVERSE HEREOF, the goods then being in apparent good order and condition except as noted hereon.	
NAME OF SHIPPER FRANCINE FOOTWEAR LTD	EXECUTED ON Aug 31/65	AT Montreal	
ADDRESS 1400 Pare St. Montreal.	(DATE)	(PLACE)	
SIGNATURE OF SHIPPER	NAME AND ADDRESS OF ISSUING CARRIER'S AGENT AIR CANADA		
BY BROKER/AGENT	MONTREAL		
	SIGNATURE OF ISSUING CARRIER OR ITS AGENT		

COPIES 1, 2, AND 3 OF THIS AIR WAYBILL ARE ORIGINALS AND HAVE THE SAME VALIDITY

EXTRA COPY **No**

IF THE CARRIAGE INVOLVES AN ULTIMATE DESTINATION OR STOP IN A COUNTRY OTHER THAN THE COUNTRY OF DEPARTURE, THE WARSAW CONVENTION MAY BE APPLICABLE AND THE CONVENTION GOVERNS AND IN MOST CASES LIMITS THE LIABILITY OF CARRIERS IN RESPECT OF LOSS OF OR DAMAGE TO CARGO.

gets the most up-to-date model of a machine directly from the plant instead of a less current model stored in Europe.

Less Complicated Documentation—

In shipping by air, one document, the air waybill, replaces the larger number of documents needed in using other forms of transport.

Perishables and Samples

Sometimes using air cargo means the difference between some sales or none. Take fresh lobsters, for instance. In 1962-63, a team of air cargo experts from Air Canada consulted with lobster shippers in the Maritimes and worked out methods of shipping lobster live to Europe to tickle gourmet palates. In that first season, 500,000 pounds of live lobster were flown to European customers and brought the shippers some \$600,000. In 1963-64, shipments rose to over 650,000 pounds worth over \$800,000 and this season, the total may be close to a million dollars. And air cargo has made it possible to sell other perishable products to foreign markets: fresh B.C. salmon in Europe, fresh fruit and vegetables in Bermuda and the Caribbean, Maritime Provinces strawberries in Boston and other U.S. centres. Recently new low transatlantic rates on meat products, fruit and vegetables, hatching eggs, etc., were introduced. These rates apply not only to perishable goods but also to leather goods, textiles, cosmetics, etc., and are expected to stimulate exports of these Canadian products to Britain and the EEC countries.

Naturally, certain types of goods are and probably always will be shipped by sea. This is true of many of our largest exports, such as grain, flour, and wood pulp. But even manufacturers in these fields use air freight to send samples. Seasoned exporters realize how important it is to have samples in the hands of a prospective customer before his interest wanes. Canadian salesmen



These Canadian-made garments, protected individually by polyethylene bags and then by an outer covering, are taken on hangers to the Canadian Pacific Airlines plane, then hung up again in the plane to keep them in the best condition.

travelling in Europe have been known to cable their home plant for samples and these have reached the customer within a day or two, thanks in part to the time differential. Among the samples often sent by air freight are wearing apparel, aluminum products, plastics, canned foods, petroleum products, chemicals, and even pitprops. A Canadian cosmetic company used air transportation to get its products to a new area to test market demand there before deciding whether or not to set up a branch factory.

Procedures Simplified

The International Air Transport Association, to which 96 of the world's airlines belong, has done a good deal to promote the use of air

cargo and to simplify documentation and procedures. Periodically it organizes traffic conferences where agreement is reached on all aspects of air transportation, such as rates, conditions of carriage, interline arrangements, and so on. It has prepared a "restricted articles" tariff, which excludes the carriage of certain hazardous goods and specifies methods of packing for products like acids, paints and chemicals. Specific commodity rates boards meet every six months to consider applications submitted by individual carriers on behalf of shippers or receivers.

IATA has also worked out the standard air waybill mentioned earlier, with charges either prepaid or collect and covering a shipment

For Reference

A.B.C. Air Cargo Guide and Directory. Monthly.

Price: \$28.00 per year (\$2.00 per copy)
Order: Thomas Skinner & Company (Publishers) Ltd., Suite 35, 75 Sparks St., Ottawa 4, Ontario.

Canada. Department of Trade and Commerce. Office of Trade Relations. *Shipping Documents and Customs Regulations.* Ottawa. Irregular. Mimeographed reports on individual foreign countries are available containing section on air cargo shipments.

Price: free

Order: Office of Trade Relations, Department of Trade and Commerce, Ottawa, Ontario.

Groenewege, A.D. and R. Heitmeyer. *Air Freight: Key to Greater Profit.* Southall, Middlesex, Aerad, c1964. 147p. Price: U.S.\$2.50.

Order: International Air Transport Assoc., 1060 University St., Montreal 3.

House, A. W. *The Air Freight Story.* (in *Industrial Canada*, May 1965, p. 33-36+).

International Air Transport Association. *IATA Regulations Relating to the Carriage of Restricted Articles by Air.* 10th Ed. Montreal, 1965. 124p.

Price: \$5.00

Order: International Air Transport Association, 1060 University St., Montreal 3, Que.

McDougall, H. *Ever Wondered What You Can Ship by Air? Air Cargo Services Are Changing Entire Marketing Concepts in Some Industries.* (in *Money Times*, June 1964, p. 36-40.)

Shipping Digest. New York, Shipping Digest, Inc. Weekly. Section II, entitled *Airshipping*, published every other week, covers cargo, express, regulations, fares, schedules, tariffs, mail, passenger.

Price: \$6.00 per year

Order: Shipping Digest, Inc., 25 Broadway, New York, N.Y. 10004.

from point of origin straight through to destination, even though more than one airline and possibly other means of transportation are involved. An exporter in Galt, Ontario, can dispatch goods by air to Athens, Greece, using the one air

waybill. The shipment would have to go railway express to Toronto, be transferred to Air Canada in Toronto, be unloaded at one of Air Canada's European terminals, and be put on another airline's plane going to Greece. One document covers the whole process and one through rate is quoted to the exporter.

Since November 1, 1965, it has been possible to ship goods from off-line points in Canada by rail or truck to pick-up centres at major airports, then by air to the major airport nearest the destination point, then by truck or rail again to the consignee. All these transactions are recorded on a single document.

The internal adjustments that arrangements like these involve are effected through a clearing-house that IATA has set up. Where government regulations permit, the airlines offer c.o.d. service. There are no customs formalities to delay transfer traffic at interchange points like London, Paris, Zurich, Duesseldorf and Vienna, and shipments pass through these cities in a matter of hours.

Every international airline offers cargo insurance: rates to Europe are as low as 15 cents per \$100.00 and include door-to-door coverage; shippers are encouraged to take advantage of this protection. If a shipper declares a value for carriage of over \$8.09 a pound, the airlines assess a valuation charge. Normally, however, the exporter declares a lesser value and buys airline insurance.

Handling Speeded Up

In 1961, slightly over 13 million pounds of air freight were carried by air both ways between Canada and Europe; for the first six months of 1965 alone, the figure was well over 15 million pounds. This increase is expected to continue and the airlines are setting up modern air freight terminals to handle the growing volume of business. These

terminals contain the most modern equipment for processing air cargo quickly and efficiently. (See the article on page 18 about air Canada's modern freight terminal at Dorval, Quebec.)

The introduction of jet freighters has made it possible for Air Canada, for example, to handle bulk freight through a pallet system of loading. Today it is common for a shipper to tender individual pieces of cargo measuring 100 by 80 by 60 inches. Air Canada's jet trader can handle pieces of this size from Vancouver through to Vienna, with intermediate stops at major Canadian and European airports. A DC-8 trader aircraft serving the transatlantic route this winter will carry seven 7,000-pound pallets and 69 economy class passengers and will operate from Montreal to Europe and return three times a week.

What started out 25 years ago as a high-cost premium service for special shipments has now become an everyday method of moving goods from Canada to a large number of countries. Cargo rates have been lowered and new incentive tariffs have been introduced on special commodities and on specific routes. The airline companies, in fact, are striving constantly to give the customer the lowest possible rates and the highest quality of service and to make the use of air cargo in serving export markets much more widespread.



The Industrial Development Corporation of Trinidad has put out a useful *Directory of Industries and Manufacturers*. It lists primarily those that currently are enjoying concessions under the Aid to Pioneer Industries that range from the making of glass and glass products to the processing of animal offals. Canadian companies who would like a copy should write to the Trade Commissioner for Trinidad and Tobago, 1210 Sherbrooke Street West, Montreal 2.

Selling Meat and Meat Products to West Germany

Canadian exports now consist of small amounts of offals. However, this comparatively affluent country is consuming more and more meat and a disruption in supply or a change in prices could make this market more receptive to Canadian meat and meat products.

ROY W. BLAKE,
Consul General, Hamburg.

CONSUMPTION of meat in West Germany is increasing; in 1964 it totalled 3.8 million metric tons compared with 3.68 million in 1963. Per capita consumption works out at about 65.1 kilograms (144 pounds) compared with 184 pounds in Canada and 211 in the United States. This total can be broken down as follows: beef 19.4

kilograms, veal 1.9, pork 32.5, mutton 0.3, horsemeat 0.2, offal 4.5, poultry 5.8, and venison, goat and rabbit 0.5. Consumption of poultry, still low by North American standards, has risen in recent years and this trend will probably continue as domestic supplies increase. Beef too is gaining in popularity but pork consumption remains static. In general, Germans prefer lean meat and are ready to sacrifice flavour to obtain it.

Prices for all classes of meat animals, except pigs, were higher in 1964 than in 1963 and beef cattle fetched the highest prices since the end of the war. Table I shows average prices at 24 main markets for selected years from 1954 to 1964. Wholesale prices for beef, veal, mutton and lamb rose with the higher prices for livestock; prices for pork were correspondingly lower.

Prices for beef were particularly high in 1964, and young fleshy bull calves brought an average of DM496 per 100 kilograms in Munich and DM487 to 503 in Frankfurt. Older bulky bulls for processing were slightly lower—DM485 in Munich per 100 kilograms and DM465 to 488 in Frankfurt. Best quality calves cost an



At a meat wholesale firm in Hamburg, various types of meat are arranged, ready for making up orders sent in by retailers. West Germans are eating more meat each year, with pork products well in the lead, though beef is gaining in popularity.

DECEMBER 11, 1965

TABLE I

WEST GERMAN LIVESTOCK PRICES

	Cattle	Calves	Pigs	Sheep
	(DM per 100 kilograms)*			
1954	81.7	124.5	130.0	74.3
1962	104.0	159.0	125.1	96.2
1963	107.3	165.6	133.5	92.5
1964	122.8	182.1	129.6	98.0
Change in prices				
1964 compared				
with				
	(in per cent)			
1963	+14.4	+10.0	-2.9	+5.9
1954	+50.3	+46.3	-0.3	+31.9
1954 to				
1963	+25.1	+21.2	+3.1	+15.3

*All grades included; DM3.65=Can.\$-1.00; 1 kilogram=2.2 pounds.

average of DM641 per 100 kilograms in Munich and DM619 to 649 in Frankfurt. Lean meaty carcasses of pork, between 154 and 176 pounds, were selling at about DM354 per 100 kilograms in Munich and slightly higher in Frankfurt. Fat carcasses were about DM30 lower. Fat backs for processing reached a high of DM231 per 100 kilograms in the first quarter of 1964, but fell to DM101 in the second quarter. The average for the year was DM144 compared with DM168 in 1963.

Production Not Sufficient

Domestic production of meat in West Germany in 1963-64 provided 86 per cent of total consumption compared with 87 per cent the year before. Beef production was 84 per cent compared with 87 in the previous year and poultry meat was 40 per cent compared with 38 in 1962-63. Production of pork was unchanged at 96 per cent of total consumption.

Imports of meat and live animals for slaughter amounted to 536,000 tons in 1964, an increase of 36,000 tons over 1963. This total comprised 485,500 live animals at a slaughter weight of 107,000 tons; 176,000 tons of meat and meat products; 199,000 tons of poultry meat; 46,000 tons of offal, and 8,000 tons of other meat.

The EEC and EFTA countries account for most of West Germany's imports of meat and meat products. Table II lists imports according to country of origin; France

with 61,500 tons and the Netherlands with 20,700 were the leading EEC suppliers. Denmark led the EFTA countries, Argentina supplied 42,400 tons (beef and livers) and the United States 21,000 tons (mainly pig livers). Canada supplied only 500 tons of offal, mainly livers.

Imports of canned meat, bacon, lard, ham and sausage, mainly from European countries, are shown in Table III. (Tabulation shows total imports and main suppliers.)

Miscellaneous items, such as bristles, hair, bones, horns and hooves were also imported to a total of about 30,000 tons.

The West German Government's Green Plan of 1964 allocated DM75.5 million to improve the meat industry by building storage facilities and improving the marketing and use of cattle and pigs. These measures will make it easier to co-ordinate purchases of foreign livestock and to time supplies of cattle for slaughter.

Restrictions on Imports

Veterinary regulations in West Germany are strict and state that fresh meat can only be imported in whole animal carcasses with pleura and peritoneum attached. Carcasses of cattle, reindeer and other solid-hoofed animals can be halved or quartered; carcasses of pigs may be halved. The reason for this is that German veterinarians inspecting meat imports must be able to see the glands and the Health of Animals inspection stamp of the coun-

try of origin. Livers when exported to Germany must have the glands attached but incised by the veterinary inspector in the country of origin. One incision must be made diagonally through the main gall ducts and another from beside the Spigel Lobe to the gall ducts. Fresh meat can only be imported from recognized government-inspected slaughterhouses. A certificate in German and signed by the veterinary inspector must accompany each consignment.

Selling Canadian Products

Canada's share of the West German meat market, as pointed

TABLE III

TOTAL IMPORTS, MAIN SUPPLIERS

Bacon	
Total	7,682 tons
France	4,505 "
Netherlands	1,935 "
Boiled ham	
Total	220 tons
France	101 "
Netherlands	50 "
Lard	
Total	11,100 tons
Common Market	52 per cent
Overseas	30 " "
EFTA	15 " "
East Europe	3 " "
Sausages	
Total	2,518 tons
EEC	60 per cent
Denmark	206 tons
Hungary	756 tons (salami)
Other prepared or preserved meat or offal	
Total	33,958 tons
EEC	25 per cent
Poland	33 per cent
United States	7,645 tons
Denmark	2,561 "
South Africa	702 "
Argentina	600 "
Meat extracts and juices	
Total	2,175 tons
Norway	33 per cent
Argentina	33 " "
South Africa	436 tons
Guts of other animals	
Total	15,120 tons
EEC	25 per cent
Denmark	25 " "
Argentina	922 tons
United States	650 "
Canada	370 "
Communist China	1,600 "

TABLE II

SOURCES OF WEST GERMAN MEAT IMPORTS*

Country	1963		1964	
	('000 tons)	(per cent)	('000 tons)	(per cent)
East Germany	6.9	2	14.1	4
EEC countries	93.5	31	84.4	26
EFTA countries	122.7	41	101.5	32
Other OECD countries	7.9	3	16.4	5
Eastern Europe	24.4	8	28.2	9
Other countries	46.5	15	78.5	24
Total	310.9	100	323.1	100

*Includes meat and meat products and live animals at slaughter weight. Does not include poultry.

out earlier, is now confined to relatively small amounts of offals, mainly livers. The immediate prospects for broadening the range and increasing the volume of our meat exports to Germany are not bright but this could change if attempts to widen imports to include boneless beef succeed. The high prices of Canadian meat and meat products and regulations governing meat imports account for our limited sales.

At present offals still provide the best opportunity for trade. However, prices must be competitive with those of U.S. and other suppliers. Good quality livers from young animals will bring the best prices. These should be quoted c.i.f. Rotterdam or Hamburg, including a 2 per cent commission. Livers must be wrapped singly in polyethylene bags and packed two or three to an export box.

Canadian firms interested in exporting meat and meat products to Germany should appoint a good agent. He can then study the offers made and take advantage of opportunities arising from changes in price or the shortages that occur from time to time. An agent can also pave the way to possible future sales should German restrictions be relaxed or other circumstances become more favourable. ●

What's current in commodities?

Soft Fruits and Berries

Britain—Domestic crops of most types of soft fruits are large—40,000 tons of strawberries, 15,000 tons of raspberries and 3,000 tons of other berries last year. But supply does not equal demand and imports of soft fruit in all forms reached 20,000 tons last year.

BASIL M. FILLMORE, *Commercial Officer (Agriculture), London.*

THE FRUIT-GROWING INDUSTRY is concentrated chiefly in Kent, Cambridgeshire and some southern counties, although Blairgowrie, Scotland, is renowned as the raspberry-growing area. Despite the vagaries of the British climate the output of strawberries and raspberries is tending to rise, but yields of blackberries, loganberries and other soft fruits are declining.

Fresh Berries

Imports of fresh strawberries into Britain fluctuate with the weather and domestic supplies. Recently they totalled between 5,000 and 6,000 tons, with the bulk coming from France, only a short haul across the Channel. Bilberries or

blueberries are not grown commercially in Britain but imports, although declining, are still substantial. They totalled 1,570 tons in 1964 and came chiefly from Poland. Some 650 tons of other types of fresh berries came into the country.

Processed Berries

The greater part of the British strawberry crop is sold fresh but canneries processed 12,000 tons in 1964. Jam manufacturers also take substantial amounts each year under contracts with the growers. Only small amounts of strawberries are frozen. In 1964, the Netherlands supplied 3,800 tons of canned berries, mainly strawberries, and over 2,000 tons of strawberries pre-

served without sugar. Britain imported another 2,000 tons of the latter from other sources.

In addition to the 12,000 tons of strawberries, Britain canned 11,000 tons of other soft fruits and berries in 1964, mainly raspberries and blackberries. Imports of canned berries have been declining and in 1964 reached only 7,850 tons, of which half were the Dutch strawberries mentioned in the preceding paragraph. Canned loganberries are also popular and 900 tons were imported from South Africa and Australia last year.

Domestic production of all frozen fruit totals about 1,200 tons a year and to supplement this Britain imported 3,740 tons in 1964. The Netherlands was again the main supplier. However, some Eastern European countries have special trade agreements with Britain and Bulgaria, Czechoslovakia, Poland, Hungary, Rumania and the U.S.-S.R. ship specified quantities of strawberries, raspberries, blueber-

ries and other soft fruits fresh, canned, frozen, and in pulp and SO₂ form.

Preferential Tariff Applies

Canada benefits from Commonwealth preference in shipping these products to Britain, with the exception of blueberries. It could not compete with British prices of fruit for canning or jam making, but there is a demand for individually quick-frozen (free running) strawberries if quality and price are competitive. Prospects are of course brighter when British crops are affected by weather. There is also a demand for fresh or frozen blueberries but the market is concentrated almost entirely in the north of England. Britain also imports cranberries fresh, frozen or canned, almost entirely from the United States. Some promotion campaigns are under way to expand the cranberry market but the British are slow to change the national habit of eating turkey only once a year and they do not yet serve cranberries with other dishes.

Quick-frozen raspberries are imported at about 33 cents a pound c.i.f. London, in one- or two-pound polybags, 24 to the case. Quick-frozen strawberries are about 21 cents a pound c.i.f. London, in 20- or 30-pound waxed cartons; in one- or two-pound polybags, 24 to the case, they are three cents a pound more. Fresh cranberries are now selling in London at 28 cents a pound wholesale. There is also some interest in canned and frozen loganberries and boysenberries from Canada. Why not try the market and see what you can sell? You may obtain more specific information from: Agriculture and Fisheries Branch, Department of Trade and Commerce, Ottawa, Ontario, or Agricultural Counsellor, Commercial Division, Office of the High Commissioner for Canada, MacDonald House, 1 Grosvenor Square, London W. 1. ●

Fasteners

U.S. Midwest—Distributors and manufacturers' representatives handling fasteners in the Chicago area are interested in Canadian sources of supply, if deliveries can be made quickly.

MALCOLM ROWAN,

Consul and Assistant Trade Commissioner, Chicago.

THE CANADIAN manufacturer of fasteners* who wants to sell in the Chicago area will discover two essentials for success—prompt delivery and proper discount schedules. He must be prepared to offer slightly better discounts off list than U.S. manufacturers do but he does not have to compete directly with Japanese and European suppliers.

The first action to take in cultivating this market is to choose a distribution outlet. The selection depends on the volume that can be allocated to this area and the amount of time the Canadian company can spend in maintaining contact with and stimulating a representative or distributor. The choices are:

1. Manufacturers' Representative—sells truckload quantities to OEM (original equipment manufacturers) at the prevailing market discount and makes a commission on the sale. The standard commission rate is 5 per cent f.o.b. factory price for truckload quantities. A manufacturer's representative may also maintain a warehouse from which he can sell less than truckload lot quantities. (Strictly speaking, however, the manufacturers' representative does not warehouse because this turns him into a distributor of sorts.)

2. Master Distributor—sells to other distributors and to mill supply houses.

Note: *Fasteners here means nuts and bolts and cap screws without washer facing, made from ferrous and non-ferrous materials.

3. Distributor—sells to original equipment manufacturers and mill supply.

4. Manufacturer—who wishes to fill out his lines or finds that he prefers to buy rather than continue to make certain lines.

Problem of Warehousing

It is possible to sell Canadian fasteners in Chicago in truckload quantities (mixed sizes)—that is, a minimum of 20,000 pounds. Truckload quantities, however, limit the size of the potential market and warehousing must be considered.

One approach is to put in a consignment stock from which the distributor can sell smaller quantities. This works as follows. The factory does the invoicing of the distributor or OEM account on truckload quantities. The master distributor or "representative", however, will do all invoicing for fasteners sold ex. warehouse. The factory invoices the warehouse at the maximum discount rate for the stock sold from it. The distributor or representative can therefore sell the warehouse stock at a lower discount rate according to the dictates of the market.

Discount Rates

Canadian fasteners must have a better discount rate than the going U.S. price, but obviously cannot compete with Japanese and certain European imports. The usual discount to distributors of U.S.-made fasteners is 62 to 65 per cent off list, but it is possible to get discounts as high as 69 to 70 per cent from domestic producers. Canadian

fasteners should be offered to distributors at about 68 to 69 per cent off list for mixed loads of cold-headed and hot-headed fasteners. Naturally, there must be large proportions of cold- as opposed to hot-headed.

The unusual thing is that although there is a very strong demand for fasteners, the discount rates do not reflect that demand. It is therefore possible for a Canadian firm to offer discounts of 68 to 69 per cent off U.S. list provided that it delivers quickly. In fact, delivery becomes the all-important factor. Many distributors are willing to consider a Canadian source of supply even at lower discount rates if the Canadian deliveries are better than those available from Japanese and European sources and from U.S. suppliers. For stock items the delivery period should be within a week; specials should be delivered within three to four weeks.

U.S. firms are offering unusually high discount rates yet they are not able to deliver promptly.

Quotations

Canadian fasteners must be quoted c.i.f. Chicago, delivered to the distributor's warehouse, in U.S. funds, duty and all other import charges paid. On truckload quantities, the manufacturers must give full transportation allowance. Should less than truckload lot shipments be necessary, the customer would pay the difference between the LTL transportation and full truckload costs.

Major Importers

Major fastener importers in Chicago are Heads and Threads, Inc., Reynolds Fasteners, Northwest Fasteners and World Fasteners.

It is doubtful whether any of the above firms would be interested in importing from Canada (with the

exception of World Fasteners) because they maintain large stocks of Japanese fasteners on hand. Only occasionally do they require fill-in shipments when they face a shortage. World Fasteners, which is just starting up, now finds itself in that position.

The Chicago office has, however, been in contact with a number of distributors and manufacturers' representatives handling U.S.-made fasteners. These firms are a distinct group, quite separate from the major fastener importers referred to above, and many of them are keenly interested in Canadian sources of supply.

There is no doubt that with proper pricing schedules and fast delivery and by using the right distribution channel, Canadian fasteners can be sold in considerable volume in the Midwest. Contact the Chicago office if you are interested in investigating possibilities further. ●

Sweden Blueprints Expansion

TOTAL OUTPUT of goods and services in Sweden increased by 5 per cent a year between 1960 and 1965, compared with a forecast expansion of 4 per cent and an actual rate of 3½ per cent in the 1950's. Manufacturing and building have increased by 6½ per cent a year, gross investments by 5.6 per cent, private consumption by 4.3 per cent and public consumption by 5.8 per cent. All these increases are about 40 per cent above those in the fifties.

Higher productivity was not the only reason why the original forecasts were exceeded; an improvement in the supply of labour was equally important. The yearly addition to the labour force, at 30,000 to 40,000 persons a year or 1 per cent, was twice as rapid as in the fifties, and the shortening of the work week from 45 to 40 hours proceeded less rapidly than expected. This expansion in the labour supply is not, however, likely to continue.

For the second half of the 1960's the Revised National Budget forecasts a yearly increase of only 4 per cent in the gross national product, nearly 1 per cent less than in the past five years.

Members of the Federation of Swedish Industries plan to increase their production by 7 per cent a year between now and 1970 and their exports by 8 per cent, according to questionnaires they have completed for the Federation's Research Institute. This would call for an expansion of 120,000 in the industrial labour force, or 2 per cent a year, and there is no prospect of this. A 5.5 per cent increase is considered the largest practicable, even with a substantial rise in the current rate of investment. The investments required to achieve a 7 per cent increase would be totally unrealistic, for the only ways of expanding the labour force are importing workers from other countries and

meeting a shortage in one industry by drawing on a relative surplus in another.

The steel, engineering (except shipbuilding), quarrying, rubber and chemicals industries plan an expansion of more than 8 per cent a year between 1963 and 1970. The mining, timber, stationery, printing, textile and clothing industries are planning for average growth and the leather and shipbuilding industries for below average.

The main demand for labour comes from the engineering industry; on the other hand, the pulp, paper and board industry expects to lay off 2,400 men, the shipyards 1,500 and the mining industry 500. The work week will, of course, be shortened during the coming years, but probably not enough to result in actual reduction of the volume of work.

—NORMAN PARSONS,
Commercial Assistant, Stockholm.

V.I.P. Treatment for Your Products

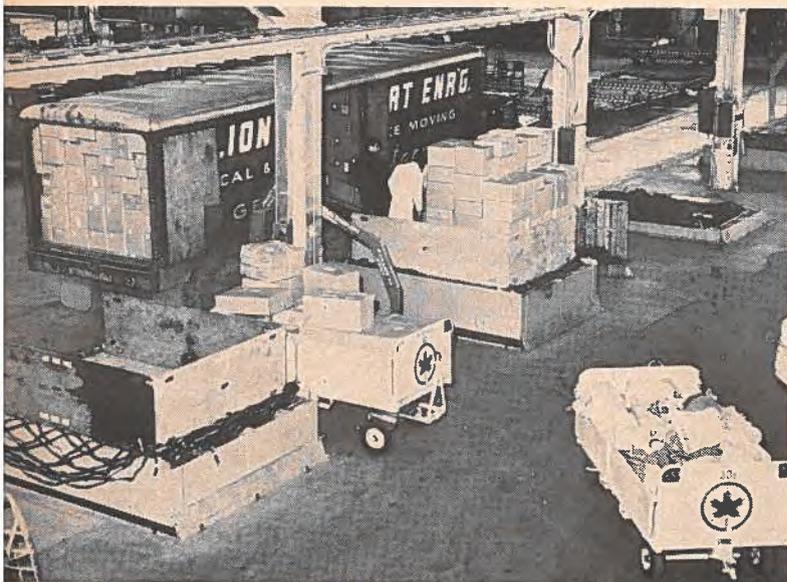
TIME IS MONEY and for this reason the modern businessman travels as circumstances dictate. Time is also money when a company ships its products—failure to meet a delivery date could result in loss of future sales. A firm may find it expedient for an executive to travel by air; it may also find it expedient to move its goods the same way.

Foreign Trade recently visited Air Canada's automated air cargo terminal at Dorval International Airport. This is not a depot nor a warehouse but a plant for assembling cargo and moving it as efficiently as possible from the shipper to the receiver. Air Canada considers cargo a V.I.P. and with one exception treats it accordingly. The exception—no pretty stewardesses.

The terminal at Dorval is divided into two sections—outgoing and incoming. The photographs on these pages show the outgoing section. Incoming cargo is also handled with modern equipment and with equal efficiency.



Goods move smoothly on a network of roller and pallets. An overhead monorail can handle (bottom left) are loaded directly on carts, weighed, weigh individual parcels for billing purposes. The necessary shipping documents are prepared. T abroad—place them on carts, weigh them again fo



Carload lots are no problem

Truckload of merchandise is brought inside the terminal (bottom left) and with a minimum of effort workers assemble pallets. Each pallet loading pit has a capacity of 10,000 pounds and adjusts hydraulically for optimum working height. A loader on rails (centre) moves the assembled pallets outside and transfers them to a special truck. The rails for this loader will eventually be extended so that it can move right out to a parked aircraft. Finally the pallet goes by truck to a waiting aircraft, in this instance a cargo version of the passenger-carrying DC-8 that Air Canada passengers know so well.

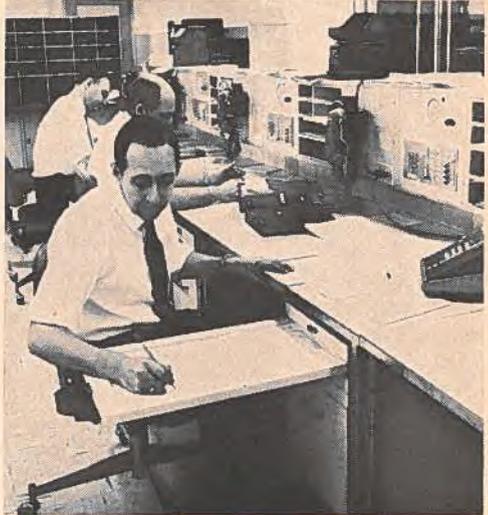




conveyors to a sorter ring (centre) which speeds them to waiting carts
 shipments weighing up to five tons. Bulk shipments for one destination
 then moved out to the aircraft. Other workers (centre right) check and
 an intercom system to relay the information to the invoice office where
 rkers then sort these small parcels according to destination—east, west,
 raft weight and balance, and then load them on the aircraft.



Weighing goods as they enter by enclosed truck bays.



Personnel compute weight and balance data and radio it directly to the aircraft captain.



Canada's Trade Fair Program 1966 and 1967

CANADA'S interest in trade fairs as a means of selling abroad has always been high and next year this interest will continue strong. The Department of Trade and Commerce will sponsor exhibits in 39 fairs and exhibitions from Basle to Bangkok, and there will be trade information booths in four other shows.

Both vertical and horizontal fairs are among those slated for 1966-67. Vertical fairs (those featuring one product or group of products) predominate but hori-

zontal fairs showing a wide range of goods (such as the International Samples Fair in Barcelona) are also on the list.

Much of an exhibitor's success at any trade fair, vertical or horizontal, depends on having qualified personnel on the spot, and especially senior company officials who can field questions on either technical aspects or prices. Manning a stand properly can make all the difference between good and poor results.

1966	WHAT	WHERE	WHEN
Agriculture	International Agriculture Fair Held annually, this exhibition attracted exhibits from some 20 foreign countries in 1964 and more than \$10 million of business resulted. It features agricultural equipment, displays of fruits, vegetables, cattle and poultry, food-processing machinery, and plant chemicals.	Novi Sad, Yugoslavia	May 14-23
	International Men's and Boys' Wear Exhibition (IMBEX) This annual fair stresses outerwear, both modern and traditional. It attracted 14,000 trade visitors, and exhibitors from 30 foreign countries in 1965. This will be the first time that Canada has entered an exhibit.	London, England	February 28-March 4
Clothing	International Men's Fashion Week Men's and boys' outerwear is the main attraction at this annual event. The 1963 show was attended by 13,400 trade visitors from 31 countries. More than 400 firms exhibited that year.	Cologne, West Germany	August 22-24
	International Electrical Engineers Exhibition (ASEE) Held every second year, this vertical show is the largest of its kind in Britain. It attracts over 80,000 visitors and 650 exhibitors, and should provide a good forum for showing engineering services, electrical work and electronic equipment.	London, England	March 23-30
Electronics	Western Electronics Show and Convention This is an annual vertical fair alternating between Los Angeles and San Francisco. The buyers at the 1964 show in San Francisco numbered 42,000; there were 800 exhibitors.	Los Angeles, California	August 23-26
	International Hotel and Catering Exhibition Canada will participate for the first time in this biennial show which is said to be the major trade-promotion vehicle for catering equipment in Britain. Eight Canadian companies have been chosen to display a range of commercial vending, catering and maintenance equipment.	London, England	January 18-27
Food			

1966	WHAT	WHERE	WHEN
Food	<p>Scotland's Food Exhibition</p> <p>Scotland's most important food exhibition is held every two years. In 1964, attendance reached 200,000 (both general public and trade buyers). There were 93 exhibitors.</p> <p>32nd Grocers Exhibition</p> <p>Organized by the Northern Council of Grocers' Associations, this fair is held every two years. In 1964, 10 Canadian firms showed a wide variety of foodstuffs to 100,000 visitors.</p> <p>Britain's Food Fair</p> <p>The Canadian Government sponsored a 32-firm exhibit at the last fair in 1964. More than 200,000 visitors, mostly the general public, came to see the displays.</p>	<p>Glasgow, Scotland</p> <p>Manchester, England</p> <p>London, England</p>	<p>April 19-30</p> <p>May 10-21</p> <p>September 1-17</p>
Furniture and Furnishings	<p>National Stationery and Office Equipment Association Convention and Exhibition</p> <p>This show is sponsored by both the National Office Furniture Association and the National Stationery and Office Equipment Association. The exposition is open only to manufacturers and architects. In 1964, Canada's exhibit won the NOFA Grand Prix Award for the most original display.</p>	<p>Chicago, Illinois</p>	<p>September 29-October 2</p>
Furs	<p>International Fur Fair</p> <p>The purpose of Canada's exhibit has been to encourage European buyers to purchase at Canadian auctions; direct sales at the fair are not considered too important. Attendance in 1964 was 20,000, with 8,000 to 9,000 coming from outside Germany.</p>	<p>Frankfurt, W. Germany</p>	<p>March 30-April 3</p>
Hardware	<p>International Hardware Trades Fair</p> <p>This is an annual vertical show and is confined to hardware, household accessories and furniture. No electric appliances or equipment can be shown. There were 371 exhibitors and 31,000 visitors in 1965. The Canadian exhibit received over 1,100 inquiries and close to \$50,000 of business was done.</p>	<p>London, England</p>	<p>April 25-29</p>
Homes, Builders' Materials	<p>International Building Systems and Components Exhibition</p> <p>The Canadian exhibit planned for this annual exhibition is a completely finished, prefabricated two-story house. There will also be displays and information on our methods of producing components.</p> <p>Building Trades Exhibition</p> <p>This biennial vertical fair is designed to show a wide range of building supplies, materials and equipment to builders, building suppliers and architects. Canada last participated at Manchester in 1962.</p>	<p>London, England</p> <p>Manchester, England</p>	<p>May 10-21</p> <p>October 11-22</p>

1966	WHAT	WHERE	WHEN
Homes, Builders' Materials	National Association of Home Builders Convention Open only to members of the Association, this annual convention and exhibition drew over 31,000 visitors last year. This will be the sixth year that an official government exhibit will be entered.	Chicago, Illinois	December 4-8
International	International Samples Fair Both horizontal and vertical exhibits are accepted for this annual show. In most cases the emphasis is on machinery. Over 1,872,000 visitors attended in 1963.	Barcelona, Spain	June 1-15
	First Asian International Trade Fair Canada's exhibit will include machinery and machine tools.	Bangkok, Thailand	November 17-December 10
Leather	International Leather Fair The Alexandra Palace is the site of this annual vertical event. The fair covers a broad range of leather uses from clothing to accessories. In 1964 it brought in 13,000 visitors, most of whom were buyers.	London, England	June 6-9
	Semaine International du Cuir This will be the third time that Canada has participated in this annual exhibition. The range of exhibits includes raw hides and skins, tanners, skin dressers and transformers, shoes, leather goods, leather clothing, manufactured articles for the trade, gloves, chemical and preserving products and machinery.	Paris, France	September 8-13
Lumber	These shows, primarily regional and similar in nature, are ordinarily held in conjunction with lumber dealers' conventions. Because these meetings are restricted to buyers and dealers, they provide Canadians with a direct approach to the trade.		
	Northeastern Retail Lumbermen's Association Convention	New York, N.Y.	January 21-23
	Southwestern Lumbermen's Association Convention	Kansas City, Kansas	January 21-23
	Kentucky Retail Lumber Dealers' Association Convention	Louisville, Kentucky	January 13-15
	Carolina Lumber and Building Supply Show	Charlotte, N. Carolina	February 8-10
	Annual Convention and Building Industry Trade Show	Columbus, Ohio	February 15-17
	Nebraska Lumber Merchants' Association Convention	Nebraska	March 2-3
	Lumbermen's Association of Texas Convention	Dallas, Texas	April 15-17
	Oklahoma Lumbermen's Association Convention	Oklahoma	October 22-23
Merchandising	Shop Equipment and Self-Service Exhibition (SHOPSHOW) This is an annual fair held in conjunction with a convention. The 1963 show attracted 70	London, England	April 18-21

1966	WHAT	WHERE	WHEN
Merchandising	exhibitors. A coin-operated equipment section was added in 1964. Other products on display included shelves, refrigerators, cash registers, packing materials, flooring, warehouse equipment, and weighing machines.		
Metals and Tools	<p>Western Metal and Tool Exposition</p> <p>Sponsored jointly by the ASM and the ASTME, the exhibition in 1965 attracted 405 exhibitors and more than 25,000 visitors, all from the trade. The 12 Canadian exhibitors at this year's show were reported to have made \$432,150 worth of on-site sales.</p>	Los Angeles, California	March 7-11
	<p>American Society for Metals Exposition</p> <p>Canada last exhibited at this show in 1963. Products such as aluminum ingot, uranium compounds, nickel and cobalt powder and briquettes, copper products, magnesium powder, and electrolytic hydrogen cells were shown by 12 Canadian companies. About 23,000 engineers and metallurgists attended that year.</p>	Chicago, Illinois	October 30-November 3
Power and Fuels	<p>International Trade Fair for Oil and Gas Firing Equipment (INTHERM)</p> <p>This fair is held each year and features oil and gas burners, boilers and boiler fittings, radiators, valves and other accessories. In 1964, 10 per cent of the visitors were foreigners representing 32 countries.</p>	Stuttgart, West Germany	March 30-April 3
	<p>International Nuclear Industries Fair (NUCLEX)</p> <p>The first world fair for nuclear energy, this exhibition will feature such topics and products as power reactors and nuclear power stations and their design and construction, naval propulsion reactors, civil engineering, health physics, laboratory equipment, radioactive waste treatment, particle accelerators and accessories, uranium prospecting and mining, and computers.</p>	Basle, Switzerland	September 8-14
Sporting Equipment	<p>National Motor Boat Show</p> <p>Over 300,000 visitors came in 1965 to this annual vertical fair. They saw a wide range of boats, marine supplies, safety products and communication equipment.</p>	New York, N.Y.	January 13-24
	<p>National Sporting Goods Association Convention</p> <p>Held at the Palmer House and McCormick Place, this is one of the largest shows of this type in the U.S. It displays sporting goods of all kinds, including tents, trailers, and outdoor clothing. Canada has participated each year since 1958. Actual sales in 1965 were reported to be over \$137,000.</p>	Chicago, Illinois	January 30-February 3
	<p>Marine Trades Exhibition</p> <p>Sponsored by the Outboard Boating Club of America, this annual exhibition and conference attracted about 22,366 buyers in 1964. Attendance is restricted to the trade. Exhibits from 426</p>	Chicago, Illinois	September 22-25

1966	WHAT	WHERE	WHEN
Sporting Equipment	companies included all classes of pleasure boats and a wide range of boating and auxiliary outdoor equipment.		
	International Fair for Sports Goods, Camping Equipment and Garden Furniture (SPOGA) Buyers from all the EEC and EFTA countries as well as from overseas come to this show. Admission is limited to wholesalers, retailers, manufacturers, agents and buyers. In 1964 there were 11,200 visitors; over 3,000 were non-German and came from 35 countries.	Cologne, West Germany	October 23-25
Toys and Gifts	California Gift Show Over 1,000 exhibitors display at this twice-yearly showing (in June for the Christmas trade; in January for the summer). It is open only to registered buyers who come from department, chain, souvenir, specialty and gift shops. Over 10,000 of them visited the show in January of this year.	Los Angeles, California	January 21-28
	Nuremberg Toy Fair Largest annual toy fair in the world in terms of registered buyers, the fair attracted 17,000 businessmen this year, 30 per cent of whom were non-Germans. More than 1,000 firms exhibited.	Nuremberg, W. Germany	February 13-18
	New York Gift Show This vertical show is held semi-annually in February and August at the Hotel New Yorker and the New York Trade Show building. Again, it is open only to registered buyers.	New York, N.Y.	August
Trade Information Booths	German Industries Fair	Hanover, West Germany	April 30-May 8
	International Samples Fair	Milan, Italy	May
	International Samples Fair	Padua, Italy	June
	International Trade Fair	Bari, Italy	September
1967	The Department of Trade and Commerce must plan many months in advance for its participation in a trade fair. Because of this, prospective exhibitors may find that space is no longer available in some of the 1966 exhibitions. The following is a list of the 1967 fairs in which the Department proposes to take part. Space in these exhibits has not yet been allocated and interested companies should get in touch with the Department in the near future.		
Agriculture	International Agriculture and Livestock Fair	Verona, Italy	March 14-22
Aircraft	Salon International de l'Aeronautique et de l'Espace	Paris, France	June
Clothing	International Men's and Boys' Wear Exhibition (IMBEX)	London, England	March
	International Babies' and Children's Fair	Cologne, West Germany	April

1967	WHAT	WHERE	WHEN
Electronics	International Electrical and Electronics Engineers Conference and Exhibition	New York, N.Y.	March 20-24
Engineering	International Engineering Exhibition	London, England	April
Food	Daily Mail Ideal Home Exhibition (food only)	London, England	March
	8th Delicatessen Exhibition	London, England	March
	Supermarket Institute Show	Chicago, Illinois	May 7-10
Furs	International Fur Fair	Frankfurt, W. Germany	April
General	Netherlands Industries Fair	Utrecht, Netherlands	March 6-14
	International Samples Fair	Barcelona, Spain	June 1-15
Hardware	International Hardware Trades Fair	London, England	February
Homes, Builders' Materials	American Institute of Architects' Convention	New York, N.Y.	May 14-18
Lumber	Northeastern Retail Lumbermen's Association Convention	New York, N.Y.	January 20-22
	Southwestern Lumbermen's Association Convention	Kansas City, Kansas	January
	Kentucky Retail Lumber Association Convention	Louisville, Kentucky	January
	Annual Convention and Building Industry Trade Show	Columbus, Ohio	February
	Carolina Lumber and Building Material Dealers Association Convention	Charlotte, N. Carolina	February 7-9
	Nebraska Lumber Merchants Association Convention	Nebraska	March
	Lumbermen's Association of Texas Annual Convention	Houston, Texas	April 1-3
	Florida Lumber and Building Material Dealers Association 47th Annual Convention	Tampa, Florida	May
Plastics	International Plastics Exhibition (INTERPLAS)	London, England	June 21-July 1
Sporting Equipment	National Motor Boat Show	New York, N.Y.	January 13-24
	National Sporting Goods Association Convention	Chicago, Illinois	February 5-9
	Salon International des Sports d'hiver	Grenoble, France	March 5-7
Toys and Gifts	Chicago Gift Show	Chicago, Illinois	February
	Nuremberg Toy Fair	Nuremberg, W. Germany	February 12-17
Trade Information Booths	International Samples Fair	Milan, Italy	April
	German Industries Fair	Hanover, West Germany	April/May

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Territory: Bolivia.

PHILIPPINES

Consul General and Trade Commissioner
Canadian Consulate General
P.O. Box 1825
L & S Building, 3rd Floor
1414 Dewey Boulevard
Manila, Philippines

J. L. Mutter, Consul General and Trade Commissioner
R. C. Anderson, Consul and Trade Commissioner

Cable: CANADIAN *Phone:* 5-85-97
Territory: Republic of China (Taiwan).

PORTUGAL

Commercial Counsellor
Canadian Embassy
Rua Marques de Fronteira, No. 8—4° D°
Lisbon, Portugal

M. S. Strong, Commercial Counsellor
P. A. Thébèrge, Assistant Commercial Secretary

Cable: CANADIAN *Phone:* 55-31-18
Territory: Angola, Azores, Cape Verde Islands, Madeira,
Portuguese Guinea.

RHODESIA

Assistant Trade Commissioner
P.O. Box 2133
Grindlays Bank Chambers, 8th Floor
Baker Ave.
Salisbury, Rhodesia

RHODESIA (continued)

C. D. Miller, Assistant Trade Commissioner

Cable: CANTRACOM *Phone:* 26571
Territory: Malawi, Seychelles Is., Zambia.

SINGAPORE

Canadian Government Trade Commissioner
P.O. Box 845
American International Building
Robinson Road and Telegraph St.
Singapore, Singapore

J. H. Bailey, Canadian Government Trade Commissioner
F. M. Mulkern, Assistant Trade Commissioner

Cable: CANADIAN *Phone:* 74633
Territory: Thailand.

SOUTH AFRICA

Canadian Government Trade Commissioner
P.O. Box 715
Mobil House, 17th Floor
Corner Rissik and De Villiers Sts.
Johannesburg, South Africa

C. R. Gallow, Canadian Government Trade Commissioner
S. B. McDowall, Assistant Trade Commissioner

Cable: CANADIAN *Phone:* 834-6521
Territory: States of Natal, Orange Free State, Transvaal.
Other countries: Malagasy, Mauritius, Mozambique, Reunion.

Canadian Government Trade Commissioner
P.O. Box 683
African Life Centre, 13th Floor
St. George's St.
Cape Town, South Africa

H. W. Richardson, Canadian Government Trade Commissioner
D. H. Leavitt, Assistant Trade Commissioner

Cable: CANADIAN *Phone:* 2-5134/5
Territory: Cape Province. Other countries: St. Helena, South
West Africa.

SPAIN

Commercial Counsellor
Canadian Embassy
Apartado 117
Edificio Espana
Avenida de Jose Antonio 88
Madrid, Spain

L. A. Campeau, Commercial Counsellor
R. M. Dawson, Commercial Secretary

Cable: CANADIAN *Phone:* 247-54-00
Territory: Balearic Islands, Canary Islands, Gibraltar, Rio Muni,
Spanish Sahara.

Foreign Trade Service Abroad

SWEDEN

Commercial Counsellor for Canada
P.O. Box 14042
Skeppsbron 24
Stockholm, Sweden

G. A. Browne, Commercial Counsellor for Canada
J. P. Bell, Assistant Commercial Secretary

Cable: CANADIAN *Phone:* 24-87-42
Territory: Finland.

SWITZERLAND

Commercial Counsellor
Canadian Embassy
Kirchenfeldstrasse 88
Berne, Switzerland

S. G. MacDonald, Commercial Counsellor

Cable: CANADIAN *Phone:* 44-63-81
Telex: 32-489 TT TANDC BERNE (DOMCAN BERNE)
Territory: Tunisia.

TRINIDAD AND TOBAGO

Commercial Secretary
Office of the High Commissioner for Canada
P.O. Box 1246
Colonial Building
72 South Quay
Port-of-Spain, Trinidad

L. D. R. Dyke, Commercial Secretary
D. H. Clemons, Assistant Commercial Secretary

Cable: CANADIAN *Phone:* 34787
Territory: Barbados, Leeward and Windward Islands, British Guiana, French Guiana, Surinam, Guadeloupe, Martinique.

UNION OF SOVIET SOCIALIST REPUBLICS

Commercial Secretary
Canadian Embassy
23 Starokonyushenny Pereulok
Moscow, U.S.S.R.

J. M. T. Thomas, Commercial Secretary
Y. C. Jauron, Assistant Commercial Secretary

Cable: CANAD *Phone:* 415142
Telex: 945 (DOMCAN MSK)

UNITED ARAB REPUBLIC

Commercial Counsellor
Canadian Embassy
Kasr el Doubara Post Office
6 Sharia Rouston Pasha
Garden City
Cairo, Egypt

Cable: CANADIAN *Phone:* 23110
Territory: Aden, Sudan, Ethiopia, Yemen.

UNITED STATES

Commercial Counsellor
Canadian Embassy
1746 Massachusetts Ave., N.W.
Washington, D.C. 20036

S. G. Tregaskes, Commercial Counsellor
G. W. Green, Commercial Counsellor
W. R. Hickman, Commercial Counsellor (Agriculture)
N. W. Boyd, Commercial Secretary
Miss V. F. Wightman, Attaché (Agriculture)

Cable: CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)
Telex: 0089664 (DOMCAN WSH)

Counsellor (Energy)
Canadian Embassy
1746 Massachusetts Ave., N.W.
Washington, D.C. 20036

N. R. Chappell, Counsellor (Energy)

Cable: CANADIAN *Phone:* DEcatur 2-1011 (Area Code 202)

Deputy Consul General (Commercial)
Canadian Consulate General
680 Fifth Ave.
New York City, N.Y. 10019

C. J. Van Tighem, Deputy Consul General (Commercial)
A. A. Lomas, Consul and Trade Commissioner
C. G. Bullis, Consul and Trade Commissioner
George Hazen, Vice Consul and Assistant Trade Commissioner
J. D. Welsh, Vice Consul and Assistant Trade Commissioner

Cable: CANTRACOM *Phone:* JUdson 6-2400; *Night Line:*
JUdson 6-2321 (Area Code 212)

Telex: 00126242 (DOMCAN NYK)
Territory: States of Connecticut, New Jersey (eleven northern counties), New York. Other countries: Bermuda.

Consul and Senior Trade Commissioner
Canadian Consulate General
607 Boylston St.
Boston, Massachusetts 02116

M. R. M. Dale, Consul and Senior Trade Commissioner
W. A. Stewart, Consul and Trade Commissioner
D. S. Baker, Vice Consul and Assistant Trade Commissioner

Phone: 262-3760 (Area Code 617)

Telex: 0094567 (DOMCAN BSN)

Territory: States of Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Consul and Senior Trade Commissioner
Canadian Consulate General
310 South Michigan Ave., Suite 2000
Chicago, Illinois 60604

D. H. Cheney, Consul and Senior Trade Commissioner
R. H. Gayner, Consul and Trade Commissioner
M. Rowan, Consul and Assistant Trade Commissioner
L. G. Lee, Vice Consul and Assistant Trade Commissioner

(continued)

Foreign Trade Service Abroad

Chicago (continued)

Phone: 427-7926 (Area Code 312)

Telex: 0025571 (DOMCAN CGO)

Territory: States of Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska.

Consul and Senior Trade Commissioner

Canadian Consulate

Illuminating Building

55 Public Square

Cleveland, Ohio 44113

A. W. Evans, Consul and Senior Trade Commissioner

N. L. Currie, Consul and Trade Commissioner

Phone: 861-1660 (Area Code 216)

Telex: 00985364 (DOMCAN CLV)

Territory: State of Ohio.

Consul and Trade Commissioner

Canadian Consulate

1139 Penobscot Building

Detroit, Michigan 48226

H. S. Hay, Consul and Trade Commissioner

K. D. Taylor, Consul and Assistant Trade Commissioner

Phone: Woodward 5-2811 (Area Code 313)

Telex: 0023445 (DOMCAN DET)

Territory: State of Michigan.

Consul and Trade Commissioner

Canadian Consulate General

510 West Sixth St.

Los Angeles, California 90014

F. B. Clark, Consul and Senior Trade Commissioner

L. J. Taylor, Consul and Trade Commissioner

J. H. Suggitt, Consul and Assistant Trade Commissioner

Phone: MAdison 2-2233 (Area Code 213)

Telex: 00674119 (DOMCAN LSA)

Territory: States of California (ten southern counties), Arizona, New Mexico, and Clark County in Nevada.

Consul and Trade Commissioner

Canadian Consulate General

225 Baronne St., Suite 1710

New Orleans, Louisiana 70112

P. A. Savard, Consul and Trade Commissioner

G. E. Blackstock, Consul and Trade Commissioner

R. E. Pedersen, Vice Consul and Assistant Trade Commissioner

Phone: JACkson 5-2136 (Area Code 504)

Telex: 0058237 (DOMCAN NLN)

Territory: States of Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida.

Consul and Trade Commissioner

Canadian Consulate

3 Penn Center Plaza

Philadelphia, Pennsylvania 19102

(continued)

Philadelphia (continued)

W. J. Millyard, Consul and Trade Commissioner

R. F. Turcotte, Consul and Assistant Trade Commissioner

Cable: CANADIAN *Phone:* LOcust 35838 (Area Code 215)

Telex: 0083396 (DOMCAN PHA)

Territory: States of Delaware, Maryland, New Jersey (nine southern counties), Pennsylvania, Virginia, West Virginia.

Consul General

Canadian Consulate General

333 Montgomery St.

San Francisco, California 94104

Phone: YUkon 1-2670 (Area Code 415)

Telex: 0034321 (DOMCAN SFO)

Territory: States of California (except the ten southern counties), Wyoming, Nevada (except Clark County), Utah, Colorado, Hawaii.

Consul General

Canadian Consulate General

1308 Tower Building

Seventh Avenue at Olive Way

Seattle, Washington 98101

Phone: MUtual 2-3515 (Area Code 206)

Telex: 0032462 (DOMCAN SEA)

Territory: States of Oregon, Idaho, Washington, Montana, Alaska.

URUGUAY

Commercial Counsellor

Canadian Embassy

Casilla Postal 852

No. 1409 Avenida Agraciada Piso 7°

Montevideo, Uruguay

B. S. Shapiro, Commercial Counsellor

Cable: CANADIAN *Phone:* 96096

Territory: Falkland Islands.

VENEZUELA

Commercial Secretary

Canadian Embassy

Apartado 11452-Este

Avenida La Estancia No. 10

Ciudad Comercial Tamanaco

Caracas, Venezuela

J. D. Blackwood, Commercial Secretary

J. R. Caux, Assistant Commercial Secretary

Cable: CANADIAN *Phone:* 32.40.41.44

Territory: Netherlands Antilles.



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 .9300.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 29	Units per Canadian dollar	Notes (see below)
Algeria	Dinar2194	4.56	
Argentina	Peso	Free006021	166.09	
Australia	Pound	2.4116	.4147	
Austria	Schilling04163	24.02	
Bahamas	Pound	3.0145	.3317	
Belgium and Luxembourg	Franc02166	46.17	
Bermuda	Pound	3.0145	.3317	
Bolivia	Peso09140	10.94	
Brazil	Cruzeiro	Official Free0004866	2,055.07	†
Britain	Pound	3.0145	.3317	
British Guiana	Dollar6280	1.59	
British Honduras ..	Dollar75036	1.33	
Burma	Kyat2258	4.43	
Ceylon	Rupee2261	4.42	
Chile	Escudo	Bank rate3125	3.20	
		Free2597	3.85	
Colombia	Peso	Free05860	17.06	
		Certificate1195	8.37	
Congo, Republic of	Franc007169	139.49	(1)
Costa Rica	Colon1623	6.16	
Cuba	Peso	†	†	
Czechoslovakia ..	Koruna1493	6.70	
Denmark	Krone1561	6.41	
Dominican Republic	Peso	1.07531	.9300	
Ecuador	Sucre	Official05974	16.74	
		Free05812	17.21	
El Salvador	Colon4301	2.33	
Fiji	Pound	2.7168	.3681	
Finland	Markka3360	2.98	
France, Monaco, etc.	Franc2194	4.58	(2)
Franco-African Republics, etc. ..	Franc004388	227.89	(3)
French Pacific ..	Franc01207	82.85	(4)
Germany	D Mark2688	3.72	
Ghana	Cedi	1.2580	.7962	
Greece	Drachma03584	27.90	
Guatemala	Quetzal	1.07531	.9300	
Haiti	Gourde2151	4.65	
Honduras	Lempira5377	1.88	
Hong Kong	Dollar	Free1873	5.34	*Nov. 19
		Official1884	5.31	

†The Cruzeiro was devalued Nov. 16/65; as of Jan. 1/66, the present currency will be replaced by the new Cruzeiro at the ratio of new Cruzeiro/1000 old Cruzeiros.

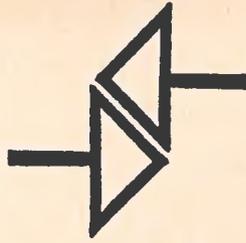
‡There is no trading in Cuban pesos in U.S. or Canadian banks at present.

*Latest available date.

Country	Unit	Type of Exchange	Can. dollar equivalent Nov. 29	Units per Canadian dollar	Notes (see below)
Iceland	Krona	Official	.02501	39.98	(1)
India	Rupee		.2261	4.42	
Indonesia	Rupiah		.004301	232.49	(1)
Iran	Rial		.01420	70.44	
Iraq	Dinar		3.0109	.3321	
Ireland	Pound		3.0145	.3317	
Israel	Pound		.3584	2.79	
Italy	Lira		.001721	581.06	
Japan	Yen		.002987	334.78	
Lebanon	Pound	Free	.3518	2.84	
Malaysia	Dollar		.3513	2.85	
Mexico	Peso		.08603	11.62	
Morocco	Dirham		.2151	4.65	
Netherlands	Florin		.2985	3.35	
Netherlands Antilles	Florin		.5702	1.75	
New Zealand	Pound		3.0037	.3329	
Nicaragua	Cordoba		.1536	6.51	
Nigeria	Pound		3.0145	.3317	
Norway	Krone		.1506	6.64	
Pakistan	Rupee		.2261	4.42	
Panama	Balboa		1.07531	.9300	
Paraguay	Guarani	Free	.008710	114.81	
Peru	Sol	Free	.04009	24.94	
Philippines	Peso	Free	.2750	3.64	
Poland	Zloty	Fixed-basic rate	.04480	22.32	
Portugal & Colonies	Escudo		.03740	26.74	(5)
Sierra Leone	Leones		1.5054	.6643	
South Africa	Rand		1.5073	.6634	
Spain and Dependencies	Peseta		.01796	55.68	
Sweden	Krona		.2079	4.81	
Switzerland	Franc		.2491	4.01	
Syria	Pound	Free	.2817	3.55	
Thailand	Baht	Free	.05162	19.37	(1)
Tunisia	Dinar		2.0592	.4856	
Turkey	Lira		.1195	8.37	(1)
United Arab Republic	Pound	Official	2.4732	.4043	
United States	Dollar		1.07531	.9300	
Uruguay	Peso	Free	.01711	58.45	
Venezuela	Bolivar	Official Free	.2393	4.18	
West Indies	Dollar		.6280	1.59	(6)
	Pound		3.0145	.3317	(7)
Yugoslavia	Dinar	Official	.0008603	1,162.38	

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. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
7. Jamaica.



Foreign Tariffs and Trade Regulations

Argentina

BRUSSELS TARIFF NOMENCLATURE—On September 7, 1965, Congress passed law 16,686 adopting the Brussels customs tariff nomenclature for all foreign trade transactions, as well as in connection with tax, statistical and relative matters. This nomenclature is to be applied to import operations within 60 days of its publication. The Executive Power will compile minor subdivisions of the nomenclature to be applied to export operations and these will also take effect 60 days after publication. An official translation into Spanish will be made, through the Secretariat of the Treasury, of the explanatory notice attached to the nomenclature and this will be kept up to date by creating, substituting and amalgamating subtitles—Buenos Aires.

SYNTHETIC RUBBER IMPORTS SUSPENDED—Decree No. 84511-65, dated September 30, 1965, and published in the *Official Bulletin* on October 1, suspends temporarily imports of synthetic rubber and compositions thereof (excluding natural rubber). As a result of this decree, the Argentine Central Bank has announced the temporary suspension of the opening of documentary credit for the import of this product.

Excluded from this ruling are imports effected under laws and/or decrees issued before September 3, 1965, with exemption from import surcharges, and those covered by arrangements with LAFTA countries.

The Government's reason for imposing this suspension is to protect domestic production. Several years ago a group of American companies formed an Argentine corporation, Petroquímica Argentina S.A. (PASA), to produce synthetic rubber and it is now manufacturing four different types of SBR: 1502, 1510, 1712 and 1778. Production amounts to 50 tons of each type a month. To establish itself in the market, the company gave away one ton for each four that were bought.

Local importers interpret this temporary suspension as applying for the time being only to the four types of SBR being produced in Argentina; it is understood that the other types of SBR can still be imported freely—Buenos Aires.

Ireland

IMPORT LEVY—Effective November 2, the Irish Government has imposed an import levy additional to existing duties on a wide variety of consumer goods excluding most foodstuffs. The levy is to terminate on March 31, 1966.

On some goods the levy will be 10 per cent when imported from Britain and Canada and 15 per cent when imported from other countries. Items of interest to Canada in this category include candles, plastic articles, clothing, central heating equipment, domestic electric appliances, clocks and watches, gramophone records and tapes, sporting guns, furniture and bedding, dolls, toys, pens and pencils.

A further list of goods will be subject to a 15 per cent levy regardless of the country of origin. This list includes spirits, liqueurs, beer, manufactured tobacco, watch and jewellery cases, floor coverings other than inlaid or plastic, knitted blankets not of wool, certain headgear for men and boys and protective sports headgear, domestic drying machines, motor car radio sets, dolls' prams and wood toys.

Details on individual products may be obtained from the Commonwealth Division, Office of Trade Relations, Department of Trade and Commerce.



Trade Commissioners on Tour

In Territory

Puerto Rico—J. E. Kepper, Acting Commercial Secretary in Santo Domingo, Dominican Republic, will visit San Juan January 10-14.

Thailand—J. H. Bailey, Trade Commissioner in Singapore, will visit Thailand for the week beginning January 3.

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

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

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