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# **FOREIGN TRADE**

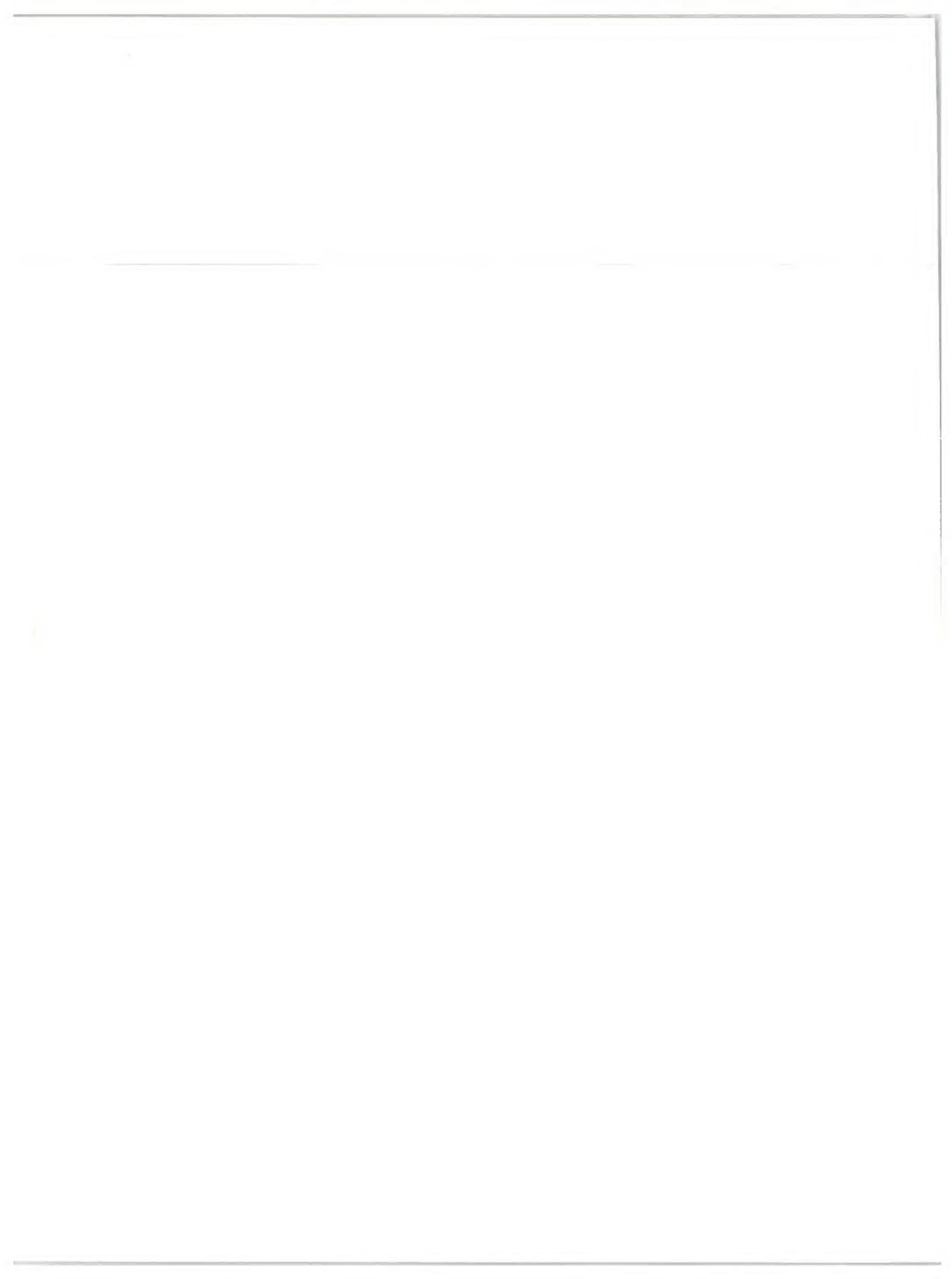
**DEPARTMENT OF TRADE AND COMMERCE, OTTAWA**

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**Six Smaller Markets in the West**

**Protecting Industrial Designs**

**Head Office Directory**



# FOREIGN TRADE

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## Six Smaller Markets in the West 2

*To most Canadians, the cities named in this article are places to visit on a holiday. The Los Angeles office looks at them from a different angle—as places to do business. Reading this article may change your viewpoint too.*

## Selling Cereals to the British 5

*The importance of the British market to Canada's grain producers needs no emphasizing. Here one of the Trade Commissioners in the London office who concentrates on agricultural work discusses changes in the demand for cereals there, the emerging pattern of competition, and the outlook for our producers.*

## Protecting Industrial Designs 8

*The Montreal patent attorney who supplied the earlier articles on patents and trade-marks in our current series "How to Win World Markets" here turns to industrial designs and utility models. First he defines these, and then deals with the protection they currently receive in various countries of the world.*

## Mexico Studies Port Expansion 10

*Canadian consulting engineers and suppliers of cargo-handling and other port equipment are briefed here on the \$12 million Mexican program for the improvement of ports on both the Gulf and the Pacific coasts. Shippers to Mexico will also find this information on future port services worth noting.*

## Norway's Electro-Metallurgical Industry 25

*Canadian and Norwegian interests often run parallel in the metallurgical field, and in addition, some Canadian companies have a direct stake in the industry in Norway. This review done in our Oslo office should prove useful to both groups.*

## The Ocean Freight Market 13

## Try Summer Skiing in Chile 21

## Index to Articles in "Foreign Trade" 22

## The Sky's the Limit 24

## What's Current in Commodities?

### Automotive Parts—Central America and Panama 30

### Oil Burners, Smoke-Purifying Equipment, Filters—Italy 31

## Marketing Data Sheet, Australia 36

### Foreign Exchange Rates 34 Trade Commissioners on Tour 32

### Foreign Tariffs and Trade Regulations 33 Trade Lines 27

### Head Office Directory 15

COMING—SELLING TO MEXICO'S PUBLIC SECTOR, AUGUST 6 ISSUE

# Six Smaller Markets in the West



The Space Needle, erected for the 1962 World's Fair in Seattle, towers over the city's dock area. Seattle is the biggest metropolitan centre in the State of Washington, but is only a half-hour flight from Vancouver. Everything from clothing to electronic and military goods can be sold in this thriving city.

Not enough production to sell in big markets like Los Angeles or San Francisco? Why not try smaller ones in the West and Southwest—Salt Lake City, Phoenix, Seattle, or others. The Los Angeles office has mapped out a tour of these centres for you. Just pack your bag, take your briefcase, and push off.

F. B. CLARK, *Consul and Senior Trade Commissioner, Los Angeles.*

WESTERN UNITED STATES is a logical market for the Canadian provinces to the north and one that firms in Ontario, Quebec and the Maritimes should not overlook. If your production exceeds the demands of your Canadian customers but is not large enough for selling in the huge met-

ropolitan areas of New York, Los Angeles or Chicago, why not look to one or more of the scattered, somewhat isolated urban markets in the West? You may find sales outlets that fit in better with your volume in Seattle, Portland, Salt Lake City, Denver, Phoenix or Albuquerque.

Then if the steady growth of these markets does not absorb all your rising production, stay in the West and investigate San Francisco and Los Angeles, in the most populous state in the country. In this article, however, I will assume that you can find sufficient business in one or more of the smaller U.S. cities for your current export volume.

If your mill, factory or farm is west of Ontario, freight charges for delivery by air, rail or road are modest compared with your more distant competitors. Eastern Canadian exporters also have an advantage over other foreign competitors in delivery costs and they are not much farther

away than the Eastern United States, where a considerable share of Pacific and Rocky Mountain market requirements originate. So wherever you are in Canada, the distance to the market I am discussing is no serious deterrent to doing business.

Because this area is by no means an assured market for all offers, save time and expense by first contacting the Commercial Division of the Canadian Consulate General in Los Angeles for a preliminary market survey. After telex consultations with the Canadian Consulate General in Seattle and San Francisco, we will send you a quick review of your sales prospects. If the potential warrants further investigation, you must then visit the market to appraise interested representatives or pursue sales directly with potential customers. Here is a schedule that can be completed in ten working days, travelling by air, with a weekend in mile-high Denver or the desert air of Phoenix included.

### **Seattle First**

The first stop, Seattle, is just a half-hour flight from Vancouver, so if you are living east of B.C. simply add a few days to your Canadian sales tour ending in Vancouver and head south. Seattle is the distributing centre for the State of Washington (three million people), and the main gateway to Alaska. It is the biggest city by far in Washington, with a metro population of 1.2 million, followed by Tacoma to the south and Spokane in the east, towards the Idaho border. Excellent port facilities handle two million tons of cargo a year, divided about equally between imports and exports. The farms and forests are the main contributors to the manufacturing payroll but the big single employer is the Boeing Aircraft Company. Steady commercial and military sales keep this huge operation on a round-the-clock schedule.

Visit the Canadian Consulate General soon after your arrival in its new offices in the Tower Building. There is no Trade Commissioner on staff but introductions to the active Chamber of Commerce and the United States Department of Commerce Field Office can be provided and, in some instances, leads on customers and representatives. There is not much demand for primary mate-

rials because the State is well endowed with natural resources but if you sell high-quality stylish clothing or accessories, the fine department stores in Seattle will be interested. Make an offer of machinery and equipment to approved dealers who serve a growing clientele of machine shops, foundries, woodworking plants, lumber mills, etc., and you may be surprised at how competitive you are with United States suppliers. If electronic devices, military hardware or aircraft parts and accessories are your business, time in Seattle is not wasted. And there is money in this city, so luxury goods and gift items with an import tag have sales appeal.

### **South to Portland**

After a day or two in Seattle, take a brief flight 138 miles south and another distinct market awaits you in Portland. This city is a friendly competitor of Seattle for trade dominance in the Northwest. It is not as big nor has it such a populous trading area to serve, but it has a busier port and a civic determination to grow in trade, commerce and industry. Your earlier visit to the Canadian Consulate General in Seattle will help you here because Oregon is within its jurisdiction. A friendly and helpful reception awaits you at the Columbia Basin World Trade Center in Portland. Recently formed and under active management, it offers a variety of services to the business visitor. A call on the international departments of the two leading local banks may result in locating the logical sales outlet.

Portland serves the Columbia Basin trade area, a wealthy region of forests, farms and mining claims throughout Oregon, southern Idaho and western Wyoming. Per capita income is high and these people shop in the department and specialty stores of Portland for good quality clothing and accessories, gift items and outdoor sporting goods. If imports meet the high standards required, they can be sold. Portland also has a growing electronics industry so sales of components are possible. A steady demand for machinery and equipment for the extraction industries should be investigated with Portland distributors.

Now that you have spent a few days in the spacious Northwest, you may already have obtained the

desired volume of sales. Not too unlikely, because the two cities visited serve a well-to-do population of 5.7 million.

### **Salt Lake City**

The next stop offers a change of scenery and climate. Salt Lake City is high and dry in the Rocky Mountains, 650 miles southeast of Portland. The city is not too big, about 250,000, but it is the only sizable distributing centre for the rather isolated State of Utah with a population of one million. Aside from business, you will enjoy your stay in Salt Lake City. The air is invigorating, appointments are within walking distance, and the people are friendly. About 63 per cent of the residents belong to the Mormon Church and the beautiful temple to this faith dominates the city skyline.

The major department store, ZCMI, is a religious co-operative institution which dominates Salt Lake retailing. During my recent visit, the Merchandise Manager told me that he could not recall when a Canadian salesman had made a personal call on him, with the inevitable result that our products were a rarity in all departments. He promised special attention if any Canadian supplier of department store needs made a personal approach. If you have consumer products to offer, including food, consider also calls on the wholesale companies that serve the supermarkets and chain stores.

For industrial products, check the current pace of Utah manufacturing with the able and active Chamber of Commerce or the State Committee on Industrial Planning—both are within ten minutes' walk of leading hotels. The Field Office of the U.S. Department of Commerce can also help you. In electronics and aerospace, the Boeing Company and Litton Systems are important employers and the Sperry Utah Co. is engaged in electronics for army ordnance. There is not much in the way of industrial machinery and equipment sales unless you specialize in meat packing, food processing or woodworking requirements.

### **Denver—a Mile High**

After a 380-mile flight over the scenic Rocky Mountains, proceeding

eastward, mile-high Denver is the next stop. This is a busy airport—number six in size nationally, with jet flights arriving from all directions. Denver is the major distribution centre for the vast Rocky Mountain empire, the state capital of Colorado, and home to over one million people. The climate attracts a variety of service industries—financial, scientific, business management and educational. It is a big, busy city with a modern, expanding central business district. The U.S. Department of Commerce Field Office can provide leads on customers and distributors and the Chamber of Commerce issues a variety of publications on trade and commerce.

For consumer products, walk to the three big department stores downtown and then hire a U-drive for a tour of the dozen or more shopping centres in the suburbs. The Chamber of Commerce maintains a list of these with size, facilities and management recorded for each. Family income in Colorado is well above the national average and Denver is both adequate and convenient for shopping. The latest fashions in clothing, current styles in sportswear, and the very latest for the camper and outdoor sports enthusiast will impress the distributors, the wholesalers and the department-store buyer.

After rapid economic growth since 1950, the Denver region adjusted to a slower pace in 1964. Aerospace employment was reduced, construction waited for demand to catch up, and agriculture suffered from drought. These industries are again healthy and sensible projections to 1970 are optimistic. Regional farm products have long supplied the ingredients for local processing but high-value products such as instruments, armament, transportation equipment and electronics are now important in manufacturing. If your company can supply some of their requirements, then your time in Denver will be well spent.

### **Albuquerque in the South**

Now that you are impressed with the Denver market, it is time to visit another. After a direct flight south for an hour, Albuquerque, New Mexico, is announced. About 50 miles north you may have noticed Sante Fe, the

capital, a city of 50,000, or Los Alamos in the same region, home of an atomic laboratory. Albuquerque is the most typical western city of those visited. It offers room to roam in the sparsely populated country close by the city suburbs and there is no concentration of high-rise buildings in the central district.

The Federal Government is the principal employer in Albuquerque, (population 400,000) and atomic energy is the main interest. This has prompted commercial firms engaged in space and related nuclear programs to settle in the area. Sandia Corporation, a Western Electric affiliate, employs 8,000 in these projects. The winters are cold because of the altitude so the market for heavy clothing and winter sports gear is sizable. Camping equipment will interest the chain and discount stores located in the several shopping centres on the outskirts. There does not seem to be a downtown department store of any size.

None of the local banks features an international department but the Chamber of Commerce officials are helpful and informed on who is buying what. Their modern premises are two or three miles from the central district. New Mexico is not heavily populated and it is a long haul from major suppliers in the East; nevertheless, there are certain opportunities for Canadian products.

### **Last Call—Phoenix**

Proceed westward, 575 air miles, for the last call on the business visit—Phoenix, Arizona. You descend from the mile-high altitude of your last two stops to 1,100 feet and notice a distinct change in the weather—it is much warmer. Over 100 degree temperatures are normal during the long summer months and you won't need an overcoat in December. The city resembles Edmonton with its uniform, wide streets and level terrain. Distances between calls are costly in taxis so a U-drive is economical. Greater Phoenix now has over 800,000 residents and several more during the winter months, including many Canadians. This is about 50 per cent of the state population.

Like Denver, Phoenix has been oversold in recent years, with too many people moving in (many for

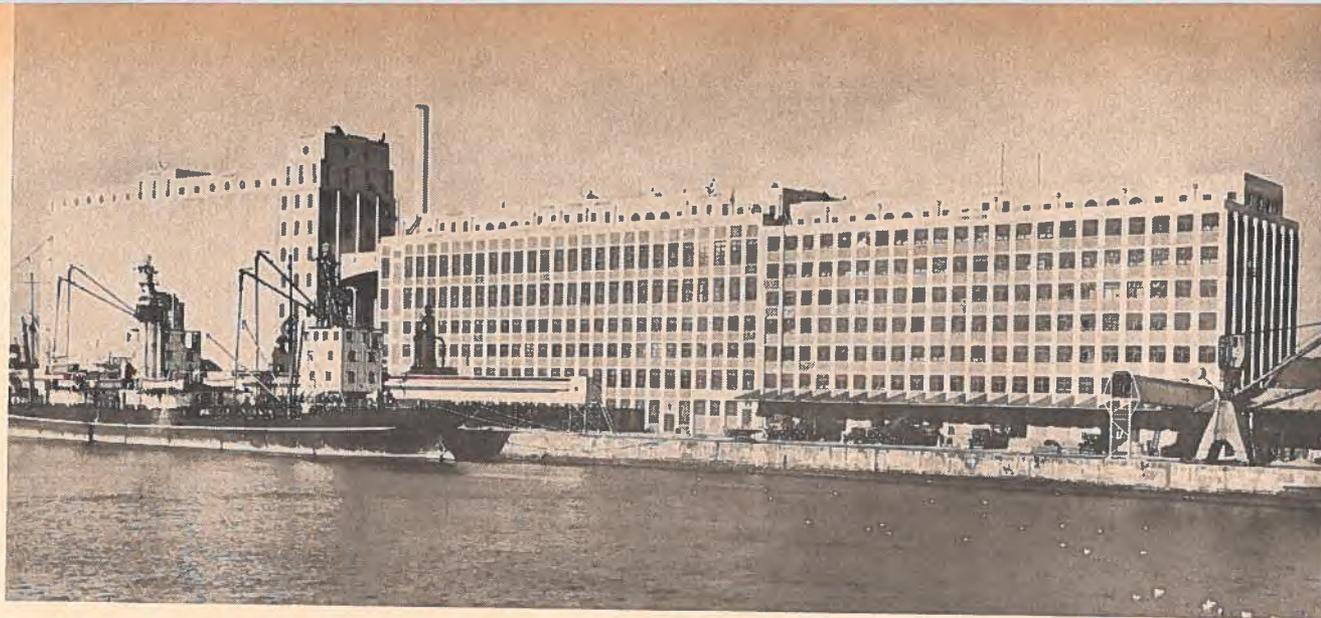
family health reasons) and not enough employment for them. Real estate sales are far below the listings and the electronics and aerospace employers have not been increasing their payrolls noticeably. A visit to Phoenix in April revealed a marked upswing in business, however, and forecasts are now more promising.

Livestock and cotton are the main agricultural pursuits and copper is by far the biggest mining operation. Production of this metal in 1964 was valued at \$450 million, or 55 per cent of the U.S. total. Phoenix is regional headquarters for mining equipment and supplies. With the aerospace and electronic firms healthy again, they are back in the market for qualified supply sources. Motorola, Air Research, Sperry Phoenix and General Electric are the principal employers. For consumer products, visit Goldwaters, the main department store, and for gifts, high-fashion wearing apparel and accessories, call on the exclusive specialty stores in adjoining Scottsdale, the haven for wealthy winter visitors to this area.

### **Los Angeles to Report**

At this final stage of your Western visit, you will be tanned, refreshed and impressed with these prosperous markets that so many businessmen, both domestic and foreign, visit infrequently. En route home, you might consider the Los Angeles market, bearing in mind your production limits. Anyway, a review of your trip with the Commercial Division of the Canadian Consulate General there would be useful because any sales arrangements concluded can be reviewed regularly by the Trade Commissioners in Los Angeles and San Francisco. If you cater to defence-oriented customers—and there are several in the cities visited—the same service is offered by John Robinson, Senior West Coast Liaison Officer for the Department of Defence Production in Los Angeles. When your trip is ended, you will know the Canadian officials who travel this area for trade leads and you will have the satisfaction of having visited markets that few Canadians have tried to cover.





Dockside flour mills like this one at Avonmouth have meant that British interest in imported flour has fallen off in recent years.

## Selling Cereals to the British

Our biggest competitor in this traditional market is now the British farmer, thanks to efficient farm practices and financial incentives. How do sales prospects for our wheat, flour, coarse grains and feed ingredients shape up? This report discusses this question.

W. M. MINER,  
*Agricultural Secretary, London.*

SINCE the first shipments of Canadian wheat moved overseas almost 90 years ago, Canada has looked to Britain as its principal customer. Despite recent large contracts with Communist China and the U.S.S.R., Britain continues to be a leading market for Canadian spring wheat, durum, wheat flour, barley and screenings, and an important buyer of other cereals and cereal products. Britain's example over the years in maintaining a relatively open market for cereals has had a profound influence on trade, with the Baltic Exchange in London still providing a valuable service as a clearinghouse for information on grain shipping and contracting. Historically the world's largest grain importer, Britain continues to play a leading role in international cereals conferences, par-

ticipating fully in the International Wheat Agreement and the Kennedy Round discussions on cereals.

### Domestic Production Rises

There have been important developments in this key British market. Domestic production of cereals has almost doubled in the last twenty years, primarily because of full mechanization and advanced technology. The relatively large and efficient British cereals producers make full use of fertilizers, chemicals and improved varieties. Fertilizer inputs for wheat production average 130 to 140 pounds per acre, well above the Canadian level. There are said to be 150 commercial herbicides available for use on cereals and a high proportion of crops are sprayed. Last year seven out of the twelve recommended varieties of barley were new.

These achievements, combined with some increase in total cereals acreage

and encouraged by strong government financial support, have pushed production from 7.2 million long tons in 1946 to a peak of 13.5 million last harvest. Outstanding is the expansion in barley production from 2 million to 8 million tons last season. Barley has, in fact, taken over a large share of the oats and mixed cereal acreage. Wheat production has doubled in the same period from about 2 million to 4.1 million tons. Average yields are about 40 per cent above immediate postwar levels.

The encouragement which the Government is giving to cereals production takes the form of a system of guaranteed prices, deficiency payments, and fertilizer and other production grants. The total cost of implementing the price guarantees for cereals reached a peak of \$230 million in 1963/64, because the deficiency payment was paid on the greater tonnage coming from home produc-

tion. To this can be added a share of the subsidies, \$155 million last season, to encourage the use of fertilizers, lime and the ploughing of grass-land.

### Changes in Import System

As production rose, the total cost of cereal support also increased. When negotiations for entry into the Common Market failed, the Government reappraised its support system in an effort to limit the subsidy bill. In 1964 modifications were introduced to put a floor price on the import market for main cereals to prevent low-priced imports from forcing the domestic price down and raising the deficiency payments. To alter the traditional free access commitment for cereals, bilateral agreements were negotiated with the principal suppliers. These agreements were aimed at ensuring a fair and reasonable balance between home production and imports, with an opportunity for both to share in market growth.

The suppliers, including Canada, agreed to co-operate in minimum import price arrangements and to accept the possibility of levies being imposed on imports of certain cereals if prices fell below these minima. The actual levels of the minimum prices which apply to most cereals and cereal products were established by negotiation and were based on recent experience. They were set near the minimum prices under the International Wheat Agreement. Although levies have been applied on some types of grains and products, none has been applied against Canadian imports. To achieve a fair and reasonable balance of overseas and home supplies, the domestic support system was altered to provide specific features aimed at containing the expansion of British cereals. An associated development was the establishment of a new Cereals Marketing Authority to improve the marketing of the domestic crop.

### Consumption Moves Ahead

Consumption of cereals in Britain has moved strongly upwards throughout the past 20 years and this trend gives no sign of changing. Most of the expansion has come from the livestock industry. Tonnage turnover of livestock feed has increased by 100 per cent since 1945 and currently

amounts to 9.74 million tons a year. More than half the increase was in poultry compounds. The period of rapid growth in the poultry industry is over but room for steady increase remains. Britain imports over one third of its meat requirements and the Government has therefore been encouraging domestic beef and sheep production. A significant expansion in the livestock industry seems probable, leading to greater use of cereals for feeding.

### Imports Lag Behind

Britain supplied 60 per cent of its own cereal requirements in 1964/65 and is expected to increase this share slightly in the present crop year. Although total import tonnage has been reasonably well maintained, the share of the market taken by overseas suppliers, about 50 per cent in the 1950's, has declined steadily. Domestic wheat now accounts for about half of total requirements, about two thirds of the grains for feed are home-grown, all of the maize is imported, and 97 per cent of the barley is grown in Britain. Total imports of cereals and cereal products at present amount to about 8.9 million long tons and are distributed among various cereals and preparations as shown in Table I.

TABLE I  
BRITISH IMPORTS OF CEREALS  
AND CEREAL PREPARATIONS

|                      | Average*         |              |              |
|----------------------|------------------|--------------|--------------|
|                      | 1960/61          | to           |              |
|                      | 1964/65          | 1963/64      | 1964/65      |
|                      | (long tons '000) |              |              |
| Wheat                | 3,949            | 4,105        | 3,769        |
| Barley               | 493              | 419          | 274          |
| Maize                | 3,477            | 3,431        | 3,140        |
| Oats                 | 37               | 21           | 23           |
| Sorghums             | 388              | 260          | 386          |
| Rye and other        |                  |              |              |
| unmilled cereals     | 39               | 34           | 46           |
| Wheat flour          | 336              | 314          | 258          |
| Other milled         |                  |              |              |
| cereals <sup>2</sup> | 56               | 145          | 43           |
| Cereal prepara-      |                  |              |              |
| tions <sup>2</sup>   | 68               | 76           | 94           |
| <b>Total</b>         | <b>8,843</b>     | <b>8,805</b> | <b>8,033</b> |

\*July-June crop years.

Note: rice is not included.

<sup>2</sup> Based on calendar year figures.

Imports of wheat have shown a slight downward trend; this was accentuated in 1964/65 as a result of the large harvest of high quality domestic wheat. Last autumn the wheat output was greater but of much lower quality and imports of milling wheat should be up slightly in 1965/66. The main suppliers are Canada, Australia, Argentina and the United States. Canadian wheat exports have remained fairly steady over the years at about 70 to 75 million bushels a year.

Britain's imports of barley have fallen considerably as domestic production has taken over the market. Barley shipments from Canada fluctuate widely but recently have averaged about 8 million bushels a year. On the other hand, consumption of coarse grains has risen strongly and imports of maize, mainly from the United States, are again running at the pre-war level of 3 to 3.5 million long tons per year.

Purchases of sorghum have increased from nil after the war to about 500,000 tons; this grain is imported primarily from the Argentine and the United States. Domestic production of oats has declined steadily and imports remain small at about 50,000 tons per year. Other important exports from Canada include Ontario and durum wheats, rye, pelleted screenings, and a range of milling byproducts. Our trade in these cereals fluctuates with price and availability but for the most part represents a small share of total imports, leaving scope for expansion.

### Flour Imports Decline

There has been a gradual reduction in Britain's flour imports as a result primarily of integration within the British milling and baking industry. Four main groups are now responsible for more than two thirds of all milling and their operations include importing, milling, baking, wholesaling and retailing. Apart from flour brought in by these companies for their own use, imported flour is sold primarily to the independent bakeries which are not tied to a specific source.

Although Canadian flour exports have maintained and lately improved their share of total imports, the volume has fallen off steadily. Britain

requires about five million tons of flour annually and domestically milled flour provided 93 per cent of the market last year. Per capita consumption is declining slowly. Canada provided about 80 per cent of the imports in the early 1950's but this fell to two thirds in the late 1950's. It has since risen. In the crop year 1964/65 Canada exported 197,635 long tons of flour to Britain, 78.2 per cent of total imports. Australia is the next supplier, followed by the United States, but a number of other exporters sell smaller quantities regularly. Canada exports some other types of flour and meal in limited quantities. Additional exports include pastas, bakery products and malt. Exports of breakfast foods to Britain are well below prewar levels because the major companies now produce them locally. The full picture of Canadian sales of cereals and cereal products to Britain is given in Table II.

### Looking Ahead

The future of the British cereals market is difficult to predict, but there are some indications which cannot be ignored. With recent yield trends in mind, the technical possibilities of further expansion in Britain's cereal production are evident. The National Plan suggests that 4.75 million tons of additional production could be forthcoming by 1970 and foreshadows a substantial increase in livestock production, with the resulting need for more feed grains. There are indications that Britain will endeavour to produce a substantial part of the added feed requirement but the Government's obligation under bilateral agreements with all main suppliers calls for a reasonable sharing of market growth. The Plan accepts that Britain cannot readily produce hard milling wheats, and this augurs well for exports of high quality *Manitobas*. Our strong advantage over softer wheats may be narrowed by improvements in milling and baking techniques and as incomes rise, the per capita bread consumption is likely to decline. Nonetheless, sales of Canadian hard wheat to this market seem likely to be maintained.

Consumption of animal feeds should expand steadily with the expected rise in population and incomes, higher standards of living, and

TABLE II  
EXPORTS OF CANADIAN CEREALS  
AND CEREAL PRODUCTS TO  
BRITAIN 1963-65

|                                   | 1963           | 1964           | 1965           |
|-----------------------------------|----------------|----------------|----------------|
|                                   | (Can.\$'000)   |                |                |
| Hard spring wheat                 | 159,791        | 145,201        | 137,844        |
| Spring wheat flour                | 22,272         | 21,580         | 19,386         |
| Barley                            | 10,362         | 10,657         | 13,189         |
| Pelleted screenings               | 766            | 1,715          | 2,475          |
| Winter wheat                      | 770            | 1,698          | 2,122          |
| Malt                              | 20             | ....           | 1,299          |
| Oats, n.o.p.                      | 1,251          | 1,035          | 986            |
| Wheat bran, shorts and middlings  | 187            | 274            | 814            |
| Corn                              | 1              | 4              | 555            |
| Durum wheat                       | 237            | 528            | 417            |
| Hulls and screenings              | 186            | 472            | 383            |
| Rye                               | 380            | 132            | 370            |
| Brewers grains and solubles       | 295            | 318            | 253            |
| Breakfast cereals                 | 831            | 470            | 258            |
| Gluten and gluten meal            | 189            | 348            | 226            |
| Winter wheat flour                | 51             | 113            | 85             |
| Pasta products                    | 24             | 7              | 29             |
| Complete feeds                    | 7              | 21             | 28             |
| Other cereals and cereal products | 38             | 51             | 97             |
| <b>Total</b>                      | <b>198,693</b> | <b>184,624</b> | <b>180,816</b> |

the integration of and improved feeding practices in the livestock industry. In the absence of any change in access arrangements, the present level of cereal imports should therefore continue or improve.

The strong domestic market for feed will continue to encourage imports of coarse grains, screenings and milling byproducts. The demand for imported ready-mixed feeds is very limited. The British compounding industry is highly developed already and is further consolidating. There is scope for selling ingredients of all types because only an estimated 30 per cent of total materials used by the compound feed industry is domestically grown.

The outlook for Canada's flour exports is less encouraging. Integration and consolidation of the domestic milling and baking industry can be expected to continue, with growing pressure on imported flour. There is some evidence of consolidation among independent bakery chains whose sales of specialty lines are being encouraged

by higher incomes. Because these companies are important users of Canadian flour, their success in competing with the main milling and baking groups will influence Canadian exports. The reputation of high quality Canadian flour for blending will help to sustain our trade. The minimum import price provisions should effectively limit the occasional volume of imports of low-priced cereals, milled feeds and products for human consumption and permit Canada to compete favourably on the basis of quality.

The market for breakfast foods and house brands of flour and cake mixes is extremely competitive. Well-organized companies with domestic production facilities are geared to service this market and imported lines must be backed by heavy spending on promotion.

Canada built its reputation as a leading grain exporter on high quality milling wheat. We can expect to retain this trade with efficient production, grading and transport. Developments in Britain in the past 20 years indicate that we must strive to hold our place as a supplier of flour, coarse grains and other feed ingredients. Our principal competitor will continue to be the British farmer. Technical, economic and political considerations will to a large degree determine our success in the future, but the size of the market indicates that there is ample scope for sales initiative.



### Is "Manpower" a Misnomer in West Germany?

WOMEN are furnishing a substantial part of the "manpower" in every sector of the West German economy. Most of the women work in commerce or industry and the percentage of women has increased markedly since 1950. As in Canada, every second working woman fills two positions at once: she has a job and a husband.

Of Germany's self-employed businessmen, 12 per cent are in fact businesswomen—726,000 of them. Thirty per cent are in charge of farms and 70 per cent the managers of small or larger industries.



## How to Win World Markets 28

The patent is not the only form of protection for your product; in many countries it is possible to register industrial designs or to take out a "petty patent" on a utility model. The patent attorney can advise you on the distinctions between these three.

# Protecting Industrial Designs

ALAN SWABEY,  
*Alan Swabey & Co., Montreal.*

FOUR STEPS to export profits urged at last June's World Trade Conference of the Canadian Manufacturers' Association<sup>1</sup> were market research, product promotion, use of services, and program planning. To these a fifth could well be added—product design to create exclusive rights that can be protected against competition.

In thinking of exclusive rights abroad, patents<sup>2</sup> come first to mind. But protection also comes in the form of the *industrial design registration* and in a few important countries, the *utility model*. Either may serve to back up a patent or fill the gap where a patent is not possible. By and large, the design registration covers a new look given to an article for ornamental purposes and the utility model is a "petty patent" for some minor useful feature not radical enough for a patent.

### What Protection to Seek

The distinction between these various forms of right can be subtle. Take the design of a chair. It has to have a seat, a back and legs. Suppose it is redesigned to allow it to fold. This is a change in the way the article works and usually gives right to a patent or utility model. But if the parts are unusually shaped just to give the chair better eye appeal, this qualifies it rather for design registration. In some territories, as in Canada, you do the best you can and try to register the design of an article if there is no utility model law or if it does not rise to the level of an invention you can patent.

<sup>1</sup> Ninety-fifth Annual General Meeting of the Canadian Manufacturers' Association, Montreal, June 5 to 7, 1966.

<sup>2</sup> "Foreign Patents and the Exporter" by Alan Swabey, *Foreign Trade*, November 13, 1965.

The laws of some countries give you the chance to combine patent, design and utility model protection. Take Germany. Let's say you have a knife blade with special notches to cut a certain material. Your patent attorney is not sure whether you will obtain a patent. He suggests that you apply at the same time for a utility model; you can fall back on this if the patent is turned down. In addition, an attractive arrangement of the notches may give rise to a registered design. In Japan, if you first apply for a patent and are turned down, you can continue with the same application for a utility model. Articles common in design registrations include furniture, containers (for example, bottles, jars, etc.), photographic equipment (cameras and projectors), sound equipment (radios and television sets), vehicles (bicycles or tricycles), special extrusions used in building construction, fabric patterns, dress designs, luggage, tire and shoe treads, tiles, and jewellery. In fact, almost any article that has shape or is ornamented can be registered as an industrial design.

### Time Limits

As with patents, one of the catches is the short time within which you must act to avoid losing rights abroad—the design must be new at the time of filing. The International Convention, the multilateral patent treaty to which Canada belongs, gives some small relief if you file in a member country within a given period after filing your first application. For the utility model this is a year and for a design, six months. Your application is then back-dated to your first application and any use or publication in the meantime is excused.

These time limits hardly allow you to wait for market success at home, so you may have to file abroad and speculate on commercial success. If you miss the date, sale or publication in Canada will kill your rights in many countries. The situation on time limits outside of the Convention varies; each country has to be checked to find out how the design stands. The time to do this is before it appears on the market anywhere.

### Procedure

What other problems are there in securing protection? For utility models, these may vary from none to considerable. In Germany there is no search; anything and everything is registered. In Japan the novelty examination compares with that for patents. There is certainly no world standard. An article devoid of design coverage in the United States may have quite useful protection in France or Italy. You have to take advantage from area to area of whatever protection there is. Acceptance by the particular Patent Office does not, of course, mean that the rights are valid. This is a question always subject to review by the Courts—but possession is often “nine points of the law”.

### Protection Available

Most developed countries give some form of design protection. In some, designs are subject to copyright protection which may overlap with design registration.

An indication of the importance attached to industrial design abroad is that countries which do not already have design protection laws are adopting them. Recent (1965) entries are Argentina and the U.S.S.R. The Tokyo Congress of the AIPPI in April 1966 passed a resolution recommending that the International Convention be amended to require all signatory countries to provide for the protection of designs.

The handbook *Manual for the Handling of Applications for Patents, Designs and Trade Marks*

*throughout the World*<sup>3</sup> gives a summary of the design and utility model protection available in foreign countries. BIRPI has published a compendium containing in English the texts of all the design laws of the world<sup>4</sup>. But do not rely completely on general texts which go out of date quickly nor, for that matter, on the text of the law itself. A judgment of the Courts can change the picture from one day to the next. Take Canada's Bench Made Case<sup>5</sup>. Be sure to get your information from an expert in the patent field.

The life of design registrations varies widely. Many countries give as much as 15 years from the date of filing but a few as little as four or five years. As for utility models, Japan gives ten years from registration, Germany six and Italy four—all from filing time. Other countries which grant utility model protection are Brazil, Spain and Portugal.

### Design Activity in Canada

Despite the fact that the Canadian design law is over forty years old, the number of registrations is low compared with patents in Canada and with similar activity abroad. For the last three fiscal years the numbers of designs registered were as follows, with the figure for patents shown in brackets; 1,030 (27,811); 846 (27,057); 814 (26,409). The bulk of these originated abroad. Compare the activity in Japan, where 13,654 designs were reg-

<sup>3</sup> *Manual for the Handling of Applications for Patents, Designs and Trade Marks throughout the World*. Bureau voor Technische Adviezen, Amsterdam, Holland, 1927, revised to date.

<sup>4</sup> *Compendium of Design Laws and Treaties of the World*. Published in agreement with the United Nations Educational, Scientific and Cultural Organization and the United International Bureaus for the Protection of Industrial Property and of Literary and Artistic Works by The Bureau of National Affairs Inc., Washington, D.C.

<sup>5</sup> *Cimon Limited et al. v. Bench Made Furniture Corporation et al.* 30 Fox Pat.C.77 (December 1964). This is the first Canadian judgment to uphold a three-dimensional design relating to furniture.

istered in the last fiscal year plus 35,040 utility models and 26,905 patents, most of which were of Japanese origin.

The Canadian Government is not happy about the lack of original industrial design, judging from the remarks of the Hon. C. H. Drury, Minister of Industry, in a speech to the Canadian Manufacturers' Association in Montreal last May. Mr. Drury pointed to three new design programs initiated by the Government during the past year. Mr. H. R. Pippy, Head of the Copyright and Design Branch of the Canadian Patent Office, told the writer he thought the main reason why people did not make more use of design protection was that they did not know enough about it. More publicity may be the answer.

But perhaps the lack of activity has also been due to the general feeling that the design registration law is not very protective. Canadian design protection did get a shot in the arm late in 1964 with the *Cimon v. Bench Made case*<sup>5</sup>, in which Mr. Justice Jackett, the new President of the Exchequer Court, reversed his predecessors and held valid a registration involving the shape of a piece of furniture. The case was not appealed and so it remains the law. Judge Giles Rich of the United States Court of Customs and Patent Appeals, eminent in the patent, trade mark and design field, in a talk to the Patent and Trade Mark Institute of Canada<sup>6</sup> said that in the light of this decision our law did not look bad. Further, the *Ilsley Royal Commission*<sup>7</sup> has made recommendations for an improved design law and officials are said to be now working on this.

Possibly these good omens will give heart to Canadians for greater design activity at home and will result in more Canadian designs which can be protected abroad. ●

<sup>6</sup> *Report of Proceedings Thirty-ninth Annual Meeting Patent and Trade Mark Institute of Canada*, 1965.

<sup>7</sup> *Ilsley Royal Commission Report on Industrial Design* 1958. Queen's Printer, Ottawa.

# Mexico Studies Port Expansion

Booming foreign trade is overtaxing limited facilities at many Mexican ports. Searching examination of situation has just been concluded; resulting projects, to cost \$12 million this year, could mean opportunities for Canadian companies.

J. E. G. GIBSON, *Assistant Commercial Secretary, Mexico, D. F.*



MEXICO'S foreign trade is booming; last year saw imports and exports increase 6 per cent over 1964. At the same time the composition of trade is changing as the country continues to industrialize. With these increases and changes has come the realization that many of Mexico's ports and cargo-handling facilities cannot cope adequately with the greater flow of goods.

The United States is Mexico's principal supplier and customer. Two-thirds of the goods it imports are of American origin and Mexico in turn sends approximately 60 per cent of its exports to the U.S. Formerly the bulk of these were shipped overland by truck or rail. Today the emphasis has shifted somewhat to sea routes. At the same time, Mexico's trade with overseas countries has increased substantially.

## Ports under Study

In preparation for modernizing Mexico's ports, the Ministry of Marine, the controlling authority for all port installations, has just concluded a study of existing facilities. Out of this will come a program of improvements to be made over the next five years. According to reports, some Can. \$12 million will be spent this year on alterations, new construction and new equipment. These changes should offer excellent opportunities to Canadian manufacturers and engineering companies.

With over 5,500 miles of coastline on the Pacific Ocean and the Gulf of Mexico, dozens of Mexican ports of all sizes engage in maritime commerce. Most of these are little more than fishing ports and very few can handle deepsea vessels. At present about 70 per cent of the tonnage passes through ports on the Gulf of Mexico. Among

CHECKLIST OF MEXICAN PORTS

| Port          | Number of Wharves | Max. Depth (feet) | Warehousing | Fuel | Utilities | Handling | Ship Repair |
|---------------|-------------------|-------------------|-------------|------|-----------|----------|-------------|
| Tampico       | 3                 | 25                | x           | x    | x         | x        | —           |
| Veracruz      | 6                 | 28                | x           | x    | x         | x        | x           |
| Coatzacoalcos | 10                | 22                | x           | x    | x         | x        | —           |
| Progreso      | 1                 | 16                | x           | x    | x         | x        | —           |
| Salina Cruz   | 2                 | 30                | x           | x    | x         | x        | x           |
| Mazatlan      | 2                 | 42                | x           | x    | x         | x        | x           |
| Guaymas       | 3                 | 40                | x           | x    | x         | —        | —           |
| Ensenada      | 3                 | 39                | x           | x    | x         | —        | —           |

Source: Secretaria de Marina.

these Tampico, Veracruz, Coatzacoalcos and Progreso are important. Leading Pacific ports are Ensenada, Guaymas, Mazatlán, Manzanillo, Acapulco and Salina Cruz.

### **Tampico and Veracruz**

In terms of tonnage, Tampico is Mexico's most active port. It is located in an important cotton-growing area and cotton constitutes its (and Mexico's) most important export. Other leading commodities shipped include gypsum and fluorspar, for which there are adequate bulk-handling facilities. Principal imports are industrial and agricultural equipment destined for the three main Mexican consumption areas—Mexico City, Monterrey and Guadalajara. Docking space is sufficient and the harbour is well protected. General cargo-handling facilities are slow-moving and inadequate. The only jetty-based crane is steam-operated and has been in service for at least forty years. Most vessels use their own loading and unloading gear because it is considerably faster and more efficient.

The main complaint about Tampico is the lack of warehousing facilities. This is a serious problem recognized by the authorities and a large new warehouse is now being built. Nonetheless, at least 50 per cent of the goods on hand at any given time are stored in the open and occasionally one hears that ships' masters have refused to load rain-soaked bales of cotton.

Veracruz, the second most important port, is better equipped with loading and storage facilities. It is mainly used for imports. This gives rise to its main problem—that the volume is too great for existing berthing and warehousing facilities. It is common to see two or more vessels sitting out in the roads waiting for berths. Two solutions are possible: to build additional facilities in another section of the harbour or to try to switch some tonnage to other ports. Because Veracruz is the Gulf port closest to Mexico City, the latter solution is the least desirable. The final answer remains to be seen.

### **Progreso in Yucatan**

Progreso, Yucatan's largest port, consists of a 1.2-mile-long causeway jutting straight out into the Gulf of Mexico. At the end of the causeway

## **For Further Details on . . .**

### **New projects, port improvements and construction, port facilities, etc.**

**Write to**—Dirección General de Obras Marítimas,  
Secretaría de Marina,  
José Azueta No. 9,  
México 1, D. F.

### **Ports of Coatzacoalcos, Salina Cruz and Topolobampo only.**

**Write to**—Puertos Libres Mexicanos,  
Cuernavaca No. 5, 1<sup>er</sup> Piso,  
México, D. F.

### **Mechanical handling equipment needed.**

**Write to**—Sindicato Nacional de Estibadores Alijo Cargaduría Marinos y Similares de la República Mexicana,  
Zaragoza No. 172,  
México, D. F.

### **Grain and bulk produce storage and handling requirements.**

**Write to**—Almacenes Nacionales de Depósito, S.A.  
I. la Católica 24,  
México 1, D. F.

### **On the above, as well as suggestions for local representatives and marine engineering companies.**

**Write to**—Commercial Counsellor,  
Canadian Embassy  
Apartado 5364  
México 5, D. F.

there are berthing facilities for four medium-sized vessels plus a warehouse. There is no land-based loading equipment. When this pier was built the hope was that it would be used as a transshipment point for north-south traffic, but most of this activity is carried out at Tampico. The result is that most of Progreso's commerce centres on the export of henequen and other produce of the Yucatan.

### **The Free Ports**

Coatzacoalcos on the Gulf side of the Isthmus of Tehuantepec and Salina Cruz on the Pacific side comprise what are known as the Mexican Free Ports (Puertos Libres Mexicanos). Both ports, plus a trans-isthmus railway, were constructed at the turn of the century by British interests seeking an alternative to the Panama Canal. For economic reasons, these aspirations have never been realized. Coatzacoalcos is principally an exporting port for sulphur, petroleum, sugar and coffee and its facilities, which have

changed little since 1900, are strained to the limit. Some expansion will be necessary before long. Salina Cruz, on the other hand, is a much less active port and no extensive changes or improvements are contemplated at the moment. However, fairly extensive repair facilities for up to 18,000-ton vessels are in operation at Salina Cruz and these are currently being extended.

### **Acapulco's Problem**

Most visitors to the Pacific Coast of Mexico usually go to Acapulco, which today ranks among the world's leading resorts. This port plays an active role in Mexico's Pacific commerce because it is relatively close to Mexico City. Unfortunately, the port and the capital are linked only by road. There is a long-standing plan to build a railway but no immediate prospect for carrying it out. Indications are that the authorities would like to move the port facilities out of Acapulco Bay. A new location has been selected at Puerto

Marques, some ten miles southeast of Acapulco, but many problems remain to be solved, and this development is classified as long-term.

### **Manzanillo, Mazatlán**

Manzanillo in the state of Colima meets the foreign trade requirements of the city of Guadalajara and the neighbouring areas. The potential for this area is great because near Manzanillo there are extensive undeveloped deposits of iron ore. If these deposits are opened up and Mexico becomes a net exporter of iron ore, Manzanillo is bound to be one of the busiest ports on Mexico's Pacific Coast.

Mazatlán is an exporting port serving the agricultural regions of the northwest. Principal exports from this area are cotton, wheat and molasses, all of which are increasingly important in Mexico's foreign trade. The bulk and general cargo storage and handling facilities at Mazatlán are adequate. At the moment an 800-foot wharf is being completed to handle the larger flow from this important port.

### **Guaymas, Ensenada**

Guaymas in the state of Sonora, located on the Gulf of California, is an increasingly active port because Mexico has recently become a net exporter of wheat. Most wheat shipped is destined for Communist China and the bulk of it goes from Guaymas, conveniently situated near the wheat-growing areas in Sonora. In addition, the port authorities are making a determined effort to induce exporters in the neighbouring U.S. state of Arizona to use Guaymas. So far, there is little evidence of success but banking on this, plus increased wheat exports, new docks, warehouses and handling facilities are under construction at the port.

Ensenada, Baja California, is the main Pacific shipping port for cotton; the bulk of it is destined for Japan and is carried in Japanese bottoms. There is a scarcity of warehousing space to cope with the volume of trade here and this situation will have to be rectified soon.

### **New Developments**

A completely new port is being built at Topolobampo in the state of Sinaloa. It is located at the terminus of a new railway from the city of Chi-

huahua to the Pacific Coast. At the moment the harbour is being dredged to accommodate deepsea vessels, but no land-based facilities have yet been erected. Required will be wharves for deepsea vessels, warehousing plus bulk and general cargo-handling and probably grain-storage facilities. This port will come under the authority of Puertos Libres Mexicanos.

Plans are in hand for a new port at Belisario Dominguez in the state of Chiapas. This Pacific outlet will serve the exporters of coffee and other regional produce and will be aimed at markets in South America and the Far East as well as northern Mexico and the United States. No construction has been undertaken to date.

A study is currently under way by a United Nations agency to determine the feasibility of constructing an inter-coastal canal in the Gulf of Mexico. This canal—which would extend about 1,000 miles down the coast from Matamoros on the Mexico-U.S. border to Ciudad del Carmen, Campeche—would serve primarily the country's booming coastal traffic. The cost will be at least Can.\$40 million and international financing will be required in the event that the project is authorized.

### **Prospects for Canadians**

The foregoing outline is by no means complete but gives some idea of what has to be done to modernize Mexico's facilities for handling maritime traffic.

Although most of the design and all of the construction of new wharves, etc., will be carried out by Mexican companies, there is always room for foreign technical assistance. Canadian engineering firms interested in pursuing this will find it useful to do so in conjunction with Mexican counterparts working in the marine field. The same is true of the design of storage facilities, such as grain elevators and warehouses, and related handling equipment.

### **Good Agents Needed**

There is a continuing need for mechanical handling equipment; most of it currently in use is American. In each port, the labour union or "sindicato" is in charge of cargo loading and discharging. The unions buy all their own equipment and in effect control all aspects of handling. This system is quite successful and the unions are without exception good customers. Because of the large number of ports and their often remote location, the need for a good Mexican agent is obvious.

All signs point to a great increase in maritime shipping in Mexico and it therefore follows that much remains to be done to put its ports in efficient working condition. If your company wishes to investigate areas in which it might be able to do considerable business, the Commercial Division in Mexico City looks forward to hearing from you. ●

## **Jamaica Plans Power Projects**

JAMAICA has obtained a \$22 million World Bank loan to cover the foreign exchange requirements of the first phase (3½ years—total cost \$41.1 million) of a ten-year electric power development program by Jamaica Public Service Company, Limited, a subsidiary of a Canadian company, Jamaica Public Service Limited. Once heavily dependent on tropical agriculture for a livelihood, Jamaica needs more electricity to accommodate increased industrial activity (notably bauxite processing) and development as a major vacation resort.

The main project will be a new 99,000-kilowatt station at Old Harbour Bay, about 20 miles from Kingston. In addition, a 22,000-kilowatt diesel-driven plant

will be built for temporary use until the Old Harbour Bay unit is completed and for peak-load use thereafter. The existing distribution network will also be reinforced and the company's own staff will design and construct 191 miles of high-voltage transmission lines.

Engineering consultants will design and supervise construction of the steam station and the main transmission works. The first 33,000-kilowatt unit is expected to be completed by June 1968 with the second unit, 66,000 kilowatts, to be ready a year later and at the same time as the transmission and distribution works.

Contracts for civil works and for plant equipment are being awarded on the basis of international competitive bidding.

# The Ocean Freight Market

RATES in the dry cargo trades declined in the second quarter of 1966 and for many of these trades the average rates were the lowest in two years. In the transatlantic grain trades, rates were the lowest since 1964, the declines being relatively greater in the St. Lawrence river trades than in the trades from ports on the Great Lakes. Rates for grain from the Pacific coast also fell but were generally closer to the levels prevailing in 1965 than were the rates for grain from the St. Lawrence river loading area. As rates declined in the scrap iron and steel trade from U.S. North Atlantic ports to Japan,

some charterers substituted smaller ships for the large ones in general use during the first quarter. In marked contrast to the voyage charter market, rates for ships on six-monthly time charters were maintained at or about the levels of the previous quarter.

The average rate for black oil from the Caribbean to U.S. North Atlantic ports was at roughly the same level as a year ago. Rates improved in mid-quarter but fell back to their earlier levels towards the end of the quarter.

## CHARTER RATES—SECOND QUARTER 1966

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £=\$3.01 and U.S.\$=\$1.08. For comparison the rates a year ago are shown in column C with the Canadian dollar equivalent in column D calculated at £=\$3.02 and U.S.\$=\$1.08.

### TIME CHARTERS

The classes of ships indicated have been selected as representative for the purpose of illustrating time charter rates. Average rates per deadweight ton per month for the second quarter of the year were as follows:

|   | 1966           |        | 1965           |        |
|---|----------------|--------|----------------|--------|
|   | Second Quarter |        | Second Quarter |        |
|   | A              | B      | C              | D      |
|   | £ or U.S.\$    | Can.\$ | £ or U.S.\$    | Can.\$ |
| <b>General Trading (approximately 6 months)</b>   |                |        |                |        |
| Motorships 11,000-12,999 dwt. 13-14.9 knots ..... | 4.05           | 4.37   | 3.65           | 3.94   |
| Motorships 13,000-14,999 dwt. 13-14.9 knots ..... | 3.78           | 4.08   | 3.74           | 4.04   |
| Steamships 9,000-10,999 dwt. 9-10.9 knots .....   | 2.80           | 3.02   | 2.84           | 3.07   |

### TRIP CHARTERS

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

|   | 1966           |        | 1965           |        |
|---|----------------|--------|----------------|--------|
|   | Second Quarter |        | Second Quarter |        |
|   | A              | B      | C              | D      |
|   | £ or U.S.\$    | Can.\$ | £ or U.S.\$    | Can.\$ |
| <b>Heavy Grain (per long ton)</b>         |                |        |                |        |
| St. Lawrence to Britain .....             | 36s. 6d        | 5.49   | 43s. 7d        | 6.58   |
| St. Lawrence to Belgium/Holland .....     | 3.80           | 4.10   | 4.40           | 4.75   |
| St. Lawrence to Denmark .....             | .....          | .....  | 5.33           | 5.76   |
| St. Lawrence to France .....              | 6.35           | 6.86   | 6.18           | 6.67   |
| St. Lawrence to West Germany .....        | 4.38           | 4.73   | 4.43           | 4.78   |
| St. Lawrence to East Coast of India ..... | 90s. 3d        | 13.58  | .....          | .....  |
| St. Lawrence to West Coast of India ..... | 81s. 1d        | 12.20  | .....          | .....  |
| St. Lawrence to Italy .....               | 6.46           | 6.98   | 6.96           | 7.52   |
| St. Lawrence to Japan .....               | 10.75          | 11.61  | .....          | .....  |
| St. Lawrence to Poland .....              | 3.44           | 3.72   | 4.84           | 5.23   |
| Churchill to Britain .....                | .....          | .....  | 43s. 2d        | 6.52   |

|  | 1966           |        | 1965           |        |
|--|----------------|--------|----------------|--------|
|  | Second Quarter |        | Second Quarter |        |
|  | A              | B      | C              | D      |
|  | £ or U.S.\$    | Can.\$ | £ or U.S.\$    | Can.\$ |
| Great Lakes to Britain .....                         | 72s. 9d        | 10.95  | 69s. 6d        | 10.49  |
| Completing St. Lawrence .....                        | 41s. 1d        | 6.18   | 43s.11d        | 6.63   |
| Great Lakes to Belgium/Holland .....                 | 8.23           | 8.89   | 8.72           | 9.42   |
| Completing St. Lawrence .....                        | 3.36           | 3.63   | 4.49           | 4.85   |
| Great Lakes to Denmark .....                         | 11.03          | 11.91  | 10.58          | 11.43  |
| Completing St. Lawrence .....                        | .....          | .....  | 5.89           | 6.36   |
| Great Lakes to France .....                          | 11.00          | 11.88  | 9.50           | 10.26  |
| Completing St. Lawrence .....                        | 6.00           | 6.48   | .....          | .....  |
| Great Lakes to West Germany .....                    | 8.00           | 8.64   | 8.90           | 9.61   |
| Completing St. Lawrence .....                        | .....          | .....  | 4.88           | 5.27   |
| Great Lakes to Italy .....                           | 10.25          | 11.07  | 11.75          | 12.69  |
| Completing St. Lawrence .....                        | 5.50           | 5.94   | 7.75           | 8.37   |
| Great Lakes to Japan .....                           | 13.35          | 14.42  | 15.25          | 16.47  |
| Completing St. Lawrence .....                        | 10.35          | 11.18  | 11.19          | 12.09  |
| Great Lakes to Venezuela .....                       | 10.88          | 11.75  | 10.63          | 11.48  |
| British Columbia to Britain .....                    | .....          | .....  | 8.00           | 8.64   |
| British Columbia/North Pacific to Japan .....        | 7.76           | 8.38   | 8.08           | 8.73   |
| British Columbia to the Philippines .....            | 8.09           | 8.74   | 9.14           | 9.87   |
| British Columbia to Venezuela .....                  | 7.35           | 7.94   | .....          | .....  |
| British Columbia to U.S.S.R. Pacific .....           | 54s. 0d        | 8.13   | .....          | .....  |
| British Columbia to Communist China .....            | 45s. 1d        | 6.79   | 47s.10d        | 7.22   |
| <b>Coal (per long ton)</b>                           |                |        |                |        |
| Hampton Roads to Belgium/Holland .....               | 20s.10d        | 3.14   | 28s. 0d        | 4.23   |
| Hampton Roads to Japan .....                         | 7.40           | 7.99   | 8.27           | 8.93   |
| British Columbia to Japan .....                      | 3.90           | 4.21   | .....          | .....  |
| <b>Iron Ore (per long ton)</b>                       |                |        |                |        |
| Seven Islands to U.S. Gulf .....                     | .....          | .....  | 1.25           | 1.35   |
| Seven Islands to West Germany .....                  | 15s. 0d        | 2.26   | .....          | .....  |
| British Columbia to Japan .....                      | 3.58           | 3.87   | 4.80           | 5.18   |
| <b>Lumber and General Cargo (per long ton)</b>       |                |        |                |        |
| British Columbia to Britain .....                    | .....          | .....  | 15.25          | 16.47  |
| British Columbia to Australia .....                  | .....          | .....  | 18.04          | 19.48  |
| <b>Oilseeds (per long ton)</b>                       |                |        |                |        |
| British Columbia to Japan .....                      | 7.38           | 7.97   | 9.14           | 9.87   |
| <b>Potash (per long ton)</b>                         |                |        |                |        |
| British Columbia to New Zealand .....                | 8.65           | 9.34   | .....          | .....  |
| <b>Scrap Iron or Steel (per long ton)</b>            |                |        |                |        |
| U.S. Atlantic to Japan .....                         | 11.59          | 12.52  | 13.54          | 14.62  |
| California to Japan .....                            | 8.42           | 9.09   | 10.62          | 11.47  |
| Great Lakes to Italy (completing St. Lawrence) ..... | 10.86          | 11.73  | .....          | .....  |
| <b>Sulphur (per long ton)</b>                        |                |        |                |        |
| British Columbia to Australia .....                  | 72s. 0d        | 10.84  | .....          | .....  |
| British Columbia to Greece .....                     | 9.50           | 10.26  | .....          | .....  |
| British Columbia to Kuwait .....                     | 16.00          | 17.28  | .....          | .....  |
| British Columbia to New Zealand .....                | 64s. 6d        | 9.71   | .....          | .....  |
| <b>Oil Black (per long ton)</b>                      |                |        |                |        |
| Venezuela to Portland, Maine .....                   | 1.16           | 1.25   | 1.13           | 1.22   |
| Persian Gulf to Portland, Maine .....                | 2.64           | 2.85   | 3.29           | 3.55   |
| Venezuela to Montreal .....                          | 1.62           | 1.75   | 1.80           | 1.94   |

# Department of Trade and Commerce

**Head Office:** Trade and Commerce Bldg.,\* Wellington and Lyon Sts., Ottawa. (Telex: 013424)

**Regional Offices:** St. John's, Halifax, Montreal, Winnipeg, Edmonton, Vancouver (see page 19)

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| Private Secretary: Miss E. Shaughnessy .....   | 2-0337         |
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## Grain Division

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| Assistant Chief: W. J. O'Connor ..... | 2-7036, 2-5830 |
| S. E. Kidd .....                      | 2-1581         |

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

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| Assistant Director and Chief Engineer: G. E. Anderson ..... | 2-0020 |
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| Chief: K. Cryer .....                                       | 2-2956 |
| <b>Weights and Measures Division</b>                        |        |
| Chief: J. L. Armstrong .....                                | 2-2000 |
| <b>Laboratory Division</b>                                  |        |
| Chief: W. J. S. Fraser .....                                | 2-2575 |
| <b>Commodities and Precious Metals Marking</b>              |        |
| Chief: G. R. Lewis .....                                    | 2-7075 |

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

## Trade Policy Services

Gov. Local

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### Office of Trade Relations

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#### Section I

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##### United States Division

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Assistant Chief: C. J. Kelly ..... 2-1683

##### General Relations and International Organizations Division

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Assistant Chief, General Relations: A. R. Porter ..... 2-1782

Assistant Chief, International Organizations: C. J. MacCallum ..... 2-4963

##### Financing and Aid Division

Chief: J. R. Midwinter ..... 2-6143

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Acting Director: A. W. A. Lane ..... 2-2981

##### Commonwealth Division

Chief: R. B. Nickson ..... 2-2421

##### Latin American Division

Chief: R. A. Bull ..... 2-7641

##### Asia and Middle East Division

Chief: F. P. Weiser ..... 2-5642

##### European Division

Acting Chief: A. M. Baldwin ..... 2-8727

### Office of Commodity Trade Policy

General Director: M. G. Clark ..... 2-3920

## Commodities and Industries Services

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

### Agriculture and Fisheries Branch

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Assistant Director (Agriculture): A. J. Stanton ..... 2-7523

Assistant Director (Fisheries): T. R. Kinsella ..... 2-7385

#### Commodity Arrangements and Market Developments Division

Acting Chief: D. H. Burns ..... 2-4161

R. M. Haney ..... 2-1227

Statistical Services: ..... 2-4161

#### Fisheries Division

Chief ..... 2-7385

Atlantic Fisheries: J. G. Tompkins ..... 2-1876

Inland Fisheries: ..... 2-6621

Pacific Fisheries: R. Bedard ..... 2-7744

**Agriculture and Fisheries Branch (cont'd.)****Gov. Local****Livestock and Animal Products Division**

|   |        |
|---|--------|
| Chief: K. L. Melvin .....                           | 2-3172 |
| Livestock: J. Kneale .....                          | 2-5481 |
| Dairy products: C. R. Merkley .....                 | 2-8039 |
| Meats, eggs and poultry, and animal products: ..... | 2-3172 |
| Furs and fur-bearing animals: D. H. Burns .....     | 2-4161 |

**Plant Products Division**

|   |        |
|---|--------|
| Acting Chief: J. B. Mountain .....  | 2-0914 |
| Fresh and processed fruit: J. B. Mountain .....                             | 2-0914 |
| Fresh and processed vegetables, beverages: W. J. Curran .....               | 2-6350 |
| Grocery and confectionery products, tobacco and products: R. M. McKay ..... | 2-1723 |
| Oilseeds, oils and fats, feeds: H. T. Armstrong .....                       | 2-5347 |
| Seeds, special crops and nursery stock: .....                               | 2-5740 |

**Industrial Materials Branch**

|  |        |
|--|--------|
| Director: A. M. Tedford .....                  | 2-6905 |
| Assistant to the Director: A. E. Grant .....   | 2-7731 |
| Assistant to the Director: P. H. MacNeil ..... | 2-7731 |

**Chemicals Division**

|   |        |
|---|--------|
| Chief: G. E. McCormack .....  | 2-5993 |
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| Cleaning compounds, polishes: J. T. Power .....                             | 2-7601 |
| Pharmaceuticals and fine chemicals: P. S. D. Fisher .....                   | 2-8966 |
| Surface coatings, construction specialties: C. S. Pranschke .....           | 2-5177 |
| Pesticides, automotive chemicals: .....                                     | 2-8953 |
| Fertilizers and Inorganic Chemicals Section, Head: G. A. Ferguson .....     | 2-6075 |
| Fertilizers and sulphur: G. A. Ferguson .....                               | 2-6075 |
| Inorganic chemicals: .....  | 2-6075 |
| Organic Chemicals and Petroleum Products Section, Head: A. E. LeNeveu ..... | 2-8863 |
| Synthetic resins, rubber, oil and gas: A. E. LeNeveu .....                  | 2-8863 |
| Organic chemicals: S. Gelblum .....   | 2-2905 |

**Forest Products Division**

|  |        |
|--|--------|
| Chief: M. N. Murphy .....  | 2-0273 |
| Housing and Wood Products Section, Head: E. J. White .....               | 2-4449 |
| W. D. Wardle .....   | 2-4863 |
| J. R. Rooke .....  | 2-8979 |
| Lumber and Primary Wood Products Section, Acting Head: E. W. Smith ..... | 2-5811 |
| G. W. S. Rooney .....  | 2-1482 |
| Paperboard and Paper Products Section, Head: F. T. Carten .....          | 2-6974 |
| G. J. Derouin .....  | 2-8800 |
| Pulp and Paper Section, Head: M. K. Paumann .....                        | 2-5127 |
| A. Georges .....   | 2-8881 |

**Metals and Minerals Division**

|  |        |
|--|--------|
| Chief: R. J. Jones .....   | 2-8422 |
| Assistant Chief: O. L. L'Esperance .....   | 2-5159 |
| Industrial Minerals and Structural Materials Section, Head: R. P. Mulvihill .....          | 2-5823 |
| W. A. Lambo .....  | 2-1059 |
| International Commodity Problems and Special Projects Section, Head: R. T. B. Harvey ..... | 2-1482 |

|   | <b>Gov. Local</b> |
|---|-------------------|
| <b>Metals and Minerals Division (cont'd.)</b>         |                   |
| Iron and Steel Section, Head: O. L. L'Esperance ..... | 2-5159            |
| R. A. Green .....                                     | 2-3823            |
| Non-Ferrous Metals Section: T. D. McGee .....         | 2-1455            |

### **Manufacturing Industries and Engineering Branch**

|   |        |
|---|--------|
| Director: R. A. Scoon .....                 | 2-1462 |
| Assistant to Director: Milan Stolarik ..... | 2-1767 |

#### **Appliances and Commercial Machinery Division**

|   |        |
|---|--------|
| Chief: G. W. Rahm .....   | 2-6950 |
| Catering equipment, business machines and office furniture: V. J. Byam .....  | 2-8789 |
| Domestic appliances and lighting: H. G. Weber .....   | 2-7956 |
| Hardware and building supplies: F. R. Harris .....  | 2-1464 |
| Housewares and small electrical appliances: D. W. B. Fair .....   | 2-1068 |
| Plumbing, heating, air-conditioning: D. C. Meyers .....   | 2-6958 |
| Poultry, apiary and barn equipment, and farm supplies: G. W. Green .....  | 2-1456 |
| Scientific equipment and supplies, stationery, home entertainment: J. A. Findlay .....                                  | 2-6383 |
| Store fixtures and display fittings, coin-operated equipment and commercial laundry equipment:<br>D. M. Proudfoot ..... | 2-6552 |

#### **Electrical and Electronic Equipment Division**

|   |        |
|---|--------|
| Chief: R. Sangster .....  | 2-8897 |
| Electronic Section  |        |
| Co-ordinator: C. A. Fortier .....   | 2-9714 |
| Radio and television broadcasting equipment, computers: D. L. Draper .....  | 2-6479 |
| Aircraft and ground navigational equipment, industrial, geophysical and medical equipment:<br>M. L. Nickerson ..... | 2-9846 |
| Electrical Section  |        |
| Co-ordinator: C. G. F. Plaxton .....  | 2-8866 |
| Hydro and thermal power equipment: V. P. Rossiter .....   | 2-5382 |
| Transmission and distribution equipment: E. A. Boys .....   | 2-9727 |

#### **Mechanical Equipment and Engineering Division**

|   |        |
|---|--------|
| Chief: R. C. Wallace .....  | 2-4082 |
| Mechanical Equipment Section, Head: N. G. McLaren .....           | 2-8086 |
| Transportation, agricultural equipment: G. C. Clarke .....        | 2-3873 |
| Industrial plant and metal working equipment: J. R. Johnson ..... | 2-7546 |
| Process plant equipment: J. W. Earle .....                        | 2-5859 |
| Nuclear plant equipment: G. T. Leaist .....                       | 2-2388 |
| Engineering Services Section, Head: M. M. W. Smith .....          | 2-3029 |
| Engineering services: M. M. W. Smith .....                        | 2-3029 |
| Construction contracting services: L. F. McLean .....             | 2-3029 |

#### **Textiles and Consumer Goods Division**

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

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 Deputy Director: ..... 2-7163  
 Assistant to the Director: E. D. Warren ..... 2-7163

**Export and Import Permits Division**

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       R. Traversy ..... 2-3640  
       G. Savard ..... 2-6976

**Regional Offices and Trade Services Division**

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 Directories Section, Head: J. Y. La Fleche ..... 2-6681

**Transportation Division**

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

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**Montreal 2, P.Q., Room 2325, 1 Place Ville-Marie** ..... Phone: 878-9114  
 Regional Manager: R. C. Montreuil ..... Telex: 01-20280

**St. John's, Nfld., Sir Humphrey Gilbert Bldg., Duckworth St. (P.O. Box 5458)** ..... Phone: 578-2698  
 Regional Officer: R. D. Peters ..... Telex: 016282

**Winnipeg 1, Man., Room 521, 269 Main St.** ..... Phone: 943-7496  
 Regional Manager: G. A. Gillespie ..... Telex: 035287

**Edmonton, Alta., 10225-100th Ave.** ..... Phone: 422-7178  
 Regional Manager: W. Mackenzie Hall ..... Telex: 037-2762

**Vancouver 2, B.C., Room 405, 325 Granville St.** ..... Phone: MU1-7161  
 Regional Manager: R. F. Renwick ..... Telex: 045391

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**Canadian Government Exhibition Commission 2487 Kaladar Ave.**

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                   C. F. Daley ..... 2-1909  
                   T. J. Parkinson ..... 2-6351  
                   D. R. Lambie ..... 2-1993  
                   R. B. Hughes ..... 2-1993  
                   J. A. Stewart ..... 2-1909  
                   E. Giossan ..... 2-8825

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                   D. M. Shepherd ..... 2-1501  
 Project Designer: M. A. Faraday ..... 2-3671

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| Chief Administrative Officer: J. E. Thorpe ..... | 2-1680 |

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|--|--------|
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| Executive Director: C. O. R. Rousseau .....                | 2-6835 |
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|--|--------|

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|----------------------------|--------|
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|----------------------------|--------|

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|------------------------------------|--------|

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|--------------------------------------|--------|

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|--------------------------|--------|
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|--------------------------|--------|

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|--------------------------------------|--------|
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|--------------------------------------|--------|

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|---------------------------------|--------|
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|---------------------------------|--------|

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|------------------------------|--------|

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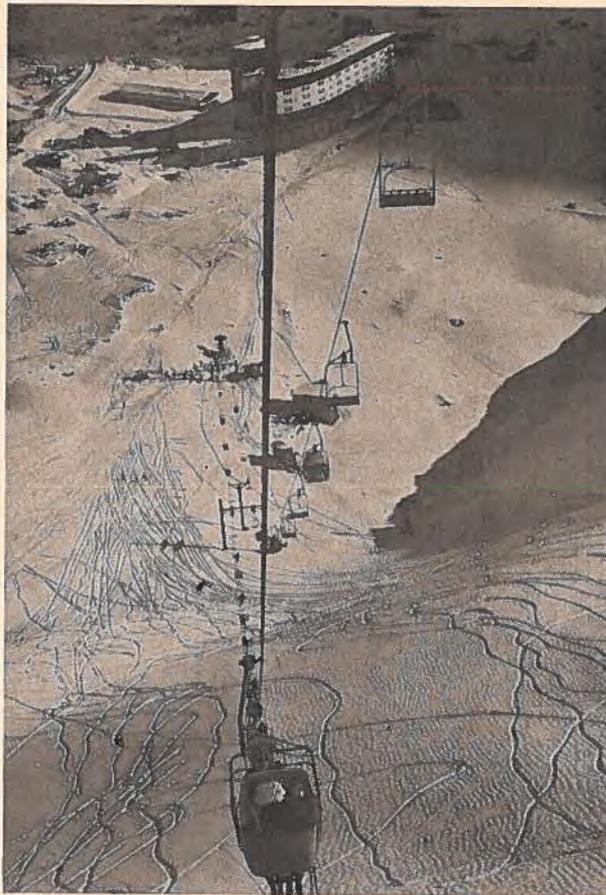
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## Try Summer Skiing in Chile

**This is the panorama to be seen from one of the seven lifts serving the variety of slopes at Portillo, Chile. This resort will be the site of the World Ski Championships this year. In the background stands the hotel where the Canadian ski team will be quartered.**



TWO OR THREE FEET of powder snow, sunny daytime temperature in the fifties, a championship ski area with challenging runs—sound attractive? Chances are that you, the Canadian businessman, enjoy such thoughts as you suffer through the umpteenth day of a sticky heat wave. But what about the writer? Is he sunstruck to be entertaining such thoughts? Certainly not, for as you sit in your office and swelter, other businessmen are combining business with pleasure by coming to Chile during Canada's summer and taking advantage of some of the finest skiing in the world.

The reversal of the seasons in the Southern Hemisphere is more frequently remembered during winter but in Chile ideal snow conditions prevail from June through August, with excellent "spring snow" in September and October.

Perhaps the best known skiing area is at Portillo, 9,400 feet up in the majestic Andes (nearby and just across the Argentine border is Mount Aconcagua, almost 24,000 feet, the highest mountain in the Western Hemisphere). This magnificent site located near the Argen-

tine border on the Transandine Railway boasts numerous slopes to challenge every degree of proficiency, seven lifts, a modern seven-storey hotel capable of accommodating 500 people, a swimming pool, skating rink, sauna baths, a movie theatre—everything an international resort should offer. Easily accessible from Santiago, the area can be reached in three hours' travelling aboard the Transandine Railway; the journey is described inadequately as breathtaking.

Moreover, Portillo is the 1966 site of the World Ski Championships to be held August 4-14. At the time of writing, 21 countries, including Canada, have announced their participation officially. Among other countries to be represented are Austria, France, Britain, Italy, the United States and Switzerland.

Closer to Santiago, in fact only 35 miles away, are the dual sites of La Parva and Farellones. Accommodation is available, the skiing is excellent, the lifts—one of which is 7,200 feet long—plentiful. The busy executive with little time to spare can leave his Santiago hotel in the morning, get in a good day's

skiing, and be back in Santiago for dinner.

For the fortunate traveller not subject to the pressures of time, there are the little-known skiing areas in Chile's southern lake country. Four resorts located in Llaima Volcano, Antillanca, La Picada and near Chillán offer excellent skiing during a long season, and scenery reminiscent of our own Laurentians. (Stick an extinct volcano near Ste. Agathe and you will get the idea.)

Interested? Frankly, don't many of you plan a trip to Latin America during the course of a Canadian winter, perhaps timing it to escape the very worst? If you are a summer-time sufferer, why not take advantage of Chile's winter? (It's really quite mild in Santiago.) Canadian Pacific Airlines flies to Santiago twice a week from Vancouver, Calgary, Windsor, Toronto or Montreal, with stops at Mexico City and Lima or onward to Buenos Aires.

—Z. W. BURIANYK,  
*Assistant Commercial Secretary,  
Santiago.*

# Index to Articles in "Foreign Trade"

January-June 1966

|   |          |   |                     |
|---|----------|---|---------------------|
| <b>AFGHANISTAN</b>                                |          | <b>CANADA (cont'd)</b>  |                     |
| Afghanistan Needs Foreign Aid                     | June 11  | Smoked Salmon from Spruce Street Shipping Services to South America     | Jan. 8<br>Jan 22    |
| <b>AFRICA</b>                                     |          | ECIC Offers Long-Term Export Financing                                  | Feb. 5              |
| African Development Bank Begins Operations        | Jan. 8   | Expo 67 Plans for the Businessman                                       | Feb. 5              |
| <b>ARGENTINA</b>                                  |          | The Ocean Freight Market  | Feb. 5              |
| Argentina Produces Fertilizers                    | Jan. 22  | Helmach-Roth Rolls On   | Feb. 19             |
| Business Conditions                               | Jan. 22  | Minister of Trade and Commerce Addresses Toronto Businessmen            | March 5             |
| Canada's Trade with Argentina                     | Jan. 22  | Enterprising Exporters in Western Canada                                | March 19            |
| <b>ASIA</b>                                       |          | Trade Fairs Can Help You Sell For Your Information                      | March 19<br>April 2 |
| Asian Development Bank Set Up                     | April 2  | Protecting Trade-Marks in Foreign Markets                               | April 2             |
| Business Conditions                               | April 30 | Vancouver Consultants Do Business in the Developing Countries           | April 2             |
| <b>AUSTRALIA</b>                                  |          | How to Mark and Label Export Shipments                                  | April 16            |
| Australia's Food Export System                    | Jan. 8   | PPAL Wins Planning Contracts Abroad                                     | April 16            |
| Australian Agriculture Has Good Year              | Feb. 5   | The Ocean Freight Market  | April 30            |
| Australia Becomes a Dollar Country                | Feb. 19  | Shipping Services to the Far East                                       | April 30            |
| Australia Discovers Major Natural Gas Field       | May 14   | Canadian Kenworth Builds for the Long Haul                              | May 14              |
| Australia Increases Defence Spending              | May 14   | Cod Fisheries Get a Shot in the Arm                                     | May 14              |
| Australian Industry Needs Canadian Materials      | May 14   | Four Principles of Export Correspondence                                | May 14              |
| Australian Expansion Continues                    | May 14   | Boyles Rethinks Its Export Policy                                       | May 28              |
| Heavy Electrical Equipment, Market for            | May 14   | Fisheries Exports Set New Record  | May 28              |
| Toys and Sporting Goods, Market for               | May 14   | What Is the Exporters' Directory?                                       | May 28              |
| <b>AUSTRIA</b>                                    |          | Enterprising Exporters—He Made It in Chicago; Cyclone Does the Cleaning | June 11             |
| Austria Appraises Its Economic Advance            | June 25  | Export Packing Needs Knowhow  | June 11             |
| <b>BAHAMAS</b>                                    |          | He Set His Sights on the U.S. Market                                    | June 11             |
| Find Opportunity on Paradise Island               | May 28   | <b>CEYLON</b>   |                     |
| <b>BASUTOLAND</b>                                 |          | Take a Second Look at Ceylon  | Feb. 5              |
| Moves Towards Independence                        | May 28   | <b>CHILE</b>  |                     |
| <b>BECHUANALAND</b>                               |          | Business Conditions   | Jan. 22             |
| Moves Towards Independence                        | May 28   | <b>COLOMBIA</b>   |                     |
| <b>BERMUDA</b>                                    |          | Business Conditions   | Jan. 22             |
| Come to Bermuda for Sun, Sea and Sales            | May 14   | The Market in Colombia and Ecuador                                      | June 11             |
| <b>BLEU</b>                                       |          | <b>COMMUNIST CHINA</b>  |                     |
| BLEU Expands Its Foreign Trade                    | June 25  | Communist China Increases Trading Corporations                          | Feb. 19             |
| <b>BOLIVIA</b>                                    |          | Communist China Emphasizes Expansion                                    | April 30            |
| Bolivia Offers Some Opportunities                 | April 2  | <b>CYPRUS</b>   |                     |
| <b>BRAZIL</b>                                     |          | Cyprus Presents Varied Needs  | March 5             |
| Business Conditions                               | Jan. 22  | <b>CZECHOSLOVAKIA</b>   |                     |
| Sao Paulo: Pulso do Brasil                        | Feb. 19  | How to Sell in Czechoslovakia   | April 2             |
| <b>BRITAIN</b>                                    |          | <b>DENMARK</b>  |                     |
| The British Buy Skirts                            | Feb. 19  | Denmark Ponders Trade Policy  | June 25             |
| Registering Trade-Marks and Designs in Britain    | April 2  | <b>ECUADOR</b>  |                     |
| British Market for Fishmeal                       | May 28   | Business Conditions   | Jan. 22             |
| Britain Revises Food Regulations                  | June 11  | The Market in Colombia and Ecuador                                      | June 11             |
| <b>BRITISH GUIANA</b>                             |          | <b>EGYPT</b>  |                     |
| Guyana—the New British Guiana—Becomes Independent | May 14   | Egypt Expands Industry, Improves Agriculture                            | April 16            |
| <b>CANADA</b>                                     |          | <b>EUROPE</b>   |                     |
| Freight Forwarders Speed Exports                  | Jan. 8   | Europe's Space Industry Grows   | May 28              |
| NE Builds an Export Campaign                      | Jan. 8   | New Iron Ore Port for Europe?   | May 28              |

|   |          |  |          |
|---|----------|--|----------|
| Business Conditions                     | June 25  | <b>LEBANON</b>                                       |          |
| Canada's Trade with Western Europe      | June 25  | Lebanon Boosting Industry, Tourist Trade             | March 5  |
| The Common Market Moves Forward         | June 25  |  |          |
| <b>FAR EAST</b>                         |          | <b>MALAGASY</b>                                      |          |
| Business Conditions                     | April 30 | A Look at Malagasy                                   | April 16 |
| Canada's Trade with the Far East        | April 30 |  |          |
| Import and Exchange Regulations         | April 30 | <b>MALTA</b>   |          |
|   |          | Malta Plans for Economic Independence                | Feb. 19  |
| <b>FINLAND</b>                          |          | <b>MAURITIUS</b>                                     |          |
| A Free Port for Finland                 | Feb. 19  | The Market in Mauritius                              | April 16 |
| Finland Plans to Diversify Industry     | June 25  |  |          |
| <b>FRANCE</b>                           |          | <b>MIDDLE EAST</b>                                   |          |
| French Market Has Big Potential         | June 25  | Business Conditions                                  | March 5  |
| Paris Offers a Showroom                 | June 25  | Canada's Markets in the Middle East                  | March 5  |
|   |          | Import and Exchange Regulations                      | March 5  |
| <b>GHANA</b>                            |          | <b>NETHERLANDS</b>                                   |          |
| Canadians at the Volta Dam              | March 19 | The Netherlands Expects Further Expansion            | June 25  |
| <b>GREECE</b>                           |          | <b>NEW ZEALAND</b>                                   |          |
| Greece Continues Economic Progress      | June 25  | NAFTA Creates a Free Trade Area                      | Jan. 8   |
|   |          | Agriculture Pays New Zealand's Way                   | March 19 |
| <b>HONG KONG</b>                        |          | New Zealand Plans Steel Mill                         | April 16 |
| Electronics Boom in Hong Kong           | Jan. 8   |  |          |
| Canada's Trade with Hong Kong           | April 30 | <b>NORWAY</b>  |          |
| Hong Kong: a Billion-Dollar Market      | April 30 | Norwegian Ships Sail the Seas                        | Jan. 8   |
|   |          | Norwegian Industry Needs Pulpwood                    | Feb. 19  |
| <b>ICELAND</b>                          |          | Norway Faces Trading Problems                        | June 25  |
| Don't Forget Iceland                    | Feb. 5   |  |          |
| <b>INDIA</b>                            |          | <b>PAKISTAN</b>                                      |          |
| Canada Aids India's Power Development   | Jan. 8   | Pakistan Faces a New Challenge                       | June 11  |
| Cashew Nuts from India                  | June 11  |  |          |
| <b>IRAN</b>                             |          | <b>PARAGUAY</b>                                      |          |
| Iran Plans Important Projects           | March 5  | Business Conditions                                  | Jan. 22  |
| <b>IRAQ</b>                             |          | <b>PERSIAN GULF STATES</b>                           |          |
| Iraq Stresses Development Plan          | March 5  | The Gulf States—North to South                       | March 5  |
| Selling to the Iraq Government          | March 5  | The Gulf Welcomes Canadian Exporters                 | March 5  |
| <b>IRELAND</b>                          |          | <b>PERU</b>  |          |
| Ireland Assimilates Rapid Changes       | June 25  | Financing Exports to Peru                            | Jan. 22  |
|   |          | Peru Builds—in 1966                                  | April 16 |
| <b>ISRAEL</b>                           |          | <b>PHILIPPINES</b>                                   |          |
| Israel Competes in Potash               | Feb. 19  | Philippines Sets Up Economic Goals                   | April 30 |
| Israel Offers Well-Managed Market       | March 5  |  |          |
| <b>ITALY</b>                            |          | <b>PORTUGAL</b>                                      |          |
| Frozen Food Products, Market for        | Feb. 5   | Portugal Stresses Industrial Development             | June 25  |
| Italy Buys Powdered Milk                | Feb. 5   |  |          |
| Italy Buys and Sells Steel              | March 19 | <b>SAUDI ARABIA</b>                                  |          |
| Monkfish Tails for Italy?               | April 16 | Saudi Arabia Moves Ahead                             | March 5  |
| What Can We Sell in Italy?              | May 28   |  |          |
| Italian Expansion Boosts Canadian Trade | June 25  | <b>SINGAPORE</b>                                     |          |
| <b>JAMAICA</b>                          |          | Singapore after Separation                           | April 30 |
| Selling to Jamaican Hotels              | Feb. 19  | Singapore Attacks Housing Problem                    | April 30 |
| Jamaica Is Developing Dairy Industry    | May 14   | Singapore Expands Its Electrical<br>Generating Plant | April 30 |
| <b>JAPAN</b>                            |          | <b>SOUTH AFRICA</b>                                  |          |
| Onions, Market for                      | Feb. 19  | Sporting Goods, Market for                           | Jan. 8   |
| Japan Curbs Over-Expansion              | April 30 | How South Africa Markets Its Wool                    | April 16 |
| Trading with Japan                      | April 30 | Lobster Traps, Market for                            | April 16 |
|   |          | South Africa in 1965                                 | April 16 |
| <b>JORDAN</b>                           |          | South Africa's Economy Comes of Age                  | April 16 |
| Jordan's Economy Expanding              | March 5  | Toys, Market for                                     | April 16 |
|   |          | Wines: South Africa's Vintage Crop                   | April 16 |
| <b>LATIN AMERICA</b>                    |          | <b>SOUTH AMERICA</b>                                 |          |
| Business Conditions                     | Jan. 22  | Business Conditions                                  | Jan. 22  |
| ECLA and Its Role                       | Jan. 22  | Import and Exchange Regulations                      | Jan. 22  |
| IBRD Helps Latin American Agriculture   | June 25  | Promoting Trade with South America                   | Jan. 22  |

|   |          |  |          |
|---|----------|--|----------|
| <b>SOUTH KOREA</b>                      |          |  |          |
| South Korea Makes Good Progress         | April 30 |  |          |
| <b>SOUTH WEST AFRICA</b>                |          |  |          |
| South West Africa Is Developing         | April 16 |  |          |
| <b>SPAIN</b>                            |          |  |          |
| Spanish Industry: Progress and Problems | Feb. 5   |  |          |
| Spain Makes Impressive Progress         | June 25  |  |          |
| <b>SUDAN</b>                            |          |  |          |
| Sudan Confronts Its Problems            | June 11  |  |          |
| <b>SWAZILAND</b>                        |          |  |          |
| Moves Towards Independence              | May 28   |  |          |
| <b>SWEDEN</b>                           |          |  |          |
| Recreational Goods, Market for          | March 19 |  |          |
| Sweden Steps Up Imports                 | June 25  |  |          |
| <b>SWITZERLAND</b>                      |          |  |          |
| Swiss Market for Frozen Foods           | March 19 |  |          |
| Switzerland Enjoys Prosperity           | June 25  |  |          |
| <b>SYRIA</b>                            |          |  |          |
| Syria Nationalizes Trade, Industry      | March 5  |  |          |
| <b>TAHITI</b>                           |          |  |          |
| Tahiti: Boom Doubles Imports            | March 19 |  |          |
| <b>TAIWAN</b>                           |          |  |          |
| Taiwan Blueprints Further Progress      | April 30 |  |          |
| <b>THAILAND</b>                         |          |  |          |
| Thailand's Economic Boom Continues      | April 30 |  |          |
| Thailand Offers Attractive Market       | April 30 |  |          |
|   |          | <b>TURKEY</b>                              |          |
|   |          | Turkey Follows Development Plan            | March 5  |
|   |          | <b>UNITED STATES</b>                       |          |
|   |          | Using Industrial Distributors in the U.S.  | March 19 |
|   |          | Using Industrial Distributors in the U.S.— |          |
|   |          | Part II                                    | April 2  |
|   |          | Chicago: Big Next-Door Market              | Jan. 8   |
|   |          | Non-Electronic Machinery and Components,   |          |
|   |          | Market for                                 | Jan. 8   |
|   |          | Ohio Department Stores Beckon              | Jan. 8   |
|   |          | How to Sell Automotive Parts in the U.S.   | Feb. 5   |
|   |          | Fine Foods, Market in the Southern States  | Feb. 19  |
|   |          | Selling Abroad through New York            | March 19 |
|   |          | Tennessee Will Buy Canadian Products       | March 19 |
|   |          | Selling Foods in Michigan                  | April 16 |
|   |          | Market Research Takes Two                  | May 14   |
|   |          | Selling Food in the Philadelphia Territory | May 28   |
|   |          | U.S. Markets for Hospital Equipment        | June 11  |
|   |          | <b>URUGUAY</b>                             |          |
|   |          | Business Conditions                        | Jan. 22  |
|   |          | <b>VENEZUELA</b>                           |          |
|   |          | Business Conditions                        | Jan. 22  |
|   |          | Canada's Trade with Venezuela              | Jan. 22  |
|   |          | <b>WEST GERMANY</b>                        |          |
|   |          | Furniture, Market for                      | Feb. 5   |
|   |          | West German Market for Agricultural        |          |
|   |          | Products                                   | Feb. 19  |
|   |          | Leather, Market for                        | April 2  |
|   |          | Plastics, Market for                       | April 2  |
|   |          | Complying with German Standards            | May 28   |
|   |          | German Chemical Industry Expands           |          |
|   |          | Overseas                                   | June 11  |
|   |          | West Germany: a \$190 Million Market       | June 25  |

## The Sky's the Limit

EVERYTHING FOR AN AIRPORT—that's the aim of the Department of Trade and Commerce in preparing Canada's first airport catalogue. Although many Canadian companies have had extensive experience in constructing and equipping airports, their capabilities and achievements have never been the subject of a comprehensive publicity campaign in export markets. The catalogue is designed to fill this need. If your firm makes equipment or buildings for terminals, towers, hangars or inter-airport communications systems, or if your engineering services are geared to airport planning or construction, then this is an advertising opportunity that you should not miss.

Why should you be a part of this project? Because the catalogue has been planned to fill a number of needs. Intended as a ready reference source for foreign buyers, it will list all airport facilities and services available from Canadian companies. Trade Commissioners will be provided with copies to

take to prospective buyers abroad; when the catalogues need to be updated, new data sheets will provide these officers with a good reason to call on their contacts again. Because the catalogues are to be in looseleaf binders, substituting new data sheets for old will pose no problems.

Initially there will be five sections, covering a wide range of products and services: navigation aids, visual aids, consulting engineering services, construction services, and a miscellaneous section. More sections can be added as interest grows and more companies start to advertise themselves.

Questionnaires have already been sent out to a number of Canadian suppliers, asking for data on company history and background, a list and descriptions of all Canadian-manufactured products or services, the names and addresses of all foreign agents, and photographs of either products or installations. Planning now calls for the catalogue to be completed four to six months after the last ques-

tionnaire is returned to the Department. The cost to participating companies will be \$100 per page, with a limit of four pages per firm.

The Commodity Officer responsible for the project is M. L. Nickerson, Electrical and Electronics Equipment Division, Manufacturing Industries and Engineering Branch, Department of Trade and Commerce, Ottawa, Ontario. Mr. Nickerson will be glad to provide any additional information about the catalogue or to help with technical problems that arise over product descriptions, etc. Questionnaires are available from D. E. Dingwall, Deputy Chief, Operations Group, Trade Publicity Branch, Department of Trade and Commerce, Ottawa, Ontario.

Canadian aircraft are already known around the world and this publicity project is designed to ensure the same happy state of affairs for suppliers in other aviation fields. If you are interested, there is still time to climb aboard. ●

# Norway's Electro-Metallurgical Industry

Record growth in recent years has brought this industry, based on cheap electric power, to the forefront in the Norwegian economy and to international prominence as a supplier to world markets.

J. E. LANCASTER, *Commercial Counsellor, Oslo.*

METALS constitute the biggest single category of exports from Norway as a result of the rapid rise of the electro-metallurgical industry here during the present century and particularly since World War II. This industry was at a disadvantage throughout the steam age. Then came hydro power development and today, with the highest per capita production of electric power in the world, Norway's industrial strength has increased greatly and invention and technological development have been stimulated. Electric smelting has become a Norwegian specialty and Norwegian processes and equipment have found wide acceptance.

Specialized industries such as electro-metallurgy and the allied electro-chemical industry need cheap hydro-electric power and today they use more than 40 per cent of the country's total output of electricity. This small country has thus become a world leader in the export of aluminum, ferro-silicon and magnesium and produces and exports a wide range of similar products. Some of the major product groups are discussed below.

## Iron and Steel

Iron production has a long tradition in Norway. Yet in spite of the availability of substantial tonnages of iron ore, it was not until the 1920's, when a successful process for the electric smelting of iron ores was introduced, that the iron industry became important.

Today iron and steel are produced by an amalgam of state-owned and private joint stock companies. Products include vanadium oxide and ferro-vanadium, as well as rails, wire, nails, tools, rivets, screws, welding electrodes and reinforcing bars.

Before World War II pig iron and steel production was small. In the post-war years a state-owned steel industry was inaugurated at a site in northern Norway, with operations based on the electric smelting of ores. Steel is produced by the oxygen-blowing of pig iron in converters and in conventional electric furnaces.

Rolling mills turn out heavy, medium and small sections, bars and wire rod. A coke works and an ammonia plant have been established. Although the state-owned works was planned primarily to meet domestic demand and replace imports, it has been found necessary to produce more than the small domestic market can absorb and the plant now exports significant quantities under very competitive conditions.

In 1964, production totalled 438,358 metric tons of pig iron and 615,440 metric tons of steel ingots. In spite of this output, Norway continues to import specialized products, including heavy steel plates for the shipbuilding industry and structural shapes.

## Aluminum and Magnesium

Because production of aluminum and magnesium is the most power-consuming of the electro-metallurgical

processes, Norway is in a favoured position to produce these metals. The value of output of the aluminum industry is the highest within the metals group. Both state-owned and privately owned companies produce it, as they do iron and steel. There is a sizable Canadian investment in this phase of Norwegian industry.

Ingot production in recent years was as follows:

|                | (metric tons) |
|----------------|---------------|
| 1950           | 40,000        |
| 1960           | 160,000       |
| 1964           | 260,000       |
| 1965           | 275,000       |
| Expected 1966  | 345,000       |
| Projected 1968 | 490,000       |

Norway's domestic market for aluminum is small and, as in Canada, the major share of production finds its way to export markets. Indeed, Norway now ranks second only to Canada in the Western World as an exporter of this metal.

Norway has no bauxite deposits and aluminum oxide or alumina has to be imported. (Only one producer imports bauxite directly.) Some alumina is imported from the United States and Canada. The advantages of low-cost electricity frequently permit the re-exporting of the finished metal to North America.

According to the latest figures, not more than 23,000 tons of crude aluminum are consumed in Norway itself.

Nevertheless, modern plants have been constructed, including rolling mill capacity and facilities for anodizing and for lacquering continuous strip. A wide range of finished goods and consumer products is turned out.

Norway's natural markets for aluminum ingot are the industrial countries of Continental Europe. However, the EEC's common external tariff, with 9 per cent duty on crude aluminum and 15 per cent on semi-processed products, reduces opportunities for Norwegian exporters. The current British surcharge of 10 per cent, although it does not affect crude aluminum, raises difficulties for the exporters of manufactured aluminum products.

In spite of these problems, Norwegians are investing considerable sums in expanding production. Two large aluminum plants are currently being built and a third is on the drawing board. Existing plants are planning increased productive capacity. The industry expects to make great progress in the domestic packaging field, especially in fish canning. The use of aluminum siding is not as far advanced as in some countries and this promises further outlets. Another major use for Norwegian aluminum is the production of high-tension electric cable. Current per capita consumption of semi-manufactured aluminum products is estimated at 7 kilos a year compared with 15.2 in the United States, 9.8 in Canada, and 8.9 in Britain.

Magnesium has been produced in Norway since 1920. Production troubles in early years culminated in serious damage to the plant and equipment during World War II. Since then production facilities have been rebuilt and expanded and capacity is to be raised to 31,000 metric tons. Norway will thus continue to be one of the world's foremost producers.

Magnesium is produced in Norway from sea water and dolomite and thus the raw material supply is almost unlimited. As with aluminum, its production requires great blocks of cheap electric power and Norway has thus a decided productive advantage. It is among the world's largest exporters of magnesium, with Continental Europe,

particularly Germany, the biggest market.

### Ferro-Alloys

Production in the ferro-alloys industry has increased substantially since World War II and today Norway is the world's leading exporter of ferro-silicon. The most common ferro-alloys produced in addition to ferro-silicon are ferro-chrome, ferro-manganese and silico-manganese. Domestic consumption of ferro-alloys is very small and more than 95 per cent of production is exported, chiefly to Britain, West Germany, the Benelux countries, Austria, Sweden and the United States.

In the production of ferro-silicon the Norwegian position is particularly favourable because good quality silicon ore—quartz—is available domestically in large quantities; so is the other raw material—scrap iron. Production in 1964 reached 225,000 metric tons, with capacity expanded to 300,000 metric tons.

Production of ferro-chrome and ferro-manganese is dependent on imports of chrome and manganese ores as well as coke and coal from Britain. With the output of these particular alloys already begun or planned in the ore-producing countries, the Norwegian industry is facing the possibility of increased competition. A Canadian company has a considerable investment in the production of manganese and chromium alloys in Norway. In 1964 production of ferro-alloys other than ferro-silicon included ferro-manganese 75,886 tons, ferro-silicon-manganese 109,539 tons, ferro-chrome 31,728 tons, ferro-silico-chrome 14,108 tons, others, 196,000 tons.

### Non-ferrous Metals

Norway has considerable deposits of non-ferrous ores and metals; the major ones are copper, zinc, lead, titanium, molybdenum and niobium. In many cases, however, the raw material is imported and refined in Norway for export.

● **Copper and Nickel**—Blister copper has been produced in Norway for centuries, but the production of copper by the electrolytic process is relatively recent. Electrolytic copper and nickel are turned out by a subsidiary of a Canadian firm using nickel-copper matte from Canada. Output of copper

totalled 17,234 tons in 1964 and 19,700 in 1965. The bulk of the metal is exported; 1965 exports totalled 16,500 tons and the United States was the largest market.

At present there is no mining of nickel in Norway and nickel production is based on nickel matte from Canada. Output increased from 30,111 tons in 1964 to 31,834 tons in 1965. Because the Norwegian refining capacity is being expanded substantially, increased tonnages of both nickel and copper ores should be available for export. The bulk of the nickel produced is exported to Europe and North America; exports reached 34,376 tons in 1964 and 32,084 in 1965.

● **Lead and Zinc**—Norway's main zinc and lead deposits are found in complex ores in the north but the principal raw material for the big smelter on the west coast is zinc ore concentrates imported from Spain, Sweden, Canada and Australia. Production of pure zinc in Norway reached 46,556 tons in 1963 and 48,358 tons in 1964. The bulk of the metal produced is sold in Europe, particularly Sweden, West Germany and France.

Lead production, only a few hundred tons per year, is declining and there is no lead smelter in Norway. Cadmium and cobalt are produced in small quantities as byproducts of the treatment of zinc and nickel ores. ●

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### Addressing Mail to Portugal

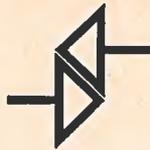
PORTUGUESE business firms, organizations and government ministries traditionally do not open mail addressed to an individual by name when he is absent. To avoid the serious delays this practice can cause, the Commercial Counsellor in Lisbon advises Canadian businessmen not to put personal names on envelopes. Rather, address your mail to Portugal this way:

Title (such as Director)  
Name of firm (organization or ministry)  
Street address  
City, Portugal

If you want your letter brought to the attention of a particular person, you can add *on the letter after the name and address of the firm*, "For the attention of Mr. John Doe". ●

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# trade lines



**A telephone cable from the United States to Venezuela will start operating on August 1, 1966.** It will be capable of handling 80 simultaneous conversations and will measure 550 miles—from Saint Thomas in the Virgin Islands to La Guaira. Saint Thomas is linked by a direct cable to Miami. The new cable is being laid by the American Telegraph and Telephone Company in co-operation with the Venezuelan National Telephone Company, (CANTV). All communications between North and South America have been handled by high frequency radio transmission and telephone service between Canada and Venezuela has been unsatisfactory and unreliable. The new cable will mean speedier and clearer direct contact.—Caracas.

**One in every 13 South Africans owns a car or truck.** Over the past 35 years the total number of these vehicles has increased 10 times—from 113,002 in 1928 to 1,111,426 in 1963—Cape Town.

**The first South African plant for the production of lubricating oil base stocks from crude oil is to be erected at Durban.** The \$15 million plant is scheduled to come into operation early in 1968 and will have an initial capacity of 100,000 tons a year. The plant is capable of producing a range of high viscosity index (HVI) and medium viscosity index (paraffin HVIP) base stocks—Cape Town.

**Per capita meat consumption in Germany increased from 39 kilograms in 1950/51 to 65 kilograms in 1964/65.** Poultry consumption rose from 1.2 to 6 kilograms during the same period. Although the share of poultry in the total meat consumption rose from 5.4 to 9.3 per cent, Germany's poultry consumption is still below that of the EEC yearly average of 6.6 kilograms per capita—Bad Godesberg.

**Chile is the best place to establish large observatories,** according to various scientific groups as reported in the press. The first observatory established by AURA—Association of Universities for Research in Astronomy—was begun in 1961 atop Cerro Tololo near La Serena. CARSO—Carnegie Southern Observatory—has completed studies for the installation of a 200-inch reflector similar to the one on Mount Palomar in California, at a cost of U.S.\$18 million, on Cerro Morado. ESO—European Southern Observatory (comprising West Germany, Belgium, France, Holland, Denmark

and Sweden)—may build an observatory to house a 150-inch telescope on Cerro La Silla and Soviet interests are establishing an observatory on Cerro El Roble 70 kilometres north of Santiago—Santiago.

**Oil exploration in Colombia has been intensified** following recent rationalization of legislation affecting the operation of foreign oil companies. Several companies have applied for permission to conduct surveys in the Colombia-Panama border area—Bogotá.

**Michigan's two major power utilities may spend more than \$1 billion on new facilities in the next five years.** A 700,000-kilowatt nuclear plant will be built on the shores of Lake Michigan at a cost of \$100 million by Consumers Power Company of Jackson, and some \$480 million will be spent on other projects. Detroit Edison plans a \$350 million, 725,000-kilowatt thermal station which may be doubled in the near future—Detroit.

**The second stage of Brazil's Urubupunga hydroelectric project has begun** with preliminary work on the 3.2 million kw. Ilha Solteira station on the Parana River. Construction of the Jupia plant on the Parana is well advanced. The Ilha Solteira and Jupia plants will add 4.5 million kw. to Brazil's electric capacity at an estimated cost of U.S.\$598 and \$350 million respectively. A consortium led by the Inter-American Development Bank will be formed to finance the Ilha Solteira station—São Paulo.

**Guatemala exported 1,935,300 pounds of chicle** valued at U.S.\$1.35 million in 1965, compared with 846,600 pounds worth U.S.\$414,000 in 1964. Guatemala is one of the world's major suppliers of chicle, which is used to make chewing gum. Most chicle is gathered in a sparsely inhabited area in the northern part of the country—Guatemala City.

**Australia's third commercial oilfield has been reported by Western Australian Petroleum Pty. Ltd.** at Barrow Island on the western seaboard. Australia's two other commercial fields are Moonie and Alton in Queensland. The decision to exploit Barrow Island gives the country combined oil resources of approximately 200 million barrels and a probable output equal to 10 per cent of the national requirement of crude oil. Imported crude annually costs Australia Can.\$360 million including

freight and in the past year oil and natural gas exploration has been going forward rapidly—Melbourne.

**Norway's Borregaard Company will build a U.S.\$20 million wood pulp plant near Porto Alegre, Brazil.** Construction is scheduled to start this year and annual production will reach 165,000 tons by 1970. The plant will make wood pulp from acacia and eucalyptus and will send it to other Borregaard plants for bleaching and drying—São Paulo.

**Mexico's largest producer of heavy construction and industrial equipment will manufacture oil drilling equipment under an American licence.** Industria del Hierro, S.A. currently manufactures a wide range of heavy equipment and also cement plant equipment and rock-crushing machinery—Mexico, D.F.

**A new CSIRO process to prevent wool shrinkage was demonstrated at Geelong, Australia,** before scientists and industrialists by the textile division of the Commonwealth Scientific and Industrial Research Organization. The process enables woollen garments to be machine-washed without shrinkage. This development is a major step towards the promotion of wool in the competitive synthetic field in order to boost the Australian economy and export market.

Before the wool is spun, it is treated with a weak solution of chlorine, neutralized, then passed through a weak solution of synthetic resin and dried on standard equipment. Fabric knitted from the treated yarn has shown less than 1 per cent shrinkage and the process also eliminates "pilling", or the development of tiny balls of fibre with wear. The CSIRO expects shrink-proof garments to be available next year and has applied for patents in the major wool-consuming countries—Melbourne.

**Mexico's largest shipping company recently ordered two grain ships from Poland** at a cost of U.S.\$8.8 million, to be delivered in 1968. Total displacement of these vessels is 60,000 tons. Recently, this same firm, Transportación Marítima Mexicana, S.A., took delivery of four Brazilian-built vessels with a total displacement of 43,200 tons—Mexico, D.F.

**The first contracts for building the Italian Macchi jet trainer aircraft in Australia** have been awarded to Commonwealth Aircraft Corporation Pty. Ltd., Melbourne, and are worth some \$7 million. The Royal Australian Air Force has ordered 108 Macchis for service. The contracts cover engineering, tooling and production and the corporation will act as prime contractor for Macchi airframes and engines. Deliveries of the aircraft will begin late next year and the first

are expected to be operational in the second half of 1968. A \$500,000 contract for 100 automatic direction-finding systems to be installed in the Macchi aircraft has been awarded to Bendix Tecnico Pty. Ltd., of Sydney. The Minister for Air said the systems would have a maximum content of components manufactured in Australia—Melbourne.

**Brazilian exports in 1965** were valued at U.S.\$1,597 million, up 11.7 per cent over 1964's U.S.\$1,430 million. The principal exports were: coffee U.S.\$707 million (\$760 million in 1964); manufactured goods U.S.\$111 million (\$70 million), and iron ore U.S.\$103 million (\$81 million). Exports of sugar, maize, timber, meat, hides and skins, rice, peanuts, and soybeans rose sharply; those of cocoa beans, tobacco, sisal and wool fell—São Paulo.

**Iron ore will start moving from Angola (Portuguese West Africa) to Japan,** following the signing of a contract between Mitsui and Co. and the Companhia Mineira do Lobito, the iron ore mines concessionaire. One million tons a year of granulated ore will be supplied from 1967 to 1972, with a total value of U.S.\$48.8 million. During the period 1968-1972, the mining company will also supply 590,000 tons a year of refined iron ore, valued at U.S.\$19.2 million—Lisbon.

**Rising industrial wages in West Germany** have far outpaced the increasing cost of living during the last 15 years. The average weekly wage (men and women) was 63DM in 1950; it reached 189DM by 1965, a rise of 200 per cent, compared with a 40 per cent rise in cost of living of an average family whose head is an industrial worker. Moreover, the tempo of wage increases is accelerating: from 41 per cent during 1950-1955 to 55 per cent during 1960-1965—Bonn.

**Guatemalan exports of coffee and cotton in 1965** were valued at U.S.\$91.7 million and U.S.\$41.4 million respectively. This is considerably above the 1964 totals of U.S.\$73.3 million and U.S.\$30.4 million for these products—Guatemala City.

**Exports of Danish prefabricated houses** brought in about Can.\$15.6 million in the past year. Demand is increasing and about fifty firms are involved at present—Copenhagen.

**British leather exports showed continued strength in early 1966.** Exports for the first two months of this year totalled 1,891 tons, valued at \$11.6 million, an increase of 85 tons over the same period in 1965. Shipments to Canada totalled 203 tons, over 40 per cent above 1965, making it Britain's second market

following the United States (415 tons). Other major customers were Italy (113 tons), West Germany (120 tons) and the Netherlands (128 tons).

Imports of leather into Britain in the first two months of 1966 declined slightly in value to \$9.3 million, despite a marked rise in purchases of upper leathers—London.

**A Canadian firm will undertake a survey of future pulpwood yield from Irish forests.** It will also recommend to the Industrial Development Authority and the Forestry Division of the Department of Lands how the pulpwood should be used—Dublin.

**Switzerland had 1,078 registered aircraft at the end of 1965,** an increase of 57 over the previous year. These consisted of 726 aircraft (increase of 32), 325 gliders (increase of 25), 14 helicopters (decrease of 1), and 13 balloons (increase of 1).

Some 64 per cent of the aircraft and helicopters have two-way radios and 17 per cent carry instruments for blind landings. Licences for occasional commercial flights are held by 49 Swiss enterprises and 35 are permitted to fly outside Switzerland—Berne.

**Establishing a nickel smelting industry in Western Australia is being investigated** by South Western Mining Ltd., a subsidiary of International Nickel Co. of Canada Ltd. The location would be in the remote Blackstone Range, 900 miles northeast of Perth and near the Mereenie gas field, where five gas wells have been successfully established. The feasibility of smelting nickel deposits in the area using natural gas from the central Australian gas fields will be examined—Melbourne.

**Argentina plans to improve 54 important airports** throughout the country. The total cost will be 7,372 million pesos (Can.\$42 million) which will be invested in ground facilities, equipment, communications, and meteorology. The projects have been classified in four groups according to importance and urgency. Principal projects given first priority are the city of Buenos Aires "Aeroparque" costing 216.8 million pesos (Can.\$1.2 million) and Ezeiza airport costing 1,236 million pesos (Can.\$7 million)—Buenos Aires.

**The Brazilian papermaking industry has been granted incentives** by the establishment of Law No. 4950 dated April 20, 1966. This law states that imported industrial equipment and accessories for the production of paper for newsprint and printing paper will be granted exemption from import and excise taxes, consular fees, customs clearance tax (excluding social security tax)

for a period of five years. These benefits will be given to companies interested in expanding existing paper mills or wishing to install new ones. However, exemption under this Law will only be given to Brazilian nationals, or to corporations with a majority of Brazilian capital. Privileges include preferential and priority treatment with Customs, and with the National Development Bank for loans and financing. This exemption does not apply to imported material when a similar product is made in Brazil—Rio de Janeiro.

**Great Lakes Copper Corporation will construct a new \$12 million refinery in Sault Ste. Marie, Michigan.** Calumet and Hecla Inc. have announced discovery of a major copper deposit in the Keweenaw Peninsula, which, if exploitable, could double their anticipated 1967 production of 50 million pounds—Detroit.

**Brazilian authorities have made preliminary awards for studies involving two proposed bridges over the Paraná River.** The first award was made to the project presented by Italconsult S.A. of Rome, Italy. Their plan involves a bridge (total cost Can.\$82 million) connecting Zarate with Brazo Largo (Entre Ríos).

The second award was made to the Société d'Études et d'Équipement d'Entreprises (France) for a bridge to connect Barranqueras (Chaco) and Corrientes at a total cost of Can.\$13 million.

These awards call for completion of the study and production of plans and documentation within six months to prepare an international call for tenders on construction of these bridges. When completed, they will open up a system of road communications with the provinces of Entre Ríos and Chaco—Buenos Aires.

**Spanish tire production has risen** from 3.9 million units in 1961 to 6.1 million in 1965. One reason for this increase is the expansion of the Spanish automobile industry from 119,510 units in 1964 to 159,145 units in 1965, with the 1966 target set at 335,700 units. High import duties keep out most foreign tires, with the exception of a few special types of off-the-road tires. Spain produces 12 different models of automobiles but has only 4 firms manufacturing tires—Madrid.

**A government agency will shortly build two refrigerated depots** in the states of Michoacán and Sinaloa. These new facilities will be used to store the potato and strawberry crops of the state of Michoacán as well as vegetables grown in the state of Sinaloa. In addition, it has announced the construction of silo facilities in the ports of Guaymas on the Pacific Coast and at Veracruz on the Gulf of Mexico. Reported cost is U.S.\$3.5 million each—Mexico City.

# What's current in commodities?

## Automotive Parts

**Central America and Panama**—Limited Canadian penetration of markets heavily dependent on imports could change if Canadian exporters make a greater effort to sell in this area.

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

THE six republics that make up Central America and Panama have approximately 161,700 registered vehicles, according to the latest statistics. This figure includes cars, trucks, buses and public service vehicles. This is comparable to total registration figures for the Province of New Brunswick, which is slightly lower, or for Nova Scotia, which is somewhat higher.

The estimated total registrations for each country are: Guatemala 41,990, El Salvador 26,000, Honduras 15,000, Nicaragua 13,530, Costa Rica 28,260, Panama 36,968.

This is therefore a good market for automotive spare parts. Domestic production is limited to tires, batteries, spark plugs, and a few other small items and as a result, total imports are substantial. The following paragraphs summarize the most recent statistics on imports of these products into the various countries.

**GUATEMALA**—In 1963 imports of automotive parts were valued at U.S.\$3.5 million and estimates indicate this figure is now approaching or has exceeded U.S.\$4 million a year. Guatemala has the first tire factory in Central America, established and given protection under the "Integration of Industry" section of the agreement on the Central American Common Market. The factory is supplying an increasing proportion of the tire market in Central America, although many special sizes and types continue to be imported.

**EL SALVADOR**—Automotive imports totalled U.S.\$4.5 million in

1963 and it is estimated that they now exceed U.S.\$5 million. El Salvador has fewer vehicles than Guatemala but larger imports of parts, because it imports well over \$1 million worth of tires from Guatemala.

**HONDURAS**—This country has the smallest number of cars per capita in the area and the road system is very under-developed. Work started only a few months ago, for example, on an all-weather paved highway between the capital of Tegucigalpa and the main commercial center, San Pedro Sula, on the north coast. Imports in 1963 were valued at U.S.\$3.9 million.

**NICARAGUA**—It is difficult to compare the market in Nicaragua with the others because many automotive parts and equipment are included in statistical basket items. However, estimates for 1963 put the figure at slightly over U.S.\$3 million, which is in reasonable proportion to the registration figures.

**COSTA RICA**—In 1963 imports reached U.S.\$3.8 million. Unfortunately this figure does not reflect a number of recent changes whereby several makes of vehicles are now assembled in Costa Rica from imported component parts. In addition, a second tire factory to serve the area is under construction and when in production will serve a substantial part of the market in Costa Rica as well as the neighbouring republics.

**PANAMA**—Imports into Panama in 1963 totalled U.S.\$3.92 million. This

is relatively smaller than imports into Central America and is partly accounted for by the fact that the statistics are based on f.o.b. rather than c.i.f. values as in the other countries.

### Selling Parts

How are automotive parts sold? The largest importers are the authorized dealers for the manufacturers in each country. They buy a major share of their requirements from principals in the United States, West Germany, Britain, Japan, France and other countries. The remainder is purchased by the dealers and independent parts retailers, usually through agents. Sometimes the retailers act as wholesalers and buy direct from manufacturers.

What is Canada's share of this market? In the latest year for which comparable figures are available, Central America and Panama imported automotive parts and equipment valued at approximately U.S.\$22,700,159. According to DBS statistics we sold Can.\$569,258 there and various types of car, truck, and bus tires and tubes accounted for Can.\$461,611 of this. The next most important items in our trade were spark plugs worth Can.\$48,531 and asbestos brake linings and facings at \$38,946.

Canada's position in the market is therefore marginal. Our exports to this market rose from Can.\$569,258 in 1963 to Can.\$822,384 in 1964. In the first eleven months of 1965, they totalled Can.\$647,146 and the total for the year may be slightly below 1964. In any case, our percentage share of the market is not changing.

The current Canadian penetration of this market is small. The higher degree of specialization by Canadian automotive parts and equipment manufacturers as a result of the Canada-U.S. Agreement on Automotive Parts may possibly mean that Canadian exporters will also increase their share of such markets as Central America and Panama. ●

# Oil Burners, Smoke-Purifying Equipment, Filters

**Italy**—Italy's clean air campaign should provide a market for Canadian-made oil burners and equipment needed to eliminate smoke for those who cannot burn lighter fuels.

C. E. RUFELDS, *Consul and Assistant Trade Commissioner, Milan.*

MILAN, situated just south of the Swiss Alps in the fertile Po Valley, has long had the reputation of being one of the smoggiest cities in the world. But the battle has been joined for cleaner air and the attempt to reduce the clouds of airborne grit could well present market opportunities for Canadian secondary industry.

A good deal of the smog enveloping Milan and other communities within a 40-mile radius is the result of atmospheric and geographic conditions. Potential cleansing breezes from the north are blocked or raised by the Alps, with the result that only a rare puff is ever felt on the ground. The problem is increased by the concentration of industry. About 75 per cent of Italy's light and heavy industry and 40 per cent of its population are in the smog susceptible belt. So are approximately six million cars, trucks and buses, which do their share to aggravate the situation. Even sparkling Calgary would have a problem under similar circumstances. However, the paramount reason for the smog is an economic one—fuel costs.

Light fuels nos. 1, 2 and 3 or the heating and furnace oils normally used for domestic and smaller commercial heat generation in Canada are heavily taxed in Italy—ostensibly to prevent their use in diesel road vehicles. The heavier fuels, grades 4 to 6, or bunkers do not face this levy. Nor does natural gas, but gas is neither common nor available in industrial quantities in all areas. As a result, it is more economical to heat buildings of all sizes with heavier preheated fuels. The old ways are slowly changing, however. The past winter has seen a tightening of clean air regulations, improved government inspection of bunker installations to ensure complete combustion, and a growing awareness by the authorities and the

public that something must be done to eradicate smog. Thus chimneys and smokestacks which have belched great black clouds of soot into Milan's outdoors for many years appear to be going the way of the Canadian steam locomotive.

## Switch to Lighter Fuels

Italian burner, furnace and boiler manufacturers acted quickly. For example, two years ago not one Italian power burner manufacturer exhibiting at Milan's annual Heating and Air Conditioning Show displayed anything but units of the bunker-burning type. This year every burner manufacturer at the Show exhibited at least one unit burning light fuel oil. The greatest demand is still for bunker installations but the authorities intend to accelerate the swing to cleaner-burning fuels. A clean-air law is now before the Government and is expected to be passed by the summer of 1967. The law will reduce taxes now imposed on lighter petroleum fuels when these products are used for generating heat. The backers of the bill believe that once the price barrier is removed, light fuels will become more popular. At the same time, city and provincial administrations are taking measures to strengthen existing smoke inspection services and crack down on offenders.

## Breaking into the Market

It will not be easy for Canadian manufacturers to break into the Italian market. Italian firms have long produced space heaters and well-designed, rugged, dependable and economical bunker burners. Complete hot-air furnaces, so common in Canada, are almost unknown in Italy because building methods make this type of heat impracticable. The freight rate on fully assembled furnaces also seems to rule out the possi-

bility of delivering a Canadian product competitive with the units now produced locally.

Canadian power burner makers will face stiff price competition from Italian, German, French and other European Common Market producers with their tariff advantage. A combination of long Canadian experience in the manufacture of light-grade oil burners, the economies of larger production runs, and an aggressive and flexible sales policy will be needed to launch Canadian-made equipment on the Italian market. On the other hand, those firms which prefer to manufacture under licence should have little difficulty in finding Italian firms eager to participate in such arrangements.

## Eliminating Smoke

There are related sales opportunities presented by the clean-air campaign. For instance, the large industrial plant offender just fined by the smoke inspector often cannot turn to lighter fuels to solve his problem. He is looking for other means of eliminating the smoke, and Canadian offers of proven electrostatic and mechanical smoke-purifying equipment would be welcome. Furthermore, Canadian firms specializing in air filters also have opportunities, particularly if they offer a unique and effective product. A glance at the interior walls of many Milan office buildings equipped with central heating and air conditioning units indicates the need for improved soot removal.

Smog will continue to be a problem for some time and the corrective measures now under way are unlikely to trigger a stampede for non-preheat burners. But the market here is definitely improving and now is the time for Canadian manufacturers of power burners, smoke-purifying equipment and filters to take a close look at it. Interested firms should send descriptive data and rockbottom c.i.f. Genoa, Trieste, Venice and Naples prices to the Milan office. We will then canvass the market for the best potential representatives. ●

# Trade Commissioners on Tour

## In Canada

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

**Germany**—W. F. Hillhouse, Commercial Counsellor (Agriculture) in Bad Godesberg, who will be posted to Washington with the same title:

Winnipeg—August 25-26

**Hong Kong**—R. K. Thomson, Senior Trade Commissioner in Hong Kong, who will be transferred to Duesseldorf, West Germany, as Consul:

Montreal—September 6-7

**India**—W. G. Roberts, Assistant Commercial Secretary in New Delhi:

Toronto—July 27-29

Montreal—August 1-3

**Italy**—J. H. Stone, Commercial Counsellor in Rome:

Montreal and Toronto—September 6-16

**Jamaica**—L. D. Burke, Commercial Secretary in Kingston:

Montreal—September 6-8

Winnipeg—September 14-15

Toronto—September 9-13

Vancouver—Sept. 16-19

**Pakistan**—R. D. Sirrs, Commercial Secretary in Karachi, who will be posted to Guatemala City as Commercial Secretary:

Winnipeg—August 11-12

Vancouver—August 17-19

Calgary—August 15

**South Africa**—C. R. Gallow, Trade Commissioner in Johannesburg, who will be posted to Hong Kong with the same title:

Montreal—September 14

Winnipeg—October 4

**U.S.S.R.**—W. J. Collett, who will be posted to Moscow as Commercial Secretary:

Winnipeg, Toronto, Montreal—August 15-19

**United States**—W. R. Hickman, Commercial Counsellor (Agriculture) in Washington, who will be posted to Copenhagen, Denmark, with the same title:

Vancouver—September 1-2

Delhi—September 9

Winnipeg—September 6

Montreal—September 25-26

Toronto—September 7-8

W. A. Stewart, Consul and Trade Commissioner in Boston, who will be posted to Santo Domingo, Dominican Republic, as Commercial Secretary:

Montreal—July 22-26

Halifax—August 3-4

Florenceville—July 28

Lunenburg—August 5

Fredericton—July 29

St. John's—August 7-12

K. D. Taylor, Consul and Assistant Trade Commissioner in Detroit, who will be posted to Karachi as Assistant Commercial Secretary:

Montreal—August 4-5

Vancouver—August 22

Winnipeg—August 8-9

## Temporary Duty in Ottawa

**R. C. Anderson**, Consul and Trade Commissioner in Manila, Philippines, August 8-19. Contact Asia and Middle East Division, phone: 992-5642.

**D. S. Armstrong**, who will be posted from Ottawa to Stockholm as Commercial Counsellor, August 12–September 16. Contact European Division, phone: 992-8727.

**M. B. Blackwood**, Commercial Counsellor in Mexico City, September 6–20. Contact Latin American Division, phone: 992-7641.

**L. D. Burke**, Commercial Secretary in Kingston, Jamaica, August 29–September 3. Contact Commonwealth Division, phone: 992-2421.

**C. A. Carruthers**, Assistant Commercial Secretary in Wellington, New Zealand, July 25–August 5. Contact Commonwealth Division, phone: 992-2421. Mr. Carruthers will be posted to Boston as Vice Consul and Assistant Trade Commissioner.

**W. J. Collett**, who will be posted to Moscow, U.S.S.R., as Commercial Secretary, August 22-26. Contact European Division, phone: 992-8727.

**W. R. Hickman**, Commercial Counsellor (Agriculture) in Washington, September 12–23. Contact United States Division, phone: 992-5176. Mr. Hickman will be posted to Copenhagen, Denmark, with the same title.

**J. E. Montgomery**, Commercial Secretary (Agriculture) in Paris, France, July 18–29. Contact European Division, phone: 992-8727.

**F. M. Mulkern**, Assistant Commercial Secretary in Singapore, August 2-12. Contact Commonwealth Division, phone: 992-2421. Mr. Mulkern will be posted to Madrid, Spain, as Assistant Commercial Secretary.

**J. H. Nelson**, Commercial Secretary in Guatemala City, November 18–December 1. Contact Latin American Division, phone: 992-7641. Mr. Nelson will be posted to Liverpool, England, as Trade Commissioner.

**J. H. Stone**, Commercial Counsellor in Rome, September 19-23. Contact European Division, phone: 992-8727.

**K. D. Taylor**, Consul and Assistant Trade Commissioner in Detroit, July 20-August 3. Contact United States Division, phone: 992-5176. Mr. Taylor will be posted to Karachi, Pakistan, as Assistant Commercial Secretary.

**R. K. Thomson**, Senior Trade Commissioner in Hong Kong, September 8-23. Contact Commonwealth Division, phone: 992-2421. Mr. Thomson will be posted to Duesseldorf, West Germany, as Consul.

**R. F. Turcotte**, Consul and Trade Commissioner in Philadelphia, July 25-29. Contact United States Division, phone: 992-5176.

## In Territory

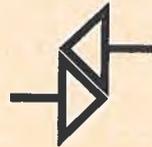
**Bahamas**—D. I. Ditto, Assistant Commercial Secretary in Kingston, Jamaica, will visit the Bahamas August 20-27.

**Korea**—R. A. Food, Assistant Commercial Secretary in Tokyo, Japan, will visit Korea August 7-13.

**Thailand**—J. H. Bailey, Commercial Counsellor in Singapore, will visit Bangkok August 1-5.

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

# foreign tariffs and trade regulations



## Dominican Republic

**SPORTS EQUIPMENT TO ENTER DUTY-FREE**—On June 29, the Provisional Government of the Dominican Republic passed Law No. 280, which allows the import duty free of all equipment for the following sports: baseball, softball, volleyball, basketball, football, tennis, ping pong, gymnastics, sport fishing and swimming, boxing, chess, judo and cycling, horseback riding, and badminton.

The only item still subject to duty is tennis shoes, which are manufactured locally—Santo Domingo.

## India

**IMPORT LICENSING POLICY**—In conjunction with the recent devaluation of India's rupee, preliminary steps have been taken to liberalize imports of certain raw materials, components and spare parts. Several Indian industries will benefit from this measure, including those engaged in the manufacture of agricultural tractors, fertilizers, base metals, electrical equipment, cables and wires, construction machinery, pulp and paper, synthetic rubber, tires and tubes, commercial vehicles and telecommunication equipment. Licences are to be granted to these industries for three times the value of their 1964-65 fiscal year licences.

For copper and zinc, both actual users and the Minerals and Metals Trading Corporation, an Indian state-trading agency, are now eligible to receive licences.

Established importers are being given higher quotas on their permits for imports, which are unrestricted as to source.

Special arrangements are being made for larger imports of fertilizers, pesticides, sulphur and rock phosphates.

Indian authorities state that there is no intention to liberalize imports of either non-essential goods or capital equipment already manufactured in India.

## Ireland

**IMPORT LEVY**—The Irish Government has announced an extension of the temporary import levy. The levy, which became effective on November 2, 1965, was originally intended to terminate on March 31, 1966, but was continued for a further three-month period to June 30, 1966, and is now extended to September 30, 1966.

Details of the application of the temporary import levy were published in the December 11, 1965, issue of *Foreign Trade*.

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 .92

## Foreign Exchange Rates

| Country                             | Unit            | Type of Exchange    | Can. dollar equivalent July 12 | Units per Canadian dollar | Notes (see below) |
|-------------------------------------|-----------------|---------------------|--------------------------------|---------------------------|-------------------|
| Algeria .....                       | Dinar .....     | .....               | .2194                          | 4.56                      |                   |
| Argentina .....                     | Peso .....      | Free .....          | .0053                          | 188.68                    |                   |
| Australia .....                     | Dollar .....    | .....               | 1.200                          | .8333                     |                   |
| Austria .....                       | Schilling ..... | .....               | .0417                          | 23.98                     |                   |
| Bahamas .....                       | Dollar .....    | .....               | 1.050                          | .9523                     | *                 |
| Belgium and Luxembourg .....        | Franc .....     | .....               | .0216                          | 46.25                     |                   |
| Bermuda .....                       | Pound .....     | .....               | 2.999                          | .33                       |                   |
| Bolivia .....                       | Peso .....      | .....               | .0909                          | 10.01                     |                   |
| Brazil .....                        | Cruzeiro .....  | Official Free ..... | .0005                          | 2,053.39†                 |                   |
| Britain .....                       | Pound .....     | .....               | 2.999                          | .33                       |                   |
| British Honduras .....              | Dollar .....    | .....               | .7496                          | 1.33                      |                   |
| Burma .....                         | Kyat .....      | .....               | .2259                          | 4.43                      |                   |
| Ceylon .....                        | Rupee .....     | .....               | .2249                          | 4.44                      |                   |
| Chile .....                         | Escudo .....    | Bank rate .....     | .2713                          | 3.69                      |                   |
|                                     |                 | Free .....          | .2348                          | 4.26                      |                   |
| Colombia .....                      | Peso .....      | Free .....          | .0672                          | 14.88                     |                   |
|                                     |                 | Certificate .....   | .1195                          | 8.40                      |                   |
| Congo, Republic of .....            | Franc .....     | .....               | .0072                          | 139.50                    | (1)               |
| Costa Rica .....                    | Colon .....     | .....               | .1624                          | 6.15                      |                   |
| Cuba .....                          | Peso .....      | .....               | ‡                              | ‡                         |                   |
| Czechoslovakia .....                | Koruna .....    | .....               | .1494                          | 6.68                      |                   |
| Denmark .....                       | Krone .....     | .....               | .1554                          | 6.41                      |                   |
| Dominican Republic .....            | Peso .....      | .....               | 1.076                          | .93                       |                   |
| Ecuador .....                       | Sucre .....     | Official .....      | .0598                          | 16.72                     |                   |
|                                     |                 | Free .....          | .0535                          | 18.69                     |                   |
| El Salvador .....                   | Colon .....     | .....               | .4343                          | 2.33                      |                   |
| Fiji .....                          | Pound .....     | .....               | 2.702                          | .37                       |                   |
| Finland .....                       | Markka .....    | .....               | .3361                          | 2.98                      |                   |
| France, Monaco, etc. ....           | Franc .....     | .....               | .2195                          | 4.56                      | (2)               |
| Franco-African Republics, etc. .... | Franc .....     | .....               | .0044                          | 227.79                    | (3)               |
| French Pacific .....                | Franc .....     | .....               | .0120                          | 82.64                     | (4)               |
| Germany .....                       | D Mark .....    | .....               | .2692                          | 3.71                      |                   |
| Ghana .....                         | Cedi .....      | .....               | 1.2500                         | .87                       |                   |
| Greece .....                        | Drachma .....   | .....               | .0359                          | 27.86                     |                   |
| Guatemala .....                     | Quetzal .....   | .....               | 1.076                          | .95                       |                   |
| Guyana .....                        | Dollar .....    | .....               | .6247                          | 1.60                      |                   |
| Haiti .....                         | Gourde .....    | .....               | .2151                          | 4.64                      |                   |
| Honduras .....                      | Lempira .....   | .....               | .5378                          | 1.86                      |                   |
| Hong Kong .....                     | Dollar .....    | .....               | .1874                          | 5.33                      |                   |
| Hungary .....                       | Forint .....    | Official .....      | .0921                          | 10.86                     |                   |

\*The Bahamas converted to decimal currency May 25, 1966.

†The Cruzeiro was devalued November 16, 1965; the Central Bank of Brazil is expected to issue soon the new cruzeiro. One new cruzeiro will then equal one thousand old cruzeiros.

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

| Country                | Unit    | Type of Exchange | Can. dollar equivalent July 12 | Units per Canadian dollar | Notes (see below) |
|------------------------|---------|------------------|--------------------------------|---------------------------|-------------------|
| Iceland                | Krona   | Official         | .0250                          | 40.00                     | (1)               |
| India                  | Rupee   |                  | .1434                          | 6.96*                     |                   |
| Indonesia              | Rupiah  |                  | #                              | #                         |                   |
| Iran                   | Rial    |                  | .0139                          | 71.94                     |                   |
| Iraq                   | Dinar   |                  | 3.012                          | .33                       |                   |
| Ireland                | Pound   |                  | 2.999                          | .33                       |                   |
| Israel                 | Pound   |                  | .3585                          | 2.79                      |                   |
| Italy                  | Lira    |                  | .0017                          | 581.06                    |                   |
| Japan                  | Yen     |                  | .0029                          | 335.37                    |                   |
| Lebanon                | Pound   | Free             | .3464                          | 2.89                      |                   |
| Malaysia               | Dollar  |                  | .3514                          | 2.85                      |                   |
| Mexico                 | Peso    |                  | .0861                          | 11.61                     |                   |
| Morocco                | Dirham  |                  | .2151                          | 4.64                      |                   |
| Netherlands            | Florin  |                  | .2981                          | 3.35                      |                   |
| Netherlands Antilles   | Florin  |                  | .5704                          | 1.75                      |                   |
| New Zealand            | Pound   |                  | 2.988                          | .33                       |                   |
| Nicaragua              | Cordoba |                  | .1537                          | 6.50                      |                   |
| Nigeria                | Pound   |                  | 2.999                          | .33                       |                   |
| Norway                 | Krone   |                  | .1503                          | 6.64                      |                   |
| Pakistan               | Rupee   |                  | .2249                          | 4.44                      |                   |
| Panama                 | Balboa  |                  | 1.076                          | .93                       |                   |
| Paraguay               | Guarani | Free             | .0086                          | 116.27                    |                   |
| Peru                   | Sol     | Free             | .0401                          | 24.94                     |                   |
| Philippines            | Peso    | Free             | .2765                          | 4.41                      |                   |
| Poland                 | Zloty   | Fixed Basic rate | .2689                          | 3.72                      |                   |
| Portugal & Colonies    | Escudo  |                  | .0374                          | 26.66                     | (5)               |
| Sierra Leone           | Leone   |                  | 1.499                          | .67                       |                   |
| South Africa           | Rand    |                  | 1.499                          | .67                       |                   |
| Spain and Dependencies | Peseta  |                  | .0179                          | 55.55                     |                   |
| Sweden                 | Krona   |                  | .2079                          | 4.81                      |                   |
| Switzerland            | Franc   |                  | .2493                          | 4.01                      |                   |
| Syria                  | Pound   | Free             | .2689                          | 3.71                      |                   |
| Thailand               | Baht    | Free             | .0520                          | 19.27                     | (1)               |
| Tunisia                | Dinar   |                  | 2.060                          | .49                       |                   |
| Turkey                 | Lira    |                  | .1195                          | 8.35                      | (1)               |
| United Arab Republic   | Pound   | Official         | 2.474                          | .40                       |                   |
| United States          | Dollar  |                  | 1.076                          | .92                       |                   |
| Uruguay                | Peso    | Free             | .0169                          | 60.90                     |                   |
| Venezuela              | Bolivar | Official Free    | .2394                          | 4.17                      |                   |
| West Indies            | Dollar  |                  | .6247                          | 1.60                      | (6)               |
|                        | Pound   |                  | 2.999                          | .33                       | (7)               |
| Yugoslavia             | Dinar   | Official         | .086                           | 11.63                     |                   |

\*The Indian rupee was devalued on June 5, 1966.

‡As Indonesia is no longer a member of the IMF, a realistic exchange rate is not available.

## 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.

# Marketing Data Sheet

## AUSTRALIA

### Area

Totals 2,971,081 square miles.

### Climate

Varies widely from tropical to temperate. Darwin has the highest average temperature, 90°F., Canberra the lowest, 44°F. Throughout the year the temperature ranges from a low of 18°F. in Canberra to a high of 117°F. in Adelaide. Humidity averages 66 per cent. The Fahrenheit scale is used.

### Population

At March 31, 1965, 11,312,577.

|             | Males           | Females   |
|-------------|-----------------|-----------|
|             | (June 30, 1964) |           |
| 35 and over | 2,293,994       | 2,375,103 |
| 25 to 34    | 725,090         | 676,506   |
| 15 to 24    | 901,043         | 853,160   |

### Households

At June 30, 1961, 2,817,270 family groups; 2,781,945 private dwellings and 35,325 multiple dwellings.

### Income

National A\$24,828 million; per capita A\$2,196; average hourly wage for males A\$1.88, for females A\$1.20. On June 30, 1963, there were 10,323,067 operative bank accounts.

### Retail Sales

At March 31, 1965, A\$2,939 million or A\$260.06 per capita.

### Motor Vehicles

In February 1965, 2,737,746 passenger, 863,212 commercial and 69,942 motorcycles and scooters were registered.

### Telephones

There were 230.1 telephones per 1,000 persons in June 1963.

### Radio and Television

At the end of July 1965, 1,756,743 radio, 1,447,706 TV and 607,645 combination receivers were in operation. TV (625 lines per picture) and radio facilities are both publicly and privately owned.

### Water

Delivered to the domestic consumer at an average of 21.6 pounds per square inch. Depending on locale, solids range

from 57.8 to 92.8 parts per million and the pH from 6.25 to 7.45.

### Electric Power

50 cycle a.c., 240/415 volts except Perth where voltage is 250/440; 220/440 volt direct current is available in Brisbane and 230/460 in Melbourne. There are one-, two- and three-phase systems. The two-phase one is part of a three-phase wye secondary distribution line. The neutral wire of the secondary distribution system is grounded. A ground wire is required in appliance cords.

### Coal

Semi-anthracite, bituminous, sub-bituminous and lignite. In 1963/64, consumption totalled 25,942,000 tons and production 17 million. Reserves of all types are estimated at 3,000 million tons.

### Gas

Manufactured supplemented by LPG and refinery tail gas where mains have not been laid. Thermal content, chemical analysis, pressure and prices vary. In June 1963, domestic, commercial and industrial customers totalled 1,375,000, and consumption 243 million therms. Production (1,000 BTU gas equivalent) is 27.6 billion cubic feet a year. Natural gas (1,000 BTU's per cubic foot) is produced only at Roma, Queensland, where 150 million cubic feet a year are consumed. No major pipelines are operating as yet but natural gas might be available in Brisbane by 1967 and in Sydney and Melbourne by 1968. Reserves in the various areas are estimated at 5 trillion cubic feet. Consumption of all types of gas rose 30 per cent from 1954 to 1963.

### Petroleum Products

All grades and types imported or refined locally from crude oil, 98 per cent of which is imported. Refinery production in 1964 totalled 4,033.9 million gallons. Reserve stocks are about 65 million barrels of crude and 8 million barrels of condensate.

### Weights and Measures

Imperial.

### Screw Thread

All in use but BSP is the most common. Left hand thread is used only for specific applications.

### Standards

Approval for electric appliances should be obtained from state electrical authorities or local councils and for gas appliances from the Australian Gas Association.





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