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COVER . . . Are Canadian manufacturers really making an all-out effort to sell to people like these, living next door to us in that great consumer market, the United States? For a dynamic answer to this question and a program of action, please turn to page 2.

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How to Sell in the United States

A veteran Trade Commissioner draws on his own experience in suggesting how Canadian manufacturers of consumer goods can crack the U.S. market and expand their sales.

NEW YORK—About a year ago I ventured to call the attention of Canadian exporters, both active and potential, to the practically untapped market in the United States for Canadian manufactured products of the consumer type.

I pointed out that Canada is already getting about all the business that can be expected in the bulk commodities, raw and semi-manufactured, required to keep the wheels of U.S. industry turning. I also emphasized that little or no "missionary" work on the part of the Trade Commissioner Service was necessary in this particular field, because the Americans are already well aware of the strategic importance of Canada as a storehouse of raw materials.

U.S. Market Neglected

The same is not true, however, of Canadian manufactured goods, which I sometimes consider the Cinderella in our export story. Our American friends know little or nothing of what Canada has to offer in consumer goods, mainly because, in the United States, the wholesalers, distributors, and retailers are accustomed to *being sold*. Over the years they have never been compelled to come to Canada or go to any other country looking for merchandise. Overseas suppliers—competitors of Canada—have catered to the demands of the market and to the eccentricities of individual tastes in the United States, a market of first importance, because the standard of living is higher there and the average person can buy more freely.

With this tremendous field of opportunity so near, it is hard to understand why some Canadian firms are so unconcerned and non-appreciative of this market, which still awaits their united and serious attention.

Calls for Salesmanship

I do not wish to imply that the American market is there, in all cases, simply for the asking, nor that it is easier to develop export sales in the United States than to build up a domestic business. But keeping in mind the currency and import restrictions that still beset Canadians in selling to old and new customers alike in most other countries—even in the Commonwealth and more especially in the United Kingdom—the United States market, which is free of all such artificial barriers, can be regarded as the easiest outlet for Canadian-made products that remains open to us today. This holds true even though, in certain cases, the exporter may find after careful investigation that the U.S. tariff is too high to hurdle. But this exception to the rule should not dampen his enthusiasm.

Selling in the United States is not easy but if we put the same time, effort and expense into developing this U.S. market as we do into finding and expanding our domestic business, we will gradually succeed in establishing various lines of consumer goods. If we continue to venture and pay sufficient attention to the market, once established, in the long run we will succeed.

Ideal Testing Ground

Last year I pointed out that the mid-Atlantic region, which includes the states of New York, New Jersey, Pennsylvania and Connecticut (all of which fall within the purview of the Canadian Trade Commissioner's office in New York) is the most concentrated market area in the United States and accounts for over one-fifth of total consumer sales. Put more simply, in the territory attached to our New York office there are 31 million consumers and their yearly purchases total \$29 billion. The New York area is thus a good proving-ground for Canadian lines and in particular the cities of Rochester and Buffalo are ideal channels through which to enter the market.

A few weeks ago I had the opportunity of spending several days in Buffalo and earlier I investigated the possibilities of Rochester and Syracuse as an entrepôt for the distribution of Canadian products. I found the first two cities ideal for experimental selling and discovered also that one of the largest U.S. national advertising firms considers Rochester, which is so conveniently close to Canada, one of the two best American cities to test out a new line of merchandise, whether it be domestic or imported. In other words, the theory is that anything, but particularly style-wear and clothing, that proves popular and sells successfully in Rochester will sell equally well in any other city in the central and eastern half of the United States.

Prospecting in Buffalo

When I toured the city and called on the merchandise managers of all the leading stores, I soon discovered that Rochester has a warm feeling for Canadians in general and especially for the Canadian dollars which they are getting from Canadian tourists and visitors who flock there on every national holiday. And the same situation exists in Buffalo.

The Canadian salesman who arrives in Rochester or Buffalo to introduce his line of merchandise will find that, as a result, his task has already been made easier. He will have little difficulty in displaying his samples to the buyers or merchandise managers in any or all of the leading stores, and if the goods are attractive and competitive in price, he will succeed in opening up a few new accounts.

It was almost unbelievable but nevertheless true that in Buffalo, without exception, every department store manager asserted that he had yet to receive a call from the sales representative of any Canadian manufacturer.

The following market observations, the result of my discussions with merchandise managers in Buffalo recently, will prove my point—that there are good prospects for selling Canadian goods in the Buffalo area if Canadian manufacturers will make every effort to establish their lines.

A. Large specialty store on Main Street. Will be pleased to receive travelling salesmen from Canada, although store buys about 75 per cent of its merchandise through a buying firm in New York. It was suggested that it would be well for our ladies' dress, costume, and sportswear firms to submit samples to this New York buying house.

B. Head office of a large chain grocery store. I met the vice-president, who told me they have 132 stores in the United States and opened three new ones during the last month. They are always interested in Canadian offerings.

C. Large department store on Main Street. They are always glad of the opportunity to look over Canadian samples—in fact, have bought ladies' coats and sports shirts from a Canadian manufacturer and would like to see samples of Canadian ski outfits like those sold in New York.

D. Department store on Main Street. I interviewed merchandise manager and found him very friendly. He asked me to send him a Canadian Trade Index and would be glad to welcome Canadian salesmen handling higher quality lines. He buys 75 per cent of his requirements from a buying syndicate in New York and suggested we contact them.

E. A high-class department store on Main Street. I met the president, but merchandise manager was absent in New York. They are members of a buying house in New York City. They have just taken a new line of Canadian men's shoes and after-ski boots and may try our ski suits. The president also suggested that we work closely with their buying house in New York.

F. Another department store on Main Street. I discussed my problem with the secretary-treasurer and he introduced me to the merchandise manager. They buy 90 per cent of their requirements from another buying house in New York and suggested that we have our salesmen see them. They were very friendly but prefer to buy in New York.

G. Department store on Main Street. The merchandise manager explained that they buy nearly everything through a buying syndicate in New York. At the same time, they would be glad to see any salesmen from Canada who cared to call on them in Buffalo.

H. Department store selling goods in the medium-price to low-price range. The only Canadian merchandise they sell is wool socks which they have handled for some time. They would be pleased to see any salesmen from Canada at any time.

I. The Secretary, Retail Merchants Association of Buffalo. He explained that they have a membership of 34 stores and operate their own credit bureau with a staff of 50 clerks. They would be glad to assist any Canadian sales representatives and introduce them to their members.

J. Department store owned by a New York firm.. They suggested seeing their people in New York.

Most of these stores do the largest part of their buying in New York. Nevertheless, it is a good idea to call on them and submit samples. They may buy direct or if not, if they like the look of the Canadian merchandise they will recommend it to their particular buying house in New York. They will also suggest that the New York firm see the samples and have them put on view for all other members of the buying syndicate so that orders can be placed with the Canadian manufacturer.

When one considers that Buffalo is only across the bridge from Fort Erie, Ontario, a distance perhaps of one mile, it is most surprising that some of our manufacturers in Ontario—such as makers of boots and shoes, men's and women's sportswear, woollen socks, sporting goods, food items, tinned meats, etc., boats and canoes, handicrafts and many other goods, have never apparently thought it worth-while to sample the trade or investigate the possibilities of this market right on their doorstep.

Canada prides herself on being the world's third largest exporter and yet her manufacturers have done little to cultivate the great consumer market of a country lying along their border which has the highest standard of living in the world.

Aggressive Selling Needed

Some of our old-established exporters have been shipping to the far-off corners of the earth for many years. They found buyers and developed this business when conditions of trade were much easier than they are today—and they may now be struggling to retain their foothold in some of these markets in the face of embargoes and dollar shortages or import restrictions.

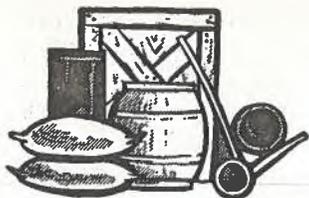
What we need in Canada is more of that aggressive, alert, "fireball" type of salesmanship which characterizes merchandising in the United States and which the Americans use to good effect in Canada to sell their own merchandise.

The salesmen whom we send down to the United States must be technically familiar with their products, have plenty of sales experience and be able to stand up and tell potential buyers that these Canadian products are equal in quality to anything produced elsewhere and are worth every cent which is asked for them because of the fine workmanship and materials.

Our manufacturers proved themselves during and since the war. Canadian production methods and processes are better than many and equal to most other industrial countries. We must train our salesmen to go forth with courage and preach the gospel of Canadian consumer goods for those who want the best—not only in the United States but everywhere.

—A. E. BRYAN
*Deputy Consul General of Canada
and Trade Commissioner*

Canadian businessmen interested in obtaining the names and addresses of the stores and buying syndicates mentioned in this article should write to Mr. Bryan at: Canadian Consulate General, 620 Fifth Avenue, New York—Editor.



Commodity Notes

AUSTRALIA

Pig Iron—Pig iron production at Wundowie was valued at £55,740 during the three months, against £56,910 in the same quarter of 1952, but shipments of iron ore from Cockatoo Island, Yampi Sound, by Australian Iron and Steel Ltd. rose from 10,074 to 174,583 tons. The first export shipment of charcoal iron from Wundowie was reported during the last week of June when 100 tons were sent to Indonesia. Shipments of pig iron have also been made recently from Western Australia to Hong Kong and to the Eastern States of Australia. The iron is finding a market in the Eastern States for use in high-grade castings—Melbourne, Sept. 14.

BRAZIL

Petroleum—According to a press report, The National Petroleum Council has given the “Companhia Petrolífera da Amazonia” permission to install a refinery in Manáus, State of Amazonas, with a refining capacity of 5,000 barrels a day. The company will refine Peruvian petroleum and has already signed a contract with “Ganso Azul” of Peru. It owns a fleet of oil tankers and is negotiating with French and U.S. firms for the purchase of refining equipment—Rio de Janeiro, Sept. 16.

INDIA

Aluminum Conductors—A standard specification for hard-drawn standard aluminum conductors and steel-cored aluminum conductors for overhead power transmissions has been issued by the Indian Standards Institution. An important feature of this specification is the inclusion of all-aluminum conductors. This is expected to encourage the use of an indigenous metal during a world shortage of electrolytic copper, an entirely imported material which is more generally used for this purpose—New Delhi, Sept. 12.

JAMAICA

Sugar—Jamaica's 21 sugar mills had produced a record 330,237 tons from 136,430 acres under cane when grinding was completed on August 28. Of this, the two West Indies Sugar Company mills were responsible for 122,763 tons. Local requirements are placed at 62,000 tons, leaving a surplus for export of 268,237 tons. Of this, 188,438 tons come under the negotiated price quota. Up to August 31, Canada had taken 102,353 tons from the present crop. The 1954

preliminary estimate is placed at 340,875 tons from an acreage increase of about 14,000 acres. The total crop in 1952 was 265,872 tons—Kingston, Sept. 15.

Bananas—For the first time since 1939 Jamaica has exported more than one million stems of bananas during one month. In July, 1,109,625 stems were exported, bringing the total for the first seven months of the year to 5,468,554, with an approximate value of £2½ million—Kingston, Sept. 15.

JAPAN

Canned Crab—A Japanese cannery ship, operated as a joint venture by two Tokyo companies, has returned with a catch of nearly 58,500 cases of canned crab, 8,000 cases over the target catch. This was the first voyage of this type in 14 years. The ship spent 140 days in North Pacific waters—Tokyo, Sept. 15.

NORWAY

Timber—More than seven million cubic metres of timber were produced from the Norwegian forests during the 1952-53 season; the amount planned was 6·5 million cubic metres. A new market has been found for Norwegian timber in West Germany which has signed a contract for 40,000 cubic metres of pit props to a value of three million kroner—Oslo, Sept. 18.

SOUTH AFRICA

Wool—The return on the wool clip during the 1952-53 season totalled almost £60·5 million, the second largest in the industry's history and £11·5 million more than in the previous year. Wool sales totalled 256·8 million pounds or the heaviest clip since 1940-41. The average price for the season, 56·55 pence per pound, was the second highest on record and compared with 48·14 pence the previous year, 95·79 pence in 1950-51 and 6·53 pence in 1930-31—Cape Town, Sept. 16.

Tobacco—South Africa is at last becoming a tobacco-exporting country, and in the process is banishing the spectre of over-production which has haunted its 20,000 tobacco farmers. During the past year South Africa exported nearly 4·7 million lb. of leaf. This is easily a record, although it seems small compared with the 58 million lb. that Southern Rhodesia, for instance, sent to Britain last year—Johannesburg, Sept. 14.

UNITED STATES

Paint—A large Cleveland paint firm has announced new plant expansion programs in Latin America. New facilities will double output in their Mexican factory, and a new plant is being built in Valencia, Venezuela. The latter is the Cleveland firm's first factory in South America and will be built in co-operation with a Latin American firm—Detroit, Sept. 28.

Let's Talk Trade Fair . . .

Thinking of joining the parade of Canadian companies who find the CITF a first-class sales medium? You should begin planning now, if you want your Trade Fair investment to pay dividends.

OTTAWA—Eight months before the curtain goes up on the Seventh Canadian International Trade Fair—on May 31, 1954—the producers, the directors and the backstage crew are working as hard as for any Broadway stage success. Producing the CITF calls for skill in management and careful co-ordination; last year, for example, the Fair featured 1,474 exhibits, covering about 264 thousand square feet and drawn from 27 countries. Its patrons—to carry on the metaphor—comprised nearly 28 thousand business visitors from 59 different countries, ranging from Argentina to Switzerland and Venezuela.

But it isn't only the producers and the backstagers who must begin preparing early for the CITF's annual appearance. The supporting cast—the hundreds of companies that will be exhibiting—must do their planning well in advance if the Fair is to be a success. And it's not too soon to be taking the first steps.

The many Canadian companies that have exhibited at several Fairs can draw on past experience in shaping their 1954 plans. They know how the Fair operates, what type of people it attracts, what kind of displays win attention. But the newcomer may hesitate to take the plunge. Before making the decision to exhibit, a company should discuss displaying products that meet the buyers' three primary requirements—good quality, a competitive price, and reasonably fast delivery. The CITF is primarily a place to transact business; it is open to the public on three days only and it seldom draws mere sightseers. This means that the first-time exhibitor must come equipped to fill orders.

Reserve Early

The CITF veterans know that the displays that pay dividends result from careful planning. Once the decision to participate is made, the next question is reserving space. This has grown more important now that the Fair has become an established institution. Satisfied exhibitors are coming back year after year—and they reserve early. In fact, by September 23rd some 85,120 square feet had already been contracted for, compared with 60,900 square feet at the end of September last year.

The early bird—as early birds should—gets the proverbial reward. An exhibitor receives one point for each month his application is in before the 28th of October. Old-timers receive four points for every year they have exhibited. When the Space Committee meets to allocate the space, they take the accumulated points into account. Those with a fair number of points get first consideration and requests for a specific location may well be granted.

The early bird profits, but the latecomer risks losing out altogether. The CITF Administration may have to refuse new applicants after the reservations reach a certain total. Last year applications for space in the machine tool section had to be cut off many weeks before the closing date and requests for about 20,000 square feet of space just couldn't be filled.

Intending exhibitors should apply to the Administrator, Canadian International Trade Fair, Exhibition Grounds, Toronto, before February 1, 1954, and with the application must send a deposit of 25 per cent of the charge. The rate is \$2.50 a square foot for inside space, with 120 square feet the minimum. For outside space, it is 50 cents a square foot, with the minimum 1,050 square feet.

How much space does an exhibitor need? That depends on the products he wants to display. The Waterford glass from Ireland that was a feature of last year's Fair was shown to advantage in a small booth; the huge 60-ton horizontal boring mill obviously demanded plenty of elbow room. It's wise to reserve enough space to show off your products without crowding, keeping in mind that the display should be visible to as many people as possible at one time. Saving on space usually proves to be a poor economy. (The Administration naturally reserves the right to reduce space if necessary.)

A Word on Design

The matter of space leads directly to the next point—design. The Trade Fair brings together displays from over 25 countries and many of the overseas exhibits set a high standard. Last year, for example, the Government of India booths all used white wood gateways of a traditional Indian pattern, and pale mauve display stands. The Irish booths had display cases of light-coloured wood and etchings on plastic as a decorative note. Canadian exhibits rub shoulders with displays like these from overseas and should be able to compete successfully for the visitor's notice.

The machinery displays naturally do not demand the same artistic treatment as the consumer goods. But even here, streamlined, functional design and ingenious methods of demonstrating the product have a place.

To Stage a Successful CITF Exhibit . . .

- *Decide initially what products you want to display.*
- *Reserve your space immediately—and make sure that you have enough.*
- *Pay careful attention to designing the booth and, if necessary, seek expert advice.*
- *Institute a training project for your booth attendants.*
- *Co-operate with the CITF Administration on publicity and do some promotion for your own exhibit.*

Exhibitors of an office machine that incorporates an unbreakable magnetic tape demonstrated this in an unusual way. Arranged on a table and attached to an electric outlet were two plush elephants, who constantly pulled a piece of the tape back and forth to advertise its strength. The outdoor section, housing materials-handling and construction equipment, provided many examples of ingenuity in display.

Planning Takes Time

It's not a matter of being elaborate or "arty" but of giving thought to the design months before the Fair opens. It means studying how to display the product to best advantage and how to play up the features that will catch the potential buyer's eye. And planning and building an exhibit take time. An American who specializes in the organizing and promoting of industrial expositions makes a pertinent comment. "It is remarkable," he says, "how many companies will wait up to the last few days before the show is scheduled to open and hurriedly assemble the material they require. . . . Literally scores of companies do this that would not for a moment dream of paying several hundred dollars for a page in a business publication and telling the publication that there hadn't been time to prepare artwork and copy—'So let it go at using the page just for our company's name and address'".

Methods of getting the exhibit designed vary from company to company, but many now rely on a professional designer. On request, the CITF Administration supplies a list of the members of the Canadian Display Design and Builders Association. It does not recommend any one firm and exhibitors are not obligated to employ any of them. The only stipulation is that, for mechanical and carpentry work in setting up the display at the Fair, exhibitors use union men.

Men in Possession

Once the exhibitor has reserved his space and planned his display, another problem crops up—securing and training the booth attendants. Glen Bannerman, director of the Canadian Government Exhibition Commission, remarks that six years' experience with the CITF has shown what a vital part these booth attendants play.

The Trade Fair isn't designed to entertain or even instruct the public—it's a gigantic salesroom. As it has become better known and has proved its value, it attracts more and more senior executives keen to compare values and to buy. One firm, for example, sent eight of its men to examine an automatic capsuling machine made in Denmark. When people like these visit a display, they want to talk with someone who knows the goods thoroughly and can quote firm prices and delivery dates. The president of one firm making wood-working equipment mans his booth himself and finds that it pays.

Untrained or inattentive attendants make a most unfavourable impression. Veteran exhibitors suggest that some top sales people, such as the general sales manager or the export manager, be on hand to meet customers. Firms showing machinery or machine tools should supply enough technicians to demonstrate the machine efficiently and continuously.



Among the new exhibitors at last year's Trade Fair was the Fisheries Council of Canada. In this attractively designed stand, the Council displayed all types of fresh, frozen, canned and other processed fish and also fish by-products, representing the output of some 35 firms.

The fact that the Fair attracts visitors from so many countries sometimes worries the newcomer. How, he wonders, can he handle language difficulties? It is naturally helpful to have someone in your booth who speaks two or more languages but it isn't essential. The CITF provides competent interpreters when they are needed.

Publicity Has a Place

The application for space at the CITF includes a section for a brief description of the products which the exhibitor will be showing. It is important that this space be filled in, as the information given becomes the listing in the Trade Fair catalogue, the buyer's handbook and guide. The CITF Administration also likes to receive interesting stories about products to be exhibited and good, clear glossy prints. The Publicity Section may be able to use text and pictures in advance stories on the Fair for the business and trade press. But material both for the catalogue and for promotion must reach Toronto early.

The CITF does what it can to rouse interest among potential buyers, but the exhibitor should also take a hand. There are several ways of attracting visitors with a potential interest in your products. One is sending to a list of prospects an invitation to visit your stand, complete with directions on how to find it. Another is advertising in the business and trade press, telling your friends that you are participating and asking them to look you up.

What about promotion pieces to hand out at the Fair? At Fairs open to the general public, most exhibitors lay in a stock of inexpensive pamphlets known as "throwaways". But the CITF has few casual

visitors. Nevertheless, many companies prepare sales literature to be handed out. The German Exhibitors Committee, for example, last year had an attractive booklet listing alphabetically all the German exhibitors at the CITF, the products each firm exhibited, other products which it manufactures, and the address of the Canadian representative. Some companies prefer to have the interested visitor sign a card; later, sales literature is sent to his home where he may study it at his leisure.

Plans Are Maturing

At the moment, plans for next year's Fair have not all crystallized, though the Administration has already announced some new features. One innovation is the organizing of an aircraft industry section, in which aircraft, aircraft engines, instruments and parts produced in Canada will be on display. The day after the Fair officially closes, the National Air Show authorities will stage the annual air show at the Exhibition Grounds.

In the Fair's early years, there was a tendency to stress capital goods because of the major development projects going forward in Canada and many other countries. Now consumer goods are coming to the fore; at the 1953 Fair, about 60 per cent of the displays were of capital goods and 40 per cent of consumer goods. Companies whose products fall into either category can now regard the Fair as a tested sales medium.

Another fact quarried from the 1953 CITF statistics should encourage Canadian participants—the growing attention which the Fair gets from United States buyers. Last June, 2,182 U.S. businessmen, from forty states, visited the CITF and many Canadian exhibitors sold to these American customers. In addition, several of the Latin American countries with dollars to spend—such as Colombia, Venezuela and Mexico—sent buyers to the Fair.

If you want to join the list of companies who have made the Canadian International Trade Fair a part of their successful sales programs, we suggest that you make your plans now. Decide what space you will need, make your reservation, plan your exhibit and your publicity, and block out a training program for your booth attendants. You'll be ensuring the success of your own investment—and helping the Fair Administration to make the Seventh CITF the best one yet.

—O. MARY HILL
Editor, "Foreign Trade"

For Your Information . . .

The Directories listed were last published in these issues:
Foreign Trade Service Abroad *October 3*
Head Office Directory *In this issue*
Area Breakdown, Foreign Trade Service *September 19*
Foreign Commercial Representatives in Canada *August 8*

Mexico

Cotton Growers Search for Markets

MEXICO, D.F.—The growing of raw cotton has, within a comparatively short time, become an important phase of Mexican agriculture. It employs about 150 thousand persons permanently, apart from migratory labour, and keeps over 280 ginning mills busy. Today Mexico stands fifth as a raw cotton producer and the industry has brought prosperity to many sections of the country which were once rather backward.

Today Mexico is searching for more and steadier markets abroad for its cotton crop. Foreign sales of raw cotton already represent about one-fifth of total Mexican exports and production could be doubled easily and quickly. But because of the uncertainties of the world market, and because the drought has reduced previous estimates of the 1953-54 crop by 350 thousand bales, growers are postponing a decision on plans for expansion.

Yields and Markets

Cotton is grown in seventeen states of Mexico. Acreage planted rose to 2,319,000 in the 1952-53 crop year and the yield was 1,227,500 bales. A crop of 1.25 million bales was expected for the current year but it is doubtful whether much more than one million bales will be gathered because of unfavourable weather.

Probable yields in 1953-54 in the chief growing areas are:

Region	State	1952-53 Crop	Estimated 1953-54 Crop
Matamoros	Tamaulipas	209,000 bales	135,000 bales
Nuevo Laredo	Tamaulipas	5,000 "	5,000 "
Anahuac	Nuevo Leon	10,500 "	500 "
Monterrey	Nuevo Leon	15,500 "	12,000 "
Laguna	Coahuila/Durango	255,500 "	250,000 "
Delicias	Chihuahua	95,000 "	95,000 "
Juarez	Chihuahua	35,500 "	29,250 "
Sinaloa/Sonora	Sinaloa/Sonora	252,500 "	238,500 "
Colima	Colima	6,500 "	6,500 "
Mexicali	Baja California	335,500 "	280,000 "
Others	Others	7,000 "	6,000 "
	Totals	1,227,500 "	1,057,750 "

Large as it is, the Mexican cotton textile industry consumes only 350 thousand bales a year. Exports, which were negligible until 1947-48, have since increased—to a value of 1,112.4 million pesos in 1951 and 1,187.3 million in 1952, or 20.4 per cent and 23 per cent respectively of the nation's total export trade.

The Government is not satisfied, however, with the conduct of this export trade. The National Bank of Foreign Commerce, an official agency, complained this month that too large a proportion of sales are effected by re-exporting from the United States. Demanding the introduction of "more effective methods of direct selling", (in which barter deals may

figure prominently) the Bank observed that "since cotton firms operating in Mexico in their great majority are the same companies that export U.S. cotton, it is logical that they will try to sell the U.S. product and only under the pressure of price considerations sell Mexican fibre".

The fact that so many countries buy Mexican cotton through the United States also makes it difficult for Mexico to keep accurate records of foreign trade. Canada has bought Mexican fibre somewhat erratically in recent years: \$19.3 million worth in 1950, less than a million in 1951, and \$9.1 million in 1952. Even so, Mexican statistics show sales to Canada of only \$300 thousand in 1950 and 1951, and of less than a million last year. Chief buyers of a total of 959 thousand bales in 1950-51 and 912,500 bales in 1951-52 were, according to the National Bank of Foreign Commerce:

	1950-51	1951-52
	(in thousand bales)	
Belgium	132.1	41.8
France	33.9	220.0
Japan	330.9	11.2
United Kingdom	170.0	22.5
Italy	56.7	62.8
Germany	35.4	39.4

Altogether 29 countries, including several in Eastern Europe, have bought Mexican cotton in recent years. It is probable that, insofar as Mexican growers, the banks and the Government are able to exercise control, buyers will be invited to purchase directly and barter deals will be made easy. This, they seem to feel, would ease the sales problem.

—M. T. STEWART

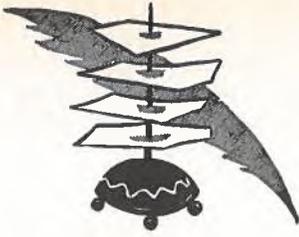
Commercial Counsellor for Canada

Distilling Story

BELFAST—The production of patent grain whisky, formerly carried on in Northern Ireland by four distilleries which are now closed, is to be resumed by a firm of Coleraine distillers. This firm is installing new plant and expects to be operating early in October. Patent grain whisky is used for extending or blending with malt or pot still whisky and supplies of it are at present imported from the Republic of Ireland. Formerly made from Indian maize, this whisky will now be produced from barley and will be sold to Northern Ireland's 30 to 40 wholesale spirit merchants and blending houses.

The new plant at Coleraine, costing £50,000, will be the largest of its kind in Ireland. Most of the machinery and equipment was made in Scotland. The distillery will continue its seasonal production of malt whisky, but production of the patent grain whisky will be continuous and will at least treble the output. It is hoped to export part of the production to Great Britain and the Republic of Ireland.

At the present time Northern Ireland has four distilleries. The new venture, regarded as one of the most important in the local spirit trade for many years, is expected to double the country's whisky production and considerably increase its exports.



General Notes

AUSTRALIA

New Steel Plant—A steel rolling mill which is to be established at Kwinana, near Fremantle, W.A., by the Broken Hill Proprietary Co. Limited will have a production capacity of about 50,000 tons a year. The rolling mill will be fed by billets produced at the steel works in New South Wales. West Australian requirements of rolled steel products, not including sheets and steel wire, is about 50,000 tons a year.

A steel fence post plant, expected to be in operation before the end of the year, will have an initial capacity of 100 tons a week, but will be able to produce more if there is a demand. The first equipment to be installed will be to make Y-bar fence posts, and this plant will be supplied initially with Y-bars rolled at the Newcastle Steel Works—Melbourne, Sept. 12.

AUSTRIA

Communications Censorship Abolished—The occupying powers in Austria have abolished, effective September 1, the censorship over internal and external communications by post, telegraph and telephone. However, supervision over the central telephone system at the Place Schiller in Vienna will continue—Berne, Sept. 18.

GREECE

Airmail Postage Rate to Canada Increased—The airmail postage surcharge over the surface mail rate to Canada from Greece has been increased, effective July 1st, from 1,300 to 2,300 drachmas per five grams. There is no lower rate for printed matter or other classes of mail. Because of the heavy rate of the recent drachma devaluation, this new rate is actually one cent lower than the former one, at 7·7 cents per five grams, when converted into the dollar equivalent. For the first time a differential rate between Canada and the U.S. has been set: the rate to the U.S. and possessions is 2,000 drachmas per five grams—Athens, Sept. 19.

ISRAEL

Canadians Get Drilling Licences—Israel recently granted 31 oil prospecting licences, covering an area of 2·13 million acres (42·5 per cent of the area of the country), to seven groups, the largest of which is Canadian. Among the four foreign groups are two independent Canadian groups which between them have applied for and received

12 licences covering over 40 per cent of the total area to be surveyed. The Oil Law provides for three types of permits: those granting preliminary geological research but no deep drilling; those granting surveys and drilling rights, and mining leases to be issued if oil is found, granting an exclusive right to exploit the oil in a specified area—Athens, Sept. 19.

SOUTH AFRICA

Diamond Export Regulation Relaxed—The South African Treasury has announced that diamond exporters are no longer required to obtain payment in hard currency for at least 40 per cent of the total value of their diamond exports during each quarter of the year. This stipulation was originally imposed in order to check the loss of dollars to the Union through indirect shipments of diamonds to the United States against payment in "cheap sterling". "In consequence of the appreciation of sterling on the free market, this traffic has largely disappeared and the Treasury deems it possible to suspend this stipulation", the announcement says—Johannesburg, Sept. 14.

UNITED KINGDOM

Overseas Trade Declines—United Kingdom exports in August, which included only 25 working days and was affected by the main holiday season, were valued at £207 million, compared with £242 million in July. Imports amounted to £249 million against £293 million in July. The best feature of the returns was the drop in the excess of imports to £42 million in August from £50 million in July.

Exports to Canada declined to £11·8 million from the July total of £14·9 million, and those to the United States to £12·7 million from £15·2 million—London, Sept. 24.

UNITED STATES

Maine Manganese Deposits Being Tested—Deposits of low-grade manganese in the State of Maine will be put through a pilot plant test with the hope that a commercially feasible product suitable for steel-making will result. There are large quantities of ore in Aroostook County and if a satisfactory process for treating it can be developed this country's dependence on foreign sources of supply can be substantially reduced. At present, 90 per cent of U.S. manganese supplies come from abroad—Boston, Sept. 25.

WEST GERMANY

Future Trading in Coffee Permitted—The Government has announced that German coffee firms are now allowed to conclude future trading operations at the New York Coffee Exchange. With the reduction of taxes on coffee which became effective on August 24, the increase in domestic demand will require larger stocks, thereby increasing the risk to coffee importers. Forward transactions in coffee will enable importers to protect against excessive price fluctuations by hedging transactions at the Coffee Exchange—Bonn, Sept. 21.

Chemicals II

Canada Makes Industrial Chemicals

Output of industrial chemicals, spurred by expansion during the last war, now has an annual value of \$1,950 million, though large quantities are still purchased abroad.

OTTAWA—One of the largest and most rapidly expanding sectors of the Canadian economy is the industrial chemicals industry. Comprising a dozen or so large and well-known manufacturing firms and currently providing employment for more than 10,000 people, it is turning out goods valued at more than \$1,950 million a year. Possessed of many unique facilities and bringing a wealth of technical knowledge to bear on many of the problems confronting the other Canadian chemical-using industries, it is also important to Canada's defence production.

Industrial chemicals are, as the name implies, those "heavy" or large-volume chemicals which are used primarily as raw materials in other industries. Derived from naturally occurring inorganic substances with the aid of what were at first rather simple processes, they now encompass a growing number of substances from the vegetable and animal world as well. They include the better known acids, alkalis and salts, industrial gases, and the various elements which, with their sulphides and oxides, are rarely found in nature in the uncombined state. And, particularly since the 1930's, they have come to include many of those versatile hydrocarbons—building blocks if you like—with which much of our new consumer goods manufacturing capacity has been built.

Some Common Characteristics

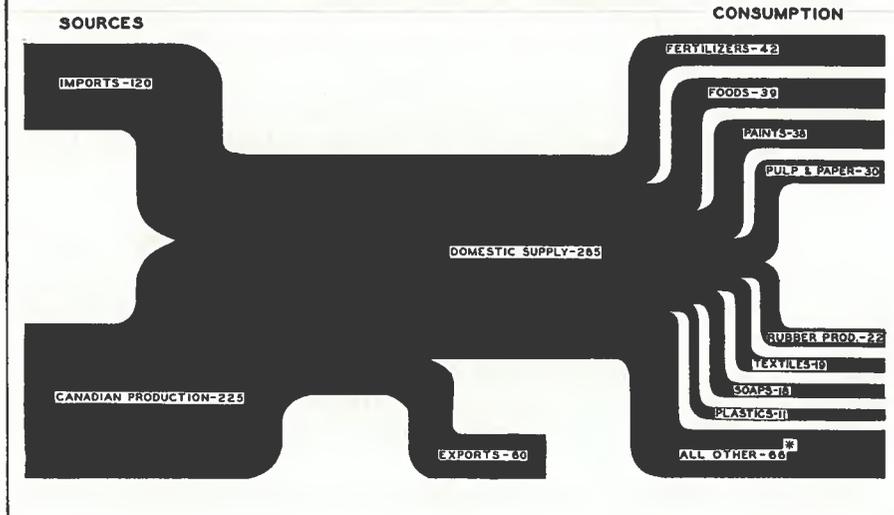
Sulphuric acid is only one of these industrial chemicals. Others such as muriatic acid, caustic soda, lime, calcium carbide, acetylene, oxygen, and the liquefied petroleum gases are members of this group—all substances which are consumed in considerable volume in the production of such widely used intermediate materials as steel, chemical pulps and primary textiles. They are also used extensively in making an ever-growing list of end-products, ranging from paints to pharmaceuticals and from toilet articles to ornamental plastics.

Industrial chemicals have other common characteristics. They are almost always manufactured in bulk, using processes which are well known the world over, and are usually, as a result of long experience and experimentation, available at relatively low prices. Because of their low unit value, they cannot stand transportation over considerable distances and are frequently manufactured close by the plants which use them, employing locally available raw materials or the by-products of other industries' operations. In Canada, there are numerous examples of the latter, including the acids which are being recovered from smelter gases,

SOURCES AND CONSUMPTION OF INDUSTRIAL CHEMICALS

- 1950 -

(FIGURES IN MILLIONS OF DOLLARS)



* INCLUDING INVENTORY ACCUMULATION
ECONOMICS AND STATISTICS BRANCH, DEPT. OF DEFENCE PRODUCTION

salts and solvents generated in the production of coke, and a multitude of what are now commonly referred to as petrochemicals from some of the largest oil refineries.

Because the industrial chemicals are essential to such processes as the leaching of ores, the separation of metals by chemical means, the refining of petroleum products, and the preparation of pure cellulose or dissolving pulp, their manufacture has tended to grow with Canada's mining and forest products industries. Some production owes its origin, however, to the demands associated with other main manufacturing industries. The manufacturers of textile fabrics and the leather tanning industries, like the producers of pharmaceuticals and the firms making soaps and insecticides, have sometimes provided the sole market but more frequently they serve only as a supplementary outlet for many of these industrial chemicals.

Backbone of Chemical Industry

Because of their nature and the close relationship which the manufacture of industrial chemicals bears to resources development, their production usually precedes that of the more complex and usually more costly end-product chemicals. This is the main reason why, historically, the acids, alkalis and salts have formed the backbone of Canada's chemical industry. We should not lose sight, however, of the fact that two world wars and the alliance of industrial chemicals and explosives manufacture has greatly stimulated this particular segment of the economy.

Their widespread use might at first appear to be a good reason for taking the nation's consumption of "heavy" chemicals as a useful though

rough measure of industrial development. But this cannot be done. It would be misleading for the simple reason that their domestic disappearance has risen even more rapidly than the index of production not only of the manufacturing industries in general but of the metal and other mineral processing industries in particular. One of the main reasons is that many of the "new" chemical process industries are concerned mainly with the organics, or are engaged in the further processing of other materials, using industrial chemicals as ingredients.

Close study of the statistics shows a physical growth in demand for a wide range of these industrial chemicals—with categories such as the primary plastics, fertilizers, paints and varnishes and pharmaceuticals showing the greatest rate of increase in recent years.

On the supply side, the trends in domestic production and imports are also quite pronounced. For years now, between one-third and one-half of all the industrial chemicals consumed in this country have been bought elsewhere and the long-run tendency apparently has been to remain heavily dependent on foreign sources of supply. Foreign purchases have more than trebled over the last quarter century, but Canadian production for home use has little more than doubled. Canadian exports, meanwhile, have become relatively much more important to domestic producers. Indeed, it is mainly because of this increase in sales outside this country that Canadian plants have been able to keep much of their newly won industrial chemical capacity in operation.

Evidence of these long-term trends in the industrial chemicals is presented below: *

Period	(millions of 1950 dollars)				Per Cent	
	(A) Domestic Production	(B) Imports	(C) Exports	(D) Domestic Disappearance	(B) of (D)	(C) of (A)
1926-30 ..	48.1	18.3	13.4	53.0	34.5	27.9
1931-35 ..	30.1	19.1	12.0	37.2	51.3	39.9
1936-40 ..	52.4	26.1	15.5	63.0	41.4	29.6
1941-45 ..	120.8	34.4	47.0	108.2	31.8	38.7
1946-50 ..	112.8	54.6	30.5	136.9	39.8	27.0
1951 ..	159.9	56.4	50.4	165.7	34.0	31.0
1952 ..	160.0	65.0	45.0	180.0	36.1	28.1

The post-Korean expansion program is now having its effect. Canadian production which has already risen sharply since 1950 will be further augmented by the output from entirely new plants which are being rushed to completion across the country. Since some of this new production will also be sold in the United States, exports can also be expected to increase appreciably.

Over the next few years, then, one can expect a reversal in what, until now, has appeared to be the long-term trend in Canada's trade in chemicals. Plants in this country will supply relatively more of our own industrial requirements and exports may again rise to the point where they will exceed imports, at least in volume.

This article, the second in a series of six to appear in "Foreign Trade", was prepared by J. Davis and J. P. Lounsbury of the Economics Division of the Department of Defence Production. For the first article, see our October 3rd issue—Editor.

* An attempt has been made in the above table to avoid double counting by deleting certain items from imports and production.



Trade Commissioners on Tour

FROM TIME TO TIME Canadian Trade Commissioners return to Canada to bring themselves up-to-date on conditions in this country and to renew their contacts with businessmen here. Details of their itineraries appear regularly under this heading, as a service to exporters and importers who would like to discuss trading problems with them.

D. S. Armstrong, Canadian Government Trade Commissioner in Singapore, began a tour of Canada in Ottawa, September 1-4. His itinerary is:

Toronto—October 19-24
Welland—October 26
Hamilton—Brantford—October 27

Sarnia—October 28-29
Winnipeg—November 23
Vancouver—December 1-11

R. P. Bower, Commercial Counsellor for Canada in London, will begin a Canadian tour in Vancouver, October 5-9. His itinerary is:

Edmonton—October 13-14
Calgary—October 15
Regina—October 16
Winnipeg—October 19-20
Niagara Falls—October 22-23
Hamilton—October 26-27

London—October 28
Windsor—October 29
Sarnia—October 30
Toronto—November 2-13
Ottawa—November 16-20
Montreal—November 23-December 4

T. R. G. Fletcher, Canadian Government Trade Commissioner in Hong Kong, began a tour of Canada in Ottawa, June 29-July 10. His itinerary is:

Vancouver—October 6-19

Victoria—October 20

G. F. G. Hughes, Canadian Government Trade Commissioner in Beirut, completes his tour of Canada in Ottawa, October 13-16.

E. H. Maguire, Canadian Government Trade Commissioner in Madrid, Spain, began a tour of Canada in Vancouver and Victoria, September 30-October 5. His itinerary is:

Sarnia—October 13
Windsor: Walkerville—October 14
Toronto—October 15-20

Montreal—October 21-26
Ottawa—October 27-November 4
St. John's (Nfld.)—November 7

B. A. Macdonald, Commercial Counsellor in Bonn, Germany, completes his tour of Canada in Montreal, October 13-17, Toronto, October 19-24, and Ottawa, October 26.

T. J. Monty, Commercial Secretary for Canada in Brussels, Belgium, began his Canadian tour in Montreal, August 24 to September 4. His itinerary is:

Winnipeg—October 13-14

Ottawa—October 16-17

Paul Sykes, Canadian Government Trade Commissioner in Ceylon, begins a tour of Canada in Quebec City on October 5. His itinerary is:

Moncton—October 8

New Glasgow: Trenton—October 9

Halifax—October 14

Saint John—October 16

Montreal—October 19-24

Toronto—October 26-31

Hamilton—November 2

St. Catharines: Welland—November 3

Brantford: London—November 4

Brockville: Kingston—November 6

Ottawa: Pembroke—November 9-10

Businessmen in the various centres may get in touch with these officers through the following organizations:

Board of Trade—Brantford, Halifax, Montreal, New Glasgow, Saint John.

Chamber of Commerce—Arvida, Brockville, Calgary, Hamilton, Kingston, London, Niagara Falls, Pembroke, Peterborough, Quebec, Regina, St. Catharines, Sarnia, Welland, Windsor.

Canadian Manufacturers Association—Edmonton, Moncton, Toronto, Winnipeg.

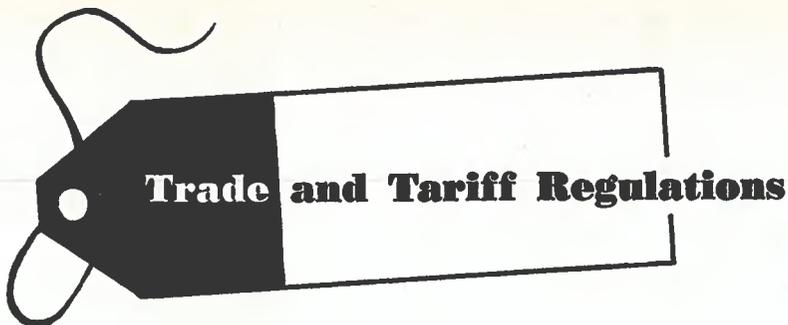
Department of Trade and Industry—Victoria.

Department of Trade and Commerce—Ottawa, Vancouver (355 Burrard Street) and St. John's (Stott Bldg).

Transportation

The Transportation and Communications Division of the Department of Trade and Commerce will be glad to supply shippers and others interested with information on water, rail, air and road transport services to and from Canada.

The Division has compiled a list of the principal Canadian trade routes and of the steamship companies maintaining services on them. To obtain this list and any further help with international transportation problems, write to the Director, Transportation and Communications Division, Department of Trade and Commerce, Ottawa.



Trade and Tariff Regulations

INDIA

New Open General Licence Announced—The Government of India *Gazette* of September 21, 1953, publishes the text of Open General Licence No. 31, which supersedes Open General Licence No. 29, expiring on September 30. The new Open General Licence gives general permission to all persons to import into India from any country in the world (except the Union of South Africa) any goods in an attached schedule, provided that the goods are shipped on through consignment to India on or before September 30, 1954. No new items are added to the schedule of goods under Open General Licence but a number of commodities are removed and made subject to quota.

A Public Notice in the same *Gazette* sets out the import licensing policy for those items which have been deleted from the new Open General Licence. These goods are now subject to individual import licence, which will be issued for the following from the dollar currency areas:

Copper wrought in the following forms, namely: strip, tape foil, highly polished sheets, lithographic sheets, and perforated sheets; brass, bronze and similar alloys unwrought and in ingot form and scrap, also perforated sheets.

Hosiery needles for hosiery machinery and knitting machines; spare parts for agricultural tractors and tractor-drawn agricultural implements; hacksaw blades; certain spare parts for diesel engines; spare parts for power-driven pumps, excluding trailer pumps; thermocouples and pyrometers.

Scientific instruments, apparatus and appliances not made mainly of rubber and of glass; microscopes and accessories, slides and cover glasses.

Sulfathiazol; bismuth citrate preparations; strontium carbonate; strontium nitrate; sodium aluminate; potassium carbonate.

Details of the Open General Licence and Public Notice are available from the International Trade Relations Branch, Department of Trade and Commerce.

WESTERN GERMANY

Customs Duties Suspended—Various changes have been made in the customs tariff of Western Germany since it came into force on October 1, 1951. Many of these changes concern temporary suspen-

sions and reductions of duties for an indefinite period. The most recent changes of this nature were made by a series of decrees issued between July 31 and August 21, 1953.

As a result of these decrees, duties were suspended on crude aluminum for the production of aluminum oxide on a quota basis, on aircraft, propellers, aircraft parts except complete wings and fuselages, aircraft engines, tires and tubes for aircraft of certain dimensions, parachutes, ground flying trainers, and complete unfolded proofs for books.

Duties were temporarily reduced on cortisone, on various types of yarns of wool, artificial textiles and cotton, and on certain kinds of steel plates, sheets, strips and wire.

On the other hand, the reduced rate of 5 per cent ad valorem on certain semi-manufactured copper products was revoked and they are now subject to the full rate of 10 per cent—Bonn, September 14, 1953.

The International Trade Relations Branch, Department of Trade and Commerce, will be pleased to advise about rates of duty on individual goods entering Western Germany.

WESTERN GERMANY

Health Certificates Required for Certain Plants—The German Ministry of Food, Agriculture and Forestry advises that, effective October 1, certain plants and parts of plants will only be admitted into Western Germany if they are accompanied by an official certificate of health complying with detailed requirements. The text of the certificate in the language of the exporting country must be followed by a German text. Although this provision was announced some time ago (see *Foreign Trade* of February 2, 1952), it has not hitherto been enforced.

The following plant products require a health certificate: fresh fruits, including dessert grapes; potatoes; flower bulbs, flower tubers; certain ligneous plants and their parts, including seeds; carnation plants and their cuttings—Bonn, September 23.

A detailed list of goods subject to the above certificates and a sample certificate form may be obtained from the International Trade Relations Branch, Department of Trade and Commerce.

The International Trade Relations Branch of the Department of Trade and Commerce has prepared bulletins covering shipping documents and customs regulations of the following countries: Austria, Belgium, Belgian Congo, Brazil, Chile, Colombia, Cuba, Denmark, Dominican Republic, Egypt, Finland, France, Western Germany, Guatemala, Haiti, Iceland, Indonesia, Israel, Italy, Mexico, Netherlands, Netherlands Antilles, Norway, Panama, Peru, Surinam (Netherlands Guiana), Sweden, Switzerland and Venezuela.

If you wish copies, write to the Branch. Data on other countries will be compiled from time to time and will be added to this list.

Department of Trade and Commerce

Head Office Directory

This directory is intended as a useful reference for the business man who wishes to consult head office personnel on particular problems. Correspondence should be addressed to the heads of branches or divisions. Local government telephone numbers follow each name. (In Ottawa dial 9, followed by the local; when calling from out of town call the Government, 2-8211, and ask for the local only.)

No. 1 Building, 375 Wellington Street*

	Gov. Local
<i>Minister: The Rt. Hon. C. D. Howe, P.C., M.P.</i>	3693
<i>Deputy Minister: Wm. Frederick Bull</i>	6748-2326
Executive Assistant: H. A. Gilbert	2380
Trade Policy Adviser: H. R. Kemp	5151
<i>Associate Deputy Minister: M. W. Sharp</i>	2888-5838
Economic Adviser: O. J. Firestone	4176
<i>Assistant Deputy Minister: Oliver Master</i>	2421
<i>Comptroller-Secretary: Finlay Sim</i>	2262

ECONOMICS DIVISION

<i>Director: V. J. Macklin</i>	5658
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TRADE COMMISSIONER SERVICE

<i>Director: J. H. English</i>	2530
Assistant Director: L. H. Ausman	6800
<i>Area Trade Officers</i>	
Asia and Middle East: J. P. Manion	8286
Commonwealth: Wm. Jones	2144
Europe: K. Nyenhuis	0436
Latin America: A. Savard	7641
<i>Western Representative: H. L. E. Priestman, 355 Burrard St., Vancouver.</i>	
<i>Newfoundland Representative: Stott Bldg., St. John's, Newfoundland.</i>	

COMMODITIES BRANCH

<i>Director: Denis Harvey</i>	5417
Special Assistant: A. L. Neal	8269
Administrative Assistant: J. G. MacKinnon	6905

Export Division

<i>Director: Acting</i>	6519
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Import Division

<i>Director: C. F. McGinnis</i>	7163
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Transportation and Trade Services Division

<i>Director: G. S. Hall</i>	6236
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* Unless otherwise noted, all offices of the Department are in No. 1 Building.

Export and Import Permit Section	
Chief: T. G. Hills	3640
Processing Officers:	
Steel, non-ferrous metals, machinery, automobiles, all strategic materials: S. C. Cooke	6976
Textiles, lumber, chemicals, rubber products, leather: K. A. Peaker	5508
Imports and Office Supervisor: L. M. Lang	6991
Directories Section (Export and Import)	
Chief: G. L. Tighe	6681
B.W.I. Trade Liberalization Plan: J. G. MacKinnon	6905-5670
Token Shipments to United Kingdom: A. E. Fortington	5680
Transportation and Communications Section	
Chief: H. A. Hadskis	2737
Traffic: J. H. Longfellow	7835

Commodity Divisions

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Assistant to Chief: W. Power	5207
Machinery and Plant Equipment Section	7546
Non-Ferrous Metals and Industrial Minerals Section	
Non-Ferrous Metals: A. Tedford	5159
Industrial Minerals: E. J. Bonkoff	5823
Iron and Steel Section	5207
Automotive and Agricultural Equipment Section: G. C. Clarke	3873
Forest Products and Chemicals Division	
Wood and Wood Products Section	
Acting Chief: J. C. Dunn	0273
Lumber and Manufactured Wood Products: J. C. Dunn	0273
Logs and Lumber Products: R. Bonnar	4863
H. Walton	5127
Paper, Pulp and Pulpwood: M. N. Murphy	5811
Chemicals, Oils and Minerals Section	
Chief: S. G. Barkley	7601
Chemicals and Allied Products: S. G. Barkley	7601
Oils and Fats: R. T. Elworthy	5177
Consumer Goods Division	
General Products Section	
Acting Chief: P. G. Jones	4160
Toys, Recreational Products, Musical Instruments: P. G. Jones	4160
Electrical Appliances, Sewing Machines: W. H. Grant	3209
Office, Hospital, Radio and Store Equipment: D. G. W. Douglas	6197
Handicrafts, Photographic Equipment, Jewellery: P. E. Jensen	5337
Plumbing, Heating and Hardware Products: G. W. Rahm	6958
Textiles, Leather and Rubber Section	
Chief: G. R. Poley	3004
Fabrics: G. R. Poley	3004
Wearing Apparel: E. G. Gerridzen	5378
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Leather and Rubber Products: F. T. Carten	0518
Imported Foods	
E. B. Paget	4161

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Livestock, Dairy and Poultry Products: K. L. Melvin.....	3172
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Fish and Fish Products: T. R. Kinsella.....	7385

Grain Division

<i>Chief:</i> G. N. Vogel	5830-5648
R. M. Esdale	5830-5648

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A. M. Baldwin	8727
R. E. Latimer	8727
Sterling Area	
H. K. Potter	8469
E. J. McMeekin	8727
R. B. Nickson	7594
W. Lavoie	6531
United States Area	
B. S. Shapiro	8469
B. O'Neill	8469

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Assistant Director: J. Fergus Grant	2186
Editor, Foreign Trade and Commerce Extérieur:	
Miss O. Mary Hill	6588
Advertising: Roy A. Abrahamson	6435

TRANSLATION BRANCH

<i>Chief:</i> J. C. Letellier de St-Just	2760
M. Roy	2760

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Assistant Director: B. R. Hayden	7886
Technical Officer: W. J. Moloughney	5909

DOMINION BUREAU OF STATISTICS

Holland Ave.

<i>Dominion Statistician:</i> Herbert Marshall	6371-2529
Assistant Dominion Statistician: J. T. Marshall	7695
Agriculture Division	
Director: C. V. Parker	4774
Census Division	
Director: O. A. Lemieux	2088
Education Division	5933
Information Services Division	7544
Canada Year Book and Canada Hand Book	
Director: C. C. Lingard	
Health and Welfare Division	
Director: F. F. Harris	6651
Industry and Merchandising Division	
Director: H. McLeod	2125
International Trade Division	
Director: C. D. Blyth	8340
Labour and Prices Division	
Director: H. F. Greenway	7424
Mechanical Tabulation Division	
Director: C. Scott	7368
Public Finance and Transportation Division	
Director: J. H. Lowther	5396
Research and Development Division	
Director: S. A. Goldberg	3071
Special Surveys Division	
Director: A. B. McMorran	5570

STANDARDS BRANCH

West Block, Wellington St.

<i>Director:</i> R. W. MacLean	2132
Assistant Directors	
Electricity and Gas: E. F. Power	2956
Weights and Measures: C. S. Phillips	2000
Commodity Standards: O'Neill O'Higgins	6721
Precious Metals Marking, and Enforcement: W. L. Berry	7075

INTERNATIONAL ECONOMIC AND TECHNICAL CO-OPERATION DIVISION ("COLOMBO PLAN")

No. 4 Building, Lyon St.

<i>Administrator:</i> Nik Cavell	8495
Assistant Administrator: R. W. Rosenthal	8429
Technical Co-operation Service	
Chief: J. A. Macdonald	5542
Assistant Chief: J. T. Hobart	8662

CANADIAN GOVERNMENT EXHIBITION COMMISSION

479 Bank St.

<i>Director:</i> Glen Bannerman	3558
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EXPORT CREDITS INSURANCE CORPORATION

Birks Bldg., 107 Sparks St.

<i>General Manager:</i> H. T. Aitken	2-4828
Chief Credit Officer: A. W. Thomas	2-4828
Secretary: T. Chase-Casgrain	2-4828

Foreign Exchange Rates

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversions into Canadian dollars have been made at cross rates with sterling or the United States dollar on the date shown.

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

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

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

For conversion to United States dollar equivalents multiply by 1.02236.

Country	Unit	Type of Exchange	Canadian dollar equiv. Oct. 1	Notes (See below)
Argentina	Peso	Preferential buying	·1304	(1)
		Basic buying	·1956	
		Preferential selling	·1956	
		Basic selling	·1304	
		Free	·07041	
Austria	Schilling	·03762	
Australia	Pound	2·1920	
Belgium Luxem- bourg & Belgian Dependencies ...	Franc	·01963	
		·00515	
Bolivia	Boliviano	Official	·5708	(3)
British West Indies	Dollar	2·7400	(4)
		Dollar	Brit. Honduras	·6850
Brazil	Cruzeiro	Official	·05287	tax 8%
		Free	·02526	(2)
Burma	Kyat	·2054	
Ceylon	Rupee	·2055	
Chile	Peso	·00889	(1)
Colombia	Peso	Basic	·3912	
Costa Rica	Colon	Official	·1742	(5)
		Free	·1473	*
Cuba	Peso	·9781	tax 2%
Czechoslovakia ...	Koruna	·1358	
Denmark	Krone	·1416	
Dominican Republic	Peso	·9781	
		·06521	(6)
Ecuador	Sucre	Official	·05644	
		Free	2·8087	
Egypt	Pound	2·4685	
Fiji	Pound	·00425	
Finland	Markka	·00279	
France	Franc	·00559	
French Africa ...	Franc	·01537	
French Pacific ...	Franc	·2329	
Germany	D Mark	·000033	
Greece	Drachma	·9781	
Guatemala	Quetzal	·1956	
Haiti	Gourde	·4891	
Honduras	Lempira	·1639	*Sept. 25
Hong Kong	Dollar	Free	·06006	
		Official	·04624	
		Special buying	·03726	
Iceland	Krona	Special selling	·2055	
		·08580	(7)
India	Rupee	Dollar certificate	·00184	*
Indonesia	Rupiah		

* Latest available quotation date.