

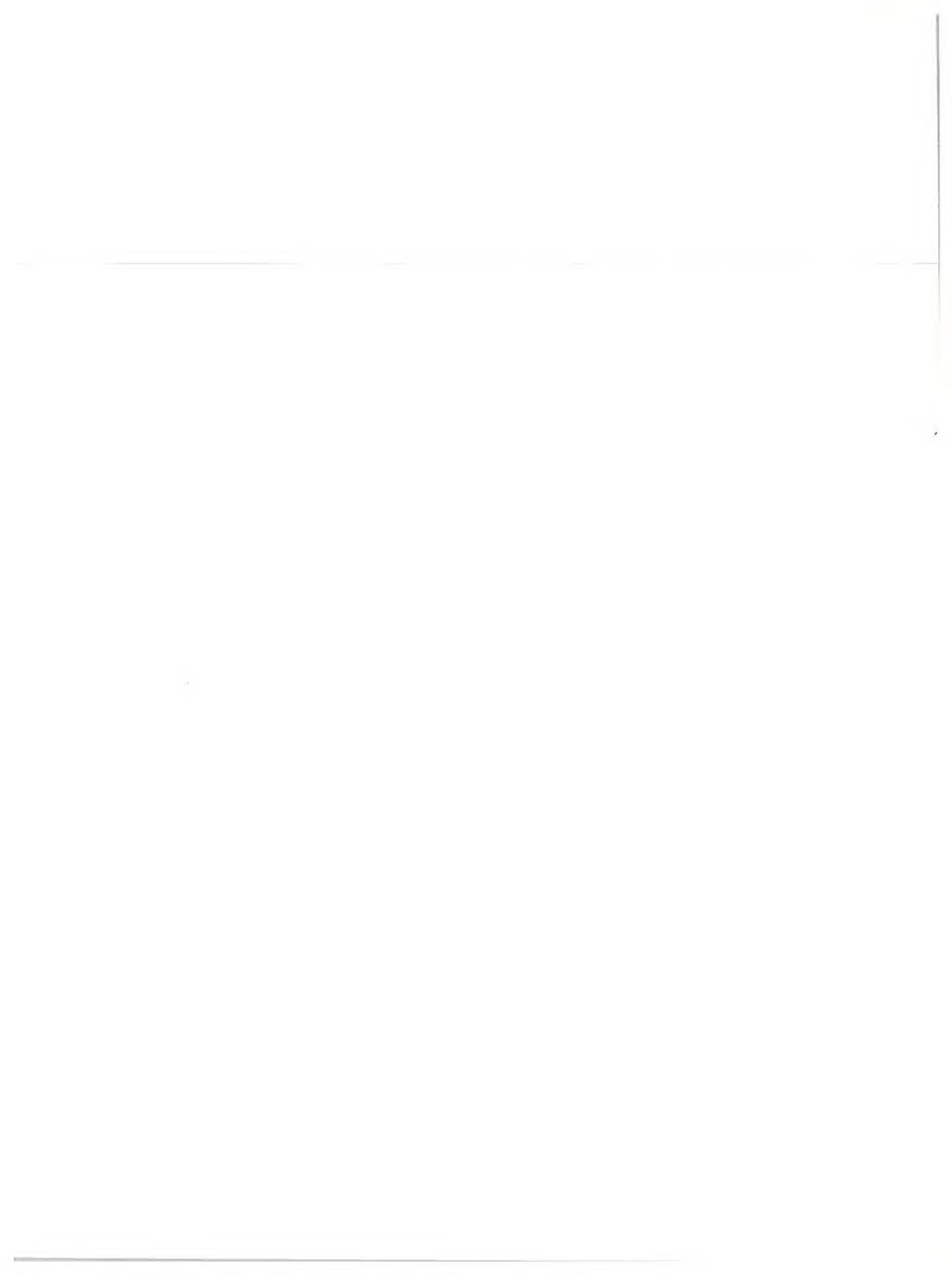
JULY 22. 67

# FOREIGN TRADE

DEPARTMENT OF TRADE AND COMMERCE, OTTAWA



**Businessman  
Meets  
Trade Commissioner**



# FOREIGN TRADE

JULY 22, 1967

Vol. 128 No. 2

*COVER: Representatives of some 2,144 different firms came to Operation Export to seek the advice and guidance of the nearly 65 Trade Commissioners who undertook this tour. Here one of them negotiates a change in his interview schedule under the watchful eye of G. A. Browne (left), Consul General in Dnnesseldorf.*

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

The Hon. ROBERT H. WINTERS, Minister.

J. H. WARREN, Deputy Minister.

O. MARY HILL, Editor.

Material appearing in this magazine may be reprinted with credit to "Foreign Trade".

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

Single copies: 25 cents each.

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

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## Operation Export 1967: Businessman Meets Trade Commissioner 2

*To talk to those who came to see the Trade Commissioners on their cross-country tour in April and May was to be impressed with the variety of Canada's production and the vitality of its businessmen. Moving their products into export and finding an outlet for this vitality abroad was the purpose of the exercise.*

## British Honduras Deserves Your Attention 11

*If you export food, clothing, chemicals, pharmaceuticals, metal products, or various other commodities, British Honduras is the place for you to sell. Here is a market that offers a Commonwealth tariff advantage and also great goodwill.*

## Your Business Visit to Pakistan 28

*Thinking of a combined business and pleasure trip to Pakistan—or purely business? Here is the second in our series telling how to get there, where to go, how to fit in with Pakistani customs, and what you need to do before you leave Canada. Businessmen will find the article particularly helpful.*

## Britain Expands Its Chemical Industry 32

*This rundown on the changes in British chemical output is intended to alert Canadians selling there to the possible effect of these on import patterns.*

## Spain Modernizes Pulp and Paper Production 34

*Reorganization of Spain's pulp and paper industry with the aid of government financing in the 1960's has resulted in expansion of its mills and their capacity. The revitalized industry may offer export opportunities for companies selling equipment and papermaking machinery, lessen demand for raw materials.*

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COMING—THE WEST GERMAN MARKET, AUGUST 5 ISSUE

# Operation

## Export 1967

## Businessman Meets Trade Commissioner

AT 5.30 on the afternoon of June 2, 1967, in Saint John, New Brunswick, Kenneth Ramsay, Commercial Counsellor in Port-of-Spain, Trinidad, and Lou Burke, Commercial Counsellor in Kingston, Jamaica, each said goodbye to a last business visitor and prepared to pack up and fly back to their posts. Since April 17 they had been travelling with some 65 of their fellow Trade Commissioners, stationed in 41 different countries, right across Canada. The group as a whole had visited nine cities and had carried out approximately 16,000 interviews with 2,144 firms.

Operation Export 1967, conceived last fall, was designed to be, in the words of Trade and Commerce Minister Winters, an "exercise in communication between people". It brought together the men with firsthand knowledge of foreign markets and the men with products selling in them or, hopefully, with export potential. One newspaperman spoke of it as a "crash course in exporting" and indeed it had elements of both.

The two earlier Export Trade Promotion Conferences—held in December 1960 and April-May 1963—were both more static and shorter. They were centered in Ottawa and lasted for approximately three weeks. Businessmen who wanted to see the Trade Commissioners had to pack their bags and make their way to the capital. This time the Trade Commissioners did the travelling—and for eight weeks: to Montreal, Vancouver, Edmonton, Saskatoon, Winnipeg, Toronto, Halifax, and Saint John—plus a group of seven who visited St. John's, Newfoundland. The result: a larger number of interviews and particularly a chance for the small or medium-sized firm with little money to spend on finding out whether its product had any chance in foreign markets to profit from export expertise offered on its own doorstep. As one Trade Commissioner remarked, this conference got right down to the retail level.

The registration forms confirm that these smaller businessmen did come—from 93 different Ontario centers, for instance, to the meetings in Toronto and from 34 towns and cities to those in Halifax and Saint John. The Trade Commissioners were themselves impressed by the fact that so many of their interviews were with firms unknown to them before. The Consul in Duesseldorf found that out of 40 consecutive interviews, 27 had been with companies new to him. With his colleagues, the proportion of newcomers ranged from a high of 80 per cent to a low of about 30 per cent, depending mainly upon the post from which the officer came.

These businessmen had an astonishing variety of products to market. In the coffee lounges provided in each

hotel for those waiting between interviews, men whose business was nuclear reactors or hi-fi systems rubbed shoulders with those selling plastic pet-food servers or bar accessories. Products were as old as horseshoes and as new as artificial kidney machines. Some were selling services—ranging from consulting engineering to truck transportation to Miami and from "instant offices", complete even to staff, in major U.S. cities to a method of building cheap housing quickly in low-income areas. And some, especially in the West, had ingenious inventions, such as a novel doorlock, they wanted to sell abroad. When the conference ended, the registration office was piled high with parcels of trade catalogues, brochures and product literature to be mailed back to the various posts.

The Trade Commissioners also took back with them a vivid and accurate idea of the multiplicity of products that Canadian exporters could supply. They were equally impressed with the calibre of the businessmen who appeared punctually, every half hour in most centres, at the doors of their hotel bedrooms doubling as offices. These men came well prepared to make the most of their 30 minutes. (Many reappeared for two or three days.) They were equally prepared to accept the advice offered, to work out c.i.f. prices, and to take other steps suggested towards export success. Some had launched out and become exporters after the first or second conferences and now were seeking to make further gains.

Planning for Operation Export began last October and was efficiently carried forward by a staff of 16 under the Director, Kevin Osmond, with the active help and support of the various provincial departments of trade. The provincial departments assisted in distributing the publicity kits about the conference (so did various trade organizations); usually contributed the female guides in each centre (often mini-skirted and invariably attractive); and in several provinces organized or were hosts at official luncheons and dinners. Trade Minister Winters visited and spoke at six of the cities visited by the T.C.'s.

The businessmen who visited Operation Export have gone back to their plants and the Trade Commissioners to their posts. What happens next? The "exercise in communication" has not ended; it has merely begun. It will be carried forward by correspondence, by the visits Canadian firms pay to hopeful foreign markets, and by the continuing services to exporters of the Department of Trade and Commerce at home and abroad.

The following pages give some idea of the activity, hard work, and varied action that marked Operation Export as it moved across the country.



Before Operation Export 1967 began, the Trade Commissioners taking part in it were photographed with the Minister of Trade and Commerce, the Deputy Minister and the three Assistant Deputies in front of the main entrance to the Parliament Buildings in Ottawa.

**Front row, left to right**

Denis Harvey  
Assistant Deputy Minister  
(Commodities and Industries)  
R. K. Thomson  
Director, Trade Commissioner Service  
J. H. Warren  
Deputy Minister of Trade and Commerce  
Hon. Robert H. Winters  
Minister of Trade and Commerce  
M. Schwarzmann  
Assistant Deputy Minister  
(Trade Policy)  
K. F. Osmond  
Director, Operation Export 1967  
T. R. G. Fletcher  
Assistant Deputy Minister  
(External Trade Promotion)

**2nd row, left to right**

S. G. MacDonald, Switzerland  
R. H. Gayner, New Zealand  
D. H. Cheney, Chicago  
C. O. R. Rousseau, France

R. Campbell Smith, Regional Manager,  
Department of Trade and Commerce,  
Toronto

R. E. Gravel, Chile  
C. R. Galloway, Hong Kong  
J. A. Stiles, Australia  
W. G. Huxtable, Ireland  
I. V. Macdonald, Lebanon  
W. Jones, South Africa  
N. L. Currie, Nigeria  
L. H. Ausman, Britain  
B. A. Macdonald, Greece  
M. B. Bursey, Argentina  
P. A. Savard, New Orleans  
S. G. Harris, Israel  
C. M. Forsyth-Smith, Brazil  
O. Hickie, Britain

**3rd row, left to right**

H. W. Richardson, South Africa  
M. B. Blackwood, Mexico  
J. E. P. Lancaster, Norway  
K. Nyenhuis, Denmark  
H. J. Horne, Germany  
W. D. Wallace, Britain  
D. S. Armstrong, Sweden  
E. E. Price, Peru  
K. D. Taylor, Pakistan  
D. A. B. Marshall, Netherlands  
S. G. Tregaskes, Washington

J. H. Stone, Italy  
M. R. M. Dale, Boston

**4th row, left to right**

E. L. Bobinski, Philippines  
W. J. Collett, U.S.S.R.  
R. M. Dawson, San Francisco  
V. B. Chew, Ghana  
F. B. Clark, Los Angeles  
W. G. Brett, Japan  
L. D. Burke, Jamaica  
L. A. Campeau, Spain  
R. W. Blake, Germany  
C. E. Rufelds, Italy  
K. G. Ramsay, Trinidad  
R. D. Sirrs, Guatemala  
J. B. McLaren, Kenya  
G. A. Browne, Germany  
J. H. Bailey, Singapore

**5th row, left to right**

W. J. Millyard, Philadelphia  
J. H. Nelson, Britain  
J. D. Blackwood, Venezuela  
F. I. Wood, Austria  
H. S. Hay, Detroit  
A. W. Evans, Cleveland  
J. A. MacNaught, Belgium  
J. G. Ireland, Colombia  
R. R. Parlour, India  
P. A. Théberge, Portugal

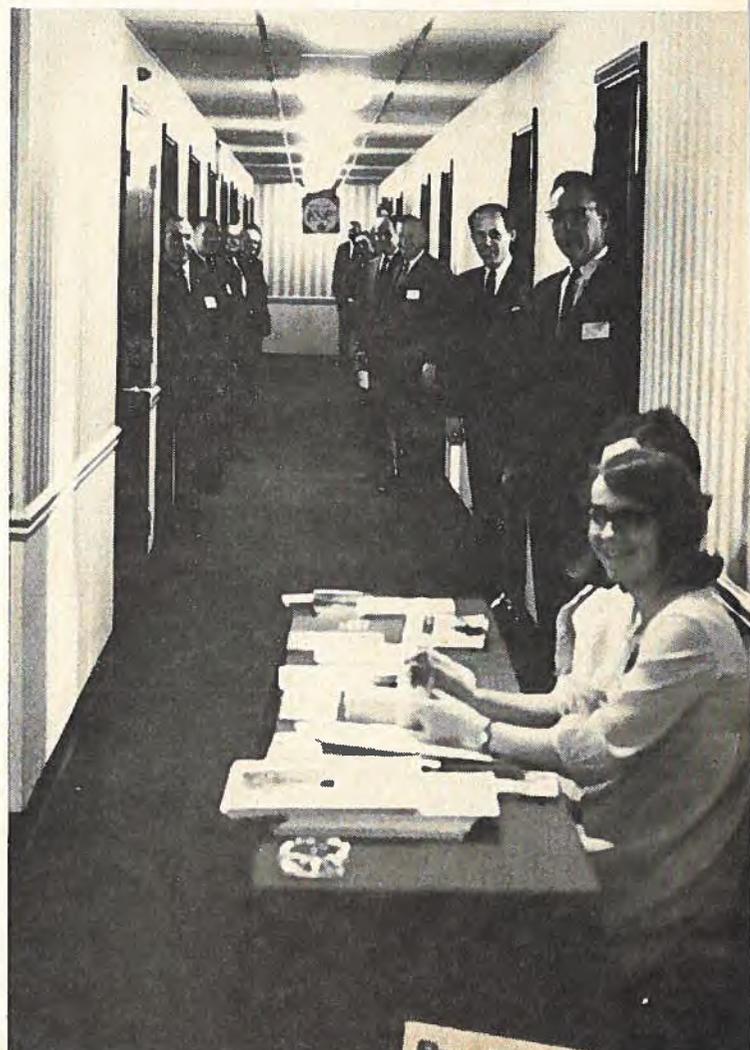


The registration office moved with Operation Export 1967 across Canada, handling interview schedules, cancellations, etc., and making new appointments. In charge was Miss Eleanor Shinnick (centre) of head office. In Vancouver, where this picture was taken, she was assisted by Assistant Trade Commissioners John M. Hill (seated) and David Keddie.



In most of the cities that were visited, the provincial trade department furnished the guides for Operation Export. These good-looking young women were on duty in Winnipeg; Air Canada and Canadian Pacific Airlines loaned stewardesses for the occasion.

(Below) It's 8.55 in the morning and these Trade Commissioners, all from European posts, are ready to welcome their first business callers at nine o'clock precisely. Hotel bed-rooms had to double as offices during the tour and this naturally made for early rising!





... an *“exercise in communication between people.”*

(Above) The Minister of Trade and Commerce, the Hon. Robert Winters, was the speaker at the luncheon in Montreal on opening day, April 17, sponsored by La Chambre de Commerce du District de Montréal, the Montreal Board of Trade, and the Canadian Export Association.



(Right) In the coffee lounge of the Hotel Vancouver, Mr. Winters chats with two out of the several hundred men in B.C. who made appointments with the Trade Commissioners during the five days that they spent on the West Coast.

... *“a crash course in exporting.”*



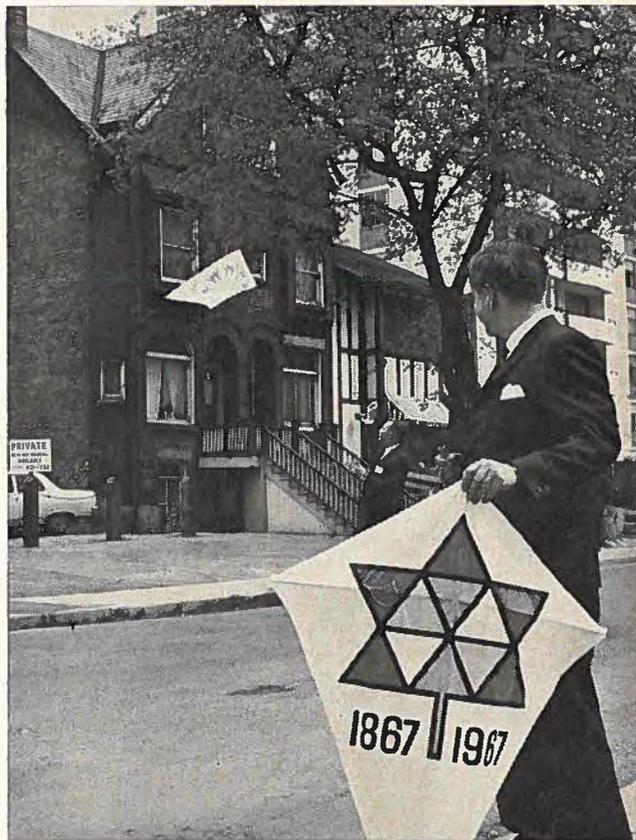
(Left) G. R. Foster, president of Berry-Hill Limited of St. Thomas, Ontario, (right), discusses the possible market for his tobacco-curing equipment with Neil Currie, the Commercial Secretary in Lagos, Nigeria.

*... an astonishing variety of products to market*

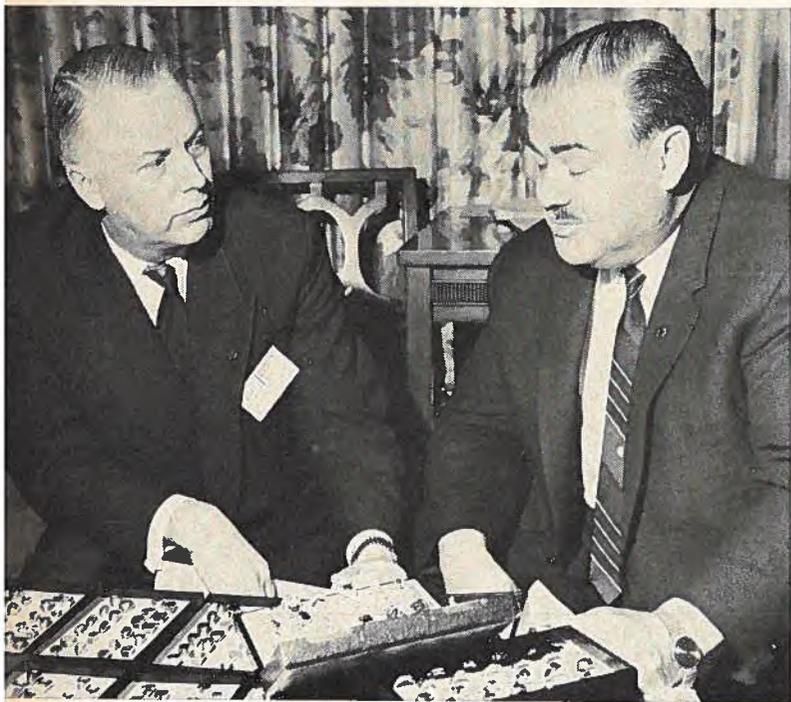
*... and ingenious inventions.*



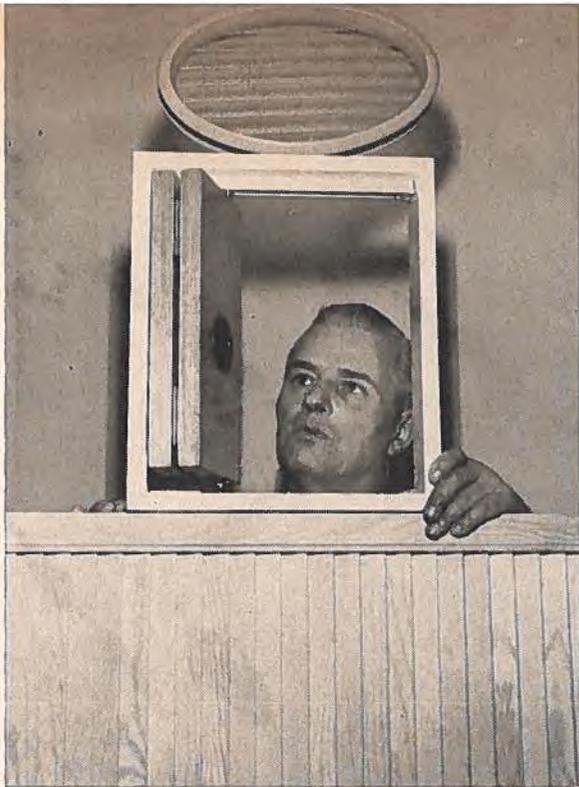
Many exporters brought samples of their products with them—some simple, some highly technical. W. J. Stirling (right), sales manager, Atomic Fuel Division, Canadian Westinghouse Co. Ltd., Port Hope, shows Harry Horne, Commercial Counsellor in Bad Godesberg, Germany, a bundle of Westinghouse nuclear fuel rods.



A member of the Toronto firm of premium consultants, Wylie, McCarthy and Associates, holds the plastic Centennial kite (no tail) that it is selling to retailers across the country, while an associate flies an Expo version. It has already marketed a kite carrying a special advertising message to a large British petroleum company.



Frank J. Bruce, president of Terry Jewellery Manufacturers, (right) also came armed with samples in Toronto when he interviewed L. H. Ausman, Canada's Minister (Commercial) in London, England.



**O. Hickie, Commercial Secretary (Timber) in London,** looks out at the world through a small, completely sealed window aperture for a door. This firm also offered a line of casement windows.



**Don Cheney, Consul and Senior Trade Commissioner in Chicago (left)** examines a special insulating strip used on this window. **V. V. Stusiak, general manager of Kayline Construction Products Ltd. in North Surrey, B.C.,** faithfully toted this rather heavy sample to all his interviews with Trade Commissioners in Vancouver.



Among the ingenious gadgets that exporters had to display was this new-style door lock, developed by Velto Industries, Vancouver. Contrary to the usual lock, the bolt or "keeper" is on the jamb and not in the door itself, and the closure recess on the edge of the door. **M. R. M. Dale, Boston (left)** has the principle explained to him by the president of the company, **S. L. Dickinson.**



An interested group in Saskatoon including (left to right) **W. D. Wallace, London, W. J. Millyard, Philadelphia, Glen Woollam, London, and R. W. Blake, Hamburg,** watch as three ambulance men demonstrate the all-purpose resuscitator made by Brook Airway. This has already been sold in foreign markets.

**(Right)** An exhibit prepared by the Alberta Department of Industry and Development forms the background for this picture taken in the reception area in Edmonton. **(Left to right)** Mackenzie Hall, manager of the Trade and Commerce Regional Office in Alberta, J. E. Oberholtzer, Deputy Minister, Alberta Department of Industry and Development, and Kevin Osmond, Director, Operation Export.



Before their tour ended, the Trade Commissioners had a chance to visit Expo 67. W. G. Brett (left), Commercial Counsellor in Tokyo, is seen outside the Japanese Pavilion with Y. Kamei, the Deputy Commissioner General and Consul General in Montreal.

**(Right)** Among the memorable evenings during the tour was a lobster supper for the Trade Commissioners at Hubbards, N.S. It was put on by the N.S. Department of Fisheries, the N.S. Fish Packers Assoc., Atlantic Traders, and Saguenay Shipping. The guest of honour, the Hon. Robert Winters, shows that as a native Nova Scotian, he knows just how to go about handling the big crustaceans.





**(Left)** Sometimes a company chose to interview a number of the Trade Commissioners at once. Here M. Eisenhower, president, Industrial Shipping Ltd., Mahone Bay, N.S., (third from left) and Ted Lane, its general sales manager (fourth from left) talk with three U.S. Trade Commissioners about the market for their yachts. (Left to right) J. D. Welsh, New York, Don Cheney, Chicago, and M. R. M. Dale, Boston.

**(Right)** At the final Operation Export dinner in Saint John, N.B., sponsored by the New Brunswick Department of Industry, the Hon. Robert Winters, speaker of the evening, chats with His Worship Arthur L. Gould, Mayor of Saint John.



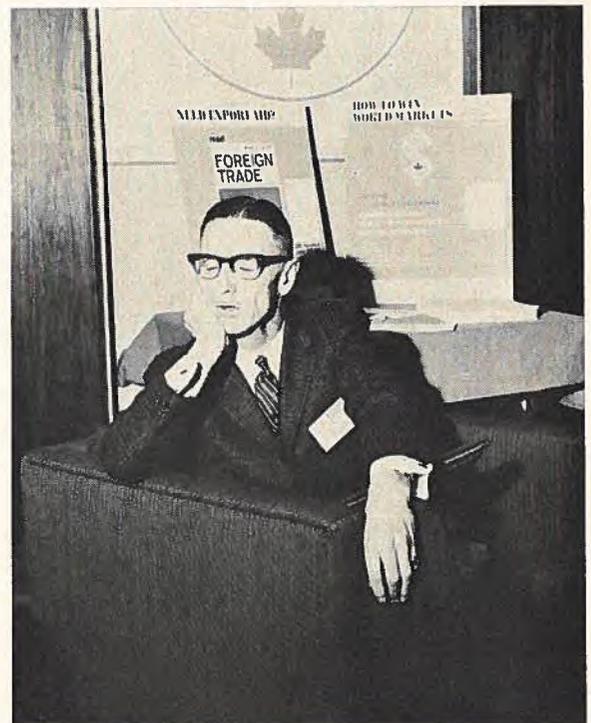
The oldest Trade Commissioner in point of service on the tour was Shirley G. Macdonald, Commercial Counsellor in Berne, (centre). Here he gives some fatherly advice to the two youngest in experience among his Operation Export colleagues: Wayne McKenzie, Melbourne (left) and B. A. Gagosz (right), Brussels.



**Operation Export ended for most of the group at Saint John, N.B., on June 2. These six T.C.'s, however, moved on to St. John's, Newfoundland, for a day of conferences. Front row (left to right): K. G. Ramsay, Trinidad; Neil Currie, Nigeria; L. D. Burke, Jamaica. Back row (left to right) J. D. Welsh, New York; John E. Lancaster, Norway, and Paul Théberge, Portugal. J. H. Stone, Rome, had visited Newfoundland several days earlier.**



**It's just about over! K. G. Ramsay, Commercial Counsellor in Port-of-Spain, (left) and L. D. Burke, Commercial Counsellor in Kingston, Jamaica, who had interviews up to the very last moment of the last day, take down the signs from their doors.**



**The businessmen who came to Operation Export 1967 often fitted in no less than 15 appointments a day. Evidently Marcus J. Jones, of C. & J. Jones, Winnipeg, found his schedule a rather heavy one!**

# British Honduras Deserves Your Attention

In this market you have—

a tariff advantage over your main competitor

much goodwill towards Canada and a desire to increase trade

ready acceptance of the kind of things Canada sells

L. D. BURKE,  
*Commercial Counsellor, Kingston.*

BRITISH HONDURAS lies between Mexico and Guatemala and has a Caribbean coastline. The population of 115,000 is mainly engaged in agriculture, farming 200,000 acres out of the two million considered as eventually suitable for agriculture. The main export crops are sugar and citrus fruit; other exports are mahogany from the tropical forests, pine lumber, and lobsters.

British Honduras has many natural advantages for the tourist trade—a good climate with plenty of sunshine, good beaches, hunting and fishing—and it is only two hours by air from the southern part of the United States. At present, however, facilities are limited. There are few hotels and restaurants, and not enough suitable roads to places of interest. Because the Government does not have the funds necessary to provide the facilities and to carry out a major promotion, it is keen for private interests to develop the tourist industry. As an encouragement, it offers tax exemptions and duty-free privileges for approved projects.

## Canada Could Sell More of These

|  |  |
|--|--|
| Bacon and ham  | Iron and steel bars, rods, angles, shapes and sections |
| Margarine, imitation lard and other prepared edible fats                 | Corrugated galvanized sheets                           |
| Evaporated and condensed milk  | Tubes, pipes, and fittings of iron and steel           |
| Whisky   | Finished structural parts                              |
| Beer and ale   | Agricultural machinery and implements, tractors        |
| Clothing   | Parts for motor vehicles                               |
| Woven fabrics  | Rubber tires for vehicles                              |
| Paints, enamels, and varnishes   | Non-electrical machinery and appliances                |
| Medical and pharmaceutical products                                      | Electric power machinery and switchgear                |
| Perfumery and cosmetics  | Sanitary plumbing, and lighting fixtures and fittings  |
| Phosphate fertilizers and fertilizer materials including superphosphates | Casks, drums, boxes, cans, and similar containers.     |
| Insecticides, fungicides, and disinfectants                              |  |

## Tourist Attractions

A Canadian property development firm is commencing construction of facilities for tourists and retired persons; this is one of the first major tourist developments to take advantage of the country's excellent fishing and skin diving. Lobster, tarpon, sailfish, snapper and turtle abound in the Caribbean waters near the world's second largest barrier reef off the coast of British Honduras, while in the mahogany and pine forests, jaguar, tapir, peccary hog, deer and other wild game offer sport for the Nimrod. For those who enjoy archaeology, several ruins of the Mayan civilization that flourished a thousand years ago are located near the present capital of Belize, and

other temples and burial grounds are found throughout the interior.

### Industry Is Still Small

Two mills produce 44,000 tons of sugar a year now and will increase output to 150,000 tons by 1970. A Canadian company produces citrus juices and concentrates in the south. Small factories make cigarettes, furniture, batteries, mattresses, and clothing. The limited domestic market is a disadvantage to local industry and the country's main effort is, therefore, being concentrated on increasing agricultural production. It is interesting that because of the small population, there is little resistance to mechanization.

The general contract for building the new capital city, 50 miles inland from the present capital of Belize, has been awarded to Pauling & Co. (Overseas) Ltd., of Britain. Construction is expected to be well under way by next year, when the Government of British Honduras expects independence. U.S. companies have invested in lumbering, cattle, farming and recently the Belize-Michigan Partners of the *Alliance for Progress* have sponsored several studies on investment in the two million acres of unused farmland, in light industry, and in the fisheries, reputed to be potentially one of the most productive in the Caribbean.

### Growing Import Trade

Between 1962 and 1965, imports into British Honduras grew at a yearly rate of 10 per cent. In 1965 the total was Can.\$25 million, made up largely of consumer goods, agricultural requirements and equipment for transportation and communications. The United States supplied about 37 per cent of the imports, Britain 32 per cent, and Canada about 5 per cent.

Canadian exports have risen gradually from Can.\$835,000 in 1962 to Can.\$1,100,000 in 1966. The main items are flour, canned sardines, soups, cotton fabrics, automobiles, tires, tiles, and newsprint.

### Canada Can Sell More

Canada has a tariff advantage over non-Commonwealth competitors. We spend more on sugar, citrus concentrates, and bananas from British Hon-

durans than we receive from the goods we export there.

Shipping from the West Coast is a problem, but the Canada Jamaica Line offers a monthly service from Toronto, Montreal, Halifax and St. John's to Belize. Freight can also be sent by truck to Miami and onward by sea or air to Belize, or to New Orleans from where there is a regular service by sea to Belize. For some merchandise, air transport all the way may be the best answer (by Air Canada to Miami and then by a connecting service to Belize). Certainly you should look into the various alternatives before you quote c.i.f. Belize.

There are many Canadian goods which could be sold in British Honduras. The major import categories in which Canadian exporters should be able to obtain a larger share of the business include food, clothing, chemicals and pharmaceuticals, metal products, agricultural machinery, tires and parts for motor vehicles (see box).

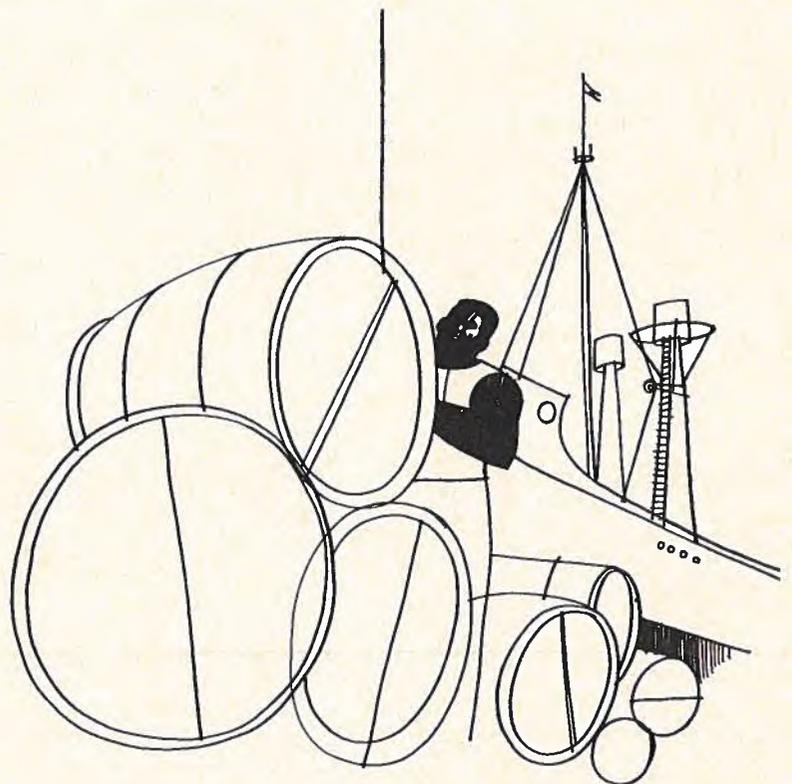
The British Honduras market is limited and can be serviced quite successfully by export houses, export agents or even by wholesalers in Canada. It would be of considerable assistance to them if firms in British Honduras could do business with an organization in Canada which was

prepared to combine orders and arrange for shipping. British Honduras is a market where you should begin by asking the Canadian Trade Commissioner to do a preliminary survey. If he finds there are sales opportunities for your product, you should then visit the country. Air service either through Mexico or Florida provides a ready means for the Canadian businessman to see British Honduras and a visit may be combined with a regular business trip to Central and South America or to the Caribbean.

Initial sales may be small, but a worthwhile business can be developed if you get in on the ground floor now. You are invited (particularly if you manufacture products listed in the box) to send literature, prices, and samples, if possible, to:

Commercial Counsellor  
Office of the High Commissioner for Canada  
P.O. Box 1500  
Kingston 10, Jamaica

If you can, quote c.i.f. Belize, but if this is difficult, prices f.o.b. Canadian port would be acceptable initially. With this information, the Commercial Counsellor can make a survey and report on the prospects for your product. ●



## Belize Sees a "Mini" Fair

THE Canadian Trade Fair and Canada Week, held April 3-8 in Belize City, British Honduras, was the country's first trade fair. Although small in comparison with most other trade promotions sponsored by the Department of Trade and Commerce, this fair had a pronounced impact on the British Honduran importer and consumer alike. It also made many Canadian exporters more aware of sales opportunities in this developing country. It rekindled interest in established Canadian product lines, some of which have been sold in British Honduras for well over 100 years, and helped introduce several new ones into the market.

In co-operation with the Kingston, Jamaica, office of the Trade Commissioner Service, 19 of the major importers in British Honduras erected colorful displays at the trade fair site on the second floor of the Royal Bank of Canada building in downtown Belize. In addition, most of the exhibitors and several other importers set up in-store displays and provided special discount prices on Canadian items. Merchandising aids such as Canadian maple leaf posters, banners and pennants underlined the Canadian origin of the products on display and Canadian Travel Bureau posters placed about the fair site showed colorful Canadian scenes to British Hondurans, most of whom have never seen Canada. Nearly 25,000 visitors received Canadian souvenir shopping bags, maple leaf pins, Canadian flags and other giveaways as they filed past the exhibits which showed the products of over 140 Canadian manufacturers, mainly foodstuffs, household appliances, hardware, clothing and drugs.

Some exhibitors also gave away samples of their goods to visitors and one particularly imaginative exhibitor boosted his Canadian flour sales by handing out recipe books and offering samples of baked goods prepared daily from Canadian flour premixes by a home economics class from a local high school. Another highlight was the exhibit by Langhorne Export Agencies of Brantford, Ontario. Mr. Norman Langhorne, the only Canadian exporter to participate in the Fair personally, set up and manned his own display of Canadian hardware, toys, hair accessories, notions and other lines and transacted about \$20,000 of business during the Fair. During the following week he developed additional orders by calling on established accounts and visiting new clients.



(Top) One of the leading importers in Belize, Santiago Castillo Ltd., displays various Canadian products. (Below) Norman Langhorne of Langhorne Export Agencies, the only Canadian exporter to participate personally, receives a pin from Miss Z. Flowers. Mr. D. I. Ditto (right), Assistant Trade Commissioner in Jamaica looks on.



British Honduras has for many decades been a growing export market for Canadian goods and has recently assumed new importance for Canadian trade as a result of the Canada-West Indies Conference in Ottawa last year. The many Canadian firms who are only now exporting to British Honduras are realizing the advantages of breaking into a market that

has British preferential tariffs, similar traditions, language and institutions, and mutual Commonwealth ties. Those Canadian firms which are already established in the British Honduran market also should not fail to capitalize on the Trade Fair publicity and on the opportunities for renewed business resulting from recent investments in British Honduras. ●

# What's current in commodities?

## Hardwood Components

**Southern California**—the second largest furniture manufacturing area in the U.S. needs a steady supply of furniture components, preferably of eastern birch.

ROGER BLAKE,  
*Vice Consul and Assistant Trade Commissioner, Los Angeles.*

SOUTHERN CALIFORNIA boasts more than a thousand furniture manufacturing plants. In fact, Los Angeles has become the second largest furniture manufacturing area in the United States. And since the southern part of California has no commercial stands of hardwood, the furniture manufacturers must rely on the Southern States, the Midwest, the state of Washington, and the provinces of Ontario and Quebec for the woods that they use. Local softwoods are being used less and less and imported hardwoods more and more. Exotic species come in from the Far East and Finland provides some of the birch that is needed.

The industry in the Los Angeles area consists of a large number of small, highly specialized plants performing one or more manufacturing processes for many other firms. Together they use some 60 million f.b.m. of hardwood lumber per year, with alder (30 per cent) and birch (20 per cent) the most popular species. In the main, plants in Los Angeles primarily assemble pre-manufactured wood parts; only a very few make components and parts and also put together the finished product. Most of them prefer to buy the completed parts for final assembly.

### Two Types of Demand

The market for Canadian hardwood in Los Angeles falls into two categories: one is for small dimension stock used by local processors which supply the furniture industry, and the other for completed component parts shipped directly to the furniture plants. Very little lumber is sold

directly to the important furniture makers. In both fields, the difficulty of carrying on business when long distances separate the Canadian supplier and the Californian buyer are apparent.

In dimension stock, the market currently prefers eastern birch and western hardwood has to be offered at a reduced price to be competitive. Alder comes in from Oregon and Washington, with a few orders from British Columbia. Although the trend towards using dimension stock is increasing, some manufacturers continue to do much of their own rough milling and are reluctant to buy components, especially from distant sources. Many of the smaller firms now purchase both dimension stock and components from other local parts manufacturers.

The market for components is growing steadily as furniture facto-

ries reduce their plant investment. Both brokers and manufacturers are searching for suppliers of finished parts which have good equipment and efficiently run plants to fill their custom manufacturing needs. A Canadian firm must therefore be well established and have a proven quality control record before it attempts to market its products in Los Angeles. It must also be able to adhere to a firm shipping schedule. Many local manufacturers operate on a rigid production time-table and any delay in the arrival of component parts can prove costly. This problem is further magnified by distance.

### Problems Involved

A number of problems arise in selling component parts in Southern California. Among these, in addition to delivery, are:

1. Variation in sizing. This cannot be stressed too much. Dimensional quality must be supervised continuously. The loss on a faulty component part is total both in labour and material.
2. Low humidity. The extremely dry atmosphere in California during a large part of the year plays havoc

SALES OF FURNITURE FOR CALIFORNIA AND THE  
13 WESTERN STATES\* 1965

| Type of furniture   | California                  |                            | 13 Western States           |                            |
|---------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                     | Sales at Wholesale (U.S.\$) | Per cent of National Sales | Sales at Wholesale (U.S.\$) | Per cent of National Sales |
| Upholstered         | \$ 97,488,000               | 10.5                       | \$151,828,000               | 16.9                       |
| Dual-purpose        | 19,026,000                  | 16.7                       | 29,550,000                  | 26.0                       |
| Tables              | 33,313,000                  | 10.6                       | 51,801,000                  | 16.5                       |
| Dining room         | 26,898,000                  | 9.3                        | 41,894,000                  | 14.6                       |
| Bedroom             | 58,960,000                  | 9.9                        | 91,692,000                  | 15.3                       |
| Infant and juvenile | 7,921,000                   | 20.1                       | 12,306,000                  | 31.3                       |
| Kitchen             | 16,555,000                  | 11.3                       | 25,747,000                  | 17.1                       |
| Summer and casual   | 14,454,000                  | 11.2                       | 22,282,000                  | 17.2                       |
|                     | <b>\$274,615,000</b>        | <b>10.8</b>                | <b>\$427,100,000</b>        | <b>16.9</b>                |

\* Manufacturers' invoice value.

with doubtful or poorly prepared glue lines and with solid parts not properly kiln-dried.

3. Grading and colour matching. Difficulties here are usually caused by a lack of supervision or by a misinterpretation of the requirements. Orders for components should define clearly all the specifications and these should be accepted by the manufacturer at the time the order is issued.

4. Lack of follow-up on a sale to make sure that standards are being met. Because this follow-up is often neglected, many large furniture manufacturers prefer to deal with the major local lumber yards or suppliers.

### Pricing the Product

Pricing may also involve some problems for the newer Canadian supplier. Normally the purchaser in the United States will consider only one price: the landed price, duty and freight paid. In circumstances where goods are sold or offered for sale exclusively at c.i.f. prices, freight is considered a dutiable charge. However, if the potential purchaser is given the option of purchasing at either c.i.f. or an f.o.b. plant price in Canada and chooses the c.i.f. price, duty may be assessed on the ex factory price if there are actually some sales at the f.o.b. plant price or there is other evidence to demonstrate to the satisfaction of U.S. Customs that the ex factory price is a genuine offer. Information on duty rates to assist you in establishing your export price may be obtained from the U.S. Division, Office of Trade Relations, Department of Trade and Commerce, Ottawa.

### U.S. Customs Classification

Prospective suppliers should also understand the United States Customs classification system and the rates of duty applicable to lumber, furniture components, and furniture. The overall picture is complex, but the following information may be used as a general guide:

1. Hardwood lumber, such as maple, birch or beech, rough, dressed, or worked, is classified in the U.S. Tariff under Item 202.43 at a duty rate of \$1.50 per 1000 feet board measure.

2. Softwood lumber, similarly processed, is classified under Items 202.03 to 202.30 in the general range of duty rates from 25 cents to \$1.50 per 1000 feet board measure.

3. Pre-cut dimension stock or shaped lumber, dedicated for end use as parts of furniture, are generally classified as parts of furniture under Item 727.35 at a 10.5 per cent rate of duty. Wooden chairs are under Item 272.30 at 17 per cent ad valorem. It is imperative that a knocked-down, do-it-yourself type furniture package contain all the components necessary to assemble a complete article of furniture in order to qualify for the 10.5 per cent rate of duty.

4. Hardwood lumber, edge-glued or end-glued, not over six feet in length or over fifteen inches in width, when not drilled or treated, is classified

under Item 202.53 at 5 per cent ad valorem.

The rates given above are the duty rates currently in effect. They will be lowered as a result of the Kennedy Round tariff negotiations, with most of the lumber entering duty free. Advisory U.S. Customs classifications on specific articles may be obtained by writing to the Chief, U.S. Division, Department of Trade and Commerce, Ottawa.

Canadian firms interested in the Los Angeles market for dimension stock or component parts should get in touch with the Commercial Division of the Canadian Consulate General here. Send us full details about your production facilities and method of operation and we will investigate the opportunities for you. Or get in touch with the Forest Products Division, Ottawa. ●

## Shoe Leather

**Netherlands**—Market opportunities for shoe leathers in the Netherlands offer a sales challenge to Canadian tanners. As suppliers of hides, skins, and leathers to the Dutch shoe industry, there is room for Canada to sell more to this \$117.6 million business.

D. A. BRUCE MARSHALL, *Commercial Counsellor, The Hague.*

IF a group of Canadians were playing the word association game, *Holland* would probably bring the response, "wooden shoes". With tulips, windmills, and perhaps Hans Brinker, wooden shoes have been a romantic Dutch symbol for many years. It is a very practical symbol too: although windmills today are more picturesque than useful, wooden shoes, like tulips, are an enduring business. But unlike tulips, they are only for home consumption.

With 40 per cent of its area below sea level and consequently a high water table, wooden shoes are very suitable for workers on the land, engaged in either farming or horticulture. Easily left outside the door, they assist the Dutch housewife in keeping her house clean. Still manufactured by hand, some are used in the

fields or under similar wet conditions and some are earmarked for the tourist industry.

In addition to the production of *Klompes*, the Netherlands has a strong boot and shoe industry which annually produces more than two pairs of boots, shoes or slippers per capita. The industry has for centuries been concentrated in the province of North Brabant, where 248 shoe factories employ a total labour force of some 15,200. In 1965 some 28.4 million pairs of boots, shoes, and slippers were produced, valued at 392 million guilders (Can.\$117.6 million).

About 95 per cent of the total domestic output is produced by firms employing more than 25 persons (two have more than 1,250 employees).

In addition to leather boots, shoes and slippers, 4.6 million pairs of rub-

**TABLE I**  
**NETHERLANDS TRADE IN SHOES**

|                                  | Imports       |               | Exports       |               |
|----------------------------------|---------------|---------------|---------------|---------------|
|                                  | 1965          | 1966          | 1965          | 1966          |
| Leather shoes                    | 24,720        | 26,310        | 13,380        | 13,890        |
| Slippers                         | 2,730         | 3,270         | 2,130         | 2,460         |
| Textile footwear                 | 1,320         | 1,890         | 1,500         | 2,370         |
| Other footwear<br>(incl. rubber) | 2,010         | 2,280         | 1,710         | 2,790         |
| <b>Total</b>                     | <b>30,780</b> | <b>33,750</b> | <b>18,720</b> | <b>21,510</b> |

**TABLE II**  
**FOOTWEAR EXPORTS TO CANADA**  
**1966**

|  | Quantity      | Value<br>(Can.\$) |
|--|---------------|-------------------|
| Men's sandals of leather with rubber or plastic sole, sole length 9 inches or more                     | 1,380         | 4,500             |
| Other men's footwear of leather with rubber or plastic sole, sole length 9 inches or more              | 952           | 3,300             |
| Other footwear with upper parts of artificial leather and other materials, with rubber or plastic sole | 8,028         | 41,400            |
| <b>Total</b>   | <b>10,360</b> | <b>49,200</b>     |

**TABLE III**  
**NETHERLANDS LEATHER IMPORTS**  
**1966**

|  | (metric tons) (Can.\$'000) |               |
|--|----------------------------|---------------|
| <b>Calfskins, fresh or wet salted</b>    |                            |               |
| France                                   | 478                        | 495           |
| Belgium/Luxembourg                       | 1,648                      | 1,597         |
| West Germany                             | 1,177                      | 1,139         |
| Australia                                | 143                        | 184           |
| United States                            | 72                         | 84            |
| Canada                                   | 18                         | 18            |
| <b>Total</b>                             | <b>3,709</b>               | <b>3,733</b>  |
| <b>Cowhides, fresh or wet salted</b>     |                            |               |
| France                                   | 1,513                      | 826           |
| Belgium/Luxembourg                       | 10,660                     | 4,850         |
| Britain                                  | 3,082                      | 1,648         |
| United States                            | 7,993                      | 3,931         |
| Canada                                   | 2,726                      | 1,297         |
| Paraguay                                 | 956                        | 417           |
| Argentina                                | 1,966                      | 989           |
| <b>Total</b>                             | <b>45,328</b>              | <b>22,594</b> |
| <b>Pigskin leather (100 square feet)</b> |                            |               |
| West Germany                             | 1,057                      | 46            |
| East Germany                             | 7,982                      | 219           |
| United States                            | 14,607                     | 440           |
| Japan                                    | 46,224                     | 613           |
| Canada                                   | 31                         | 9             |
| <b>Total</b>                             | <b>74,398</b>              | <b>1,432</b>  |

ber footwear were manufactured in 1964, and 3.9 million in 1965.

Production of women's and girls' shoes increased by some 4 per cent but men's and boys' shoes dropped by 4 per cent and children's by 7 per cent.

### Imports and Exports

In 1966 total imports of footwear rose by slightly more than 10 per cent in value and exports increased by about 15 per cent (see Table I). The principal purchasers were West Germany, Belgium and Sweden. Over 10,000 pairs of varied footwear, worth Can.\$49,200, were shipped to Canada in 1966 (see Table II). This was a small portion of the country's total exports.

Imports come mainly from Italy, Belgium, West Germany, and France—none came from Canada. Investigations made by The Hague office revealed that Canadian manufacturers find it difficult to compete on the basis of price. Canadian exporters also have the additional handicap of a tariff that favours imports from EEC countries. Shipments from the EEC countries pay a duty of 4.8 per cent and those from other sources 20 per cent. There is no duty on hides and skins. Rates payable on leather are:

|                   | General Tariff<br>Including Canada<br>(per cent) | EEC Tariff<br>(per cent) |
|-------------------|--|--------------------------|
| Calf leather      | 7.8  | 1.2                      |
| Chrome tanned     | 8.4  | 1.2                      |
| Horsehide         | 8.4  | 1.2                      |
| Patent and enamel | 10.0   | 2.0                      |
| Pigskin           | 6.4  | 1.2                      |

### Sales Challenge

Although there is not a market in the Netherlands for Canadian footwear, there are sales possibilities for leather and skins. The principal leathers used by Netherlands footwear manufacturers are calfskin, cowhide, chrome-tanned kid, and suede pigskin. Reptile skins are used for the more expensive types of shoes, and patent leather is now being featured again for women's and girls' shoes.

Canada as a supplier of hides, skins, and leather has to date played a minor role in Dutch imports, as the figures in Table III indicate.

Tanners are invited to send samples of their products to The Hague office, indicating prices c.i.f. Netherlands ports. We will then be pleased to investigate sales possibilities on their behalf. ●



## IATA Approves Lower Air Cargo Rates

SIGNIFICANT reductions in cargo rates on the Pacific and North Atlantic routes were among the more important results of the International Air Transport Association Conference concluded recently in San Juan, Puerto Rico. The Composite Cargo Traffic Conference of IATA agreed to cut shipping costs from North America to the Far East by some 15 per cent. In addition to a major reduction in general cargo rates, there were also decreases of more than 23 per cent for a broad range of specific commodities that are now moving at the general cargo rate level. In the eastbound direction, in addition to reduced general cargo and specific commodity rates, developmental rates were agreed to, offering shippers reductions of from 32 to 44 per cent on the South Pacific route.

On the North Atlantic there will be cuts of some 10 per cent in the general cargo rates, coupled with the introduction of several additional low developmental specific commodity rates. The general effect is to produce a more balanced rate structure.

The conference agreed to important changes in the IATA Container Program with the aim of achieving a greater degree of unitization of packages and more efficient utilization of aircraft space. Under the modified container program, a world-wide formula of special discounts for shippers utilizing IATA-approved containers was recommended by the conference. The discount incentive will be higher for the use of large containers of 63 cubic feet (1.784 cubic metres) and over. The proposed rates outlined will now be submitted by the airlines to the various governments for formal ratification. ●

# Foreign Trade Service Abroad

## ARGENTINA

**Commercial Counsellor**  
**Canadian Embassy**  
**Casilla de Correo 3898**  
**Sulpacha 1111**  
**Buenos Aires, Argentina**

H. E. Ryan, Acting Commercial Secretary (Agriculture)

*Cable:* CANADIAN      *Phone:* 32-9081

*Telex:* 121383 (DOMCAN BA)

*Territory:* Paraguay.

## AUSTRALIA

**Commercial Counsellor for Canada**  
**P.O. Box 3952, G.P.O.**  
**A.M.P. Building, 21st Floor**  
**Circular Quay**  
**Sydney, Australia**

W. G. Roberts, Acting Commercial Secretary  
D. D. Van Beselaere, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 27-7565

*Telex:* 089 20600 (CDN GOVT AA 20600)

*Territory:* States of New South Wales and Queensland, Capital Territory, Northern Territory, and Dependencies.

## Commercial Counsellor for Canada

**Mobil Centre**  
**2 City Road**  
**South Melbourne, 3205**  
**Victoria, Australia**

H. A. Gilbert, Commercial Counsellor for Canada  
W. A. McKenzie, Assistant Commercial Secretary  
F. L. N. Villeneuve, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 61-3473

*Telex:* 089 30501 (CDN GOVT AA 30501)

*Territory:* States of Victoria, South Australia, Western Australia, Tasmania.

## Commercial Counsellor

**Office of the High Commissioner for Canada**  
**Commonwealth Avenue**  
**Canberra, Australia**

J. E. G. Gibson, Acting Commercial Secretary

*Cable:* DOMCAN      *Phone:* 7-2541

*Telex:* 089 62017 (DOMCAN AA 62017)

## AUSTRIA

**Commercial Secretary**  
**Canadian Embassy**  
**P.O. Box 190**  
**Obere Donaustrasse 49/51**  
**1013 Vienna, Austria**

F. I. Wood, Commercial Secretary  
R. J. L. Berlet, Assistant Commercial Secretary  
C. R. D. Kelly, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 23-32-94

*Telex:* 75320 (DOMCAN A)

*Territory:* Albania, Bulgaria, Czechoslovakia, Hungary, Rumania.

## BELGIUM

**Commercial Counsellor**  
**Canadian Embassy**  
**35 rue de la Science**  
**Brussels 4, Belgium**

D. M. Holton, Commercial Counsellor  
B. A. Gagosz, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 13.38.50

*Telex:* 221613 (DOMCAN BRU)

*Territory:* European Economic Community, European Atomic Energy Community, European Coal and Steel Community.  
Other countries: Luxembourg.

## BRAZIL

**Commercial Counsellor**  
**Canadian Embassy**  
**Caixa Postal 2164-ZC-00**  
**Edificio Metropol**  
**Avenida Presidente Wilson 165**  
**Rio de Janeiro, Brazil**

R. W. Burchill, Assistant Commercial Secretary  
R. G. Sandor, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 42-4140

*Telex:* RIO 175 (DOMINION RIO)

## Consul and Trade Commissioner

**Canadian Consulate**  
**Caixa Postal 6034**  
**Edificio Scarpa**  
**Avenida Paulista, 1765, 9 andar**  
**São Paulo, Brazil**

C. T. Charland, Consul and Trade Commissioner

*Cable:* CANADIAN      *Phone:* 36-6301, 36-6302

**BRITAIN**

**Minister (Commercial)**

**Office of the High Commissioner for Canada**  
**One Grosvenor Square**  
**London, W.1, England**

L. H. Ausman, Minister (Commercial)  
 W. D. Wallace, Commercial Counsellor  
 G. E. Woollam, Commercial Counsellor (Agriculture)  
 J. M. Rochon, Commercial Counsellor (Metals and Minerals)  
 H. M. Maddick, Commercial Counsellor  
 E. J. Ward, Commercial Counsellor (Timber)  
 J. N. Young, Attaché (Exhibitions)  
 O. Hickie, Commercial Secretary (Timber)  
 K. D. Taylor, Commercial Secretary  
 R. M. Shaw, Attaché (Publicity)  
 M. R. Bell, Assistant Commercial Secretary  
 F. G. Beaudette, Assistant Commercial Secretary (Agriculture)  
 W. D. Wardle, Assistant Commercial Secretary (Timber)  
 A. L. Lyons, Assistant Commercial Secretary  
 H. G. Garland, Attaché (Fisheries)  
 Miss M. A. Armstrong, Attaché (Exhibitions)

*Cable:* SLEIGHING, London, W.1. *Phone:* 629-9492  
 (Area Code 01)

*Telex:* 22526/254428 (DOMINION LDN)

**Canadian Government Trade Commissioner**  
**Martins Bank Building**  
**Water Street**  
**Liverpool, England**

J. H. Nelson, Trade Commissioner  
 K. R. Higham, Assistant Trade Commissioner

*Cable:* CANADIAN *Phone:* MARitime 2177  
*Territory:* Midlands, North England.

**Canadian Government Trade Commissioner**  
**Cornhill House**  
**144 West George Street**  
**Glasgow C.2, Scotland**

D. G. Nelson, Acting Trade Commissioner  
*Cable:* CANTRACOM *Phone:* DOUGlas 6751  
*Territory:* Scotland.

**Canadian Government Trade Commissioner**  
**15-17 Chichester Street**  
**Belfast 1, Northern Ireland**

D. G. Nelson, Acting Trade Commissioner  
*Cable:* CANTRACOM *Phone:* 21867  
*Territory:* Northern Ireland.

**CHILE**

**Commercial Counsellor**  
**Canadian Embassy**  
**Casilla 771**  
**Agustinas 1225, 5th Floor**  
**Santiago, Chile**

R. E. Gravel, Commercial Counsellor  
 P. C. W. Caskey, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 64189  
*Telex:* 3520068 (3520068 DOMCAN)

**COLOMBIA**

**Commercial Secretary**  
**Canadian Embassy**  
**Apartado Aereo 8582**  
**Edificio Banco de Los Andes**  
**Carrera 10, No. 16-92**  
**Bogota, Colombia**

S. F. Pattee, Acting Commercial Secretary

*Cable:* CANADIAN *Phone:* 43-00-65

*Telex:* M100 (DOMCAN BOG)

*Territory:* Ecuador.

**CUBA**

**Commercial Division**  
**Canadian Embassy**  
**Gaveta 6125**  
**Calle 30 No. 518 esquina 7<sup>a</sup> Avenida**  
**Miramar**  
**Havana, Cuba**

*Cable:* CANADIAN *Phone:* 2-6421

**DENMARK**

**Commercial Counsellor**  
**Canadian Embassy**  
**Prinsesse Maries Allé 2**  
**Copenhagen V, Denmark**

W. R. Hickman, Commercial Counsellor (Agriculture)  
 J. M. Hill, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* Hilda 3306

*Telex:* 5036 (DOMCAN KH)

*Territory:* Greenland, Poland.

**DOMINICAN REPUBLIC**

**Commercial Secretary**  
**Canadian Embassy**  
**Apartado 1393**  
**Edificio Copello 408**  
**Calle El Conde**  
**Santo Domingo, Dominican Republic**

W. A. Stewart, Commercial Secretary

*Cable:* CANADIAN *Phone:* 2-8138

*Telex:* 3460140 (DOMCAN 3460140)

*Territory:* Haiti, Puerto Rico.

**FRANCE**

**Canadian Embassy**  
**35 Avenue Montaigne**  
**Paris 8<sup>e</sup>, France**

G. F. Mintenko, Commercial Counsellor  
 J. E. Montgomery, Commercial Secretary (Agriculture)

(continued)

## FRANCE (continued)

C. J. St. Pierre, Assistant Commercial Secretary  
F. M. Wanklyn, Assistant Commercial Secretary  
P. E. Labbé, Assistant Commercial Secretary  
T. G. Tait, Assistant Commercial Secretary

*Cable:* CANADIAN Paris 086      *Phone:* BALzac 99-55  
*Telex:* 022/20600 or 20601 (DOMCAN A PARIS)  
*Territory:* Algeria, Andorra, Monaco, Morocco, St. Pierre and Miquelon.

## GERMANY

**Commercial Counsellor**  
**Canadian Embassy**  
**Kennedy-Allee 35**  
**Bad Godesberg, West Germany**

G. H. Musgrove, Acting Commercial Secretary (Agriculture)  
R. J. Buchan, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 76995  
*Telex:* 886421 (DOMCAN BONN)  
*Territory:* States of Baden-Wuerttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar; West Berlin.

**Consul General**  
**Canadian Consulate General**  
**Koenigsallee 82**  
**4 Duesseldorf 1, West Germany**

G. A. Browne, Consul General  
J. A. Elliott, Consul  
J. H. Lang, Vice Consul

*Cable:* CANADIAN      *Phone:* 320525  
*Telex:* 8587144 (DMCN D)  
*Territory:* State of North Rhine-Westphalia.

**Consul General**  
**Canadian Consulate General**  
**Esplanade 41-47,**  
**2000 Hamburg 36, West Germany**

E. A. Driedger, Consul General  
D. S. McCracken, Consul

*Cable:* CANADIAN      *Phone:* 351805  
*Telex:* 2-15 555 (DMCN H)  
*Territory:* City States of Bremen and Hamburg; States of Lower Saxony and Schleswig-Holstein.

## GHANA

**Commercial Counsellor**  
**Office of the High Commissioner for Canada**  
**P.O. Box 1639**  
**E 115/3 Independence Avenue**  
**Accra, Ghana**

R. J. G. Ledoux, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 4824  
*Telex:* 224 (DOMCAN ACC)  
*Territory:* Guinea, Ivory Coast, Liberia, Mali, Mauretania, Togo, Upper Volta.

## GREECE

**Commercial Counsellor**  
**Canadian Embassy**  
**31 Vassilissis Sophias Avenue**  
**Athens 138, Greece**

B. A. Macdonald, Commercial Counsellor  
E. P. Rigby, Assistant Commercial Secretary

*Cable:* DOMCAN ATHENS 5584      *Phone:* 714-041  
*Telex:* 5584 (DOMCAN ATHENS)  
*Territory:* Turkey.

## GUATEMALA

**Commercial Secretary**  
**Canadian Embassy**  
**P.O. Box 400**  
**5a Avenida 11-70, Zone 1**  
**Guatemala City, C.A., Guatemala**

R. D. Sirrs, Commercial Secretary  
D. J. Browne, Assistant Commercial Secretary  
J. S. A. Sotvedt, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 28448  
*Territory:* Costa Rica, El Salvador, Honduras, Nicaragua, Panama, and Canal Zone.

## HONG KONG

**Senior Canadian Government Trade Commissioner**  
**P.O. Box 126**  
**P & O Building, 11th Floor**  
**21-23, Des Voeux Road, Central**  
**Hong Kong, Hong Kong**

C. R. Gallow, Senior Trade Commissioner  
John M. Fraser, Trade Commissioner  
D. A. Anderson, Assistant Trade Commissioner  
A. Blum, Assistant Trade Commissioner

*Cable:* CANADIAN      *Phone:* 224087  
*Telex:* HKG 391 (DOMCAN HKG)  
*Territory:* Cambodia, Communist China, Laos, Macao, Vietnam.

## INDIA

**Commercial Counsellor for Canada**  
**P.O. Box 11**  
**13 Golf Links Road**  
**New Delhi 1, India**

K. G. DeWolf, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 61-8254  
*Telex:* 346 (DOMCAN DLI)  
*Territory:* Bhutan, Ceylon, Nepal, Sikkim.

**IRAN**

**Commercial Division  
Canadian Embassy  
P.O. Box 1610  
Bezrouke Building  
Corner of Takht Jamshid Avenue and Forsat Street  
Tehran, Iran**

*Cable:* CANTRACOM      *Phone:* 613560,4-9291  
*Telex:* 2037 (DOMCAN TEHRAN)

**IRELAND**

**Commercial Secretary for Canada  
66 Upper O'Connell Street  
Dublin, Ireland**

E. C. H. Shelly, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 44251  
*Telex:* 5488 (DOMCAN DUBLIN)

**ISRAEL**

**Commercial Secretary  
Canadian Embassy  
P.O. Box 20140  
84 Habashmonaim Street  
Tel Aviv, Israel**

S. G. Harris, Commercial Secretary  
M. A. Brault, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 37161/2  
*Telex:* 740 (DOMCAN TV)  
*Territory:* Cyprus.

**ITALY**

**Commercial Counsellor  
Canadian Embassy  
Via G. B. De Rossi 27  
Rome, Italy**

J. H. Stone, Commercial Counsellor  
P. A. Freyseng, Commercial Secretary  
C. D. Miller, Assistant Commercial Secretary  
D. T. Wismer, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 864-327  
*Telex:* 61056 (DOMCAN ROME)  
*Territory:* Provinces of Toscana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna. Other countries: Libya, Malta.

**Consul General and Trade Commissioner  
Canadian Consulate General  
C.P. 3977  
Via Vittor Pisani 19  
Milan, Italy**

C. E. Rufelds, Consul and Acting Trade Commissioner  
B. M. White, Vice Consul and Assistant Trade Commissioner

*Cable:* CANTRACOM      *Phone:* 652-485/652-600  
*Telex:* 31368 (CANTRCOM MILAN)

*Territory:* Provinces of Emilia-Romagna, Lombardia, Piedimonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Valle D'Aosta, Friuli-Venezia.

**JAMAICA**

**Commercial Counsellor  
Office of the High Commissioner for Canada  
P.O. Box 1500  
Tobago Road  
Corner Trafalgar Road and Knutsford Boulevard  
Kingston 10, Jamaica**

D. I. Ditto, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 65726  
*Telex:* KGN 30 (BEAVER KINGSTON)

*Territory:* Bahamas, British Honduras, Cayman Islands, Turks and Caicos Islands.

**JAPAN**

**Minister (Commercial)  
Embassy of Canada  
Akasaka Post Office  
Tokyo, Japan**

J. C. Britton, Minister (Commercial)  
W. G. Brett, Commercial Counsellor  
R. A. Food, Assistant Commercial Secretary  
G. M. Wansborough, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 408-2101/8  
*Telex:* TK 2218 (DOMCAN TK 2218)  
*Territory:* Korea, Okinawa.

**KENYA**

**Commercial Secretary  
Office of the High Commissioner for Canada  
P.O. Box 3778  
Silopark House, Room 303  
Queensway  
Nairobi, Kenya**

J. B. McLaren, Commercial Secretary  
P. J. Gosselin, Assistant Commercial Secretary

*Cable:* DOMCAN NAIROBI      *Phone:* 28257  
*Territory:* Malawi, Tanzania, Uganda, Zambia.

**LEBANON**

**Commercial Counsellor  
Canadian Embassy  
Boîte Postale 2300  
Alpha Building  
Rue Clemenceau  
Belrut, Lebanon**

R. H. M. Cathcart, Acting Commercial Secretary  
P. W. Aubin, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 250955  
*Telex:* 652 (DOMCAN BERYT)

*Territory:* Aden, Iraq, Jordan, Persian Gulf area, Saudi Arabia, Syria, Trucial States, Yemen.

## MALAYSIA

Commercial Counsellor  
Office of the High Commissioner for Canada  
P.O. Box 990  
A.I.A. Building, Ampang Road  
Kuala Lumpur, Malaysia

P. Stuchen, Commercial Counsellor

*Cable:* DOMCAN *Phone:* 89722/4

*Telex:* KL/TX279 (DOMCAN KL)

*Territory:* Brunei, Burma.

## MEXICO

Commercial Counsellor  
Canadian Embassy  
Apartado Postal 5-364  
Melchor Ocampo 463, 7th Floor  
Mexico 5, D.F., Mexico

M. B. Blackwood, Commercial Counsellor

R. A. Kilpatrick, Assistant Commercial Secretary

A. D. McArthur, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 33-14-00

*Telex:* 000177716 (DOMCAN MEX)

## NETHERLANDS

Commercial Counsellor  
Canadian Embassy  
Sophialaan 7  
The Hague, Netherlands

D. A. B. Marshall, Commercial Counsellor

D. J. S. Winfield, Assistant Commercial Secretary

W. L. Clarke, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 61-41-11

*Telex:* 31270 (DOMCAN HAGUE)

## NEW ZEALAND

Commercial Counsellor  
Office of the High Commissioner for Canada  
P.O. Box 12-049 Wellington North  
ICI Building, 3rd Floor  
Molesworth Street  
Wellington, New Zealand

R. H. Gayner, Commercial Secretary

C. D. Caldwell, Assistant Commercial Secretary (Agriculture)

*Cable:* CANADIAN *Phone:* 70-644

*Telex:* 065-3505 (DOMCAN NZ 3505)

*Territory:* Cook Islands, Fiji, French Oceania, Gilbert and Ellice Islands, Tahiti, Tonga, Western Samoa.

## NIGERIA

Commercial Secretary  
Office of the High Commissioner for Canada  
P.O. Box 851  
Barclays Bank Building, 4th Floor  
40 Marina Road  
Lagos, Nigeria

N. L. Currie, Commercial Secretary

*Cable:* CANADIAN *Phone:* 25262

*Telex:* 275 (DOMCAN LAGOS)

*Territory:* Dahomey, Gambia, Niger, Senegal, Sierra Leone.

## NORWAY

Commercial Counsellor  
Canadian Embassy  
Fridtjof Nansens plass 5  
Oslo 1, Norway

D. B. Browne, Acting Commercial Secretary

*Cable:* CANADIAN *Phone:* 33-30-80

*Telex:* Oslo 1880 (DOMCAN OSLO)

*Territory:* Iceland.

## PAKISTAN

Commercial Counsellor  
Office of the High Commissioner for Canada  
54 Haider Road  
Rawalpindi, Pakistan

W. J. Jenkins, Commercial Counsellor

*Cable:* DOMCAN RAWALPINDI

*Telex:* LH 15 (LAHORE 15)

*Territory:* Afghanistan.

Commercial Secretary  
Office of the High Commissioner for Canada  
P.O. Box 3703  
12B Clifton  
H.K. Kriplani Road  
Karachi 6, Pakistan

*Cable:* CANADIAN *Phone:* 52021

*Telex:* Karachi 10 (DOMCAN KHI)

## PERU

Commercial Secretary  
Canadian Embassy  
Casilla 1212  
Edificio El Pacifico  
Corner Avenida Arequipa and Plaza Washington  
Lima, Peru

E. E. Price, Commercial Secretary

A. T. Eyton, Assistant Commercial Secretary

*Cable:* CANADIAN *Phone:* 72760

*Telex:* WLA 5323 (DOMCAN LIMA)

*Territory:* Bolivia.

**PHILIPPINES**

**Consul General and Trade Commissioner  
Canadian Consulate General  
P.O. Box 1825  
1414 Roxas Boulevard  
Manila, Philippines**

J. L. Mutter, Consul General and Trade Commissioner  
E. L. Bobinski, Consul and Assistant Trade Commissioner

*Cable:* CANADIAN      *Phone:* 5-85-97, 5-86-15  
*Telex:* 3252 (DOMCAN MN 3252)  
*Territory:* Republic of China (Taiwan).

**PORTUGAL**

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

J. R. Brocklebank, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 55-31-18  
*Telex:* 377 (DOMCAN P)  
*Territory:* Azores, Cape Verde Islands, Madeira, Portuguese  
Guinea.

**SINGAPORE**

**Commercial Counsellor  
Office of the High Commissioner for Canada  
P.O. Box 845  
International Building, 11th Floor  
360 Orchard Road  
Singapore 1, Singapore**

J. H. Bailey, Commercial Counsellor  
D. H. M. Branion, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 36-1322  
*Telex:* 277 (DOMCAN SPORE)  
*Territory:* Indonesia, Thailand.

**SOUTH AFRICA**

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

Wm. Jones, Canadian Government Trade Commissioner

*Cable:* CANADIAN      *Phone:* 834-6521  
*Telex:* 7189 (DOMCAN J 7189)  
*Territory:* States of Natal, Orange Free State, Transvaal.  
Other countries: Angola, Botswana, Lesotho, Malagasy, Mauritius,  
Mozambique, Reunion.

(continued)

**SOUTH AFRICA (continued)**

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

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

*Cable:* CANADIAN      *Phone:* 2-5134/5  
*Telex:* 7060 (5-7060 CT)  
*Territory:* Cape Province. Other countries: St. Helena, South  
West Africa.

**SPAIN**

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

L. A. Campeau, Commercial Counsellor  
F. M. Mulkern, Assistant Commercial Secretary

*Cable:* CANADIAN      *Phone:* 247-54-00  
*Telex:* 7347 (DOMCAN MADRID)  
*Territory:* Balearic Islands, Canary Islands, Gibraltar, Rio Muni,  
Rio de Oro, Spanish Sahara.

**SWEDEN**

**Canadian Government Trade Commissioner  
P.O. Box 14042  
Skeppsbron 24  
Stockholm, Sweden**

D. S. Armstrong, Commercial Counsellor

*Cable:* CANADIAN      *Phone:* 24-87-42  
*Telex:* 10687 (DOMCAN STHLM)  
*Territory:* Finland.

**SWITZERLAND**

**Commercial Counsellor  
Canadian Embassy  
Kirchenfeldstrasse 88  
Berne, Switzerland**

S. G. MacDonald, Commercial Counsellor  
G. E. Blackstock, Commercial Secretary  
D. T. Johnston, Vice Consul and Assistant Trade Commissioner

*Cable:* CANADIAN      *Phone:* 44-63-81  
*Telex:* 32489 (DOMCAN BERNE)  
*Territory:* Liechtenstein, Tunisia.

## TRINIDAD AND TOBAGO

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

J. D. Tennant, Acting Commercial Secretary

*Cable:* CANADIAN      *Phone:* 34787

*Telex:* 31314 (POS 31314)

*Territory:* Barbados, French Guiana, Guadeloupe, Guyana, Leeward and Windward Islands, Martinique, Surinam.

## UNION OF SOVIET SOCIALIST REPUBLICS

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

W. J. Collett, Commercial Secretary

*Cable:* CANAD      *Phone:* 415142

*Telex:* 945 (DOMCAN MSK)

## UNITED ARAB REPUBLIC

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

*Cable:* CANADIAN      *Phone:* 23110

*Territory:* Ethiopia, Somali Republic, Sudan.

## UNITED STATES

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

S. G. Tregaskes, Commercial Counsellor  
G. W. Green, Commercial Counsellor  
W. F. Hillhouse, Commercial Counsellor (Agriculture)  
H. C. Armstrong, Commercial Counsellor  
Miss V. F. Wightman, Attaché (Agriculture)

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

*Telex:* 0089664 (DOMCAN WSH)

*Territory:* District of Columbia.

(continued)

## UNITED STATES (continued)

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

C. J. Van Tighem, Deputy Consul General (Commercial)  
B. C. Steers, Consul and Trade Commissioner  
C. G. Bullis, Consul and Trade Commissioner  
J. D. Welsh, Vice Consul and Assistant Trade Commissioner

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

*Telex:* 00126242 (DOMCAN NYK)

*Territory:* States of Connecticut, New Jersey (eleven northern counties), New York. Other countries: Bermuda.

**Consul and Senior Trade Commissioner**  
**Canadian Consulate General**  
**500 Boylston Street**  
**Boston, Massachusetts 02116**

M. R. M. Dale, Consul and Senior Trade Commissioner  
R. C. Anderson, Consul and Trade Commissioner  
C. A. Carruthers, Consul and Assistant Trade Commissioner

*Phone:* 262-3760 (Area Code 617)

*Telex:* 0094567 (DOMCAN BSN)

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

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

D. H. Cheney, Consul and Senior Trade Commissioner  
J. A. Doyle, Consul and Trade Commissioner  
P. D. Donohue, Consul and Assistant Trade Commissioner  
L. G. Lee, Vice Consul and Assistant Trade Commissioner

*Phone:* 427-1031 (Area Code 312)

*Telex:* 254171 (DOMCAN CGO)

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

**Consul and Trade Commissioner**  
**Canadian Consulate**  
**Illuminating Building**  
**55 Public Square**  
**Cleveland, Ohio 44113**

J. C. Bradford, Consul and Acting Trade Commissioner

*Phone:* 861-1660 (Area Code 216)

*Telex:* 00985364 (DOMCAN CLV)

*Territory:* State of Ohio.

(continued)

## Foreign Trade Service Abroad

### UNITED STATES (continued)

**Consul and Trade Commissioner**  
**Canadian Consulate**  
**1920 First Federal Building**  
**1001 Woodward Avenue**  
**Detroit, Michigan 48226**

H. S. Hay, Consul and Trade Commissioner  
V. G. Lotto, Consul and Assistant Trade Commissioner  
R. J. P. Archambault, Vice Consul and Assistant Trade Commissioner

*Phone:* 965-2811 (Area Code 313)  
*Telex:* 0023445 (DOMCAN DET)  
*Territory:* State of Michigan.

**Consul and Trade Commissioner**  
**Canadian Consulate General**  
**510 West Sixth Street**  
**Los Angeles, California 90014**

F. B. Clark, Consul and Trade Commissioner  
J. H. Suggitt, Consul and Assistant Trade Commissioner  
R. B. Blake, Vice Consul and Assistant Trade Commissioner

*Phone:* MADison 2-2233 (Area Code 213)  
*Telex:* 00674119 (DOMCAN LSA)  
*Territory:* States of Arizona, California (ten southern counties), New Mexico, Clark County in Nevada.

**Consul and Trade Commissioner**  
**Commercial Division**  
**Canadian Consulate General**  
**2110 International Trade Mart**  
**2 Canal Street**  
**New Orleans, Louisiana 70130**

P. A. Savard, Consul and Trade Commissioner  
R. E. Pedersen, Vice Consul and Assistant Trade Commissioner

*Phone:* JACKson 5-2136, 5-2137 (Area Code 504)  
*Telex:* 0058237 (DOMCAN NLN)  
*Territory:* States of Arkansas, Alabama, Florida, Georgia, Louisiana, Oklahoma, Mississippi, North Carolina, South Carolina, Tennessee, Texas.

**Consul and Trade Commissioner**  
**Canadian Consulate**  
**3 Penn Center Plaza**  
**Philadelphia, Pennsylvania 19102**

W. J. Millyard, Consul and Trade Commissioner  
R. D. P. Lee, Vice Consul and Assistant Trade Commissioner  
J. N. Grantham, Vice Consul and Assistant Trade Commissioner

*Cable:* CANADIAN *Phone:* LOcust 35838 (Area Code 215)  
*Telex:* 0083396 (DOMCAN PHA)  
*Territory:* States of Delaware, Maryland, New Jersey (nine southern counties), Pennsylvania, Virginia, West Virginia.

(continued)

### UNITED STATES (continued)

**Consul and Trade Commissioner**  
**Commercial Division**  
**Canadian Consulate General**  
**111 Pine Street**  
**San Francisco, California 94111**

R. M. Dawson, Consul and Trade Commissioner  
D. S. M. Baker, Vice Consul and Assistant Trade Commissioner

*Cable:* CANADIAN *Phone:* 433-2517 (Area Code 415)  
*Telex:* 0034321 (DOMCAN SFO)  
*Territory:* States of California (except the ten southern counties), Colorado, Hawaii, Nevada (except Clark County), Utah, Wyoming.

**Consul General**  
**Canadian Consulate General**  
**1308 Tower Building**  
**Seventh Avenue at Olive Way**  
**Seattle, Washington 98101**

*Phone:* MUTual 2-3515 (Area Code 206)  
*Telex:* 0032462 (DOMCAN SEA)  
*Territory:* States of Alaska, Idaho, Montana, Oregon, Washington.

### URUGUAY

**Commercial Counsellor**  
**Canadian Embassy**  
**Casilla Postal 852**  
**No. 1409 Avenida Agraciada Piso 7°**  
**Montevideo, Uruguay**

B. S. Shapiro, Commercial Counsellor

*Cable:* CANADIAN *Phone:* 96096  
*Telex:* 398078 (DOMCAN MVD)  
*Territory:* Falkland Islands.

### VENEZUELA

**Commercial Secretary**  
**Canadian Embassy**  
**Apartado del Este 11452**  
**Avenida La Estancia No. 10**  
**Ciudad Comercial Tamanaco**  
**Caracas, Venezuela**

J. D. Blackwood, Commercial Counsellor  
J. E. Kepper, Assistant Commercial Secretary

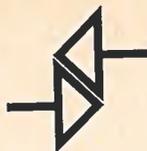
*Cable:* CANADIAN *Phone:* 32.40.41/44  
*Telex:* 877 (877 DOMCAN)  
*Territory:* Netherlands Antilles.

### YUGOSLAVIA

**Commercial Secretary**  
**Canadian Embassy**  
**Proleterskih Brigada 69**  
**Belgrade, Yugoslavia**

Z. W. Burianyk, Commercial Secretary

# trade fairs



## Success for Canada at IEE

VERSATILITY, custom design, high productivity performance—these are three of the reasons why the Canadian engineering industry made an impressive entry in the International Engineering and Marine Exhibition in London, April 25 to May 4.

Visitors to Canada's exhibit saw plant equipment capable of performing many functions more efficiently by the use of new mechanical and processing techniques; a mobile Cobalt irradiator; a rubber-lined sand pump with superimposed motor; tracing equipment; press brakes, and a new gas turbine engine.

Of the nine participating Canadian companies, six introduced their products for the first time. On-site written orders were estimated at several thousand dollars and almost all sample machinery was sold off the floor.

## Sales Mission cum Mini-Fair

HOW TO COMBINE a sales mission, a travelling sales display, and a mini-fair successfully proved an easy assignment recently for a Toy and Sporting Goods Mission to Australia.

Local buyer reaction to Canadian products quickly brought out order-books resulting in on-the-spot orders amounting to \$225,000 and follow-up orders estimated at \$150,000. Canadian government officials travelling with the show immediately took advantage of this en-

thusiasm by extending its scope to cover sample exhibits in two Australian cities—Melbourne and Sydney.

Fourteen manufacturers took part, exhibiting a wide range of articles in a small fair atmosphere, which gave Australian importers, agents, and retailers an opportunity to meet Canadian manufacturers and discuss local requirements. Interest in Canadian products resulted in several new Australian agencies and contact with established agents.

## Moscow Plans Clothing Exhibit

MOSCOW IS PLANNING an International Clothing Exhibition, August 22 to September 5, 1967, scheduled to take place in Sokolniki Park, Moscow.

The ICE is sponsored by the U.S.S.R. Chamber of Commerce, Soviet economic and foreign trade organizations, and the Moscow City Soviet Executive. Its aims are threefold—to demonstrate manufacturing achievements in high-quality clothes and knitwear and the use of modern production equipment; to assist business representatives of Soviet and foreign manufacturers to establish contacts and extend trade; and to exchange scientific and technical design experience in the mass production of clothing and processing equipment.

Foreign exhibitors are invited to display made-up textiles and knitwear, and manufacturing equipment for all phases of production.



Conchita Gomez, Canadian Pacific Airlines stewardess, takes time out from her duties at the Canadian exhibit in the 35th Barcelona International Samples Fair to meet Barcelona's most popular policeman, Sr. Lavara—El Mostacho. The pretty CPA stewardess presented El Mostacho with gifts of friendship from Canada. In addition to CPA, 12 Canadian companies participated in the fair under the sponsorship of the Department of Trade and Commerce.



This puzzled visitor to the 99th Convention of AIA in New York is looking at Canada's award-winning products exhibit. What is intriguing her, as it did many other visitors, is the illusory concept of limitless space created by the multiple reflection of products within the packing case. This startling illusion is caused by the clever use of illuminated mirrors lining the case.

### AIA—A Winner for Canada

CANADA'S COMPOSITE DISPLAY at the American Institute of Architects convention held in New York City, May 14 to 18, literally caught the eye of AIA exhibit judges—winning a “first-time” award for excellence in product presentation.

Huge shipping crates designed to double as display cases contained products of 14 participating Canadian companies, each one illuminated and lined with gleaming mirrors. Light radiating from the mirrors caused an illusory image concept of limitless space through multiple reflection of individual products.

This was Canada's initial entry in AIA's annual convention, and the first award of this nature. The unanimous vote of the Exhibit Awards Jury was succinctly expressed by Edwin B. Morris, “. . . the Canadian exhibit was the best product exhibit which the jury had ever viewed”. Presentation of a scroll was made to R. G. C. Smith, Canadian Consul General in New York.

The Canadian exhibit included a wide range of exterior and interior building products. Among them were stainless steel products for roofing, siding, and ventilation stacks; bricks manufactured from Ontario clay; Canadian granite and marble; hand-crafted ceramic tile; aluminum products; business furniture—all highly representative of Canada's modern architectural building materials industry.

Some 5,120 visitors attended the show from every part of the U.S. and also South America.

After-show reaction was summed up in one official's comments, “A highly successful show for Canada—one

not measured by immediate sales, but by important contacts resulting in long-term selling ventures for the building materials industry”.

### Automation in Denmark

THE DOORS OF THE COPENHAGEN EXHIBITION CENTRE, Bella-Centret, will open on September 22, 1967, for ITEM, the International Technical Fair. Like the former ITEM exhibitions, it is being arranged by the Danish Management Association and Brancheforeningen for Hydraulik og Pneumatik, in co-operation with Universal Fair & Exhibition Service Ltd., Copenhagen.

The program for ITEM-67 will be very specialized because of the enormous growth in automation during the last few years. It will include the following: components for hydraulics, pneumatics and electronics, plants for automation; programming equipment; numeric control plants, and process control and production machines (numerically controlled machine tools, automatic injection moulding machines for metals and plastics, automatic stock control, etc.).

Because of its specialized nature, ITEM-67 will be open to experts and prospective customers only.

The former ITEM fairs also covered packaging and internal transport, but these fields have now expanded so much that they organized two independent fairs, Nord-Pack and Nord-Trans, in April of this year.

For further information write: Internationale Tekniske Messe, Sekretariatet, Ryvangs Allé 20, Copenhagen, Denmark.

## Canadian Foods at SMI

CANADA'S FIRST and biggest co-ordinated export food display at the Supermarket Institute Show in Cleveland, June 4 to 7, made an immediate impact on American palates. Some \$110,000 worth of business was completed during show time.

Described as *super sellers*, foods exhibited ranged from a gourmet's delight to everyday family needs. Fish, jams, syrups, meat, pasta products, and vegetables—all gathered from across Canada—made a colorful display, sparking wider interest in Canadian cuisine.

This was strictly a vertical show of importance to retail, supermarket, and brokerage representatives and was designed primarily for product presentation rather than as a selling medium. Extensive contacts gave Cana-

dian manufacturers an opportunity to present several new foods, resulting in long-range orders and increased U.S. sales of established products.

Several companies reported valuable brokerage and key retail contacts; others appointed direct sales representatives in many areas of the United States.

Pre-show promotion activities included the distribution of a new mailing piece designed as a file folder. Inside the folder individual fact sheets provided easy product identification, giving SMI visitors a unique view of Canadian products.

Fifteen companies exhibited in the show, which was sponsored by the Department of Trade and Commerce—and all expressed gratification at the results. Plans for wider participation in 1967 are under discussion.

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## Assistant Trade Commissioners Posted Abroad

First postings have now been announced for these four young men who joined the 1966-67 class of Assistant Trade Commissioners later than their colleagues.



**Robert A. Fairweather**

**Born:** Castle Donington, England.

**Educated:** Carleton University, B.A. 1966.

**Posting:** Manila, Philippines, as Vice Consul and Assistant Trade Commissioner.



**C. Kenningham Marchant**

**Born:** Montreal, Quebec.

**Educated:** McGill University, B.A. 1966.

**Posting:** New York, as Vice Consul and Assistant Trade Commissioner.



**Gary E. Mullins**

**Born:** Montreal, Quebec.

**Educated:** University of British Columbia, B.A. 1964, M.A. 1967.

**Posting:** Lagos, Nigeria, as Assistant Commercial Secretary.



**Brian Northgrave**

**Born:** Toronto, Ontario.

**Educated:** University of Toronto, B.A. 1962; London School of Economics, Diploma 1963; University of Toronto, M.B.A. 1964.

**Posting:** Rawalpindi, Pakistan, as Assistant Commercial Secretary.

# Your Business Visit to Pakistan

K. D. TAYLOR, *Commercial Secretary, Karachi.*

ARRIVE IN PAKISTAN between November and April and you will be greeted by a cloudless sky, moderate temperatures and gentle breezes. Come during the summer and expect to be wafted from the airport tarmac by the shimmering heat and humidity. These notes will help you to make the best use of your time, no matter what the season.

## West Pakistan

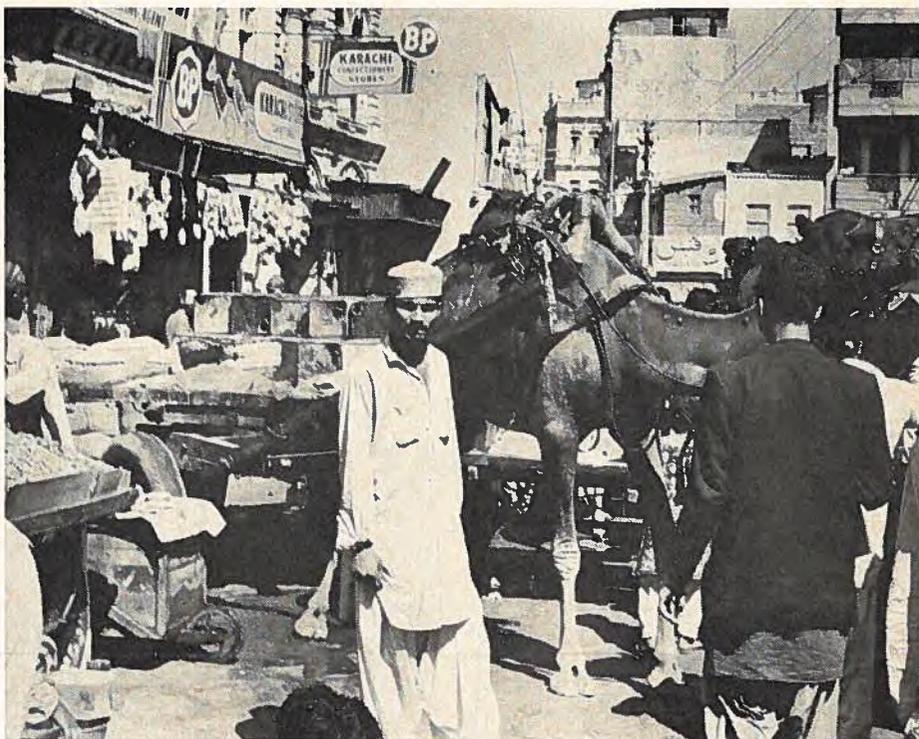
### Karachi

Karachi, a key centre for all the major airlines flying between Europe and the East, will likely be your introduction to Pakistan. From a fishing village with 200,000 inhabitants in 1947, Karachi has grown to a bustling city of almost three million. The streets are a welter of noise and colour—camel trains vie with donkey carts in the narrow, twisting roads of old Karachi while cars, buses and trucks crowd the intersections. Above all, there are crowds of people. Set this against a towering new office building on one street and a temporary lean-to on another,

paint the sky ochre in summer and blue in winter, and there you have Karachi.

The city is ringed by manufacturing plants which produce about 50 per cent of Pakistan's industrial output. Freighters, blunt-nosed coastal vessels, mammoth oil tankers, and Lloyd Triestino's sleek passenger liners fill the harbour. Pakistan's financial and bank headquarters are concentrated here and businessmen dealing with private industry will also find the bulk of their customers in Karachi.

**A camel firmly entrenched in an awkward spot is a familiar sight in Karachi's swarming streets, where motor cars and buses vie with camel trains and donkey carts, but somehow deliveries are made and business is done. This is the crowded and colorful marketplace in old Karachi.**





The modern Intercontinental Hotel recently built in Karachi.

## Hotels

The dramatically styled Karachi Intercontinental Hotel is the choice of most foreign businessmen. Decor and service are first class, with prices to match. The Beach Luxury and Metropole are older hotels, but satisfactory. The swimming pools at the Intercontinental and Beach Luxury offer a refreshing break.

## Business Calls

Once you are settled, try to organize the majority of your calls upon government officials and industrialists for the morning and early afternoon. Government offices are open from 8:00 a.m. to 2:00 p.m. Monday through Thursday; they close an hour earlier on Friday and Saturday. For calls on manufacturers' representatives and bazaar merchants, late afternoon is the best time.

## Transport

Black and yellow compact taxis scoot around the city and provide fairly reliable service. Establish an hourly rate or insist that the meter operate in order to avoid facing a devastating bill. Rates are nine cents per mile.

Three-wheeled rickshaws are another alternative, but the ride is harrowing, with the drivers' phlegmatic expressions masking a yen for Grand Prix racing. At the Intercontinental and Metropole Hotels, a tour agency offers chauffeured cars at Rs. 8/- (\$1.85) an hour.

JULY 22, 1967

## Etiquette

At each appointment look forward to a cup of tea and possibly curry rolls and sweet biscuits. Pakistani businessmen and civil servants are courteous and the tea serves as an indication of their hospitality. (For foreigners the tea is often a welcome palliative to the curry.) Among Pakistanis tea is a ritual. A businessman recently told me of a conversation he had with a visitor with whom he was not on friendly terms: "Drink my tea, but don't look me in the eye." Pakistan was formerly an exporter of tea but now can barely supply the domestic demand.

## Leisure

Following your round of business calls, visit one of the bazaars for a blend of the Middle East and Far East cultures. Incense, women in purdah, and the incessant chant of storekeepers is Pakistan's answer to shopping centres. Brass and copper ware, saris and Kashmiri wool are the best buys. There is little bargaining.

On a free Saturday or Sunday, if you are looking for something more exciting than the swimming pool, visit one of the nearby beaches. Sandspit and Hawkes Bay, about 40 minutes from the city, are the most popular. Camel rides on the beach are about 20 cents and although the mounting and dismounting are frightening for the novice, the ride will encourage you to view the tribulations of Lawrence of Arabia with more sympathy.



What did you bring me? Brass or copper ware is a good choice.

## Islamabad and Rawalpindi

Previously the Canadian exporter usually made Karachi his main stop in Pakistan, but now he will find it useful to visit Islamabad, the capital, as well. Designated in 1959 as the new capital, Islamabad is taking shape, and the reluctance of civil servants and foreign missions to move from Karachi has now been largely overcome. Government plays a major role in Pakistan's economic development by allocating funds for investment and issuing imports permits. Moreover, the majority of Canadian exports to Pakistan are financed by our aid program, with the responsibility for administration on the Pakistani side being handled by the Economic Affairs Division in Islamabad.

### How to Get There

Swift new Trident jets make three flights daily from Karachi to Rawalpindi (40 minutes from Islamabad). A popular flight is PK300 leaving from Karachi at 6:45 a.m., allowing a full business day before returning to Karachi by PK305 at 4:30 p.m.

An express train leaves Karachi daily at 3:45 p.m. for Rawalpindi, arriving at 9.50 a.m. the next day. First class, air-conditioned accommodation is recommended and a bed-roll must be rented at the station before departure. Friends who recently made the trip report that the first ten hours across the Sind Desert leave an indelible impression.

### Hotels

Flashman's is Rawalpindi's leading hotel. The Shahrazad, advertised rather intriguingly as "the hotel with 1001 delights", recently opened in Islamabad.

### High Commissioner's Office

Currently our office is located in Rawalpindi at 54 Haider Road. Plans have been prepared for the construction of a Canadian Government office complex in Islamabad, with completion scheduled within the next few years.

## Lahore

On your return flight consider a stopover in Lahore, the headquarters of the Pakistan Western Railway and the Water and Power Development Authority and Pakistan's second largest city. The triangle of Lahore, Lyallpur and Sialkot has become an important industrial belt, with pumps, engines, fans, sporting goods, textiles and chemicals the key products manufactured.

### Hotels

Falettis, the International, Ambassador and Park Luxury hotels currently share the visitors' business, with an Intercontinental Hotel scheduled for completion late this year.

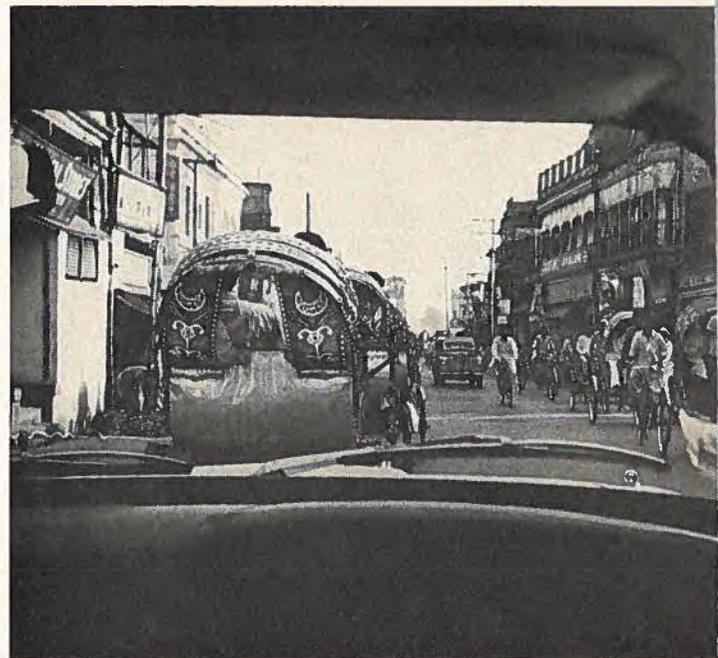
## East Pakistan

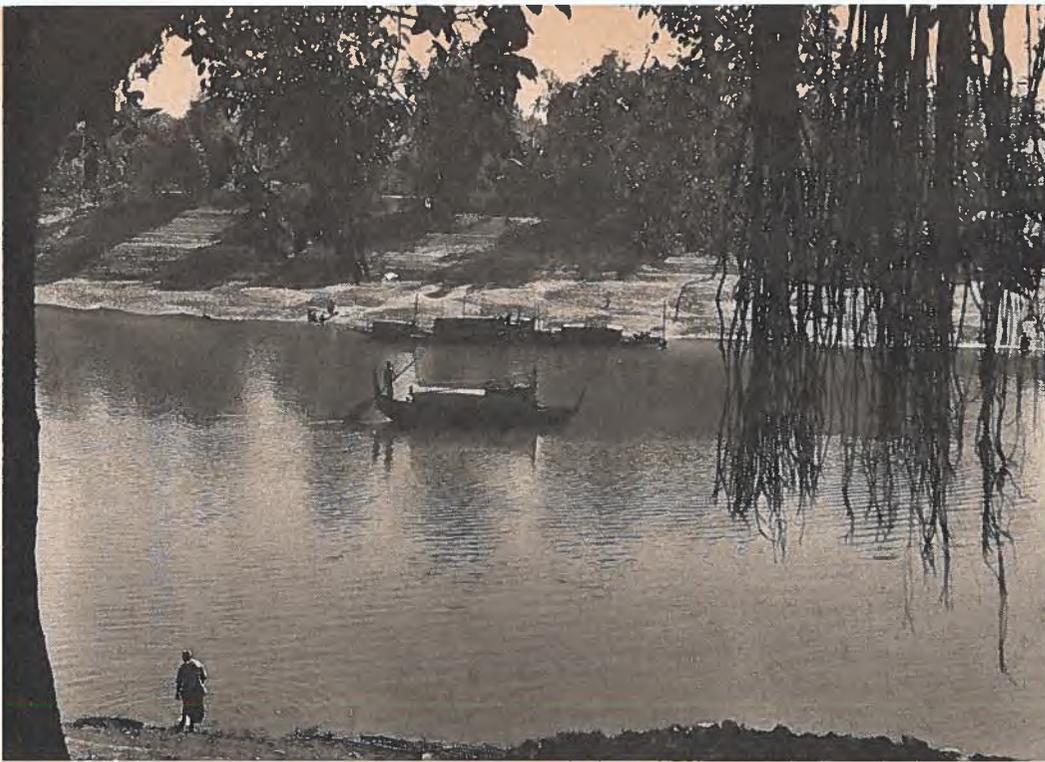
### Dacca

Both East and West Pakistan are predominantly Muslim, but there the similarity ends. The lush tropical landscape of East Pakistan makes a startling contrast to the austere, arid plains of West Pakistan. The steamy summer months of East Pakistan induce a languid feeling until even routine tasks become major endeavours. West Pakistan suffers from lack of rainfall; East Pakistan is inundated with 100 inches a year. The boat, not the camel, is the most common sight in East Pakistan.

East Pakistan teems with people. Estimates place population density at 1,050 per square mile. The landscape is a patchwork of small jute and rice plots, interlaced by canals and drained by the mighty Ganges River. An enjoyable trip and one that affords a view of river traffic is by the *Rocket*, a paddle steamer that plies between Dacca and Khulna. The round trip takes about 18 hours.

Most of your time in East Pakistan will probably be spent in Dacca, East Pakistan's largest city and business centre. However, Canada's Colombo Plan projects in East Pakistan have been located in other cities as well, such as Khulna and Chittagong. These cities are accessible from Dacca by air, steamer or road.





This scene is in the Sunderbans district of East Pakistan, where the Brahmaputra and Ganges meet.

### Hotels

The new Dacca Intercontinental offers the visitor a welcome respite from the humidity. Advocates of the Shahbagh Hotel claim it has old-world charm, but admittedly not the same degree of comfort as the Intercontinental.

### See for Yourself

Pakistan is a young country. Yet the changes since partition twenty years ago are remarkable and can largely be explained by the sense of urgency that drives the country to consolidate its position in foreign affairs and achieve ambitious targets of industrial and agricultural production.

A visit to Pakistan often leads a Canadian businessman to revise his marketing program for developing countries. Import licensing, priorities, five year plans, tied foreign aid and barter agreements all interplay with natural market forces. After the visit, the businessman understands the need to base his sales approach to Pakistan as much on government directives as on competitive pressures.

(Left) This is what you will see if you drive along the streets in the older section of Dacca, capital of East Pakistan. For an exciting if harrowing ride, try a three-wheel rickshaw.

### Before You Leave, Remember . . .

#### Passport

Canadians require a valid passport but not a visa for a visit to Pakistan.

#### Health Regulations

Smallpox vaccination and cholera shots are required: shots for typhoid and paratyphoid are recommended.

#### Currency

One rupee (Rs.1/-) is worth 23 Canadian cents. Can.-\$1.00 is worth Rs.4.35.

#### Currency Regulations

Visitors can bring Pakistan currency into Pakistan to the extent of Rs.80/-. Any amount of foreign currency can be brought in, provided a declaration is made upon arrival on an Emergency Form.

#### Pakistan Government Offices in Canada

Pakistan High Commission, 505 Wilbrod Street, Ottawa 2.  
Office of the Trade Commissioner for Pakistan, Suite 606,  
1230 McGregor Street, Montreal, Quebec.

#### Canadian Government Offices in Pakistan

Office of the High Commissioner for Canada, 54 Haider Road, Rawalpindi, West Pakistan. W. J. Jenkins, Commercial Counsellor.

Office of the High Commissioner for Canada, 12B Clifton Road, Karachi 6, West Pakistan. K. D. Taylor, Commercial Secretary.

# Britain Expands Its Chemical Industry

To check the rising cost of chemical imports, Britain will produce more materials for the plastics and synthetic fibre industries. The pattern of chemical exports from Canada may change as a result.

W. D. WALLACE,  
*Commercial Counsellor, London.*

BRITAIN'S chemical industry over the past few years has carried out an extensive program of expansion. It is estimated that it spent £230 million on new plant in 1965 and £270 million in 1966; expenditure planned for 1967 and 1968 is set at £190 million and £200 million, respectively. Many of the new plants, some on a greater scale than previously, are now on stream. As the industry's productive capacity grows, Britain will have less need for imports of chemicals such as nitrogenous fertilizers, nylon polymer, titanium dioxide, vinyl acetate and polyvinyl chloride, which were in short supply in 1964 and 1965.

In its recent report on imports of chemicals, the Economic Development Committee for Chemicals of the National Economic Development Office states that the industry could save £15 million on imports of the chemicals mentioned above. That is about half of the possible savings on imports of £30 million a year that the Committee suggested in June 1965. The report indicates that the other half may be saved in the not too distant future as a result of the industry's large investment in plant, despite the delays in start-up which have been blamed on the construction and equipment industries.

## More Plastics Production

Not all chemical imports will be affected as the manufacture of many products is not possible or economical-

ly attractive. However, where demand has risen sufficiently to warrant starting domestic production or adding to capacity, imports will suffer. This is true of such products as petroleum-based benzene, cyclohexane, caprolactam, acrylates, ethylene amines and acetal resins. In some instances, delays in plant construction have held up domestic production of these products. In others, plant capacity has been insufficient to meet demand—for example, nylon 66 salt, vinyl acetate, cellulose diacetate, phthalic anhydride and certain nitrogen fertilizers.

On the other hand, some British plants are not working at capacity because the foreign product has become well entrenched in the market; high density polyethylene and phthalate plasticizers are two examples. For certain specialty products the domestic market is small and international specialization is necessary. This group of imports includes certain grades of styrene acrylonitrile copolymers and some types of laminated sheet.

Expansion in the field of organic chemicals and plastics is expected to overcome domestic shortages which gave rise to substantial imports, and Britain may regain its former position as a net exporter of organic chemicals. In plastics this change may be somewhat slower as there are other factors besides supply: these include the heavy demand for special grades; strong inroads made by foreign exporters in both manufacturing and merchandising; and the relatively low British tariff of 10 per cent which made it easy for some countries to sell surplus production here.

Britain's inadequate plant capacity was the main reason for the steady growth of chemical imports which more than doubled between 1959 and 1966, rising from £138 million to £295 million. Table I, prepared from the *Overseas Trade Accounts of the United Kingdom*, shows the c.i.f. values by main groups of total British imports and imports from Canada. In the period 1963 to 1966, the total increased by 43 per cent.

In the classification chemical elements and compounds, since 1963 there has been a steady increase in imports of organic chemicals, chiefly hydrocarbons and heterocyclic compounds. Gains in inorganic and radioactive chemicals have been made primarily in inorganic acids, metallic salts, selenium, calcium carbide and radioactive substances. New plant capacity will reduce import requirements of hydrocarbons, heterocyclic chemicals and calcium carbide.

During the period, receipts of mineral tars and tar products have increased significantly and this trend is expected to continue. The level of imports of dyeing, tanning and colouring materials, including paints and printing ink, is likely to remain approximately where it is. More medicines and pharmaceuticals were imported but increased domestic production could halt the advance. There was a modest increase in imports of essential oils, perfumery materials, toilet preparations, and polishing and cleansing preparations. While organic surface-active agents made the biggest gain in this category, imports of soaps, polishes and cleansing materials declined; little change is anticipated in this trend.

Imports of fertilizers remained fairly constant but they declined in 1966 as a result of a decrease in receipts of nitrogenous fertilizers and potassium chloride. Little change from the present levels is forecast for imports of explosives and pyrotechnics.

Imports of disinfectants, insecticides, fungicides, weed killers and rat poison have been increasing but local manufacture could cause a decline.

In plastic materials, regenerated cellulose and artificial resins, the sharp gain of 1964 levelled off in 1965; the further substantial increase in 1966 was due to larger imports of polyamides and polyethylene. As new

plant capacity is now or about to come on stream for many of the products in this classification, import requirements will decline. The increased

production will be in polyamides, acrylics, polystyrene, polyethylene, polyvinyl chloride and some cellulose products.

**TABLE I**  
**CANADA'S SHARE OF BRITAIN'S CHEMICAL IMPORTS**

|   | 1963                                  | 1964    | 1965    | 1966 <sup>1</sup> |
|---|---------------------------------------|---------|---------|-------------------|
|   | (thousands of pounds sterling c.i.f.) |         |         |                   |
| Chemical elements and compounds   | 76,876                                | 99,727  | 119,547 | 122,879           |
| Organic   | 56,203                                | 71,352  | 86,327  | 85,695            |
| Inorganic   | 20,673                                | 28,375  | 33,320  | 37,184            |
| Canada  | 6,354                                 | 9,335   | 10,077  | 9,598             |
| Mineral tar and tar products  | 1,703                                 | 1,725   | 2,107   | 3,055             |
| Canada  | n.a.                                  | n.a.    | n.a.    | n.a.              |
| Dyeing, tanning & colouring materials, including paints & printing ink          | 11,490                                | 15,263  | 15,848  | 16,589            |
| Canada  | n.a.                                  | 467     | 862     | 1,184             |
| Medicinal & pharmaceutical products   | 6,307                                 | 7,146   | 11,167  | 14,608            |
| Canada  | n.a.                                  | 68      | 130     | 169               |
| Essential oils & perfume materials, toilet, polishing and cleaning preparations | 12,980                                | 14,603  | 15,253  | 16,503            |
| Canada  | n.a.                                  | 252     | 309     | 160               |
| Fertilizers, manufactured   | 20,084                                | 18,795  | 19,614  | 17,874            |
| Canada  | n.a.                                  | n.a.    | n.a.    | 1,488             |
| Explosives & pyrotechnic products   | 345                                   | 610     | 620     | 492               |
| Canada  | n.a.                                  | n.a.    | n.a.    | n.a.              |
| Plastic materials, regenerated cellulose & artificial resins                    | 43,264                                | 54,366  | 54,755  | 59,413            |
| Canada  | 2,734                                 | 4,657   | 3,501   | 1,380             |
| Chemical materials & products, n.e.s.   | 32,740                                | 40,134  | 44,329  | 43,280            |
| Canada  | 308                                   | 457     | 558     | 596               |
| Total chemical imports  | 205,790                               | 252,166 | 283,239 | 294,693           |
| Canada <sup>2</sup>   | 9,396                                 | 14,169  | 14,358  | 15,067            |

Source: Overseas Trade Accounts of the United Kingdom.

<sup>1</sup> Provisional

<sup>2</sup> Estimate

**TABLE II**  
**PRINCIPAL CANADIAN CHEMICAL EXPORTS TO BRITAIN**

|  | 1963         | 1964   | 1965   | 1966   |
|--|--------------|--------|--------|--------|
|  | (Can.\$'000) |        |        |        |
| Plastic and synthetic rubber, not shaped, n.e.s. | 14,640       | 20,917 | 18,407 | 11,715 |
| Organic acids, anhydrides and derivatives        | 1,401        | 2,765  | 3,847  | 3,459  |
| Alcohols and their derivatives                   | 1,867        | 5,301  | 4,401  | 3,281  |
| Hydrocarbons and their derivatives               | 2,405        | 3,736  | 2,907  | 4,640  |
| Inorganic bases and metallic oxides, n.e.s.      | 948          | 1,447  | 2,057  | 1,780  |
| Inorganic chemicals, n.e.s.                      | 6            | 606    | 1,543  | 3,070  |
| Cobalt dioxides and hydroxides                   | 1,496        | 2,128  | 1,897  | 2,153  |
| Aldehyde function compounds                      | 963          | 1,084  | 1,195  | 1,053  |
| Selenium   | 1,063        | 1,082  | 1,151  | 1,577  |
| Nitrogen function compounds n.e.s.               | 1,044        | 1,265  | 1,138  | 1,453  |
| Phenols, phenol alcohols and derivatives         | 279          | 331    | 891    | 666    |
| Plastics, basic shapes and forms, n.e.s.         | 408          | 757    | 878    | 792    |
| Chemical elements, n.e.s.                        | 387          | 762    | 669    | 614    |
| Radioactive elements and isotopes                | 2,064        | 731    | 625    | 1,622  |

Source: DBS

It is difficult to forecast what effect the expansion of British chemical output will have on the demand for chemicals from Canada. An expanding chemical industry, whether in Britain or elsewhere, tends to stimulate trade between producers in different countries. Over the past four years, Britain's imports of chemicals from Canada increased by about 60 per cent in value and accounted for approximately 5 per cent of total chemical imports. Canada should maintain its over-all share of the market, although there may be rises and falls in individual import categories.

Table II shows the value of the 14 leading classifications of Canadian chemical exports to Britain for the years 1963 to 1966. The figures tend to follow the general pattern of Britain's chemical imports and major developments in the industry arising from plant expansion.

*Rising*—Canadian exports to Britain of organic acids and anhydrides, aldehyde function compounds, inorganic chemicals n.e.s., cobalt dioxides and hydroxides, radioactive elements and isotopes, nitrogen fertilizer compounds, and metallic salts and inorganic acids n.e.s., have all been increasing.

*Falling*—Shipments of chemicals in the plastics group, including polyethylene resins n.e.s., plastic and synthetic rubber, not shaped, n.e.s., (Canada's largest chemical export to Britain) have been decreasing. Canada has also sold less plastic film and sheet, laminated plastic materials, alcohols and derivatives, phenol, phenol alcohol and derivatives, chemical elements, n.e.s., and industrial chemicals and explosives.

Canada should benefit from the expansion of Britain's chemical industry and, in particular, from the increasing demand for chemical raw materials which we can supply. There will be fluctuations in the demand for some other chemical compounds. For finished products, such as paints, polishing and cleansing compounds, pharmaceuticals, insecticides, plastics and fertilizers, a diminishing share of the market can be expected as British firms begin or step up production. ●

# Spain Modernizes Pulp and Paper Production

The Spanish Government and industry are working together to rationalize production and introduce new techniques. There are opportunities for Canadians to sell equipment and knowhow.

F. M. MULKERN, *Assistant Commercial Secretary, Madrid.*

AFTER THE CIVIL WAR, Spain tried to achieve self-sufficiency in the manufacture of pulp and paper. High tariffs on raw materials, machinery and finished products were maintained until the 1960's when Spain's membership in OECD and the IMF produced a more international outlook. The Government found that the paper industry had not kept pace with developments abroad. There was an urgent need for reorganization, new equipment and foreign technology to make it competitive, against the day when Spain might join the European Common Market.

When the Development Plan was drawn up in 1964, the Spanish pulp and paper industry consisted of a large number of small mills. In thirty years the number of mills in fact had doubled with little change in total production. Cartels and interlocking directorships enabled one producer to control 55 per cent of the industry, until the Spanish anti-trust law in 1963 and the establishment of large foreign mills brought back competition.

## New Mills Built

Much of the improvement in the industry in the last seven years has been due to the larger firms. Their size and financial stability enabled them to raise capital on the stock market as smaller unlisted companies could not. Papelera Española, for example, built a newsprint mill which by 1969 will produce 90 per cent of the country's newsprint requirements.

The Government through SNIACE (an offshoot of INI, the Instituto Nacional de Industria) has built three

large pulp mills. The mill at Pontevedra, Galicia, in the northwest, uses pine as the raw material; the one at Huelva, in the southwest, uses eucalyptus; the third at Motril, in the southeast, uses bagasse. These mills together have a capacity of 100,000 tons a year, about 15 per cent of 1966

TABLE I  
SPANISH PULP AND PAPER  
PRODUCTION

|  | 1963           | 1964           |
|--|----------------|----------------|
|  | (metric tons)  |                |
| <b>Total pulp</b>                        | <b>427,870</b> | <b>386,752</b> |
| <i>Of which:</i>                         |                |                |
| Wood pulp, mechanical and chemical       | 174,603        | 120,251        |
| Bagasse                                  | 68,140         | 77,191         |
| Esparto pulp                             | 11,816         | 8,366          |
| Textile waste pulp                       | 9,167          | 5,592          |
| Waste paper pulp                         | 164,144        | 175,352        |
| <b>Total paper</b>                       | <b>672,072</b> | <b>742,337</b> |
| <i>Of which:</i>                         |                |                |
| Newsprint                                | 66,344         | 59,699         |
| Printing paper                           | 137,323        | 145,277        |
| Wrapping paper and carton                | 246,732        | 276,901        |
| Fine paper, except printing              | 30,539         | 31,436         |
| Special paper, except printing           | 6,977          | 7,688          |
| Parchment paper                          | 5,715          | 5,875          |
| Paper and carton products for office use | 19,681         | 17,647         |
| Articles for construction and decoration | 3,209          | 2,349          |
| Packing and wrapping                     | 69,816         | 71,481         |
| Corrugated cardboard, boxes and packages | 84,052         | 122,945        |
| Cigarette paper                          | 1,684          | 1,039          |

Source: España—Anuario Estadístico 1965.

total output. By 1969 the capacity of the two mills will be almost double.

## The Government's Role

The Spanish Government is assisting in the reorganization of the pulp and paper industry in three ways: by direct participation (we have mentioned the SNIACE mills); by joint action with private industry, and by making special concessions to industries setting up in development areas.

The Government proposes joint action (acción concertada) with private industry when extensive reorganization and financial assistance are needed if the industry is to meet national economic goals. It and a group of firms work together to rationalize sales, distribution and development. Long-term government financing of up to 70 per cent of the cost is available for a participating company's investment program. Although the use of Spanish equipment is encouraged, equipment not made in Spain may be imported duty-free for five years and 95 per cent exemption from some taxes is granted. The joint action program may last from four to eight years.

Seven development areas (polos) were established by the Spanish Government in 1964. Under the enabling legislation, firms wishing to set up in any of these may be granted, subject to negotiation, a reduction of up to 95 per cent of import duties on equipment, accelerated depreciation allowances for five years, and a reduction in taxes.

## Progress of Rationalization

The Government and the industry reached agreement in September 1965 to begin joint action in the following January. Calculations made in 1964 showed that Spain's requirements of paper and paper products would rise at an annual rate of 8 per cent. By 1970 an additional 400,000 tons capacity would be needed to hold down

rising imports. Spain used 750,000 tons of pulp and paper in 1965, of which 15 per cent was imported. Some 200,000 tons of papermaking material were also imported (pulpwood, pulp, waste paper, etc.) and the import bill totalled about U.S.\$50 million.

The Government laid down that new mills should have certain minimum capacities—for chemical pulp mills 125,000 metric tons a year, newsprint mills 60,000, kraft and kraft liner mills 30,000, printing paper mills 25,000, and for corrugated paper mills 25,000 metric tons (or 15,000 tons if made from bagasse).

Companies building plants in development areas get all the concessions but these must be weighed against other factors such as distance from markets.

Projects recently announced include the following:

- A 35,000-ton paper mill at Castellbisbal (Barcelona) in which a Finnish firm will have 50 per cent interest.

- A factory at Mequinenza (Zaragoza) to produce 30,000 tons of pulp and corrugated paper and 15,000 tons of kraft paper and to go on stream in two years' time, with a corrugated board and packing-box plant to follow later.

- A 20,000-ton paper and corrugated paper mill at Córdoba being built by Europapel to produce packing materials for the wine industry.

- A writing paper plant in the south of Spain, being established by Mac-Millan, Bloedel and Powell River Ltd.

### Canadians Could Participate

The Spanish pulp and paper industry offers good opportunities to Canadians who visit the country and are prepared to match the aggressive salesmanship of German and Scandinavian competitors.

**Equipment**—The larger private companies for example, are good prospects for equipment. In selling to the government companies, it is often helpful to both approach the individual company and to visit INI headquarters at Plaza de Salamanca 8, Madrid. Large purchases of equipment must be authorized by the Board of Administration of SNIACE (the offshoot of INI which looks after the pulp and paper industry) and en-

gineers may be sent to the supplier's plant to see the equipment. INI's purchases are not tied to particular currencies or bilateral agreements and capital equipment is exempt from duty.

**Raw materials**—There will be a declining demand for pulpwood until eventually Spanish reforestation makes imports unnecessary. Canadian suppliers face increasing competition from Scandinavia. The Soviet Union has shipped to Spain through third parties in recent years.

**Pulp**—Spain's pulp-producing capacity has expanded rapidly, largely because of new mills financed by INI. International companies are planning to build pulp or paper mills in Spain but details are not yet available.

**Paper products**—The Government in April 1966 introduced a measure of

liberalization for various types of paper and paper products. Tariffs are still relatively high and the reductions are largely offset by an increase of 6 to 7 per cent in the fiscal tax.

**Papermaking machinery**—Canadian companies have had some success in a competitive market where Germans, Scandinavians, French, and now British suppliers are aggressively promoting their products. As the Government is anxious that mills should buy locally manufactured equipment where possible, Canadian manufacturers should bear licensing in mind as well as sales of equipment.

If you have a product or service to sell to the Spanish pulp and paper industry, write to the Commercial Counsellor, Canadian Embassy, Apartado 117, Edificio Espana, Avenida José Antonio 88, Madrid, and ask for his advice. He will be glad to help you. ●

## Paper Mill Equipment Goes by Air

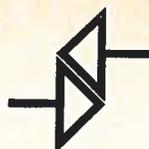
WHEN an accident led to the destruction of the woodroom, digester house and pulp washing and screening department and stopped the production of their kraft pulp mill at Gerona, Spain, J. y F. Torras Hostench turned for help to Stadler Hurter International Ltd., of Montreal. The damaged plant had to be brought back on line quickly since to keep their paper machines running Torras Hostench were forced to purchase pulp, which resulted in a much higher raw material price than if they were producing the pulp themselves.

Stadler Hurter had previously designed extensions to the Gerona mill and knew the Spanish company well. This saved considerable time in planning the new pulp mill. It was decided to use a new continuous kraft digester and a modern pressure screening system. The continuous digester was supplied from Sweden and other equipment was supplied from Canada. The main items supplied from Canada were an Eimco belt filter, a Cowan pressure screen and a Cowan pressure knoter made by S. W. Hooper Ltd., of Sherbrooke, Foxboro instruments, and a Rader pneumatic conveyor (part of which was manufactured in Britain).

Because speed of delivery was so important, it was decided to ship several items from Canada by air despite the higher cost. Some 12,000 pounds of the equipment were flown to Amsterdam and other European terminals and transferred for onward flight to Barcelona. The Cowan pressure screen and the knoter and spare screen plates, weighing 8,865 pounds, were crated. The vacuum receivers, cascade condenser, condensate pumps and parts of the Eimco belt mud filter, weighing 3,051 pounds in all, were sent uncrated. The instruments were packed in cardboard containers. Altogether, air shipment worked out about nine times more expensive than by sea, but the equipment arrived in four days instead of twenty. Since the loss in pulp mill production was worth some \$5,000 per day, the savings gained through starting production 16 days earlier more than offset the higher freight rate.

The new woodroom, digester house, pulp washing and screening plants—basically the pulp mill—were built in record time. The time from the date when the decision was taken to go ahead with a new pulp mill until it went on stream was just eleven months. ●

# foreign tariffs and trade regulations



## Britain

**LABELLING OF WOMEN'S NIGHTWEAR**—The British Home Office has announced that all women's nightdresses offered for sale in Britain which are not flame-resistant will be required to have a label stitched into them bearing the wording "Warning—Keep Away From Fire". The label must be of durable material with legible and indelible lettering. This labelling requirement comes into operation on September 1, 1967, for nightdresses exceeding 45 inches in length, and December 1st for the remainder. Up to March 1, 1968, a removable ticket will be acceptable as an alternative to a stitched label—London.

## Norway

**IMPORT LIBERALIZATION**—As from June 1, 1967, the Norwegian Government has removed import restrictions on the following products:

Honeydew and Ogen melons

Ice cream, ice cream powders and table cream powders containing cocoa

Other food preparations containing cocoa

Tomato purée in airtight containers, the dry tomato content of which is 25 per cent or more dry weight

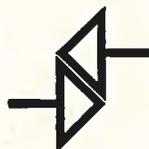
Ice cream not containing fatty substances, ice cream powders and table cream powders, whether or not containing fatty substances

Sweet fat, fatty emulsions and similar products of the kinds used by bakers and pastry cooks, provided that the content of fatty substances does not exceed 10 per cent

Egg white albumens.

More detailed information can be obtained from the Office of Trade Relations, Department of Trade and Commerce, Ottawa.

# trade lines



## Italy's largest linerboard plant

The SILCA group of Milan has set up a six billion lire linerboard plant near Cassino, south Italy, to produce 60,000 metric tons a year. Italy consumed 165,000 metric tons of linerboard in 1966 but produced only 46,000; the rest was imported from the United States, Canada and Scandinavia. SILCA is an association of the International Paper Company of New York and has factories at Milan, Pomezia (near Rome), Catania and Marsala—Rome.

## Turkey drafts Second Five Year Plan

Details about Turkey's Second Five Year Plan (1968-72) have been released. The Plan has yet to be presented to Parliament for approval. An increase of

40.3 per cent over the 1967 GNP is planned, with per capita income rising to T£3,200. Among the main projects are the Bosphorus bridge, the Istanbul-Iskenderun highway, a third steelworks, and a television service. Investment of T£550 million is planned for the manufacture of machinery, especially internal combustion engines and components—Athens.

## Ecuador obtains livestock loan

Ecuador has obtained a \$4 million loan from the World Bank for a livestock development program. Predominantly an agricultural country, it relies heavily upon the fluctuating world demand for bananas, coffee and cocoa, and the new project is intended to diversify

the economy and introduce new types of exports. There is a strong demand for beef both for export and for home consumption. The loan will provide credit for about 240 ranchers in the coastal area, which has about 2.4 million acres of natural and improved pasture. They will use the credits to buy agricultural machinery, fencing, breeding stock, etc., and for land clearance and pasture renovation. The project will cost about \$6.8 million altogether and the remainder will be contributed by participating banks and by the farmers themselves—Bogota.

### **Honduras to improve highways**

The World Bank has approved a loan of \$8.6 million to Honduras to improve its highway system. One of the major obstacles to economic development in Honduras, second largest of the Central American countries, has been lack of adequate transportation.

Most of the funds will be used to pave the 154-mile Western Highway, the main trade route between Honduras and El Salvador, which serves the most heavily populated area. The project is expected to stimulate external trade and promote economic development of the potentially rich western region of Honduras.

Scheduled for completion by mid-1971, the project will cost an estimated \$12.6 million. Construction work will be carried out by contracts let on the basis of international competitive bidding. This will be the fifth highway project in Honduras which has received financial aid from the IBRD and its affiliate, the IDA. It brings the total amount of funds lent for Honduras' highway system to \$36.4 million.

### **Beef cattle for Bolivia**

Bolivia has received a \$2 million credit from the International Development Association (IDA), an affiliate of the World Bank, to help finance the first stage of a livestock development program. The project will begin with the establishment of 150 commercial beef cattle ranches in the Beni region which has the best potential. Each ranch will have about 600 head of cattle and 10,000 acres of pasture land and employ modern ranch management techniques. The objective is to increase output of beef cattle for both domestic consumption and export, and lessen the country's dependence on minerals.

The project was prepared and appraised by the Food and Agriculture Organization and will be administered by Banco Agrícola de Bolivia. The Bank will also assist financially and technically in the development of several model ranches in Santa Cruz and Tarija, will conduct a land tenure survey, and will study the national beef and live cattle marketing. These activities will provide the basis for the second stage of the project.

## **Trade Commissioners on Tour**

### **Temporary Duty in Ottawa**

The following officers will be on temporary duty in Ottawa. Anyone who wishes to see them should contact the Trade Commissioner Service, phone: 992-1366.

**J. H. Bailey**, Commercial Counsellor in Singapore, July 31-August 4.

**R. W. Blake**, Consul General in Hamburg, Germany, July 17-21.

**A. B. Brodie**, Consul General and Trade Commissioner in Milan, Italy, August 24-31.

**M. B. Bursey**, Commercial Counsellor in Buenos Aires, Argentina, July 31-August 4.

**D. H. Clemons**, Assistant Commercial Secretary in Port-of-Spain, Trinidad, July 31-August 4.

**P. A. Freyseng**, Commercial Secretary in Rome, Italy, July 24-28.

**Geo. Hazen**, Consul and Trade Commissioner in New York, August 21-September 1.

**Y. C. Jauron**, Commercial Secretary in Moscow, U.S.S.R., August 14-25.

**J. E. Lancaster**, Commercial Counsellor in Oslo, Norway, July 31-August 4.

**D. A. B. Marshall**, Commercial Counsellor in The Hague, Netherlands, August 21-26.

**H. W. Richardson**, Trade Commissioner in Cape Town, South Africa, August 3-16.

**R. F. Turcotte**, who will be posted to Moscow, U.S.S.R., as Commercial Secretary, July 17-28.

**R. G. Woolham**, Trade Commissioner in Hong Kong, August 1-11.

### **In Territory**

Norway—**D. B. Browne**, Assistant Commercial Secretary in Oslo, will visit Bergen August 6-12.

Businessmen who would like this officer to undertake assignments for them should write to him at his post as soon as possible.



# Foreign Exchange Rates

These nominal quotations may help exporters in checking prices, but they should consult their banks before making any firm commitments. When more than one rate is shown, the one to be used 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.

The mid market rates only are quoted, except when buying and selling rates are specified. The buying rate is that at which banks purchase exchange from exporters; the selling rate is that at which banks sell exchange to importers.

Rates used exclusively in non-merchandise trading are *not* included in this table.

For conversion of column one to the U.S. dollar equivalent, multiply by .92 To convert column two, divide by .92.

| Country and Currency                                      | Value of                                  |   | Country and Currency                                 | Value of                                  |   |
|---|---|---|--|---|---|
|   | Foreign Currency unit in Canadian dollars | Canadian dollar in foreign currency units at July 7 |  | Foreign Currency unit in Canadian dollars | Canadian dollar in foreign currency units at July 7 |
| <b>Algeria</b><br>Dinar                                   | .2200                                     | 4.54  | <b>Denmark</b><br>Krone                              | .1557                                     | 6.42  |
| <b>Argentina</b><br>Peso (free)                           | .0031                                     | 322.58  | <b>Dominican Republic</b><br>Peso                    | 1.079                                     | .93   |
| <b>Australia</b><br>Dollar                                | 1.20                                      | .8333   | <b>Ecuador</b><br>Sucre (official)<br>(free)         | .0600<br>.0545                            | 16.67<br>18.35                                      |
| <b>Austria</b><br>Schilling                               | .0418                                     | 23.98   | <b>El Salvador</b><br>Colon                          | .4318                                     | 2.32  |
| <b>Bahamas</b><br>Dollar                                  | 1.054                                     | .9470   | <b>Fiji</b><br>Pound                                 | 2.712                                     | .37   |
| <b>Belgium and Luxembourg</b><br>Franc                    | .0218                                     | 46.25   | <b>Finland</b><br>Markka                             | .3373                                     | 2.96  |
| <b>Bermuda</b><br>Pound                                   | 3.010                                     | .33   | <b>France, Monaco, etc.<sup>3</sup></b><br>Franc     | .2200                                     | 4.54  |
| <b>Bolivia</b><br>Peso                                    | .0912                                     | 10.98   | <b>Franco-African Republics<sup>4</sup></b><br>Franc | .0044                                     | 227.79  |
| <b>Brazil</b><br>Cruzeiro (official free)                 | .3994                                     | 2.50  | <b>French Pacific<sup>5</sup></b><br>Franc           | .0121                                     | 82.64   |
| <b>Britain</b><br>Pound                                   | 3.010                                     | .33   | <b>Germany</b><br>D Mark                             | .2701                                     | 3.70  |
| <b>British Honduras</b><br>Dollar                         | .7525                                     | 1.33  | <b>Ghana</b><br>New Cedi                             | 1.511                                     | .60   |
| <b>Burma</b><br>Kyat                                      | .2267                                     | 4.41  | <b>Greece</b><br>Drachma                             | .0360                                     | 27.86   |
| <b>Ceylon</b><br>Rupee                                    | .2358                                     | 4.43  | <b>Guatemala</b><br>Quetzal                          | 1.079                                     | .93   |
| <b>Chile</b><br>Escudo (bank rate)<br>(free)              | .2185<br>.1948                            | 4.58<br>5.13  | <b>Guyana</b><br>Dollar                              | .6272                                     | 1.59  |
| <b>China, Republic of</b><br>New Taiwan Dollar (official) | .0233                                     | 42.92   | <b>Haiti</b><br>Gourde                               | .2159                                     | 4.63  |
| <b>Colombia</b><br>Peso (intermediate)                    | .066                                      | 14.95   | <b>Honduras</b><br>Lempira                           | .5397                                     | 1.85  |
| <b>Congo, Republic of<sup>1</sup></b><br>Franc            | .0072                                     | 139.50  | <b>Hong Kong</b><br>Dollar                           | .1882                                     | 5.31  |
| <b>Costa Rica</b><br>Colon                                | .1629                                     | 6.14  | <b>Hungary</b><br>Forint (official)                  | .0921                                     | 10.86   |
| <b>Cuba<sup>2</sup></b><br>Peso                           | .....                                     | .....   | <b>Iceland</b><br>Krona (official)                   | .0251                                     | 40.00   |
| <b>Czechoslovakia</b><br>Koruna                           | .1499                                     | 6.67  | <b>India</b><br>Rupee                                | .1431                                     | 6.99  |

| Country and Currency         | Value of                                  |   | Country and Currency                       | Value of                                  |   |
|------------------------------|---|---|--|---|---|
|                              | Foreign Currency unit in Canadian dollars | Canadian dollar in foreign currency units |  | Foreign Currency unit in Canadian dollars | Canadian dollar in foreign currency units |
|                              | at July 7                                 |   |  | at July 7                                 |   |
| <b>Indonesia<sup>6</sup></b> |   |   | <b>Peru</b>                                |   |   |
| Rupiah                       | .....                                     | .....                                     | Sol (free)                                 | .0402                                     | 24.94                                     |
| <b>Iran</b>                  |   |   | <b>Philippines</b>                         |   |   |
| Rial                         | .0143                                     | 69.93                                     | Peso (free)                                | .2756                                     | 3.62                                      |
| <b>Iraq</b>                  |   |   | <b>Poland</b>                              |   |   |
| Dinar                        | 3.022                                     | .33                                       | Zloty (fixed basic rate)                   | .2706                                     | 3.69                                      |
| <b>Ireland</b>               |   |   | <b>Portugal &amp; Colonies<sup>7</sup></b> |   |   |
| Pound                        | 3.010                                     | .33                                       | Escudo                                     | .0375                                     | 26.66                                     |
| <b>Israel</b>                |   |   | <b>Saudi Arabia</b>                        |   |   |
| Pound                        | .3598                                     | 2.78                                      | Riyal                                      | .2066                                     | 4.84                                      |
| <b>Italy</b>                 |   |   | <b>Sierra Leone</b>                        |   |   |
| Lira                         | .0017                                     | 581.86                                    | Leone                                      | 1.505                                     | .66                                       |
| <b>Japan</b>                 |   |   | <b>South Africa</b>                        |   |   |
| Yen                          | .0030                                     | 335.37                                    | Rand                                       | 1.505                                     | .66                                       |
| <b>Kenya</b>                 |   |   | <b>Spain &amp; Dependencies</b>            |   |   |
| Shilling                     | .1402                                     | 7.13                                      | Peseta                                     | .0180                                     | 55.55                                     |
| <b>Lebanon</b>               |   |   | <b>Sweden</b>                              |   |   |
| Pound (free)                 | .3501                                     | 2.86                                      | Krona                                      | .2097                                     | 4.77                                      |
| <b>Malaysia</b>              |   |   | <b>Switzerland</b>                         |   |   |
| Dollar                       | .3526                                     | 2.83                                      | Franc                                      | .2496                                     | 4.00                                      |
| <b>Mexico</b>                |   |   | <b>Syria</b>                               |   |   |
| Peso                         | .0864                                     | 11.61                                     | Pound (free)                               | .2832                                     | 3.52                                      |
| <b>Morocco</b>               |   |   | <b>Thailand<sup>1</sup></b>                |   |   |
| Dirham                       | .2159                                     | 4.62                                      | Baht (free)                                | .0522                                     | 19.25                                     |
| <b>Netherlands</b>           |   |   | <b>Tunisia</b>                             |   |   |
| Florin                       | .2996                                     | 3.33                                      | Dinar                                      | 2.072                                     | .48                                       |
| <b>Netherlands Antilles</b>  |   |   | <b>Tukey</b>                               |   |   |
| Florin                       | .5723                                     | 1.75                                      | Lira                                       | .1199                                     | 8.35                                      |
| <b>New Zealand</b>           |   |   | <b>United Arab Republic</b>                |   |   |
| Pound                        | 3.000                                     | .33                                       | Pound (official)                           | 2.483                                     | .40                                       |
| <b>Nicaragua</b>             |   |   | <b>United States</b>                       |   |   |
| Cordoba                      | .1542                                     | 6.49                                      | Dollar                                     | 1.079                                     | .92                                       |
| <b>Nigeria</b>               |   |   | <b>Uruguay</b>                             |   |   |
| Pound                        | 3.010                                     | .33                                       | Peso (free)                                | .0122                                     | 81.97                                     |
| <b>Norway</b>                |   |   | <b>Venezuela</b>                           |   |   |
| Krone                        | .1510                                     | 6.61                                      | Bolivar (official free)                    | .2403                                     | 4.16                                      |
| <b>Pakistan</b>              |   |   | <b>West Indies</b>                         |   |   |
| Rupee                        | .2258                                     | 4.43                                      | Dollar <sup>8</sup>                        | .6272                                     | 1.59                                      |
| <b>Panama</b>                |   |   | Pound <sup>9</sup>                         | 3.010                                     | .33                                       |
| Balboa                       | 1.079                                     | .92                                       | <b>Yugoslavia</b>                          |   |   |
| <b>Paraguay</b>              |   |   | Dinar (official)                           | .0864                                     | 11.63                                     |
| Guarani (free)               | .0086                                     | 116.27                                    |  |   |   |

1. Additional rates are in effect.
2. There is no trading in Cuban pesos in U.S. or Canadian banks at present.
3. Franc is also used in French Guiana, Guadeloupe and Martinique.
4. 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.
5. New Caledonia, New Hebrides, French Polynesia.
6. Because of the complexity of the Indonesian exchange rate system, it is impractical to quote a single representative rate for the rupiah.
7. Approximately same rate for Portuguese territories in Africa.
8. Barbados, Trinidad and Tobago, Leeward and Windward Islands.
9. Jamaica.

# Marketing Data Sheet

## IRAN

### Area

630,000 square miles.

### Climate

Extremes of temperature from 135°F in the southern desert to winter snows in the north. Centigrade scale is normally used.

### Population

Total population in 1966 estimated at 25 million.

### Income

Per capita income Can.\$232.

### Motor Vehicles

In 1960, 91,800 passenger cars and 44,200 commercial vehicles. In 1963, there were 45,242 passenger cars in Tehran.

### Telephones

Total 150,000 or about six per 1,000 persons; most are of the rotary selector type.

### Radio and Television

In 1965, two million radio sets (mainly transistor) and 120,000 TV receivers (625 lines per picture). Private TV stations in Tehran and Abadan. A government TV station in Tehran began transmitting early this year (525 lines per picture).

### Water Supply

Safe in most parts of the country.

### Electric Power

50 cycle a.c. 220 volts.

### Gas

Natural gas consumption in 1964 was 41,416 million cubic feet (about one-tenth of production, the rest of which was burned). Liquid butane is sold in 12-kilo cylinders at 130 rials per cylinder.

### Coal

Soft coal is available.

### Petroleum Products

Domestic sale of refined products was equivalent to 34 million barrels in 1964. Crude oil production in 1966 was 780 million barrels.

### Weights and Measures

Both English and metric measures used.

### Screw Threads

Metric and Whitworth.

### Standards

There is a Standards Bureau but work on standards is still in the early stages.





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