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DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

Dallas Will Help You Sell in the Southwest

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COVER: The Dallas Market Center lies in the foreground of this picture, with the newest of the five buildings comprising it, the Apparel Mart, up front. The number of parked cars gives some indication of the size of the demand in just one part of the Southwestern States. To find out more about the area and what it buys, see pages 2 to 12.

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COMING—TRADE WITH THE ARAB MIDDLE EAST, FEBRUARY 17 ISSUE

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Dallas Will Help You Sell in the Southwest

Last month brought the official opening of a Canadian Consulate and Trade Office at Dallas, Texas.

This article and the five that follow describe the economic activities and the trade potential in each of the five states covered by this new post.

C. M. FORSYTH-SMITH
Consul and Trade Commissioner
Dallas

JOHN A. LANGLEY
Vice Consul and
Assistant Trade Commissioner

FRANK M. WEBB
Commercial Officer

WHY did the Canadian Government open a trade office in Dallas? Of what interest is this to you as a Canadian businessman? It is possible that exporters and would-be exporters may have asked these two questions when they learned recently that a new Consulate and Trade Office had been opened in the Southwest United States. If the thought of five states with a population approximately equal to Canada's in an area equal to only 15 per cent of Canada's, and with an annual income 17 per cent higher than the Canadian stimulates your profit instincts, then read on.

The Southwestern market area is generally defined as Texas, New Mexico, Oklahoma, Arkansas, Kansas, and the northern part of Louisiana. The approximately 20 million people in the first five of these states had a personal income of $42.1 billion in 1965, of which $24.5 billion was spent at the retail level. How is this money earned and, more important, where is it spent? Let's take a quick look at the economy of the Southwest.

Minerals the Backbone

Oil and natural gas continue to be the economic backbone of the Southwest, which accounts for nearly 70 per cent of total domestic oil production and 81 per cent of all natural gas. Texas alone produces 35 per cent of the nation's petroleum and leads all states in natural gas output; Oklahoma ranks fourth in petroleum output and third in natural gas production. In fact, petroleum comes first in mineral production value in all five states, with natural gas products second in all but Arkansas and New Mexico.

Among other minerals produced in the area, lime, zinc and lead are found in abundance. New Mexico leads the United States in uranium output and accounts for 90 per cent of the nation's potash. Texas alone accounted for one fourth of all U.S. mineral production in 1965, worth a whopping $4.68 billion.

The significance of all these statistics? This five-state area represents the largest market in the country for Canadian firms interested in selling material, equipment or services to the petroleum and natural gas industry, or to the mineral extractive sector.

Agriculture Also Vital

Mention "Texas" and for years what sprang to mind was gushing oil wells and herds of cattle. It is not surprising that its cattlemen are probably Texas's best known resource, considering that 10 per cent of U.S. cattle graze on Texas ranges. Not so well known is the fact that there are twice as many sheep in

Texas as in Wyoming, which ranks second in this category. More cotton is harvested in Texas than in any other state (5,565,000 bales in 1965), and more sorghum grain grown. Cotton is also the prime crop in New Mexico and Arkansas, but wheat gets the major attention in Oklahoma and Kansas. Kansas may be corny in August, but the value of its wheat production tops that in all other states by a wide margin. Other important crops in the territory include hay and sorghum, grown mainly in Arkansas. Canadian manufacturers of agricultural implements and related equipment not already established here would do well to give this territory close scrutiny.

Forest Products

Texas, Arkansas and New Mexico all rank fairly high in relation to other states in the number of acres of forest land, but only Arkansas contains an appreciable commercial acreage. The result is that the Southwest—Oklahoma and Texas in particular—provides a large market for Canadian pulp, paper and lumber. Newsprint shipments from Canada to Texas led all imports into this state last year, at over U.S.$9 million. Lumber sales to the territory during one month alone—April of last year—approached U.S.$1½ million. Leading species included western red cedar shingles, shakes, and siding, Douglas fir, hemlock and western white spruce, with some bardwoods beginning to gain a foothold in the local market. Many of the newer housing areas, particularly in Oklaboma, are going in heavily for wood shingling, fencing and siding, and the potential market for suppliers of these products is increasing rapidly. In view of the Kennedy Round tariff cuts which affect nearly all these items, intensified efforts by Canadian suppliers appear justified.

Manufacturing

The growth rate in manufacturing employment in the Southwest is more than three times that of the United States as a whole. Some 21,000 manufacturers employing ahout 880,000 workers are scattered throughout the five states, producing electronic products, aerospace products, textiles, chemicals, rubber and plastics, leather goods and a wide variety of other commodities.

Electronics and aerospace, centered largely in tbe Dallas-Fort Worth area, are probably the best known industries in the territory. Such corporate giants as Texas Instruments, Ling-Tempco-Vaught, Collins Radio, General Dynamics, Dresser Industries and Bell Helicopter all have their headquarters there and have played a major role in the growth of the two cities. Oil refining, pipeline transmissions and leading industries are largely concentrated in Houston. Beech, Boeing, Cessna and Lear help to make Wichita, Kansas, the nation's third largest center for employment in the aircraft industry. Douglas and North American Aviation both have large plants in Tulsa, Oklahoma, and, of course, there is the famous Manned Spacecraft Center in Houston.

Canadian suppliers who are able to bid on military contracts through the United States—Canada Defence Production Sharing Agreement should

keep a close eye on prime contract awards to these major producers. Suppliers to the electronics, aerospace and other industries can look forward to growing sales opportunities in the area.

Retail Sales Large

The 20 million people of the five-state territory are not only big earners—they are also big spenders. Estimated retail sales of about Cdn. $26.4 billion in 1965 exceeded the Cdn.$21.6 billion retail sales in Canada over the same period. Although the two figures come from different sources and may not be exactly comparable, the Southwestern spending figure is none the less some 22 per cent higher than total retail spending for all of Canada.

The retail market in the Southwest is fashion-conscious and sophisticated with several fine department stores —including, of course, the world-famed Neiman-Marcus, where "His" and "Her" aircraft and live camels have been sold. Many European and Far Eastern imports sell well in this area and there is no reason why Canadian products should not also get good consumer attention. Among the more expensive lines, price is not always the prime consideration and quality, appearance and packaging play major roles (see "Selling to Department Stores in the South," in *Foreign Trade* of September 2, 1967).

Banking and insurance are important facets of the Southwestern economy. As evidence, four of the Canadian chartered banks have permanent representatives in Texas: the Canadian Imperial Bank of Commerce, the Bank of Montreal, the Bank of Nova Scotia, and the Royal Bank of Canada. Five Canadian insurance companies are active with offices in the area.

Transportation

With 1,500 public and private airports served by 14 national and international commercial air carriers, 140 motor freight carriers, 61 railroads and the third largest deepsea port in the United States, transportation is no problem in the Southwest.

This summer, American Airlines inaugurated the first direct flight from Dallas to Toronto, taking 4 hours and 56 minutes and stopping over in Chicago. Air travel time by direct flight from Dallas to Seattle is 3:32, to Chicago 1:55, to Detroit 3:29, and to New York 2:55. Canadian businessmen can make good connections with flights to these cities and reach Dallas in four to five hours. There are also direct flights from Houston to Montreal on Eastern Airlines.

Road and rail connections with Canada are numerous, and both the Canadian Pacific Railway and Canadian National Railways have offices in Texas, engaged mainly in soliciting freight business. This reflects the importance of large-scale freight movement.

Houston and Galveston provide modern shipping facilities, and the proposed multi-million-dollar Trinity River project involving the dredging of the river from Houston to the Dallas-Fort Worth area will provide a future water link with the Gulf of Mexico.

In summary, the five states of Texas, Oklahoma, Kansas, New Mexico and Arkansas are outward-looking, rapidly growing and provide a prosperous market, still untapped by many Canadian firms. Shipments of various raw materials, including iron ore from Canada, have been substantial and appear to be increasing. Canadian consumer goods, such as foodstuffs, beverages, appliances and apparel, also sell here but the volume is not nearly as large as the potential makes possible. The change in the industrial pattern, with sophisticated industry now outstripping the traditional oil and gas orientation, offers almost unlimited prospects for raw materials, semi-manufactures and components.

The new Canadian Consulate in Dallas, at the geographical, financial and commercial heart of the Southwest, provides a direct link with this vast potential market. Why not use it? ●

This huge trade mart in Dallas displays products to be retailed to the two million consumers living within a 50-mile radius.

The Five-State Midwest Area

	Texas	Oklahoma	Arkansas	Kansas	New Mexico	Total
Area (square miles)	267,339	69,919	53,104	82,264	121,666	594,292
Population, est. 1965 (million)	10,6	2,5	2,0	2,2	1,0	18,3
Personal income, 1965 (U.S.$ million)	24,751	5,552	3,490	6,014	2,292	42,099
Per capita income, est. 1965 (U.S.$)	2,338	2,289	1,845	2,639	2,193	.....
Retail sales, 1965 (U.S.$ million)	14,628	3,196	2,244	3,175	1,287	24,540
Manufacturing employment, 1963 ('000 of employees)	509	97	114	114	15	849
Mineral production, 1964 (U.S.$ million)	4,533	881	175	513	720	6,822

Texas

prime market in the Southwest

JOHN A. LANGLEY,
Vice Consul and Assistant Trade Commissioner, Dallas.

THE TIME for Canadians to update their image of Texas is long overdue. Cowpokes, six-shooters and wandering mavericks may once have roamed throughout the state but today there are more pleasure boats (207,000) than horses (197,000) and Dallas ranks as one of the top three fashion centers in the United States. This affluent state has achieved a degree of sophistication in industry, commerce, science and the arts surprising to many outsiders. With a growth rate exceeded only by California and New York State, Texas presents opportunities that Canadians could exploit more fully. A brief look at the state's economic makeup may suggest some avenues worth exploring.

Minerals—The Texas soil is rich in resources. The state offers a wide variety of raw materials needed for industry and Canadian manufacturers of mineral extraction equipment should investigate this lucrative section of the Texas economy. Texas leads the nation in oil and gas production and is number one in total output of cement, lime, clay, stone, sand and gravel. Deposits of lignite, uranium, asphalt, iron, copper, mercury, lead, silver and fluorspar are being exploited or investigated. Some 35 kinds of minerals, besides petroleum and natural gas, are produced on a commercial scale. Other leading resources include sulphur, salt, gypsum, pumicite, coal, dolomite, silica sand, manganese, granite, graphite and talc.

Agriculture—Canadian firms dealing in farm implements and hardware should realize that Texas is the leading U.S. producer of cotton, wool, mohair, and rice. In 1966 its pastureland supported more than 10.5 million cattle. It also produces large crops of wheat, oats, corn, grapefruit, oranges, peanuts, pecans, peaches and roses.

Forest Products—Texas has an estimated 25 million acres of forests but local exploitation of forest resources has begun only recently. In the past three years, several plywood plants have opened in east Texas and three new pulp and newsprint plants have gone into operation, one at Lufkin and two at Houston. One large Canadian company recently announced construction of a multi-million-dollar newsprint mill as a joint venture.

Manufacturing—Texas manufacturing is broad and diversified and producers have developed increasingly good domestic and export markets. The chemical industry, particularly petrochemicals, is the largest single one in the state, followed by electronics and aerospace products, textiles, rubber and plastics, and food products. Products like automobile air-conditioners and pleasure boats rank with oil, electronic equipment and cotton as major exports. Texas food manufacturers call for more and more imported raw materials.

Transportation—To the Canadian businessman interested in international trade, Texas offers a strategic location and excellent transportation facilities. In the early 1970's Dallas-Fort Worth will have a new international airport, expected to be the largest in the world. This part of Texas is within 3½ hours' air time from Montreal or Vancouver and is served by 12 national and international air carriers. Ten other international airlines have their Southwest sales and service offices in Texas. To supplement the airline facilities, there are major railroads and line-haul motor freight carriers that provide excellent service.

World Trade—As one of the world's leading oil producers, Texas is constantly exchanging people, ideas and services with other countries that are

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This view of the busy port of Houston shows freighters lined up for cargoes and in the background the plants and oil tanks of the great oil and petrochemical industry.

exploring for, producing or marketing oil and gas. Texans seem to be more travel-minded than many of their compatriots in other parts of the United States. This has resulted in at least 35 consulates and foreign government trade offices located in Texas and it has fostered the development of aggressive world trade departments in Chambers of Commerce, steadily increasing Customs collections, and international departments in the major banks. More Canadian businessmen should be joining the growing number of foreign traders visiting the Lone Star State.

Cities—Some significant facts about the chief Texas cities should be helpful to Canadian businessmen in commerce and industry.

Houston is the largest and fastest growing city in the South, with over 1.7 million people (sixth largest in the nation), and is the hub of the giant oil and petrochemical industry. The Port of Houston is the second largest in the U.S. in total tonnage handled and the third largest deepsea port. Houston is the number one refinery center, number one in pipeline transmission and leads in oil equipment manufacturing. It is fifteenth in retail sales and tenth as a major company manufacturing market. It is also the home of NASA's Manned Spacecraft Center which controls all manned space flights in the U.S.

Dallas-Fort Worth is considered an integrated trade area, because the two cities are only 28 miles apart. The area has the largest concentration of landlocked population in the United States and provides the eleventh largest market in the country, with over two million consumers within a 50-mile radius. The buying income exceeds $4.5 billion a year. It ranks eleventh in the nation in manufacturing employment, eighth in bank deposits, and tenth in wholesale and retail sales. The diversified economy includes agriculture, oil, electronics, insurance and banking. Some 683 firms have their corporate headquarters there, and 473 of them have assets of a million dollars or more.

San Antonio is the third largest metropolitan area in Texas with a population of 797,000. With 850 manufacturing plants, employment has risen steadily since 1963, led by food processing, apparel and finished products, printing, publishing, stone, clay and glass. In April 1968, the city will celebrate its 250th anniversary with the opening of HemisFair '68, the first "Fair of the Americas". It will cover over 100 acres and is expected to draw over 7.5 million visitors. Canada will participate in the fair with a representative pavilion.

El Paso is the westernmost city in Texas and the fourth largest, with 356,000 people. Manufacturing plants include ore smelting, oil refining, copper, large clothing plants, regional gas and electrical plants. It is a processing center for cotton, livestock and feeds.

Other Texas cities with populations of 100,000 or more include: Austin (state capital, agriculture and commerce), Amarillo (agriculture and manufacturing), Wichita Falls (oil and agriculture), Waco (agriculture, commerce and manufacturing), Lubbock (cotton, wheat, cattle), Corpus Christi (agriculture, canneries and manufacturing), Beaumont/Port Arthur (oil chemicals, refining center).

With nearly half the population of the Southwest, Texas undoubtedly represents the prime market in this area. The most attractive fields for Canadian exporters are probably aerospace and electronics, oil and gas, agriculture, forest products, mineral extraction, and consumer goods to be sold at retail. In addition, it could provide sound investment opportunities for enterprising Canadian companies and individuals. ●

Oklahoma

farm produce, oil and natural gas, construction materials

FRANK M. WEBB,
Commercial Officer, Dallas.

OKLAHOMA is a major food and fuel producer. Thousands of oil and natural gas wells dot its landscape and oil pumps operate even on the front lawn of the state Capitol. Millions of white-faced beef cattle graze on its salt plains and low hills, and its fertile fields produce large crops of wheat.

Industry is also important; manufacturing and processing rank with mining and farming as major sources of wealth. Busy plants process petroleum and farm products and turn out construction materials, metal products, glass, and a wide variety of manufactures.

The development of these impressive resources began with the Indians. The name "Oklahoma" is a combination of two Choctaw Indian words, "Okla", meaning people, and "Homa", meaning red—or land of the red people. In 1889 the United States Government decided to open a large area in the Southwest and on April 22, 1889, the remarkable rush to stake out homesteading claims began. By the end of that year, 60,000 settlers had established themselves and in the following year the Territory of Oklahoma was constituted. It was admitted to the Union as the 46th state in 1907.

Oklahoma's population has almost doubled since then—from 1.4 million in 1907 to an estimated 2.4 million in 1966. The 1960 census showed 62.9 per cent of the population living in urban areas.

Resources—The traditional source of employment and income is agriculture, although there have been years, such as 1958, when income from mineral resources was larger. A greater proportion of agricultural income is derived from livestock and livestock products than from crops, and crude petroleum is the major source of mineral income. The state now stands fourth in U.S. petroleum output. Located within a 60-mile radius of Oklahoma City are more than 5,000 oil wells and these yield about half the state's total production. This area and other large fields also produce natural gas and natural gas liquids. Another valuable mineral product is stone and coal is mined in central and northeastern parts. Zinc, lead, sand and gravel, and clay are other important minerals found here.

Manufacturing—The processing of food and related products is the state's leading manufacturing industry and petroleum refining comes next. Oil and natural gas are processed for local use and are shipped to refineries and consumers outside the state. Other manufactures are non-electrical machinery, fabricated metals, and transportation equipment.

Agriculture—Wheat is the leading crop, particularly important in the northern section. Grain storage elevators at Enid and other centers are striking silhouettes on the urban skyline. Cotton is a major crop in central areas, especially in the southwest. Sorghum, some harvested for grain, is particularly important in the western part of the state, but maize, oats, and barley are more important in the east. Broomcorn and watermelons are valuable crops in some areas; in others, lucerne, peanuts, strawberries or pecans are significant sources of farm income. In general, fruit growing and market gardening are not highly developed, although dairy farming is important, especially near the larger cities.

Transportation—More than 104,000 miles of roads and highways crisscross Oklahoma; about 67,000 miles are hard-surfaced. Sixteen railway lines service the state with 5,700 miles of track and there are five commercial airlines. Two major commercial airports are located in Oklahoma City and Tulsa, and there are 83 public airports and 80 private landing fields. The Arkansas River Project, scheduled for completion by 1970, will link Oklahoma City and Tulsa with the Mississippi River and the Gulf of Mexico and permit ocean shipping to these inland areas.

Cities—Oklahoma City is the state capital and the largest city, with a metro area population of some 550,000. It owes its rapid growth to the great natural gas and oil fields nearby and to rich farming and livestock regions in the surrounding area. It is also a leading financial, commercial and industrial center, and an important market and shipping point. Industries here produce and process a variety of commodities: meat, flour, feed, oilfield equipment, storage tanks and batteries, aircraft, lumber and other building materials, furniture, machinery, iron, steel, paper, and cottonseed.

Tulsa, the second largest city with a population of some 300,000, is known as the oil capital of the world and is the hub of the mid-continent oilfield. More than 850 oil companies and firms in allied fields are located here and jointly control a large segment of the oil industry, not only in the U.S. but in Canada and throughout the world. Other major industries include aircraft and parts (Douglas and North American), industrial machinery, household metal products, zinc and lead processing, cast steel, scientific instruments, glass, parking and taxi meters, and watchmen's clocks. The processing of meat, dairy products, and farm crops are also important activities.

Lawton, population 61,697 in 1960, is a manufacturing city in a farm and oil area.

Enid, population 38,859, is known as the wheat capital of Oklahoma.

The major industries are flour mills, grain elevators, and oil refining.

Muskogee, population 38,059, is an industrial and trade center. Machinery and glass factories are located here. The Indian Agency and Fort Gibson Reservoir are nearby and many kinds of vegetables are processed in local canneries.

Bartlesville, population 27,893, is the headquarters of Phillips Oil Company. Metal processing, mostly zinc, is also an important industry.

Canadian companies should not overlook Oklahoma*, particularly Oklahoma City and Tulsa, for export sales, licensing opportunities, joint ventures, and investment possibilities. The best prospects are in oilfield equipment, agricultural machinery and supplies (primarily for livestock), and mineral extracting and processing equipment. ●

*See also the article "You Can Do Business in Oklahoma", in the August 22, 1964, issue of *Foreign Trade*.

Kansas

wheat, sorghum, petroleum, transportation equipment.

C. M. FORSYTH-SMITH, *Consul and Trade Commissioner, Dallas.*

THE CHIEF natural resource of Kansas—population two and a quarter million—is its soil. In fact, about 90 per cent of the state is cropland or pasture. The flat plains of western Kansas are ideal for wheat growing on a large scale and in early summer, the vast fields look like golden seas of grain. Though it is best known as the "Sunflower State", it is also called the "Wheat State" and the "breadbasket of America"; it yields from 200 million to nearly 300 million bushels of wheat a year in most years, about one-fifth of the total U.S. crop. Busy mills throughout the state grind this wheat into flour to be shipped to the world's bakers.

The fertile land in the eastern part of the state produces corn and other crops. Sorghum for grain is the second most valuable crop and hay, especially alfalfa and sweet clover, is grown throughout the state. Corn, soybeans and barley are also important. In the livestock sector, cattle and calves (about five million of them) bring in the largest cash income. Together, wheat and cattle make up two-thirds of agricultural income in Kansas. Dairying and the raising of poultry and hogs are important in the eastern part of the state.

Canadian firms engaged in the manufacture of farm implements and hardware will be interested to know that there are over 100,000 farms in Kansas and more than 10,000 of them are larger than 1,000 acres.

Resources—Petroleum accounts for about two-thirds by value of Kansas' mineral production. Next comes natural gas, followed by cement, stone and salt. There are large deposits of coal and non-metallic minerals, but metallic mineral production is limited to lead and zinc. Mining in Kansas produces minerals worth about $500 million a year, or about 15 per cent of the value of all goods produced.

Manufacturing—Only about one out of every six workers in Kansas is engaged in manufacturing but this sector accounts for about two-fifths of the value of goods produced there. The chief industry is the manufacture of aircraft, motor vehicles, and other transportation equipment. Second in importance is the processing of foodstuffs—such as flour and meal, meat, baking goods and dairy products. The third most important industry is chemicals and related products, including explosives, soap, and vegetable and animal oils. Next in value is the manufacture of stone, clay and glass and the refining of petroleum.

The light aircraft industry in the United States is centered in Wichita; major companies include Beech, Cessna, and Lear. In fact, this city produces more than half the nation's civilian aircraft, plus military aircraft, missiles and helicopters. Railway freight cars are manufactured in Atchison, Topeka and Wichita. Other transportation equipment produced in Kansas includes aircraft parts, trailers, truck parts, and snowploughs.

The handling of the huge agricultural output makes the state a leader in food processing. It ranks first in flour milling, with the largest mills in Arkansas City, Atchison, Hutchinson, Kansas City, Salina, Topeka and Wichita. Animal feed is processed in more than a hundred plants and canneries in several cities pack fruits and vegetables. Cement mills operate in a number of centers.

Transportation—The central location of Kansas makes it an important link in the U.S. transportation system. It has about 133,000 miles of roads and highways with more than two-thirds hard-surfaced. Sixteen railroad lines operate over more than 8,000 miles of track. Four major airlines serve twelve cities in Kansas; the largest commercial airports are at Topeka and Wichita. There are about 220 airports, including more than 100 privately owned.

Principal Cities—Wichita is the largest city in Kansas, with a metro population of 381,626. It serves as a distributing center for the large farm-

ing region and is one of the leading farm-machinery distribution points in the United States. It is the largest market for broom corn in the world, has a number of petroleum refineries, and is the major center of aircraft production. More than 500 factories there turn out such products as oil-well equipment, lamps, stoves, refrigerator cars and farm machinery.

Kansas City, population 121,901, is an industrial center across the river from Kansas City, Missouri. Its industry includes stockyards, grain elevators, oil refineries, meat packing, flour milling, soap and auto assembly.

Topeka, with a population of 119,-484, is the state capital and a manufacturing city in a farming area, with railroad shops, flour mills, meat packing, and insurance companies.

Hutchinson is a growing city of 37,574, and its industries include salt mines, oil refineries, flour mills, meat-packing plants and railroad shops.

Because of the nature of its economy, Kansas probably does not offer as many opportunities to Canadian exporters as some of the other states in the territory of the Dallas office. But there are some possibilities, Canadians do sell there, and suppliers of agricultural and industrial equipment or consumer goods should not overlook it. ●

Arkansas

cotton, petroleum, broilers, bauxite

JOHN A. LANGLEY,
Vice Consul and Assistant Trade Commissioner, Dallas.

ARKANSAS was the third state west of the Mississippi River to be admitted to the Union, after Louisiana and Missouri. Small homesteads and large plantations soon made it an important agricultural region. Farming still plays a major part in the economy of the state but in the early 1960's manufacturing income overtook income from farming—a sure sign of economic progress. Today, with a population of 1,960,000, Arkansas is enjoying rapid growth; the State Legislature in 1953 officially adopted the title of "Land of Opportunity". Before 1960, three out of every five inhabitants lived in a rural environment but by 1965 more than half were in urban areas. Manufacturing and farming each account for nearly half the value of goods produced in Arkansas, with food processing the chief manufacturing industry and cotton the most important crop.

The $1.2 billion Arkansas River program, which will provide improved navigation, flood control and power developments, involves the construction of 19 dams and locks in Arkansas and Oklahoma. Already more than half finished, it will give a great boost to the area's economy when it is completed in 1970.

Minerals—Petroleum is the state's most valuable mineral. There are bituminous coal deposits in the Arkansas River valley and natural gas is also found there. Perhaps the most significant is bauxite, however, which amounts to 98 per cent of U.S. production. Other minerals in Arkansas are abrasive stone, antimony, barite, chalk, clay, glass sands, granite, gypsum, lead, lignite, limestone, marble, novaculite, phosphate and zinc.

Forest Products—Forests cover almost 20 million acres, or nearly three-fifths of the state. Northwest Arkansas has shortleaf pine and hardwood forests, the southwest has forests of loblolly and shortleaf pine, and in most of the eastern portions of the state there are hardwoods. Common trees include many varieties of ash, basswood, buckeye, elm, backberry, hawthorne, hickory, holly, maple, oak, plum, wild cherry and willow.

Agriculture, Fisheries—Cotton is still Arkansas' most important agricultural product. Others are soybeans, rice (one-third of the nation's total), dairy products, broilers (Arkansas ranks second only to Georgia in the production of broilers), and cattle. Of lesser importance but still significant are corn, eggs, hogs, wheat, turkeys, peaches and strawberries.

In 1965, fish caught in the Mississippi River and its tributaries exceeded $500,000 in value. Buffalo fish lead in importance; other valuable commercial catches are catfish, carp, baby turtles and sheepshead.

Manufacturing—During the 1950's the value of manufacturing in Arkansas nearly doubled and this rate of growth has continued. The processing of food is the most important industry. The state's forests provide the basis for its second industry, producing one billion board feet of lumber each year. Other manufacturing includes chemicals; metal processing; stone, clay and glass products; furniture and fixtures.

Transportation—The state is served by five major railroads and many smaller ones, and by five major airlines. In 1965, it had 96 airports and 5,950 miles of track. For its 921,000 motor vehicles there are 78,916 miles of rural and municipal roads.

Cities—**Little Rock** is the capital and largest city of Arkansas. It has a

metropolitan retail trade population of 745,000 and is the chief wholesale trade center in the state. Major industries in the metropolitan area include metal products, cottonseed, hardwood products, watches, light bulbs, furniture, cotton clothing, bicycles, electronic systems, boxes, roofing materials, aluminum boats and meat products.

North Little Rock has a population of 62,500 and is on the other bank of the Arkansas River. It is an industrial center, with railroad shops its major industry.

Fort Smith, with a population of 64,500, is the business center of western Arkansas and has the second largest population. It is mainly commercial and industrial.

Pine Bluff, with a population of 57,000, is the fourth largest city in Arkansas and is a lumbering and wood products center, with a cotton market and extensive stockyards.

El Dorado, with a population of 25,000, is the principal oil city in Arkansas.

Although Arkansas is a considerably smaller market than Texas or Oklahoma, it does offer prospects for Canadian suppliers of agricultural implements, mineral extraction equipment and industrial machinery. The rate of growth should mean attractive future prospects not only for sales but possibly for Canadian industrial participation. ●

New Mexico

livestock, cotton, petroleum, atomic research

FRANK M. WEBB, *Commercial Officer, Dallas.*

BECAUSE of its scenic beauty and history, New Mexico is called the "Land of Enchantment," with towering mountains, red rocks, and barren desert. Scattered throughout its natural beauty are colorful Indian villages, Spanish mission houses, and reminders of ancient cliff dwellers. Even though these attractions are the basis of a thriving tourist industry, New Mexico is experiencing rapid growth in population and industry. With 121,000 square miles of land it is the fifth largest state, exceeded only by Alaska, Texas, California, and Montana. It has a population of 1,022,000.

Research—New Mexico is a leading center for space and atomic research. The state's largest private employer is Sandia Corporation in Albuquerque. This company conducts research and engineering in the use of nuclear energy and produces parts for atomic reactors and weapons. At Los Alamos, government scientists work on atomic rocket power, and at the Sacramento Peak Observatory experts study sun spots to help make space travel safe from radiation. In another government installation near Las Cruces, technicians test moon rockets.

Agriculture—This is mainly a cattle-grazing state. More than one third of the land is publicly owned and is administered by the Department of Agriculture and the Departments of the Interior and Defense; cattle and sheep grazing is allowed on these lands at a small charge. In 1965 agricultural output was valued at $280.4 million, or about a fourth of the total value of goods produced. Farms and ranches number some 16,000 and cover 46.3 million acres.

The largest source of agricultural income is livestock sales, and although dairy herds form a small part of the total number of cattle (1.5 million), milk is a leading farm product. Sheep, lambs, and wool are also major sources of income. (The yearly average of grazing sheep and lambs is 1.3 million.)

Cotton is the most valuable field crop, although hay and sorghum are grown, chiefly as livestock fodder. Irrigated lands produce wheat, corn, truck crops, beans, sweet potatoes, barley, eggs and apples.

Resources—New Mexico is rich in natural minerals; an average year's yield is worth some $775 million. Petroleum claims almost half of this, with a yearly output of some 119 million barrels. Natural gas stands second, and is a leader in production of oil and gas. The third mineral of importance is potassium salts (potash) with about 90 per cent of U.S. total production, or some three million tons. New Mexico is also a leader in copper production, and some 3.2 million tons of soft coal are mined each year. About half the country's yearly output of uranium is produced here (some 2 million tons), placing New Mexico ahead of all other uranium-producing states. Other minerals are gypsum, perlite, pumice, sand and gravel, stone, and zinc. Mineral extracting firms in Canada would do well to explore New Mexico's growing importance in mineral production.

Manufacturing—A marked increase in manufacturing came after World War II. From 1947 to 1966 the total of workers in manufacturing more than tripled, with the sharpest increases in the food and chemical industries. Printing and publishing is the second largest industry and lumber and wood

products ranks third; the state produces about 300 million board feet of lumber per year. Other major industries include stone, and clay and glass products. Plants located at Roswell, Artesia, Farmington, and Hobbs produce important petroleum and coal products. Others turn out building materials, cement, chemicals, furniture, machinery, beverages, electronics equipment, metal products, textiles, and transportation equipment.

Transportation—The state has more than 66,000 miles of highways, including about 20,000 miles of hard-surfaced roads. Most commercial air traffic is centered around Albuquerque, where three major airlines serve the city. Four main-line railroads serve the state and there are some 2,226 miles of track.

Cities—Albuquerque is the largest city in New Mexico and one of the fastest growing in the U.S. Its population is now more than 315,000, and it is the chief industrial, transportation, and trading center of New Mexico. Sandia Base, an atomic weapons center, and Kirtland Air Force Base are nearby, and a new water-diversion project is expected to provide for future growth. This $86 million development consists of three tunnels under the continental divide to bring water through the Rocky Mountains.

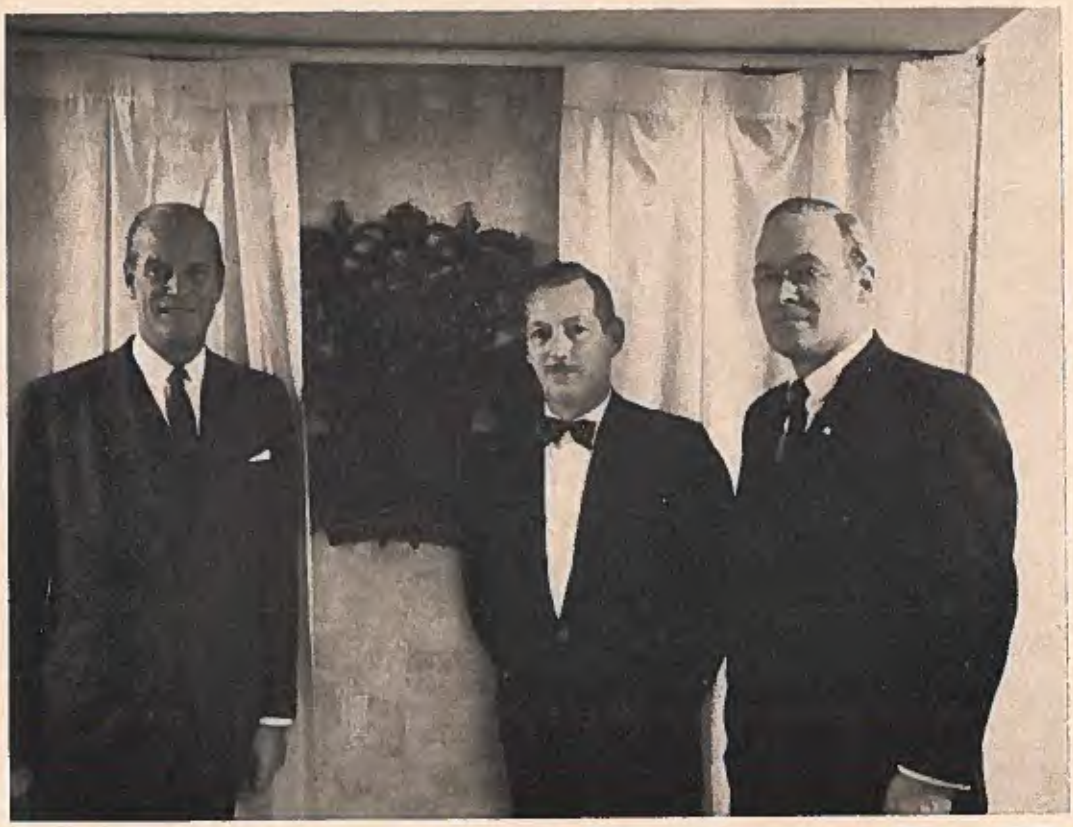
Roswell, population 50,000, is an agricultural and livestock center.

Santa Fe, population 38,676, is the oldest state capital in the U.S. and is a health and tourist resort.

Las Cruces, population 33,500, is an irrigated farming area and livestock center. The White Sands Proving Grounds are nearby.

Hobbs, population 38,800, is an oil center in a farm and ranch area.

Although New Mexico may offer fewer trading opportunities than other states in the Dallas territory, Canadian firms manufacturing mining equipment, scientific instruments, and agricultural supplies, (particularly irrigation equipment) certainly should take a look at the potential there.



Hon. R. H. Wioters, Minister of Trade and Commerce (left) has just drawn these curtains to symbolize the opening of the Dallas office. With him are the Canadiao Ambassador to the United States, A. E. Ritchie, (right) and C. M. Forsyth-Smith, the Coosui and Trade Commissiooer in Dalias (center).

West Germany Shops for Sixty Million

Because it does not produce enough food for its growing population, Germany imports large quantities from its neighbors. Changes in the pattern of living and a taste for North American convenience foods provide the opportunity for Canadian exporters to sell there.

G. H. MUSGROVE,
Assistant Commercial Secretary (Agriculture), Bad Godesberg.

WEST GERMANY, the world's largest food importer, seems a small country when looked at with Canadian eyes. With an area of only 96,000 square miles, it is a quarter of the size of British Columbia and less than half the size of any of the Prairie Provinces—and only 56 per cent of German land is arable. Yet in other ways Germany is a big, modern country. Its 60 million people produce the third largest GNP in the world, after the United States and the Soviet Union.

A Canadian making his first visit to today's Germany would be struck by the similarities to Canada rather than the differences. Apart from language, such differences as do exist in business and social customs are constantly diminishing, largely due to North American influence. The traditional image of the German consuming beer, sausages, sauerkraut, potatoes and pork with monotonous regularity is slowly disappearing now that there are modern supermarkets selling imported food staples and delicacies from all over the world.

Gaps in Home Production

Because of its small land resources, West Germany cannot grow enough food to supply its people and has to import the rest. Its import bill also includes, as in Canada, tropical and semi-tropical foodstuffs. The degree of self-sufficiency in the principal foods is shown below. The shortfall is so considerable that Germany is the world's biggest net importer of food.

	*Percentage home produced**
Milk, fluid	100
Pork	93
Butter	96
Potatoes	96
Lard	92
Sugar	93
Beef	76
Eggs	82
Grain	68
Vegetables	65
Fruit, except tropical	61
Cheese	54
Poultry	42
Honey	20
Pulses	12
Vegetable and animal oils	6

*Figures for 1965-66.

German import statistics reveal the size and nature of the market for imported food which in total amounts to about DM 19 billion (approximately Cdn. $5 billion). This total, of course, is largely made up of bulk items such as grains, oilseeds, raw tobacco, etc., and large quantities of tropical foods such as citrus fruits, coffee, sugar and cocoa (see Table I). Nevertheless, processed foods, fish and fish products are important items and these Canada can supply.

Where Germany Buys Food

Germany has been a food importer for a long time and its traditional suppliers are its neighbors. Before World War II large quantities of raw food products were supplied by Eastern European countries; Denmark and Holland supplied high quality animal products, and tropical products came from Mediterranean countries.

After the war, supplies from Eastern Europe were disrupted and Germany came to rely more on Western European countries and North America. Since 1957 and the formation of the European Economic Community, there has been a tendency for trade in foods between member countries to increase at the expense of other suppliers such as Denmark, Canada and the United States.

For agricultural goods exchanged between EEC member countries or imported from their associated states, tariffs will be eliminated by July 1, 1968. Third countries such as Canada face continued tariffs in EEC countries and are thus at a disadvantage in the German market. Nevertheless, as Table I illustrates, considerable imports come from outside the Common Market, wherever the suppliers have special advantages in price or quality.

What Canada Can Sell

Germany is an important market for Canadian agricultural produce, with exports in recent years in the neighborhood of Cdn. $60 million a year, about one-third of our total exports to that country. The overwhelming majority of our agricultural sales consists of bulk goods such as grains, oilseeds, tobacco, animal offal, seeds, furs and skins, etc. (see Table II). Nevertheless, it is gratifying to see small but increasing exports of pro-

In Germany food products are usually sold tbrough commlssion agents to wholesalers (like the Hamburg company pictured here) or distrlbutors who in turn sell to retallers.

cessed foods, including whisky, canned fruits and vegetables, fish products and poultry. Consumer food products offer perhaps the biggest potential for Canadian exporters. German consumers are changing their eating habits and developing a taste for quality prepared foods and modern retail stores are becoming better equipped to handle them.

Germany is a few years behind North American consumer trends but demand is slightly in advance of the domestic food industry's ability to supply. This gap leaves an open field for a wide range of attractively packaged, high quality foodstuffs. These do not always compete with German brands, but generally must be highly competitive to sell against similar products from the United States, Australia, South Africa, Japan, the Netherlands and Denmark.

Here are some of the Canadian food products which show promise in thc German market:

Canned sour cherries—Canadian cherries enjoy a good reputation for quality on this market and are in demand by German housewives (15-ounce cans) and by the bakers and caterers (28- and 105-ounce cans) for cakes and toppings for various desserts. Competition comes from domestic production, imports from the U.S., and more recently, from some Mediterranean suppliers.

Canned wax beans—Canadian canned wax beans are currently selling well on the German market and importers often ask for more. Competition comes from France and the U.S. There are some indications that prices from these countries are becoming more favorable than Canadian prices. Wax beans are mainly eaten cold in vegetable salads.

Canadian green beans—Occasional sales of green beans are possible when European supplies (German, Dutch

TABLE I

SOURCES OF WEST GERMANY'S FOOD IMPORTS 1966

	EEC	*EFTA*	*United States*	*Canada*	*Total all countries*
			(millions of DM)		
Meat and meat products	821	119	135	1	1,487
Dairy products and eggs	721	171	4	—	962
Fish and fish products	41	209	3	7	377
Grains and grain products	1,046	169	679	198	2,343
Fruits and vegetables	2,166	52	153	11	4,651
Sugar and sugar products	171	12	4	2	257
Coffee, tea, cocoa, spices	149	29	2	9	1,673
Feeds	163	91	276	2	1,300
Some processed foods	41	16	4	3	67
Tobacco and tobacco products	34	1	364	5	850
Beverages	369	69	3	6	538
Vegetable oils and oilseeds	69	24	811	28	1,796
Others	680	569	184	59	2,514
Total	**6,472**	**1,531**	**2,622**	**331**	**18,815**

Source: Federal Office of Statistics.

TABLE II

CANAOA'S FOOD EXPORTS TO WEST GERMANY

	1964	*1965*	*1966*
	(Cdn.$'000)		
Grains	53,164	41,730	35,431
Oilseeds	2,952	6,958	7,944
Tobacco	2,652	495	1,222
Seeds	566	954	372
Canned fruits and vegetables	1,255	3,081	2,567
Whisky	647	779	655
Animal offals	446	507	441
Poultry, fresh or frozen	20	144	40
Fish products	575	354	437
Others	3,688	3,065	6,635
Total	**65,965**	**58,067**	**55,744**

Source: DBS.

and French) are short. Currently there is a surplus of green beans in Europe but the situation changes from year to year.

Canned kernelled corn—Canned corn is still a novelty to Germans and must overcome consumer resistance to become a big seller. Persistent efforts over the last five years have succeeded in putting small quantities on store shelves. Sales should increase with suitable promotion efforts.

Canned asparagus—Green asparagus is virtually unknown to Germans who are accustomed to their own white types. There have recently been indications that there is moderate acceptance of green asparagus tips; a patient exporter may be able to develop a market here.

Honey—Canadian honey, although expensive compared with other types on the market, is rapidly making a name for itself here after many years of effort. Labelling and packing laws are strict but success awaits the exporter who will supply a pack designed for the German market at a reasonable price. Germany is the world's biggest importer of honey.

Poultry—Canadian frozen poultry has to compete in price with U.S. products but it can often be sold here. Chicken parts, particularly backs and necks, as well as turkey parts have won acceptance. Poultry exporters can often pick up spot orders by supplying German importers with frequent and regular offers.

Canned fish products—Canned salmon, lobster and crabmeat have been successfully sold in Germany but much more can be done if larger Canadian supplies are available.

Frozen fruits and vegetables—The German frozen food market, though still small, is expanding rapidly as more homes have freezers and modern stores obtain more freezer display space. One severe drawback is that about 80 per cent of the market is controlled by two large international companies, Unilever (Iglo) and Nestlé (Findus), which either pack in Germany or have tied sources of supply. There are, however, four or five smaller frozen food companies which process a few of their own products and import to complete their line; frozen bulk goods could be sold here for repacking by these companies.

Frozen fish—The frozen fish market presents a potential for both fresh and salt water fish either for consumption or for further processing. Eels and Atlantic salmon for smoking are particularly in demand.*

Fresh apples—Canadian apples can enter the market at certain periods subject to import licences. These licences are regulated with the size of the German crop in mind.

Entering the Market

Usually, food products are sold through commission agents to wholesalers or distributors who in turn sell to retail outlets. For a labelled retail product, this agency arrangement is usually granted on an exclusive basis for the whole country. Exceptions to the agent-wholesaler-retailer channel are direct sales to large wholesalers or to central buying organizations of chain or department stores. In unbranded products such as bulk shipments of poultry, frozen fish or preserves, sales are made to importers on a non-exclusive basis.

In introducing a food product to Germany, the Canadian exporter is faced with a number of regulations on labelling, packaging, food additives and chemical residues, as well as tariff and often licensing problems. These hurdles, however, can be surmounted with a little patience and persistence. The Canadian Trade Commissioners in Germany welcome inquiries from exporters or potential exporters and are glad to provide assistance. They can evaluate the product in relation to the market, obtain pricing information, advise on tariffs, secure approval for labels, check on food additive restrictions and, finally, recommend suitable agents.

A number of Canadian food exporters have already established their products on the German market. We hope there will be more. Can we help you to join them?

*See article in September 30, 1967 issue of *Foreign Trade*, "The German Market for Fish and Fish Products."

Pakistan's Jute Industry

EAST PAKISTAN is making a vital contribution to over-all economic development in Pakistan through its foreign exchange earnings from jute exports. In 1965-66, for example, jute brought in some $300 million out of total exports of $630 million.

Modern plant and equipment give the jute manufacturers a very high potential output per worker. These manufacturers also have access to high quality raw jute at a low price. The jute manufacturing industry is growing rapidly—from 3,000 looms in 1953 to 14,500 looms in 1967, with 25,000 planned for 1970. Over $220 million in public money has been invested in the industry since 1950. The Government's jute policy for 1967/68 calls for an increase in production to 7.5 million bales from 6.5 million last year. Pakistan now manufactures 20 per cent of the world's jute and about half of its raw jute exports go to the London Jute Association. The devaluation of the pound was countered by a price increase, the removal of the 10 per cent export tax on raw jute, and a 20 per cent government bonus on manufactured jute exports.

In the short run, at least to the early 1970's, indications are that world jute markets will increase by some 150,000 tons a year. But in the long run, development of substitutes will be the determining factor and a reduction of jute prices would brighten prospects for jute as against these substitutes. Thus the rate of takeover seems to depend primarily on the trend in jute prices.

—B. NORTHGRAVE,
Assistant Commercial Secretary, Rawalpindi.

Canada's Trade Fair Program 1968 and 1969

EXPLORING NEW MARKETS in which Canadian products could be sold abroad proved a worthwhile venture for many manufacturers in 1967. Some introduced their products in new markets, others expanded in established areas, and still others showed their products to assess market reaction. For seasoned and first-time exporters the Department of Trade and Commerce is sponsoring exhibits at a number of key trade fairs throughout the world in 1968 and 1969.

Seventy-eight diversified marketplaces in 11 worldwide countries, from Britain to Japan, offer Canadians an opportunity to display their products. These fairs are aimed at consumers, importers, and industrial purchasing agents and cover a wide range of commodities.

New to the Department's trade fair program is an electronics fair in Japan. This show has already drawn enthusiastic support from Canadian businessmen. To assist exporters in developing markets in Eastern Europe, there will be exhibits at two international shows in Czechoslovakia and Poland. In Continental Europe, Canadian companies may seek new sales outlets through exhibits in French and German fairs. To assist livestock exports, Canada is entering some important agricultural fairs in Italy, Spain, and France. In the United States and Britain, Canadian products will continue to appear in a large number of important fairs and exhibitions.

Success stories resulting from past participation have heightened interest in the trade fair program each year. Space in many of the coming exhibits is completely booked. However, changes do occur from time to time as the program must be altered to suit current conditions.

Companies new to the export field are encouraged to participate in the trade fair program by a graduated fee structure that is substantially reduced for the first year of their participation.

Fairs and exhibitions have become a specialized sales medium for many Canadian manufacturers active in exporting and are used both to promote their products and to make direct sales. Those who invest time and money in exploring foreign marketplaces will find the venture stimulating and fruitful.

We urge any company interested in exhibiting at foreign trade fairs to write to the Director, Trade Fairs and Missions Branch, Department of Trade and Commerce, Ottawa.

1968	WHAT	WHERE	WHEN
Agriculture	**Cremona International Dairy Cattle Fair** This annual show is considered one of the most important purebred cattle shows in Europe. Ninety per cent of the cattle shown are Holstein-Friesians, for which there is a potential market. Canadian exports of purebred cattle to Italy in 1966 totalled about $2 million and were expected to reach $5 million in 1967.	**Cremona, Italy**	**September**
	Feria Internacional del Campo** This is Spain's biggest agricultural fair. It is held every three years and exhibits range from seeds to agricultural machinery. In 1965 attendance reached three million. The exhibition area covers some 700,000 square metres, with 117 show buildings. Of the 4,785 exhibitors in 1965, 723 came from countries other than Spain. The value of sales at the fair reached some $25 million.	**Madrid, Spain**	**May 21-June 21**
Architectural	**American Institute of Architects Convention** The AIA annual convention draws some 5,000 visitors from all parts of the United States. The latest techniques in building and materials are stressed. Fourteen companies participated in Canada's first exhibit in 1967, when the government-sponsored stand won an award for excellent product presentation.	**Portland, Oregon**	**Jnne 23-27**

**Institutional exhibit only

1968	WHAT	WHERE	WHEN
Clothing	**Internatiooal Fair for the Cblld (all space booked)** Canada participated for the first time in 1967. A twice yearly fair, it features childreo's and babies' outerwear, lineo, underwear, aod other textile products, also children's furniture, baby carriages, and related products. Last year, 465 direct exhibitors plus 25 agency firms from Germany aod 14 otber couotries participated.	**Cologne, West Germany**	**Marcb 28-30**
Education	**American Association of Scbool Administrators' Convention (all space booked)** This show takes place at the same time as the annual convention which draws school administrators from across the United States. Tbe displays offer many new and improved products used io school administration and an opportunity to talk with experts in the trade. In 1966 some 550 firms exhibited products in 1,085 booths and visitors numbered 30,000. The general public is admitted only on the first day. This will be Canada's first appearance at the convention.	**Atlantic Clty, New Jersey**	**February 17-21**
	American Vocatlonal Association Convention The location of this annual specialized fair changes each year. In 1966 more than 200 exhibitors displayed a wide variety of products to 10,000 visitors, among them manufacturers and distributors of vocational training equipment, teachers, school administrators, and government officials. Canada will participate for the first time in 1968.	**Dallas, Texas**	**December 9-13**
Electronics	**Institute of Electrlcal and Electronic Engineers' Cooference and Exblbltion (all space booked)** Market possibilities at this fair are considered excellent. An annual show, it draws some 100,000 trade visitors. Products featured include computers, navigation equipment, machinery, tools, radio hardware, and transistors. Canada participated in 1967 with good results.	**New York, N.Y.**	**March 18-21**
	Electrlcal Engineers Exhlbltion (all space booked) This show is held every second year and is the largest of its kind in Britain. It provides a showcase for engineering services, electrical work, aod electronic equipment. In 1966 the show attracted 104,000 visitors; 1,400 came from 81 countries other than Britain. Canada participated for the first time in 1966; reports indicated good results.	**London, England**	**Marcb 27-Aprll 3**
	Salon International des Composants Electroniques (all space booked) Besides being a center for displaying products, this exhibition also provides a place where manufacturers and technicians from various countries compare equipment and techniques. It is one of the largest and oldest shows of its kind io the world and is highly specialized. It provides ao excellent medium for Canadian electrooic firms.	**Paris, France**	**April 1-6**
	National Electronics Confereoce and Exblbltion Since fire destroyed McCormick Place, this fair has been held in Chicago's Ioternational Amphitheatre, in conjunction with the annual meeting of the Association. Trade attendance is estimated	**Cblcago, Illinois**	**December 9-11**

1968	WHAT	WHERE	WHEN
	at some 20,000 buyers from 20 of the ceotral states. Technical seminars and exhibits cover a full range of electronic subjects. This will be Canada's first commodity display at the fair; we had an information booth there in 1962.		
	Electrooica As a specialized exhibition of electronics components and allied products, this fair is important to Canadian manufacturers. Some 800 companies from 38 countries exhibited at the 1966 fair, wheo there were 300 stands in five display halls. Attendance figures in 1966 increased sharply, particularly visitors from France.	**Muoich, West Germaoy**	**November 7-13**
	Japao Electronics Sbow Held annually, this show alternates between Tokyo and Osaka. The 1967 fair drew 150,000 busioess visitors. Specialized items in the control instrumentation and aviooics field are shown. This will be Canada's first entry.	**Tokyo, Japan**	**September 17-23**
Engineering	**SAE Engineeriog Coogress and Exhibition**** This annual fair is oriented to the automobile manufacturiog industry. The promotion of OEM parts and accessories is the prime concern of the convention. Canada's exhibit last year was institutional in nature, desigoed to acquaint buyers with our automotive parts industry.	**Detroit, Michigao**	**Jaouary 8-12**
	Materials Eogloeeriog Exposition and Coogress (all space booked) Buyers attending this annual fair find a wide range of machinery and machine tools represented. Canada's exhibit in 1967 comprised nine compaoies showing diamond-impregnated tools, presses, die-casting machinery, milling machines, and automatic welding and cutting controls. Some 44,000 visitors registered in 1967.	**Philadelphia, Pennsylvaoia**	**April 29-May 3**
	American Society for Metals Exbibitioo aod Coofereoce Attendance at this annual show is limited to registered visitors. Interest shown by the trade is considerable, as reflected in displays of all types of metals and equipment used in the metals industry. The fair's location changes each year. Canada participated from 1959 to 1962 and 1965 to 1967.	**Detroit, Michigao**	**October 14-17**
Food	**Scotland's Food Fair (all space booked)** This foodstuffs and allied products show is held in Kelvio Hall every two years. Organized by the Scottish Grocers' Federation, it provides an excellent opportunity to promote at the retail level. Some 100,000 square feet of exhibit space is available. Canada participated in 1962, 1964, and 1966.	**Glasgow, Scotland**	**April 16-27**
	Ioteroatiooal Exbibitioo of Groceries aod High Class Provisions (IKOFA) (all space booked) IKOFA takes place every second year, alternating with ANUGA (Germaoy's most important food fair). Foreign displays are concentrated in one	**Munich, West Germany**	**Septemher 21-29**

**Institutional exhibit only

1968	WHAT	WHERE	WHEN
	hall on three floors, using 20,000 square meters of space. Twenty-seven foreign countries other than Canada display foodstuffs. A record of 260,000 visitors attended the last show. This is mainly an information and sales fair.		
	British Regional Food Fairs There will be three of these fairs, all slanted towards the consumer. Varied foodstuffs and allied products are shown. This type of show allows for sampling and selling on-site. Canada bas participated in these shows with satisfactory results.	**Britain**	**Autumn**
Furniture and Furnishings	**International Woodworking Machinery and Furniture Supply Fair** International in scope, this fair offers participants an opportunity to meet buyers from all over the world. Sponsored and directed by the National Association of Furniture Manufacturers, Inc., it combines displays of woodworking machinery and wood supplies. The fair opened for the first time in 1966 when 10,000 visitors registered. To date six firms have signed to take part in Canada's first entry.	**Louisville, Kentucky**	**September 14-16**
Furs	**International Fur Fair**** An annual show, this fair is important to the fur trade. Canada has exhibited each year since 1958 a full range of furs; the purpose is to encourage European buyers to purchase at Canada's auctions or through fur brokers rather than to make direct sales. In 1966 a record 22,000 visitors viewed products from 80 exhibitors, 18 of whom were from outside Germany.	**Frankfurt, West Germany**	**April 3-7**
Gifts	**Boston Gift Show (all space booked)** Held semi-annually, this show is open to the trade only. Sponsored by the National Gift and Art Association, it is attended by some 4,000 buyers from all trade levels. An average of 300 exhibitors take part. Canada's exhibit in 1967 was the first foreign entry and provided the 15 participating giftware firms with good exposure.	**Boston, Massachusetts**	**March 3-7**
	New York Gift Show Open only to registered buyers, this semi-annual fair is one of the largest gift shows in the United States. Attendance usually numbers some 20,000 visitors and 800 exhibitors. Distinctive design and quality are important in selling giftware in the Eastern States. Canada's first entry in 1967 was the only national exhibit. Twenty-one firms showed a varied range of handicrafts and gifts and reported excellent show exposure. On-the-spot sales reached $122,500 and projected sales were set at some $469,000.	**New York, N.Y.**	**August 11-16**
Homes, Builders' Materials	**National Association of Homebuilders Convention** Since 1958, Canada has participated every year in this fair with an industry-type exhibit of Canadian woods. Considered one of the most important	**Dallas, Texas**	**December**

**Institutional exhibit only

1968	WHAT	WHERE	WHEN
	shows for the industry, it is part of the Association's national convention which draws 40,000 business visitors from all over North America. There were 535 exhibitors in 1966.		
	Bristol Building Exhibition Sponsored annually by the British Ministry of Public Building and Works, this show usually runs for six days. Visitors come mostly from the trade and can view a wide range of products used in tbe building industry. Attendance averages 28,000. Canada will exhibit for tbe first time in 1968.	**Bristol, England**	**September 12-18**
International	**Brno International Trade Fair** As an international trade fair Brno enjoys world repute. Primarily a technological exhibition, the products displayed include machine tools, optical equipment, textile machinery, medical supplies, and electronic apparatus. In 1967 over 60,000 foreign businessmen registered; seven Canadian firms participated in a government-sponsored exhibit.	**Brno, Czechoslovakia**	**September 8-17**
	37th Poznan International Fair Lectures and conferences are a feature of this fair, where everything from leather luggage to sophisticated electronic instruments may be displayed. In 1964 some 450,000 visitors viewed products from 37 countries.	**Poznan, Poland**	**June 9-23**
	International Autumn Fair Held annually, this is Yugoslavia's largest trade fair. Among the 60 countries participating in 1967, Canada put on a composite display of metals, minerals and semi-fabricated end products.	**Zagreb, Yugoslavia**	**September 12-22**
	German Industries Fair Visitors from Europe, Britain, the United States, and many other countries attend this industrial fair, one of the largest in the world. Tbis will be the tenth year Canada bas participated with industry-wide information on goods and services.	**Berlin, West Germany**	**September 27-October 26**
Leather	**Semaine Internationale du Cuir (Leather Week)**** This annual leather fair is the largest in Europe and one of the most important in the world. It attracts more than 500 foreign exhibitors. Canada participated in 1964, 1965, and 1966. Exhibits are divided into three categories: tanned leathers, finished products, and equipment.	**Paris, France**	**September 12-17**
Lumber	**Northeastern Retail Lumbermen's Association Convention****	**New York, N.Y.**	**January 19-21**
	Northwestern Lumbermen's Association 1968 Building Products Show**	**Minneapolis, Minnesota**	**January 23-24**
	Mid-America 1968 Building Products, Hardware and Housewares Exposition**	**Kansas City, Kansas**	**February 14-16**
	Carolina Lumber and Building Material Dealers' Association Convention and Building Products Exposition**	**Charlotte, North Carolina**	**February 6-8**

**Institutional exhibit only

1968	WHAT	WHERE	WHEN
	Ohio's 86th Annual Building Products Industry Trade Show**	**Columbus, Ohio**	**February 13-15**
	Lumbermen's Association of Texas 82nd Annual Convention and Exposition**	**San Antonio, Texas**	**April 19-21**
	Florida Lumber and Building Materials Dealers' Association 48th Annual Convention and Exposition**	**Miami, Florida**	**May 15-18**
	Oklahoma Lumbermen's Association**	**Tulsa, Oklahoma**	**October 26-27**
	These regional lumber conventions are held in important marketing areas of the United States. Each show is set up in conjunction with the annual convention of the regional building supply association. Canada has participated in a number of these shows.		
Marketing	**Shop Equipment and Self-Service Exhibition (SHOPSHOW) (all space booked)**	**London, England**	**April 22-25**
	The comprehensive range of equipment shown at this fair is directed to architects, shopfitters, and retailers. Open every two years, it is restricted to the trade. This will be the second year that the Department has mounted a display. In 1966 about 13,000 trade visitors attended.		
Merchandising	**Supermarket Institute Show**	**Cleveland, Ohio**	**May 19-22**
	Exhibits at this show include food and food-dispensing equipment. It is held at the same time as the Institute's annual convention. All aspects of supermarket merchandising are covered at trade workshops. Canada's entry in 1967 was its first; 15 food manufacturers exhibited.		
	International Hotel and Catering Exhibition (all space booked)	**London, England**	**January 9-18**
	This is a specialized fair held every two years at Olympia in London. The public is admitted, although the show is primarily for the trade. Canada participated for the first time in 1966, when 285 exhibitors showed hotel and catering equipment, furnishings, and services. Some 110,000 visitors attended.		
	Salon Technique International de l'Equipment Hotelier du Material de Cafeterie et des Industries Connexes (EQUIP'HOTEL)	**Paris, France**	**October 10-21**
	Aimed primarily at the trade, this is a specialized fair held annually in the Parc des Expositions. Canada exhibited in 1964 and 1967 and reported good possibilities for increased sales of hotel equipment in France. Some 131,000 visitors attend, 80 per cent of them from the trade. Besides Canada, 13 other foreign countries participated in 1964.		
Sporting Equipment	**Salon International des Sports d'Hiver (all space booked)**	**Grenoble, France**	**March 23-27**
	This annual exhibition is open only to the trade. Some 6,000 buyers see the displays which specialize in winter sports equipment. Exhibitors include manufacturers, wholesalers, agents, and		

**Institutional exhibit only

1968	WHAT	WHERE	WHEN
	importers. Canada is exhibiting for the first time this year. For sports enthusiasts, this year's fair is preceded by an added attraction—the 1967/68 Winter Olympics at Grenoble.		
	National Boat Show (all space booked) A wide range of boats, marine supplies, safety and communications equipment is displayed at this annual fair. Over 363,000 people attended the 1966 show, including 10,000 trade visitors. This is Canada's third year.	**New York, N.Y.**	**February 7-18**
Trade Information Booths	**German Industries Fair**	**Hannover, West Germany**	**April 28-May 6**
	Milan International Trade Fair	**Milan, Italy**	**April**
1969	The following is a tentative list of fairs in which the Department proposes to take part in 1969.		
Agriculture	**Agriculture Fair**	**Toulouse, France**	**April**
Architectural	**American Institute of Architects Convention****	**Chicago, Illinois**	**June 22-26**
	German Building Exhibition (DEUBAU)	**Essen, West Germany**	**February 1-9**
Automotive	**Society of Automotive Engineers****	**Detroit, Michigan**	**January 13-17**
Clothing	**International Fair for the Child**	**Cologne, West Germany**	**April**
Education	**American Association of School Administrators' Annual Convention**	**Atlantic City, New Jersey**	**February 17-21**
Electronics	**International Electrical and Electronic Engineers Conference**	**New York, N.Y.**	**March 24-27**
	Salon International des Composants Electroniques	**Paris, France**	**April**
	International Electrical Industry Show	**New York, N.Y.**	**June**
Engineering	**Salon International de l'Aeronautique et l'Espace**	**Paris, France**	**June**
	London International Engineering and Marine Exhibition and International Welding Exhibition	**London, England**	**April 22-May 1**
Food	**International Trade Fair (food exhibit)**	**Tokyo, Japan**	**April**
Forestry	**Southern Pine Machinery and Equipment Exposition****	**New Orleans**	**April**
Furniture and Furnishings	**International Fair of Accessories and Materials used for Woodworking Furniture, Upholstered Furniture and Mattresses for House, Ship and Vehicle Building and for Light Construction Work (INTERZUM)**	**Cologne, West Germany**	**June**

**Institutional exhibit only

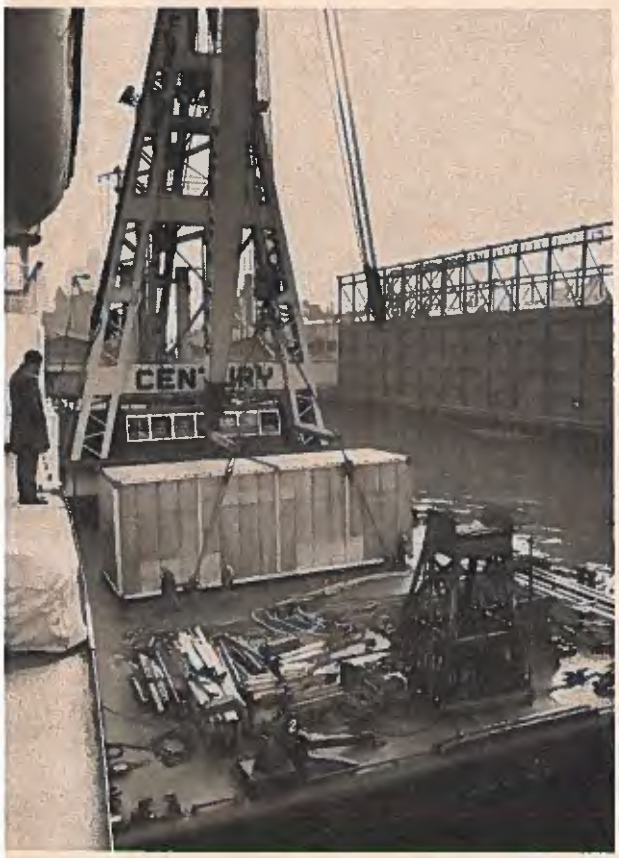
1969	WHAT	WHERE	WHEN
Furs	International Fur Fair**	Frankfurt, West Germany	March
Gifts	Boston Gift Show	Boston, Massachusetts	March 2-6
Homes, Builders' Materials	Industrial Building Systems and Components Exhibition**	London, England	May
	Utrecht Spring Fair**	Utrecht, Netherlands	March
Hospital and Medical Supplies	New England Hospital Assembly	Boston, Massachusetts	March 24-26
International	International Toy Trade Fair	Sydney, Australia	February
	International Trade Fair for Oil and Gas Firing Equipment (INTHERM)	Stuttgart, West Germany	March 26-30
	38th Poznan International Fair	Poznan, Poland	June
Lumber	Northeastern Retail Lumbermen's Association**	New York, N.Y.	January
	Northwestern Lumbermen's Association Building Products Show**	Minneapolis, Minnesota	January
	Carolina Lumber and Building Material Dealers' Association Convention, and Building Products Exposition**	Charlotte, North Carolina	February 5-7
	Annual Convention and Building Industry Trade Show**	Columbus, Ohio	February
	Mid-America "69" Hardware, Houseware and Building Products Show**	Kansas City, Kansas	February
	Lumbermen's Association of Texas Annual Convention**	Dallas, Texas	April 5-7
	Florida Lumber and Building Material Dealers' Association Annual Convention**	Miami, Florida	April 28-May 1
Merchandising	Supermarket Institute Show	Chicago, Illinois	May
Sporting Equipment	Mid-America Boat Show	Cleveland, Ohio	January 19-28
	National Sporting Goods Show	Houston, Texas	February
Trade Information Booth	German Industries Fair**	Hannover, West Germany	April

**Institutional exhibit only

In Australia—Chain saws from Sabre Saw Chain (1963) Ltd., Burlington, Ontario, were featured prominently at the opening of this busy store in Wauchope, New South Wales. (Right) Allan Priest (Mr. Sabre), area manager for Sabre's exclusive Australian importer and distributor, discusses the selling points of Sabre products with store employees.

Canada in Foreign Markets

Canadian exporters are invited to contribute to this series photographs of their products in use or on sale in foreign markets. Photographs should be adequately captioned, protected for mailing, and addressed to: The Editor, "Foreign Trade".



In the United States—A gas turbine generator made in Scotland was encased in this huge Canadian plywood container for shipment to the U.S. Here it is being unloaded under the watchful eyes of C. K. Marchant, Vice Consul and Assistant Trade Commissioner, New York. The container, made from Canadian fir, and its 90-ton load crossed the Atlantic as deck cargo.

In Iran—Automotive parts from Canada are among the many imported goods sold by this active merchant in Kerman. (Right) A. A. Arjomand discusses Kralinator filters with A. F. Wyett, Commercial Officer with the Canadian Trade Office in Tehran.

British Hospitals Could Be Your Market

The building and modernization program opens up new opportunities for Canadians to sell hospital equipment to Britain. This article explains how the Ministry of Health and the National Health Service are organized for hospital purchasing and the steps to take.

A. L. LYONS, *Assistant Commercial Secretary, London.*

IN 1948 Britain adopted a system of government-financed medical care. Among other things, hospital services were nationalized and the Ministry of Health became responsible for nearly 3,000 hospitals in England and Wales, most of them small and with inadequate facilities. Steps were taken to increase and improve facilities; at present over £680 million a year is spent on the upkeep of hospitals, of which about £100 million is for equipment and supplies. The plans were revised in 1966 and now call for expenditures of £1 billion over the ten-year period 1966/67 to 1975/76 for building new hospitals in England and Wales and remodelling certain old ones. Similarly ambitious plans have been made by the Scottish and Northern Ireland authorities for hospitals under their jurisdiction. In March 1967, there were some 150 major building schemes in progress in Britain.

Of the £1 billion for England and Wales, about £150 million is to be spent on medical supplies to equip new hospitals. A significant portion of these requirements will be purchased from foreign suppliers. Adequate statistics are not available but most imports currently seem to come from the United States and Western Europe. Canada has a very small share in this rapidly growing market.

New Deal for Family Doctor

Before dealing with hospital equipment, it is worth mentioning that there may be better opportunities for sales of equipment to family doctors because of the Government's modified system of remunerating them. Until now, payment under the National Health Scheme has been based almost entirely on capitation fees, that is to say, on the number on the doctor's list of patients. Except for a few items such as disposable syringes and needles, general practitioners have had to purchase their own equipment. The modified system does not abandon entirely the capitation principle. It is, however, designed to stimulate higher standards of medical care by family doctors and one consequence is expected to be a steady improvement in doctors' surgeries, including more and better equipment.

Hospital System Outlined

England and Wales are divided into 15 hospital regions, each with a board responsible for hospitals in the region. The hospitals within each are grouped (in varying numbers ranging from one to twenty and averaging eight) into hospital management committees, of which there are 336. Each hospital management committee has an officer responsible for the requisition of supplies for the management committee's hospitals. About half of these officers are professional supplies officers. As a rule, each region has a clinical unit or a key consultant for each specialized area of medicine, such as neurology, who advises on purchasing.

There are also 36 teaching hospitals in Britain, each with a separate board of governors; 26 of these are in the London area. Superimposed on the foregoing structure is the Supplies Division of the Ministry of Health at 14 Russell Square, London, W.C.1., which purchases centrally certain supplies on behalf of all hospitals, and also advises and keeps them informed.

At present purchasing is generally done by two methods, depending on the type of product. One method is local purchasing, the other is central purchasing by the Ministry of Health and other government departments.

Local purchasing—The regional board, acting on the advice and recommendations of the supplies officer of the region's management committees and of the region's specialists or key consultants (where applicable), decides what brands of a particular type of equipment or supplies (such as drugs or dressings) will be bought for the hospitals and medical units in the region out of funds allocated to it by the Ministry. In several regions, however, the purchasing decision is made by a committee comprising the supplies officers of an association or group of hospital management committees. Teaching hospitals are treated as miniature regions for the purpose of purchasing and in practice, apart from centrally-purchased products, each teaching hospital buys for itself through its supplies officer. The decision is usually made in consultation with the hospital's specialist in the field in which the equipment is to be used.

Central purchasing—This involves Ministry contracts with approved sup-

pliers. In certain instances, the Ministry itself purchases a product and distributes it among hospitals. More often, however, local authorities themselves place orders under these contracts, although they may buy from other suppliers if they wish (the accompanying table gives the value of different items supplied in 1966). X-ray equipment, much of which is imported, is of particular interest. In addition to the products listed, artificial kidney systems are also subject to central procurement. Approval of products for central purchasing is based on examination and testing as well as acceptability of price. At present about 20 per cent of the total value of hospital supplies and equipment is centrally purchased and 80 per cent locally, but the Ministry of Health in its advisory capacity is exercising a growing influence on the way the local authorities spend their money.

Ministry's Supplies Division

As well as deciding what brands of a particular type of centrally-purchased medical equipment will be brought under a central contract, the Supplies Division of the Ministry of Health collects and makes available information on a large variety of other medical equipment and supplies. The Division's advice is also available to local authorities who are considering which manufacturer's product to specify. The Division's Scientific and Technical Services Branch operates the Ministry's research and development program for medical equipment and systems, conducts tests, and makes the results available to all hospitals. Canadians with an innovation should therefore contact the Supplies Division which may decide to test and evaluate the equipment or system.

At this point, the Hospital Centre, 24 Nutford Place, London, W.1. should be mentioned. This is an independent charitable organization devoting its income to the benefit of hospitals. It maintains liaison between hospitals and suppliers of equipment and makes available to all visitors its reference library of technical information, suppliers' catalogues, etc. It also displays and demonstrates new equipment.

What British Hospitals Bought Under Central Contracts, 1966

Contracts placed by the Ministry of Health, including supply to Scottish hospitals and other government departments	
Vaccines, sera, etc., including poliomyelitis, BCG and smallpox vaccines	£ 336,000
Pathological and blood transfusion equipment	1,390,000
X-ray equipment	2,981,000
Surgical instruments (some types)	60,000
Mattresses	92,000
Motor and electric tricycles, sheds, invalid chairs	2,623,000
Artificial limbs and appurtenances	1,676,000
Ear inserts, non-electric hearing aids, etc.	18,000
Surgical appliances including boots and wigs	4,320,000
Antibiotics	502,000
Corticotrophin (ACTH)	108,000
General drugs and dressings	1,445,000
Spectacles (hospitals only)	154,000
X-ray film and paper	4,558,000
Rubber gloves and sundries	987,000
Anaesthetics	822,000
Plastic disposable syringes and needles	2,033,000
Dental equipment	285,000
Intermittent dialysis equipment	20,000
	£24,410,000
Contracts placed by Ministry of Public Building and Works	
Cleaning materials and hardware	£ 738,000
Linoleum and floor covering	324,000
Floor and cleaning equipment	196,000
Carpets	402,000
Furniture	359,000
Heavy canteen equipment	124,000
Cutlery and glassware	141,000
Firefighting equipment	45,000
Light kitchen equipment	33,000
Venetian blinds	10,000
Grass-cutting equipment	22,000
	£2,394,000
Contracts placed by H.M. Stationery Office	
Stationery and office equipment	£ 830,000
Contracts placed by Ministry of Defence	
Commercial and passenger vehicles	184,000
Contracts placed by Ministry of Aviation	
Electric lamps	115,000
Contracts placed by General Post Office	
Hearing aids and components	409,000
Total supplied under central contracts	£28,342,000

Source: Annual Report of the Ministry of Health for 1966, page 180.

Scotland and Northern Ireland

A word about purchasing in Scotland and Northern Ireland. The Scottish Home and Health Department in Edinburgh performs functions similar to those of the Ministry of Health in England and Wales. In Scotland's hospital regions, boards of management are equivalent to hospital management committees in England and Wales. Unlike teaching hospitals in England and Wales, a Scottish teaching hospital has no separate board of governors but instead comes under the control of a board of management. In Scotland there is at present more concentration of purchasing decisions, both at the center and in regional hospital boards, than in England and Wales because of the smaller size of the country.

In Northern Ireland, health comes under the jurisdiction of the Northern Ireland Parliament which maintains close connections with the Ministry of Health in London. It has a somewhat similar system and the benefits provided are similar to those in England and Wales.

Updating Purchasing Methods

The present buying procedures (which we have just described) are considered to be unsuited in several ways to present needs. A high-level review committee* recently made recommendations to the Ministry advocating a radical revision in the purchasing of all supplies required by hospitals. Precise details have not yet been disclosed but it is expected that the Supplies Division of the Ministry will be strengthened by the transfer to it of a large number of supplies officers from hospital management committees. It will probably become mandatory for all purchases of items coming under central purchasing to be made under approved central contracts which will be supervised by the Supplies Division. Another change expected is that more responsibility will be given to regional hospital boards for supply policy within their territories, in accordance with directives and the advice of the Ministry. At hospital management committee level there will probably be more purchasing by associations or groups of management committees.

In general, the functional and information line between the Ministry's Supplies Division and the local authorities will be improved, including the teaching hospitals, to which most of these arrangements will probably be extended. Essentially, the Supplies Division will review each type of product and determine the optimum buying procedure, and whether it should be done centrally or by the region or hospital management committee.

The proposed changes are not expected to be fully implemented until early in 1969.

Where to Start

Whether you start now or when the new system is fully operating, it is to the Supply Division of the Ministry of Health that the sales approach must be made for centrally-purchased medical equipment. In other instances, you must approach the supplies officer, regional secretary, key consultant or a combination of them.

The Hospitals Year Book, published by the Institute of Hospital Administrators, 75 Portland Place, London, W.1. at £5 10s (add 5s 6d for surface mail to Canada) contains directories of government departments, including the Ministry of Health and of regional hospital boards, management committees and hospitals. (Key consultants can be found by asking the regional board secretary.) It also contains a directory of suppliers of all types of hospital equipment and supplies which is used extensively by supplies officers.

Whichever type of procurement applies to your product, it is essential that you appoint an agent because the Ministry is reluctant to import direct or to approve for central procurement a product which may not be conveniently available. For equipment requiring maintenance, the representative should not only know whom to contact in order to sell but also who can undertake servicing and supply spare parts.

Guidelines and Trends

The two main guidelines laid down by the Ministry of Health for medical equipment are: one, that the equipment must be of demonstrable therapeutic or diagnostic benefit and two, that it must be within the resources of the National Health Service. Everything is purchased on the basis of competing economic and functional priorities.

This article has concentrated more on equipment of a clinical and medical nature than on catering or laboratory equipment but many of the things said apply equally to all the products used in a hospital. The trend towards technically-advanced equipment which will save time, space and labor affects everything a hospital requires.

Despite considerable competition from British manufacturers, there is a growing demand for high-quality ward equipment from abroad due to the expansion in hospital construction. More intensive care equipment is needed as more intensive care units are established. Other promising areas are recording instruments, electromedical equipment, and disposables, particularly for use in central sterile supply departments now being established in most large hospitals. In the realm of non-medical equipment, advanced and convenient catering and cleaning equipment is in growing demand. These are only samples of what could be sold in Britain; many other examples could be given.

Ask the Trade Commissioner

Manufacturers should send to the Trade Commissioner in the territory in which they are interested complete details of their products, with prices c.i.f. British port quoted in pounds sterling. A general idea should also be given of the percentage of Canadian content.

Almost all goods of Canadian origin enter Britain free of customs duty under Commonwealth preference provided the requirements of the British preference regulations are fulfilled. The necessary conditions to qualify for preferential tariff treatment are outlined in British Customs Notice No. 27A, but briefly they are that (a) the goods are manufactured in Canada, (b) the goods are consigned direct from this country to Britain, and (c) the goods contain a prescribed proportion of Commonwealth content, 25, 50 or 75 per cent depending on the product. Each of these conditions is a separate requirement and must be satisfied independently. Goods claiming entry

*Committee on the Organisation of Hospital Supplies, also known as the Hunt Committee. The report will not be made public.

into Britain under preference must be covered by a certificate of origin in prescribed form given by the manufacturer, declaring that the appropriate proportion of the factory cost is attributable to Canadian or Commonwealth labor and/or material. Precise details about the Customs treatment that would be accorded to Canadian products entering Britain can be obtained on request from Commonwealth Division, Office of Trade Relations, Ottawa.

The Trade Commissioner will attempt to determine the product's marketability based on existing competition. If his findings are positive, he can put you in touch with suitable representatives. A personal visit is recommended to make the final choice.

The Trade and Commerce display area in Macdonald House, 1 Grosvenor Square, London, W.1, is available for displays of equipment but it should be booked well in advance (see *Foreign Trade*, December 9, 1967, issue). The major trade exhibition in Britain for hospital and medical equipment is the Hospital Equipment and Medical Services Exhibition every second year in London, to be held next in 1969. This event is well attended by supplies officers as well as medical practitioners and features every kind of equipment and supplies used in hospitals.

For the exporter who persists, the British hospital and medical equipment market holds exciting possibilities. ●

Trade Commissioners on Tour

In Territory

Australia—Sydney office territory—W. G. Roberts, Assistant Commercial Secretary in Sydney, will visit Papua, New Guinea, Solomon Islands, New Hebrides and New Caledonia early in March.

Please note: because of the continuing postal services strike the Sydney office advises Canadian businessmen to cable or telex inquiries they would like Mr. Roberts to pursue.

Barbados—J. D. Tennant, Assistant Commercial Secretary in Port-of-Spain, Trinidad, will visit Bridgetown February 11-17.

Britain—A. Lloyd, Commercial Officer in Liverpool, will visit Blackpool February 21.

K. R. Higham, Assistant Trade Commissioner in Liverpool, will visit Manchester February 22-23.

J. H. Nelson, Trade Commissioner in Liverpool, will visit Sheffield February 28-29.

Brunei—P. Stuchen, Commercial Counsellor in Kuala Lumpur, Malaysia, will visit Brunei during the period February 12-24.

Burma—P. Stuchen, Commercial Counsellor in Kuala Lumpur, Malaysia, will visit Burma March 4-9.

California—D. S. M. Baker, Consul and Assistant Trade Commissioner in San Francisco, will visit Stockton, Modesto and Fresno during the week of February 19.

Czechoslovakia—R. J. L. Berlet, Assistant Commercial Secretary in Vienna, Austria, will visit Prague February 5-9.

Eastern Caribbean—J. D. Tennant, Assistant Commercial Secretary in Port-of-Spain, will tour the Eastern Caribbean islands beginning March 8.

Ecuador—S. F. Pattee, Assistant Trade Commissioner in Bogota, Colombia, will visit Quito the week of February 19, and Guayaquil February 26-28.

Iceland—D. B. Browne, Acting Commercial Secretary in Oslo, Norway, will visit Reykjavik and Akureyri February 19-23.

Indo-China—A. Blum, Assistant Trade Commissioner in Hong Kong, will visit Laos February 13-19, Vietnam February 20-26, and Cambodia February 27-March 4.

Indonesia—J. H. Bailey, Commercial Counsellor in Singapore, will visit Indonesia March 6-8.

Korea—J. A. Stiles, Minister (Commercial) in Tokyo, Japan, will visit Korea during the first week of March.

Malaysia—P. Stuchen, Commercial Counsellor in Kuala Lumpur, will visit East Malaysia (Sabah and Sarawak) during the period February 12-24.

Netherlands Antilles—J. E. Kepper, Assistant Commercial Secretary in Caracas, Venezuela, will visit Curacao and Aruba March 11-16.

Romania—C. R. D. Kelly, Assistant Commercial Secretary in Vienna, Austria, will visit Bucharest February 5-9.

Thailand—A Trade Commissioner from Singapore will be making a montbly visit to Thailand throughout 1968. Correspondence should normally be addressed to the Singapore office although contact can also be made through the Canadian Embassy in Bangkok, P.O. Box 2090 (telex: 2277; cable: DOMCAN, Bangkok; phone: 32-956).

Turkey—C. Swift, Commercial Officer in Athens, Greece, will visit Istanbul February 4-10.

M. B. Bursey, Commercial Counsellor in Athens, Greece, will visit Istanbul February 8-10 and Ankara February 11-15.

Venezuela—J. E. Kepper, Assistant Commercial Secretary in Caracas, will visit Maracaibo February 12-15.

Businessmen who would like the above to undertake assignments for them should write to the post as soon as possible.

trade lines

British consultants form nuclear consortium

Five British firms of consulting engineers with experience in engineering work in all parts of the world have pooled resources and experience to form Associated Nuclear Services with a professional and technical staff of 2,500. This will put British consultants in a stronger position to offer independent nuclear consulting services abroad—London.

Hungary opens new aluminum wire plant

An aluminum wire plant has been built and commissioned at the Inota aluminum foundry. The production machinery, obtained from France and Italy, incorporates the latest methods of aluminum wire manufacture and should be capable of supplying 20,000 metric tons a year of rough wire by 1968—Vienna.

Ghana's timber exports decrease

Shipments of timber from Ghana decreased by more than half from 1960 to 1965 and stand now at 15.5 million cubic feet. Principal woods exported are obechewawa, sapele, mahogany, utile, and makore-baku. These are chiefly sold to the U.S., Britain, West Germany and Italy—Accra.

Italy changes foreign exchange documentation

A decree issued on November 20, 1967, has simplified the Italian foreign exchange documentation for commercial transactions with foreign countries. One clause raises from Lire 500,000 (Cdn. $860) to Lire 1,000,000 (Cdn. $1,720) the value of import/export operations that can be carried on without foreign exchange formalities—Rome.

Britain exports shoes to U.S.S.R.

A British firm has obtained an order from the U.S.S.R. for over two and a half million dollars worth of shoes. The firm exported shoes of approximately the same value to the U.S.S.R. in 1967—Liverpool.

Australian imports increasing

Provisional figures released by the Australian Government indicate that imports have gone up faster than exports in the last year. Imports for the period July through October 1967, the first four months of the Australian fiscal year, rose from $1,211 million in 1966 to $1,313 million, an increase of 8 per cent. Exports rose from $1,156 million to $1,211 million, an increase of only 5 per cent. Figures with adjustments for seasonal variation show that exports exceeded imports for the first four months of fiscal 1966-67, but that imports exceeded exports in the same period of fiscal 1967-68—Canberra.

Turkey's 1968 program blueprinted

Turkey's 1968 development program calls for investment of U.S. $2.1 billion, 50 per cent of the funds to come from the private sector. Manufacturing will account for U.S. $500 million of the total. Imports in 1968 will rise to U.S. $835 million from U.S. $725 million in 1966, and exports are expected to reach U.S. $540 million, an increase of U.S. $55 million over 1966. Foreign aid requirements are estimated at approximately U.S. $2,777; remittances from Turkish workers in Europe will reach U.S. $140 million, an increase of 25 per cent over 1966—Athens.

West Germans own more automobiles

Statistics show that more West Germans can now afford automobiles. In 1939 there were about 22 cars per 1,000 persons; in 1948, only six. In 1952 ownership had risen again to 19 per 1,000, and in 1967 to 184 per 1,000—Bad Godesberg.

Chile ships forest products to Australia

One thousand metric tons of assorted lumber, mainly insignis pine and araucaria, plus quantites of cellulose and newsprint paper, left Chile for Australia at the end of September. The shipment was the result of a Chilean trade mission to Australia and the South Pacific area—Santiago.

Paper mill goes into operation in Pakistan

An integrated pulp, paperboard, chipboard and specialty paper manufacturing plant, established by Pakages Limited at Lahore at an estimated cost of approximately $18 million, is now ready to go into production. The plant has been financed jointly by the IFC, the United States and the Pakistan Industrial

Credit Investment Corporation Limited. A Swedish firm is supplying technical help. The plant is substantially based on local raw material—wheat straw and cotton linters—and is designed to produce 22,000 tons of various grades of paper, board and specialty paper. To meet production targets during the first two or three years, Pakages Limited will be looking for some wood pulp supplies from abroad; they have also shown interest in Canadian bleached sulphite pulp—Rawalpindi.

Ecuador obtains World Bank loan

The World Bank has granted the Ecuadorean Government an 18-year loan equivalent to U.S. $4 million to help finance a livestock development program in the Guayas region—Bogota.

Upper Volta manganese deposits are evaluated

There are an estimated 10 million tons in a manganese deposit near Tambao, 230 miles northeast of Ougadougou, Upper Volta's capital. Japanese and United States firms are interested in developing it jointly; six tons of ore have been sent for further evaluation to the Center for Scientific Research at Nancy, France, and 70 tons for semi-industrial treatment trials to Union Carbide's pilot plant at Niagara Falls, N.Y. The country also has gold, chromium, copper and iron deposits, but virtually no commercial exploitation of them—Accra.

Swiss production of shoes increases

Between 1950 and 1966 the Swiss shoe industry increased its production by 81 per cent. During the same period, thanks to new techniques, machines and equipment, the labor force increased by only 14 per cent. Some 8.75 million pairs of shoes valued at Cdn.$35 million were imported and 2.57 million pairs valued at $23.1 million were exported. In 1966, Switzerland produced 15.4 million pairs in over 150 factories, with a total of 11,600 workers. The leading enterprises are Bally Schuhfabriken AG., Bata-Schuh-Aktiengesellschaft (a Canadian company), Hug & Co. AG. and Walder & Co. AG.—Berne.

Trinidad to build new power plant

The Trinidad and Tobago Electricity Commission has announced plans to build a new U.S.$8.6 million 80-megawatt plant with the help of a U.S.$6.6 million *Alliance for Progress* credit authorized by the Export-Import Bank. General Electric holds the contract to supply equipment, construct the plant and put it into operation. The new generator will increase total installed capacity from 206 to 285 megawatts—Port-of-Spain.

Largest cargo of Canadian packaged lumber

As further evidence of the growth in the movement of packaged timber between Canadian and British ports, it was recently announced that the largest single cargo had been discharged at the special timber dock facilities in the Port of Liverpool. The vessel carried 5,686 standards of packaged lumber and another 1,921 tons of plywood from the Canadian West Coast. The cargo was discharged directly from the ship into trucks—Liverpool.

Norway produces new type of fish meal

The Kopervik herring-oil factory on the island of Karmöy, in the southern part of Norway, is about to commence manufacturing a fish and herring meal rich in protein. It has a fat content of between ½ and 1 per cent, compared with 10 per cent in the usual meal. It is estimated that annual production will approximate 7,000 tons—Oslo.

Chile may expand port of Valparaiso

The Chilean Bureau of Public Works is studying the possible expansion of the Valparaiso port area and port facilities. This would require investment of approximately U.S.$60 million. A World Bank mission is expected to visit Chile in the near future to consider possible financial assistance.

The project calls for extension of the protected bay area to 187 hectares, which would require adding 300 meters to the present breakwater and building a new one 1,100 meters long. The "Baron" pier would also be lengthened 30 meters to accommodate mechanized unloading plants—Santiago.

Paper production below requirements in Hungary

Paper production in Hungary is not keeping pace with growing local requirements. In 1966, 192,000 metric tons of paper and 65,000 metric tons of pulp were produced domestically, but 460,000 cubic meters of pulpwood, 43,000 metric tons of pulp, and thousands of metric tons of printing, writing-printing and wrapping papers, and cardboard had to be imported.

The Hungarian Third Five Year Plan (1966-70) envisages a 60 per cent increase in over-all production and an 80 per cent increase in paper production. Local manufacture of certain types of fine papers is also being increased by the installation of Finnish machinery—Vienna.

Germany's imports decline, exports rise

The Federal Republic's foreign trade in September 1967 showed a decline in imports and a rise in exports com-

pared with the same month in 1966. Imports were valued at 5,656 million Deutschmarks (Cdn. $1,533 million), 4.6 per cent less than last year. Exports in the same period went up by 3.7 per cent to 7,164 million Deutschmarks (Cdn. $1,941 million).

In the first nine months of 1967, the balance of trade showed a surplus of 12,600 million Deutschmarks (Cdn. $3,406 million) compared with 4,500 million Deutschmarks (Cdn. $1,216 million) in the period January-September 1966—Duesseldorf.

foreign tariffs and trade regulations

Canada and Ireland

TRADE AGREEMENT—An exchange of letters amending the Canada-Ireland Trade Agreement was signed in Dublin on December 21, 1967. This exchange is consequent upon the free trade agreement entered into by Ireland with Britain in July 1966. The trade agreement between Canada and Ireland concluded in 1932 provided that Canada would receive the rates extended to Britain by Ireland under the former British-Irish trade agreements. The arrangements made under the new exchange of letters are designed to safeguard Canadian access to the Irish market in the new situation created by the U.K./Ireland free trade arrangement.

Ireland will now extend duty-free treatment to Canadian planed softwood of 1½ inches and over, as well as to unwrought aluminum, and a tariff of 20 per cent to Canadian canned salmon. Canadian exports of these products to Ireland in 1966 totalled $6 million, approximately 40 per cent of total Canadian exports.

Canada will continue to receive on a number of products special preferential rates in the Irish tariff which are lower than the rates extended to any other country except Britain. Approximately 15 per cent of Canadian exports to Ireland receive preferential tariff treatment, a further 83 per cent being products which are duty-free from all countries. The main Canadian exports receiving preferential tariff treatment are canned salmon, unmanufactured tobacco, fire brick and canned sardines.

The exchange of letters also provides for the elimination of the margin of preference granted Canadian passenger automobiles valued at £1,300 or more. There is no Canadian trade with Ireland in this type of automobile.

In view of Ireland's intention (since realized) to become a member of GATT, it was agreed that adjustments could be made in the margin of tariff preference which Canada enjoys in the Irish market as may be necessary for effective Irish participation in tariff negotiations under the GATT.

Canadian exports to Ireland in 1966 totalled $15 million. In the first nine months of 1967 they reached almost $12 million, an increase from $10 million in the same period last year. The largest Canadian exports are aluminum ingot, newsprint, lumber, wheat and canned salmon.

By the 1932 trade agreement Irish goods are entitled to enter into Canada at the same rates of duty as those paid by British goods. This results in Irish products receiving the British preferential tariff in Canada but not receiving any special rates below the preferential tariff. This situation remains unchanged.

Canadian imports from Ireland in 1966 totalled $6.5 million; in the first eight months of 1967 they reached $5 million, an increase from almost $4 million in the same period in 1966. The main commodities in this trade are sweetened cocoa, industrial diamonds, medical and surgical equipment, refractory cements and mortar, and footwear.

Guyana

TARIFF INCREASES—In his Budget Speech of December 29, 1967, the Minister of Finance for Guyana announced increases in import duties on a selected number of commodities to take effect January 1, 1968. Commodities affected will be certain canned fish, fruit and vegetables, as well as preserved fruit and vegetables. Canned sardines and tomato paste have been excluded from these increases. Import duties on perfumery, cosmetics and ready-made clothing will be increased by approximately 10 per cent. Import duties will also be increased on motor vehicles but the extent of these has not yet been announced. Further detailed information is available from the Commonwealth Division, Office of Trade Relations.

Trinidad

TARIFF INCREASES—The 1968 Trinidad Budget includes provision for a substantial number of increased tariffs, particularly on products produced locally. Increases range from 2½ to 15 per cent, but the existing preferential margins have been maintained. Import duties have been reduced on electric welding machines and heifers. In addition, the list of imported products subject to purchase tax, which ranges from 3 to 25 per cent, has been substantially increased. Full details are available from the Commonwealth Division, Office of Trade Relations.

United States

FOOD LABELLING REGULATIONS—SOFT DRINKS—The October 28, 1967, edition of *Foreign Trade* carried an article on the new U.S. food labelling regulations, which became effective January 1, 1968, together with the text of the main new regulations. The U.S. Food and Drug Administration now proposes amending these regulations to exempt soft drinks. This action follows a submission by the National Soft Drink Association that the consumer is accustomed to finding the identity statement on the bottle caps of soft drinks and that this practice allows the use of multiuse bottles. Comments on this proposal may be submitted before February 17th to the Hearing Clerk, Department of Health, Education and Welfare, Room 5440, 330 Independence Ave., S.W., Washington, D.C., 20201.

The proposed exemption for soft drinks would amend the text of the regulations referred to above by the addition of the following paragraph:

1.1c Exemptions from required label statements.

(a) Foods.

(5)(i) Soft drinks packaged in bottles shall be exempt from the placement requirements for the statement of identity prescribed by 1.8(a) and (d) if such statement appears conspicuously on the bottle closure. When such soft drinks are marketed in a multiunit retail package the multiunit retail package shall be exempt from the statement of identity declaration requirements prescribed by 1.8 if the statement of identity on the unit container is not obscured by the multiunit retail package.

(ii) A multiunit retail package for soft drinks shall be exempt from the declaration regarding name and place of business required by 1.8a if the package does not obscure the declaration on unit containers. The declaration required by 1.8a may appear on the top or side of the closure of bottled soft drinks if the statement is conspicuous and easily legible.

(iii) Soft drinks packaged in bottles which display other required label information only on the closure shall be exempt from the placement requirements for the declaration of contents prescribed by 1.8b(f) if the required content declaration is blown, formed, or molded into the surface of the bottle in close proximity to the closure.

United States

NATIONAL SOFTWOOD LUMBER STANDARD PROPOSED—The Secretary of Commerce has issued a proposed recommended national voluntary softwood lumber standard for the size, grade, and inspection of softwood lumber. It relates size to moisture content and provides that working stress values contained in grading rules be developed in accordance with American Society for Testing Materials standards and other technically sound criteria. The standard is intended to establish a common basis for uniform industry-wide inspection and grade-marking practices. It also provides a standardized working basis for the co-ordination of the grades of the various species and the preparation of grading rules applicable to each species. The recommended standard covers the principal trade classifications and sizes of softwood lumber for yard, structural, and shop use, and provides a common basis of understanding for the classification, measurement, grading, and grade-marking of rough and dressed sizes of various items of lumber, including finish, boards, dimensions, and timbers.

Public hearings will be held on February 19 in Room 6802, Main Commerce Building, Washington, D.C., in connection with the recommended standard. Trade associations have already been informed of these hearings and of the opportunity provided to submit written comments on the proposed standard or to file notices of intention to appear at the hearings.

The text of the proposed recommended standard for softwood lumber was published in the *Federal Register* of December 29, 1967. A copy of the text is available from the United States Division, Office of Trade Relations.

Index to "Foreign Trade"

The index to Volume 128 of Foreign Trade, *July-December 1967, numbers 1 to 13 inclusive, is now available. If you would like a copy, please write to: The Editor,* Foreign Trade, *Trade Publicity Branch, Department of Trade and Commerce, Ottawa.*

The Ocean Freight Market

ALTHOUGH average charter rates in all Canadian trades were higher than those in the same quarter of 1966, the rates in a number of these trades were slightly lower than those recorded in the third quarter of 1967. Dry cargo rates in some Canadian trades held fairly steady, including the transatlantic grain trade which was influenced by heavier seasonal demand. Rates in certain other trades, particularly the transpacific grain trade, showed a tendency to ease in the fourth quarter. Despite heavy chartering, a rate of $9.00 per ton for grain shipments to Japan from the Pacific Coast remained steady throughout the quarter.

A notable feature of the world freight market during the three-month period under review was the increasing availability and use of large bulk carriers, ranging in capacity from 40,000 to 80,000 deadweight tons. This development was clearly evident in the coal trade from Hampton Roads to Japan for which more than half of the reported fixtures involved vessels with deadweight tonnages of 40,000 and over.

On the basis of the few fixtures reported, chartering activity in the tanker market appeared to slacken considerably, with rates showing a sharp downward trend. In marked contrast, tanker rates in the third quarter rose substantially as a result of the Suez Canal closure. The tanker rate for black oil from the Caribbean to United States North Atlantic ports was around Intascale plus 85 per cent at the beginning of the fourth quarter, but declined rapidly to a level of Intascale minus 15 per cent at the end of the quarter.

CHARTER RATES—FOURTH QUARTER 1967

The rates shown in column A are in sterling or U.S. dollars with the Canadian dollar equivalent in column B calculated at £ = $2.99 before devaluation, £ = $2.60 after devaluation and U.S.$ = $1.08. For comparison the rates a year ago are shown in column C with the Canadian dollar equivalent in Column D calculated at £ = $3.01 and U.S.$ = $1.08.

TIME CHARTERS

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

	Fourth Quarter 1967		Fourth Quarter 1966	
	A	B	C	D
	£ or U.S.$	Cdn.$	£ or U.S.$	Cdn.$
General Trading (approximately 6 months)				
Motorships 11,000-12,999 dwt. 13-14.9 knots	4.22	4.56	21s.9d	3.27
Motorships 13,000-14,999 dwt. 13-14.9 knots	4.22	4.56	23s.3d	3.50
Steamships 9,000-10,999 dwt. 9-10.9 knots	21s.10d	3.10	15s.1d	2.27

*One fixture reported only.

TRIP CHARTERS

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

	Fourth Quarter 1967		Fourth Quarter 1966	
	A £ or U.S.$	B Cdn.$	C £ or U.S.$	D Cdn.$
Heavy Grain (per long ton)				
St. Lawrence to Britain	50s.0d	7.48	36s.7d	5.51
St. Lawrence to Belgium/Holland	5.50	5.94	4.06	4.38
St. Lawrence to Italy	8.63	9.32	7.50*	8.10
St. Lawrence to Algeria	9.00*	9.72	.....	.....
St. Lawrence to West Coast India	115s.0d*	17.19	83s.5d	12.55
Great Lakes to Algeria	13.63	14.72	.....	.....
Completing St. Lawrence	9.50	10.26	.....	.....
Great Lakes to Britain	80s.11d	12.10	61s.8d	9.28
Completing St. Lawrence	45s.10d	6.85	35s.8d	5.37
Great Lakes to Belgium/Holland	9.41	10.16	8.31	8.97
Completing St. Lawrence	5.19	5.61	3.68	3.97
Great Lakes to Japan	15.00*	16.20	.....	.....
Completing St. Lawrence	12.00*	12.96	.....	.....
Great Lakes to France	12.25	13.23	9.00*	9.72
Completing St. Lawrence	9.00*	9.72	5.00*	5.40
Great Lakes to Italy	13.00*	14.04	10.67	11.52
British Columbia/North Pacific to Japan	9.00	9.72	7.23	7.81
British Columbia/North Pacific to Philippines	9.78	10.56	.....	.....
British Columbia/North Pacific to Venezuela	8.25	8 91	.....	.....
British Columbia to Belgium/Holland	6.67	7.20	.....	.....
British Columbia/North Pacific to Korea	9.55	10.31	.....	.....
British Columbia to Britain	8.28	8.94	.....	.....
British Columbia/North Pacific to East Coast of India	101s.10d	14.21	.....	.....
British Columbia/North Pacific to West Coast of India	90s.0d*	11.70	.....	.....
Coal (per long ton)				
Hampton Roads to Japan	8.61	9.30	6.32	6.83
Oilseeds (per long ton)				
British Columbia/North Pacific to Japan	8.83	9.54	6.10*	6.59
Scrap Iron and Steel (per long ton)				
U.S. Atlantic to Japan	11.64	12.57	10.78	11.64
California to Japan	9.95*	10.75	5.33*	5.76
Sulphur (per long ton)				
British Columbia to Western Australia	75s.0d*	11.21	.....	.....
British Columbia to New Zealand (North Island)	73s.3d	10.95	.....	.....
British Columbia to New Zealand (South Island)	80s.0d*	11.96	.....	.....
British Columbia to East Coast India	11.15*	12.04	.....	.....
British Columbia to Brazil	10.50*	11.34	.....	.....
Oil Block (per long ton)				
Venezuela to Portland, Maine	2.91	3.14	1.35	1.46
Persian Gulf to Portland, Maine	6.76*	7.30	5.86	6.33
Venezuela to East Coast Canada	4.43	4.78	2.66	2.87

*One fixture reported only.

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 Foreign currency unit in Canadian dollars	Value of Canadian dollar in foreign currency units
	at January 19	
Algeria		
Dinar	.2211	4.52
Argentina		
Peso (free)	.0031	322.58
Australia		
Dollar	1.225	.8163
Austria		
Schilling	.0421	23.98
Bahamas		
Dollar	1.068	.9364
Belgium and Luxembourg		
Franc	.0220	46.25
Bermuda		
Pound	2.626	.38
Bolivia		
Peso	.0916	10.92
Brazil		
Cruzeiro (official free)	.3401	2.65
Britain		
Pound	2.626	.38
British Honduras		
Dollar	.6565	1.52
Burma		
Kyat	.2289	4.37
Ceylon		
Rupee	.1831	5.46
Chile		
Escudo (bank rate)	.1846	5.42
(free)	.1594	6.27
China, Republic of		
New Taiwan Dollar (official)	.0233	42.92
Colombia		
Peso (fixed)	.067	14.95
Congo, Republic of[1]		
Franc	.0072	139.50
Costa Rica		
Colon	.1645	6.08
Cuba[2]		
Peso	.....	.....
Czechoslovakia		
Koruna	.1514	6.61
Denmark		
Krone	.1462	6.84
Dominican Republic		
Peso	1.090	.92
Ecuador		
Sucre (official)	.0606	16.50
(free)	.0542	18.45
El Salvador		
Colon	.4360	2.29
Fiji		
Pound	2.503	.39
Finland		
Markka	.2595	3.85
France, Monaco, etc.[3]		
Franc	.2211	4.52
Franco-African Republics[4]		
Franc	.0044	227.79
French Pacific[5]		
Franc	.0122	82.64
Germany		
D Mark	.2725	3.67
Ghana		
New Cedi	1.068	.94
Greece		
Drachma	.0363	27.86
Guatemala		
Quetzal	1.090	.92
Guyana		
Dollar	.5450	1.83
Haiti		
Gourde	.2180	4.59
Honduras		
Lempira	.5450	1.83
Hong Kong		
Dollar	.1799	5.56
Hungary		
Forint (official)	.0921	10.86
Iceland		
Krona (official)	.0191	52.91
India		
Rupee	.1456	6.87

Country and Currency	Value of Foreign currency unit in Canadian dollars	Value of Canadian dollar in foreign currency units
	at January 19	
Indonesia[6]		
Rupiah	.....	.....
Iran		
Rial	.0145	70.42
Iraq		
Dinar	3.052	.33
Ireland		
Pound	2.626	.38
Israel		
Pound	.3114	3.21
Italy		
Lira	.0017	581.86
Japan		
Yen	.0030	333.33
Kenya		
Shilling	.1526	6.55
Lebanon		
Pound (free)	.3379	2.96
Malaysia		
Dollar	.3561	2.81
Mexico		
Peso	.0872	11.47
Morocco		
Dirham	.2154	4.64
Netherlands		
Florin	.3024	3.31
Netherlands Antilles		
Florin	.5870	1.70
New Zealand		
Dollar	1.229	.81
Nicaragua		
Cordoba	.1557	6.42
Nigeria		
Pound	2.599	.38
Norway		
Krone	.1526	6.55
Pakistan		
Rupee	.2289	4.37
Panama		
Balboa	1.090	.93
Paraguay		
Guarani (free)	.0087	116.28
Peru		
Sol (free)	.0278	35.97
Philippines		
Peso (free)	.2785	3.59
Poland		
Zloty (fixed basic rate)	.2725	3.67
Portugal & Colonies[7]		
Escudo	.0379	26.33
Saudi Arabia		
Riyal	.2066	4.84
Sierra Leone		
Leone	1.526	.66
South Africa		
Rand	1.526	.66
Spain & Dependencies		
Peseta	.0156	64.25
Sweden		
Krona	.2111	4.74
Switzerland		
Franc	.2507	3.99
Syria		
Pound (free)	.2853	3.51
Thailand		
Baht (free)	.0529	18.90
Tunisia		
Dinar	2.076	.48
Turkey		
Lira	.1211	8.26
United Arab Republic		
Pound (official)	2.507	.40
United States		
Dollar	1.090	.92
Uruguay		
Peso (free)	.0055	185.18
Venezuela		
Bolivar (official free)	.2427	4.12
West Indies		
Dollar[8]	.5450	1.83
Pound[9]	2.626	.38
Yugoslavia		
Dinar (official)	.0872	11.47

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

REPUBLIC OF CHINA (TAIWAN)

Area

13,885 square miles.

Climate

Average temperature 71°F in the north and 76°F in the south. Centigrade scale is used.

Population

In 1966, population was 12,993,000 of which 6,684,000 were males and 6,309,000 females.

35 and over	3,406,000
25 to 34	1,750,000
15 to 24	2,125,000

Income

In 1966, the national income was approximately NT$100,867 million (U.S.$2,522 million). Per capita income was approximately NT$7,599 (U.S.$189). The minimum monthly wage is NT$450 (U.S.$11.25).

Motor Vehicles

Registrations total 138,700, of which 19,100 are passenger vehicles, 21,400 commercial vehicles, 92,800 motorcycles and scooters, 3,300 vehicles for special purposes (fire engines, postal vehicles) and 2,100 three-wheeled vehicles.

Telephones

Less than one per thousand persons.

Radio and Television

There are 77,000 households with radio sets using tubes, and 28,000 households with transistorized radio sets. There are 108,300 households with television sets. Radio broadcasting is privately owned. There is one public television broadcasting station; the others are privately owned.

Electric Power

60-cycle a.c. 110/220 volts, single- and three-phase. Cost averages NT$0.495 per kwh. (U.S.$0.012) and is NT$0.3973 for power and NT$0.9310 for lighting. National capacity is 718,470 kw. from hydro stations, 756,726 kw. from thermal stations. The neutral wire in the secondary distribution system is grounded.

Coal

Consumption is about 5 million metric tons a year with production about the same. Reserves are put at 255 million metric tons, about 40 per cent of which is suitable for use as a raw material, 60 per cent for fuel.

Gas

Production of gas is 445 million cubic meters with reserves of 27.2 billion cubic meters.

Petroleum

Most petroleum products are available.

Weights and Measures

Japanese weights and measures are still used but the Government is promoting a mixture of Chinese and metric measures. Metric measures are used for weight, length and area. For liquids both imperial and U.S. gallons are used; for dry measures, both imperial and U.S. quarts.

Screw Thread

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