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COVER . . . Detroit, fifth city of the U.S. in size, has nearly 3.1 million people living within its metropolitan area. Photo shows the City Hall in the foreground and the Penobscot Building in the background. For a story on opportunities for Canadian goods in Michigan generally and in Ohio, turn to page two.

—Photo by John David Synder

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Testing Out the U.S. Market

The great interest aroused by Mr. Bryan's article "How to Sell in the U.S. Market" in our October 10th issue has prompted us to continue the discussion. This week the Canadian Consul and Trade Commissioner in Detroit, drawing on his experience in several U.S. posts, suggests how Canadian manufacturers can make trial of the U.S. market—and recommends Michigan and Ohio as promising areas in which to undertake this type of prospecting.

DETROIT—Almost every year, Canada's merchandise trade with the United States shows a deficit, as Canadians continue to buy more goods from the United States than they sell to her. Well-informed U.S. businessmen find it hard to understand why this situation prevails. Why do the 160 million Americans buy less from Canada than the 15 million Canadians buy from the United States? Can we step up our selling there and balance the trade? If so, what types of goods stand the best chance?

It is difficult to answer this question directly, because many Canadian products have never been offered in the U.S. market. We Trade Commissioners can suggest general categories of goods that might sell, but we rarely have offers from the actual Canadian producers to discuss with prospective buyers or their agents. If a prospect expresses an interest in a particular line, we can obtain details and perhaps prices for him. But this takes time and the opportunity may be lost.

Many imported products find it almost impossible to surmount the barriers of U.S. tariffs, food and drug regulations, packaging and labelling requirements, and other laws or restrictions. Canadian producers, however, should not assume that the way is barred until they have made a full study. Better quality, distinctive design, or some other feature may mean that a line will sell despite these obstacles. Only actual trial can determine whether a product will find a market in the U.S., over either the short or the long term. Are enough Canadian companies making this effort to assess the prospects for their goods across the border?

Michigan and Ohio as a Market

Writing in this magazine several weeks ago, our New York colleague expressed concern over the failure of many Canadian manufacturers to examine the opportunities for their goods in the territory covered by his office. We in Detroit have even more reason to be surprised and perhaps worried. Our territory includes the states of Michigan and Ohio, an area that is linked in many ways with the most southerly part of Canada. These links should make entry into this market simpler.

For example, Canadian banking, insurance and other financial institutions have an unusually close relationship with their counterparts in Michigan and Ohio. Railways, trucking companies, airlines, and other

transportation interests are similarly related; electric power is exchanged; agricultural and fisheries products move across the border in each direction, as the seasons dictate.

Above all, Canadians have close and friendly ties with the people of these two states and Michigan and Ohio folk are unusually receptive to Canadian ideas and products. The tourist industry promotes further understanding; thousands of Michigan and Ohio families maintain summer homes in Canada and live there for several months each year. Radio programs cross the border every day, and service clubs and other organizations exchange visits.

United States businessmen have been quick to reap the benefit of all this but Canadian manufacturers have held back. But it is not necessary to think of the entire U.S. market when considering sales there, nor even of two entire states. A small section—even one city—may offer enough scope.

Some Market Facts

The population of Michigan and Ohio nearly equals that of Canada—6.6 million in Michigan and 8.1 million in Ohio. With some 9.5 per cent of the total U.S. population, they account for over 17 per cent of the national manufacturing output. They constitute, in fact, the most highly industrialized area of the United States, with over 25,100 manufacturing plants. Michigan is the leader in the automobile industry, with Detroit, Flint and Lansing as its centres; Battle Creek makes cereals; Grand Rapids, furniture; Kalamazoo, paper and drugs; Midland and Wyandotte, chemicals.

Ohio is a great iron, steel and metal-working centre. Cleveland has the largest number of these heavy industries and machinery plants but Cincinnati, Dayton, Youngstown, Warren, Akron, Toledo, Canton and Columbus are also important. Annual earnings of a factory worker in Michigan average \$3,900 and in Ohio, \$3,700.

Michigan contains 67,000 retail establishments and Ohio 88,000 and their combined sales in 1951 totalled some \$13.5 billion—over 10 per cent of the national total. Wholesale businesses in the two states number 19,500, with sales in 1951 of about \$17 billion, or 9 per cent of the national total. Michigan has 21,500 service establishments and Ohio 29,000.

Main Centres Important

Biggest city in the two states is Detroit, with a population in its metropolitan area of 3.1 million (about half the entire population of Michigan). It ranks as the fifth city of the U.S. in size and the third in volume of business, industry and banking. Few cities have a higher standard of living. Over half of its families have annual incomes of over \$6,000 and the per capita annual income is \$1,600.

Detroit is also a gateway for international commerce—and that is one reason why its business leaders staunchly support a freer national trade policy towards imports. It is the fourth U.S. port in value of imports and exports; exports in 1951 through the customs district of Michigan (mainly Detroit) totalled \$974 million and imports \$562 million.

Then there is Cleveland, with its metropolitan area containing 1.5 million people, Cincinnati with 900 thousand, and several smaller cities in both states. The size, wealth and varied demands of this market and

the many sales channels open should need no further emphasis. Places like Detroit, Cleveland, or some of the smaller cities offer valuable and convenient "proving grounds" for the sale of Canadian goods in the United States.

Place of Small Business

One other fact should be stressed. Many small Canadian manufacturers seem to feel that they cannot compete with U.S. industries because of their vast output and nation-wide sales organizations. It may surprise these Canadians to learn that, of the 11,400 factories in Michigan, over 10,000 employ fewer than 100 people each. Of the 13,700 manufacturing plants in Ohio, 11,500 have fewer than 100 employees each. This means that more than 85 per cent of the industries are small businesses—most of them, in fact, about the size of the average Canadian plant.

These small Michigan and Ohio factories market their output within a relatively small radius. They cannot afford any larger advertising or sales expenses than their Canadian counterparts and are no better placed geographically to compete in certain centres. They may be protected by the tariff but the Canadian producer may still be able to compete because of efficient operation, the design and packaging of the product, or other factors. The importance of these points only actual trial can determine.

Salesmen Wanted

How should a Canadian manufacturer go about accepting the challenge which these markets offer? It cannot be done by correspondence alone; it must be done by personal canvass. The Canadian Trade Commissioner can help by providing leads, arranging appointments, and clearing up difficulties over customs or other regulations. But it takes an experienced man who knows the distinctive features of his product thoroughly to put it over in this market. The U.S. buyer is accustomed to dealing with first-class salesmen who make it easy for him to place an order by employing persistent salesmanship, including regular visits. Unless he is sold in this way, the U.S. buyer is not likely to succumb. Certainly he does not have to seek new sources of supply when every morning brings a line-up of salesmen waiting to show him competitive products.

Try out this technique and you will probably find that it brings results. Few Canadian salesmen who have visited the territory of the Detroit office have gone home without at least one trial order. And Detroit is only a bus ride from Windsor, which many salesmen visit regularly. It is a good, typical U.S. market and fully deserves attention.

What to Sell

What sort of products should Canadians try to sell in this area? Exports to the United States from Canada have totalled some \$2 billion a year in recent years and naturally have covered a wide range of goods. Ranking high are the well-known and basic items like newsprint, lumber, Christmas trees; fish and seafood products; metals; live animals and animal products; miscellaneous agricultural products including fresh fruits, vegetables; whisky, etc.

In this study, however, we are particularly interested in the U.S. as an outlet for Canadian factory products. A study of the commodities entering regularly or occasionally from Canada through the port of Detroit yields a long and diverse list of manufactures and processed goods. The following examples were chosen at random:

Wallpaper; house slippers and moccasins, men's and children's shoes, leather; boot clips; men's and children's hosiery; jams, jellies, puddings, fruit cake; plywood; radioactive supplies and equipment for hospitals; tractor and farm implement tires; motor car parts for assembly; tools and dies, forgings and castings; tiles, chemicals; herbs; hairpins; ice skates; charcoal.

This list represents the efforts of many individual Canadian firms whose salesmen have visited the market from time to time and who have either established regular accounts or ship whenever conditions seem favourable. In several cases, the Consulate at Detroit helped in the initial stages by securing interpretation of regulations, arranging introductions, or providing similar services.

Success Depends on Teamwork

If Canada is to make a successful bid for a larger share of the United States market, more Canadian firms must be prepared to participate in the effort. Only in this way can they, and we of the Trade Commissioner Service, gradually discover the lines that will sell despite customs and other regulations. No new organization is needed; it calls only for greater zeal on the part of Canadian manufacturers, plus teamwork between Canadian sales representatives visiting the United States and Canadian trade officials stationed there.

Given a few days' notice, the Trade Commissioner can prepare for a salesman's visit and perhaps arrange a few interviews that will give him the information he seeks. Some of these calls may produce trial orders which, when filled, will provide the manufacturer and the buyer with the information they need—information about customs treatment, transportation costs, and especially *delivered price*. With this data, the prospects for further business can be assessed. Without these facts—and especially a firm delivered price—our efforts to sell many products in the U.S. cannot bear fruit.

—B. C. BUTLER

Consul of Canada and Trade Commissioner

Tour of Territory

G. A. Cooper, Assistant Canadian Government Trade Commissioner in Guatemala City, Guatemala, will visit Tegucigalpa and San Pedro Sula in Honduras, and Managua in Nicaragua from January 7th to 16th. Businessmen interested in these two countries should get in touch with the Trade Commissioner in Guatemala City as soon as possible.

The Irish Republic in 1953

- *Production of industrial and consumer goods up.*
- *Long-range program for agriculture mapped out.*
- *Imports from dollar area have fallen this year.*

DUBLIN—Business in the Irish Republic has been relatively good during the past summer, with industrial production up, the output of consumer goods increasing, and imports rising. The tourist season appeared to be as successful as in 1952, when some 3½ million visitors spent nearly £32 million in this country. Agriculture fared well throughout the spring and summer. In fact, the one cloud on the horizon is the growing threat of unemployment.

Industrial Production

The quarterly index of the volume of production of industries producing transportable goods (1936=100) rose to 182.4 for the second quarter of 1953, compared with 163.1 for the same period of 1952. The industries contributing most to this increase were bacon curing, sugar confectionery and preserves, textiles and clothing, boots and shoes, leather, paper, and fertilizers. The consumption of cigarettes appears to have recovered from the setback which resulted from the high duties imposed in the 1952 Budget, but the malting and distilling industries still are below the June 1952 level. The metal, engineering and implements industries showed seasonal increases but the general trend of production appears to be downwards. The production of flour is down slightly but this is counterbalanced by increases in other milling products.

Tackling Unemployment

The unemployment situation, which gave cause for alarm last spring, improved during the summer months. There are signs, however, that it is deteriorating again but a comparison with past years is difficult because of a change in the social security legislation which apparently led a larger number of persons to register. The Government and the Corporation of Dublin have, during the past two or three months, inaugurated a number of projects aimed at providing employment. The Government has also intensified its drive to encourage the establishment of new industries outside the Dublin metropolitan area. One result was the recent opening of a new spinning mill in Co. Mayo and the setting up of a fertilizer plant in Co. Wexford. The latter is expected to go into production early in 1954.

A long-term program to modernize the state-owned railway system has been announced by the Minister for Industry and Commerce. The Government in October issued a £25 million loan yielding 4½ per cent and about £22.5 million was subscribed. Municipal housing schemes are being continued but privately financed residential construction is



A typical fair Day in Killarney, Co. Kerry, sees main streets crowded with farmers and traders. Program is under way to step up Irish farm production and improve quality of products and marketing methods.

slack. Industrial construction is holding up well and a number of public buildings—such as hospitals, schools and government offices—are either under way or on the drafting boards.

In examining the industrial picture, the rural areas are not being forgotten. Another weaving centre is being established in Co. Donegal to turn out hand-woven tweed for export to North America and other overseas markets. Prospects seem good and boys and young men are being specially trained in this trade under the auspices of the Gaeltacht Services Division of the Department of Lands. Another development is expanded production of a cattle-food prepared from the seaweed (*Ascophyllum* or rockweed) collected in Connemara. Hand-made toys are also beginning to be exported to Canada.

Preliminary figures indicate an increase of 19,300 acres (1·8 per cent) in grain crops and of 12,700 acres (2·1 per cent) in root and green crops, compared with 1952. The higher price for wheat has resulted in an increase from 254,400 to 352,200 acres (38·5 per cent), mainly by diverting land from the growing of oats and barley. Smaller sales to the distillers because of the reduced demand for their products resulting from higher taxation have been a contributing factor. Decreases in the area planted to potatoes, turnips and mangels were more than offset by increases in sugar beet and green crops, such as cabbages. At the end of September pastures were in excellent condition and although heavy rains and high winds damaged hay crops, supplies for the winter appear ample.

The numbers of cattle and sheep have increased slightly but the outstanding feature of the livestock industry has been the sharp rise in pig production. The total number of pigs rose from 719,400 on June 1,

1952, to 879,400 on June 1, 1953, an increase of 22.2 per cent. Supplies of feed appear to be ample and the opening of a new plant to make protein feedstuffs will help further. Home consumption of bacon has grown but prices are dropping as a result of the larger supplies coming on the English market both from Great Britain and Northern Ireland. Supplies of milk to creameries in September were larger than a year ago and exports of eggs also increased. The index of agricultural prices for September 1953 stood at 322, compared with 316 in August and 292 in September 1952.

Program for Agriculture Outlined

Soon after the opening of the autumn session of the Dail, the Minister for Agriculture outlined an extensive program for bettering conditions in agriculture and bringing about a general increase in production and an improvement in quality and in marketing methods. The program includes:

1. The granting of better credit facilities to farmers to encourage increased mechanization.
2. Land reclamation to increase the fertility of non-productive and under-productive land.
3. Use of better seeds.
4. Increased tillage.
5. Breeding of more productive and better livestock.
6. Control of stock and crop diseases.
7. More extensive use of fertilizers.

One of Ireland's problems is stepping up the output of electric power. An eight-year power production program involving the greatest possible use of peat and waterpower resources is to be implemented by the Electricity Supply Board in co-operation with Bord na Mona (Irish Peat Board). This plan includes the construction of seven large and four small peat-fired stations, one coal-fired station, and four more hydro-electric schemes. The new plants will be capable of increasing the electricity output of the country by about 50 per cent. So far about 70 per cent of the potential waterpower of the Republic has been harnessed. The next hydro-electric scheme will be built on the River Clady in Co. Donegal.

Pattern of Trade

The trade picture has begun to look a bit brighter. The adverse balance for the nine months January to September 1953 was £47,700,000, compared with £57,400,000 over the same period in 1952. At current prices, imports for the nine months were valued at £131,600,000, compared with £129,700,000 in 1952. An increase in the volume of imports from January to September was counteracted by a fall in prices, which resulted in a rise of only £1,900,000 in imports. If prices had remained at the 1952 level, the rise would have been £11 million.

Imports from the dollar area dropped from £25,417,000 in the first nine months of 1952 to £17,066,000 over the same period in 1953; exports to the dollar area declined from £2,515,000 to £1,944,000.

Exports increased both in volume and price; £1,100,000 of the £11,600,000 rise in exports plus re-exports can be attributed to increased prices and £10,500,000 to an increase in volume.

—T. G. MAJOR

Commercial Counsellor for Canada

Australia

The Pulp and Paper Industry Expands

Rapid expansion of this industry has helped Australia reduce her imports of pulp and paper; currency restrictions have cut Canada's share of the newsprint market from 80 to 15 per cent.

SYDNEY—Australia's pulp and paper industry has become, over the past few years, of major importance in the economy. Since 1939 the industry has expanded rapidly and now operates in all the states, with two mills in New South Wales, eight in Victoria, three in Tasmania and one each in Queensland, South Australia and Western Australia.

Before the pulp and paper industry was established many experts doubted that the idea was practical. They felt that the Australian eucalypts might not produce suitable pulp. But their fears proved unfounded and the short-fibred wood pulp produced from the eucalypts now forms the basis of the industry. Some long-fibred wood pulp from softwood trees is needed, however, and most of this is imported from the Scandinavian countries, the United States and Canada. Small quantities are produced in Australia from local pine plantations, and it is expected that 40,000 to 50,000 tons of New Zealand pulp will be available every year after 1954. Small shipments have already arrived from this source. Pulping plants using eucalypts are operating in Victoria and Tasmania; in South Australia pulp is produced from local softwoods.

Home Production and Imports

Australia's pulp production has increased from about 6,000 tons in 1938 to 98,896 tons in 1952 and an estimated 113,340 in 1953; consumption has increased from 42,000 tons in 1939 to 138,772 in 1952 and an estimated 160,312 tons in 1953. Pulp imports in 1939 were 37,704 tons, compared with 53,240 tons in 1952 and the 42,186 tons estimated for 1953. Thus, it is clear that the proportion of imported pulp has dropped sharply. Wood pulp production capacity is being increased to keep pace with increases in papermaking capacity, and by 1960 Australian pulp production is expected to reach 180 thousand tons. This expansion should increase the short-term need for softwood pulp imports to mix with eucalypt pulp to make higher grade paper. However, an ambitious softwood planting program is being undertaken by one large Australian company and this should eventually reduce Australia's dependence on overseas sources of supply for long-fibred pulps.

The only company producing newsprint in Australia is located in Tasmania and has a capacity of about 75,000 tons a year. Because of power restrictions the mill was operating at about 50 per cent of capacity for some time but it is now in full production. Australia's newsprint requirements are just under 200 thousand tons a year; by 1956 it should be about 250 thousand tons. Imports in 1952 were 139 thousand tons and

will be about the same in 1953. Some decrease is expected during 1954 when additional supplies should be available from local production. Canada supplied about 80 per cent of Australia's prewar newsprint requirements, but in recent years currency restrictions have cut her share of this market to less than 15 per cent. There appears to be no prospect of increased imports from Canada in the foreseeable future. Australia's main suppliers now are the United Kingdom and the Scandinavian countries.

Other Papers and Paper Boards

Nearly all types of paper—with the exception of magazine printing paper—are produced in Australia, although not in sufficient quantities to meet local requirements. Demand for wrapping, printing, writing and other papers is estimated at about 180 thousand tons a year. Australia's production capacity is about 103 thousand tons, but the expansion programs now being undertaken should raise it to 140 thousand tons by 1956. Substantial imports will continue to be necessary to keep up with the greater demand.

Production of paper boards is sufficient to meet Australia's requirements, and the industry's growth is expected to keep pace with increases in demand. Imports should not be necessary except for special types of paperboard.

The long-range prospects are for Australia's dependence on imports of pulp and paper products to decrease, although some imports will be necessary for many years to come. It is doubtful whether Australia will ever be a substantial exporter of these items because of her limited resources of suitable pulping woods and her lack of cheap electric power.

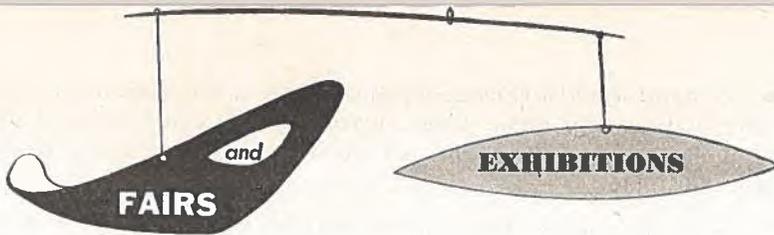
—C. M. FORSYTH-SMITH

Assistant Commercial Secretary for Canada

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.



For the Festive Board

MOST APPROPRIATE at this festive time of year is the appetizing display which was opened this week in the Canadian Show-room at Rockefeller Centre, New York, and will continue throughout December. It exhibits the products of 17 Canadian meat packing firms, including canned hams, steaks, beef and gravy, pork and beef luncheon meat, meat spreads, tongue and corned beef. Cured and smoked meats, such as hams, backs, bacon and picnics are also shown.

Attractive settings designed by the Canadian Government Exhibition Commission for the show feature framed scenes with cut-out figures of a cowboy on horseback rounding up a calf and a steer, a farmer perched on a fence contemplating his fat hogs, and a herdsman watching his sheep. Refrigerated display counters house the perishable items.

Since the end of World War II, slaughtering and meat packing has become Canada's second largest manufacturing industry, with a gross value of production in 1952 of \$849 million. The number of plants has doubled in the last 25 years. Recently, Canadian meat exports have averaged about \$70 million a year. Fresh beef, pork, lamb and mutton, and cured and smoked bacon and hams have been going in considerable volume to the United States, Bermuda, the British West Indies, Japan, Alaska, Hawaii and Venezuela. Pickled pork in barrels has also been exported to the British West Indies. Exports of canned hams this year set a record.

First Fair at Osaka

THE FIRST JAPAN INTERNATIONAL TRADE FAIR will be held in Osaka from April 10 to 23, 1954, and December 31 is the deadline for applications for space. A warm welcome is extended to foreign exhibitors and visitors by the joint sponsors, the Japanese Government, Japan Chamber of Commerce and Industry, and the Japan International Trade Fair Committee. For information, write the Management Office, Japan International Trade Fair Commission, Honmachibashi, Osaka.

Exhibits at the Osaka fair will be classified as follows:

- *Textiles*—fabrics, fabric manufactures, wearing apparel, all other textile goods and yarns.
- *Machinery and Metals*—machinery, tools, vehicles, electrical apparatus, instruments and devices, utensils, hardware, etc.

- *General Sundry Goods*—chemicals, china and glassware, enamelware, leather and paper goods, stationery, toys and musical instruments, games, sport goods, art goods, household ware, food and provisions, etc.

- *Raw Materials*—Minerals, agricultural and marine products, and semi-manufactured goods.

- *Tourist Industry*—Pictures, printed matter, models, etc.

For manufacturers not represented in Japan the Osaka Foreign Trade Institute, a government body, will take charge of receiving, displaying and returning the merchandise.

Milan Trade Fair

ONE OF THE TOP EUROPEAN TRADE FAIRS, the Milan International, has set April 12-28, 1954, as the date for its thirty-third fair. Information about it can be obtained from the Italian Commercial Attaché, 133 Sparks Street, Ottawa, Ontario.

Canada had an official government display in the 1953 Milan Fair and will again in 1954; nine Canadian firms also exhibited. The fair grounds cover some 390 thousand square metres, with 187,258 square metres occupied by stands. Unofficial estimates indicate that 31 foreign countries and about 3,500 foreign firms, out of a total of more than 11,500 exhibitors, were represented at the '53 fair.

Cars Galore

FOR ITS FIFTIETH ANNIVERSARY the 1953 Motor Show at Earls Court, London, attracted the biggest crowds in its history. Buyers came from some 70 countries and among the 5,000 visitors from overseas were nearly 200 from Canada. The displays of cars, trailers, motor boats, marine engines and a vast range of accessories and equipment were particularly attractive to Englishmen this year because they can now buy a car at once . . . if they can afford it. Waiting lists for many models (although not all) are a thing of the past and prices have been reduced.

British car exports have been rising rapidly, according to the president of the Society of Motor Manufacturers and Traders. Sales abroad reached 30,000 in July '53, 12,000 above the February figure.

By Chilean Workers from Chilean Steel

CHILE'S METALLURGICAL INDUSTRY displayed its achievements as a group for the first time at an exhibition held in Santiago from October 29 to November 30. The 200 or more exhibits ranged from working tools to heavy machinery and railway coaches, all constructed from Chilean steel by Chilean workmen. The Huachipato Steel Works, displayed a steel high-tension tower and the fruit and vegetable canning industry demonstrated an automatic canning process. Each firm presented its principal products in use.

Washing Machines for Belgian Households

Despite stiff competition and some obstacles, Belgium offers a good outlet for Canadian washing machines—if the special requirements of this market are kept in mind.

BRUSSELS—Sales of Canadian washing machines in the Belgian market have had their ups and downs in the postwar years. In 1948, they totalled 22 tons; by 1951, they had climbed to 337 tons and represented 10 per cent of all washing-machine imports. Now they have dropped again and, for 1953, will probably not exceed 40 tons—less than 2½ per cent of total imports.

The chief reason for this slump in sales seems to be stiffer competition and the fact that Canadian designs and prices have not kept pace with Belgian requirements. British, German, U.S., Netherlands, and domestic manufacturers all have come on the market with machines especially designed to meet Belgian needs.

Though these facts seem rather discouraging, there is still a potential market in Belgium for Canadian washing machines. Household electric washing machines from Canada and from other dollar countries are admitted into Belgium under a monthly quota of 200 per cent by value of average monthly imports during the first six months of 1951. From February to June 1953, these quotas were fixed at 100 per cent of imports in the first six months of 1951.

Source of Imports

The following table gives the origin and value of imports of washing machines for the past few years:

	Imports by Value					
	(in thousand Belgian francs)					
	1948	1949	1950	1951	1952	(first 8 mos.) 1953
United Kingdom	18,641	93,105	121,899	142,622	93,579	55,071
United States	8,884	20,518	26,038	24,068	13,696	6,634
Canada	998	3,559	8,746	13,352	9,594	1,838
Germany	12	1,064	4,086	10,861	34,748	18,208
Netherlands	91	258	1,563	1,846	3,776	5,036
Total (including other suppliers)	30,243	123,027	163,967	194,018	155,762	87,189

A study of these statistics reveals that, from 1948-51 when total imports increased six times, imports from Canada during the same period increased by ten times. But this gain was not held.

Not until 1952 did the Belgian Statistical Institute include the number of machines, in addition to the weights and values, in official statistics. As a matter of interest, these were:

	1952		Jan.-Aug. 1953
From—Denmark	2	From—Norway	3
France	9	France	3
Holland	1,106	Holland	2,216
Italy	8	Italy	3
Portugal	1	Japan	1
U.K.	30,090	U.K.	15,857
Sweden	14	Sweden	6
Switzerland	5	Switzerland	6
West Germany	9,856	West Germany	4,586
U.S.	2,126	U.S.	1,020
Canada	2,021	Canada	337
		Belgian Congo	1
		Australia	6
	45,238		23,045

In 1952, imports of Canadian and American machines fell off and this decline was considerably accentuated during the first eight months of 1953. The above figures show that 4,147 machines were imported from North America in 1952, but only 1,357 up to the end of August 1953. This figure is not likely to increase during the next four months. Although total imports of washing machines over the same period have declined from 45,238 to 23,045 (eight months), the decline in imports from the U.S. and Canada has been proportionally much greater.

Competition Is Growing

In the meantime, companies in Belgium have begun to build more modern machines along the lines of the Canadian and U.S. models, and prices quoted are considerably lower than for Canadian imports. No less than 50 firms now turn out electric washers and spin-dryers, at prices ranging from 5,500 francs for a three kilogram model to 9,000 francs for a four kilogram model including gas heater. (One Belgian franc = \$0.01979 Canadian.) Most of these machines are of the apartment type, usually square in shape, and fitted with a gas heater.

A recent survey has disclosed that there are at least 25 different imported models on the market, including eight U.S. machines, six British, six German, four Canadian, and one Dutch. They range in capacity from 1½ to 5 kilograms and in price from 15,950 francs for one of the American models down to 5,150 francs for a small English model with no pump.

Market Preferences

The Belgian housewife seems to prefer a small apartment-type machine with a capacity of 1½ to 2½ kilograms (3¼ to 5½ lb.). A well-known Anglo-American company has the lion's share of the market at present with a machine of this description although similar machines are appearing in increasing numbers. These machines come either with or without hand-wringers and a pulsator replaces the usual beaters.

The trend seems to be towards square machines of all types in the belief that they can be more conveniently placed in a kitchen or wash-house and can even, in certain cases, be used as a table, especially when the wringer is removable. Streamlined machines in white enamel are the most popular.

In Belgium, hot water is not "on tap" as it is in the majority of households in Canada. Hot-water distributors in a Belgian house are the exception and hot water can usually only be obtained by heating water in a kettle or other receptacle on a gas stove or over a coal fire. Thus

a heater, especially for the larger machines, is practically essential. The high cost of electric current (four francs or \$0.078 per kwh.) means that an electric heater is out of the question and the usual method adopted by local washing machine manufacturers is a gas-burning device (city gas or Butagas) fixed under the tub. This arrangement, which presents no appreciable technical difficulties, is being increasingly adopted by European manufacturers of electric washing machines. Another reason for the heater is the average Belgian housewife's belief that clothes must be boiled.

Dry-Spinners and Automatic Washers

The buyers also favour machines with a dry-spinner attached, but they are too high-priced to be within the reach of the ordinary householder. The ideal arrangement (which some manufacturers, both foreign and local, are adopting) is to supply machines either with or without wringers and to leave the choice of a wringer or a dry-spinner to the eventual purchaser. This scheme is all the more attractive because dry-spinners as separate units are manufactured locally by a number of firms. This means that many housewives already possess a dry-spinner. They might not be able to afford a Canadian machine complete with an electric wringer, but the reduced price of a machine *without* a wringer makes the purchase possible. Canadian electric washing machine manufacturers should take careful note of this.

There is some demand for automatic washers and their advantages are recognized, but the high price restricts sales to the more wealthy. Few distributors are interested because of the small volume of sales.

Electric Requirements

Machines intended for the Belgian market should be equipped with 50-cycle motors operating on 110, 123 or 220 volts A.C. Electric meters in Belgium are of low capacity (four to six amps) and a condensor or starting-charge should be attached to the motor. The wallplug should be of the three-wire type, including the earth wire. The forks of the plugs in Belgium are round and not flat as in Canada and the U.S. and, if it is not possible to supply plugs with round forks, an adapter should be furnished. Canadian companies should pay particular attention to this question of motors and the Belgian importers' instructions should be followed explicitly. In the past, Canadian motors of a whole shipment of machines have been wired exclusively for 125 volts or exclusively for 220 volts. The importer was forced to rewire a number of the motors at his own expense.

Terms of Payment

It is no longer possible to obtain payment by irrevocable letter of credit. Terms now range from cash against documents to 30 to 60 days' credit, by an accepted sight draft. Instalment buying has become common in Belgium and retailers grant payments extending over 36 months. While realizing the need for some flexibility in terms, Canadian exporters should make the fullest inquiries into the financial situation and integrity of their Belgian representatives.

In setting the f.o.b. Montreal price at which these machines should sell in Belgium, the Canadian exporter should remember the cost of ocean transport (about \$8.00 per machine); the duty of 6 per cent on entry into Belgium; the "transmission" or sales tax of 9 per cent, levied on the duty-paid value of the machine, and the usual handling and inland transport charges to the distributors' warehouses.

Advertising

All the Belgian agents of Canadian manufacturers complain about inadequate and insufficient supplies of advertising material. These agents participate at their own expense in the principal Trade Fairs held periodically in Belgium. They consider they should be supplied, free of charge, with advertising material such as posters, show-cards, catalogues, illustrated circulars or folders, etc.—in English if French material is unavailable.

It should be possible for Canadians to increase their share of this market. There are still many Belgian households without an electric washer and if the Canadian exporter meets the price competition and caters to the market preference, he should be repaid in larger sales.

—HAROLD JONES

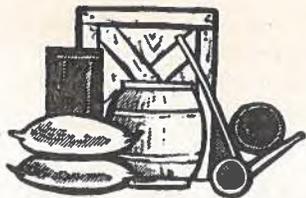
Office of the Commercial Secretary for Canada

The U.S. Retail Dollar

CHICAGO—The share of total United States retail trade transacted by department stores has fallen substantially since the war, reports the National Industrial Conference Board. The Board adds, however, that this has been due primarily to the disproportionate growth in sales by retail outlets not in direct competition with department stores, rather than to any failure on the part of department stores to keep pace with their competitors.

In 1945, the Board reports, department stores were receiving 8.3 per cent of the retail sales dollar, as compared with about 7.8 per cent just before World War II. However, by 1952 their portion had been cut to 6.3 per cent. In the first quarter of this year, department store business registered a new low of only 6.0 per cent of estimated retail sales.

In analyzing this percentage decline, the Conference Board points out that, although total retail sales more than doubled between 1945 and 1952, the sales of outlets not in direct competition with department stores—i.e., food stores, auto dealers, lumber yards, fuel dealers, etc.—increased even faster. Retailers in non-competitive groups, who did 63.5 per cent of all retailing in 1945, handled 69.7 per cent of all retail business last year. In the first quarter of this year, their share rose to an estimated 70.7 per cent of the total.



Commodity Notes

AUSTRALIA

Timber—The West Australian Conservator of Forests has reported that the present rate of sawn timber production in Western Australia is greater than the forests of the State can maintain. In 1952-53 output of 16,975,093 cubic feet exceeded that of any previous year. Thirteen million cubic feet were held in the State, three million cubic feet were exported interstate, and nearly one million cubic feet were sent overseas. Total exports represented 23.4 per cent of production. Total value of sawn timber for the 12 months was estimated at more than £8 million and the gross revenue was £678,150—Melbourne, Nov. 16.

CHILE

Sulphur—A total of 10,000 tons of Chilean sulphur will be exported to Germany from the port of Antofagasta by German shipping lines, which again have a regular service to Chile. This is said to be the first export of sulphur during the present year—Santiago, Nov. 13.

INDONESIA

Rami-Fibre—The Indonesian agricultural service is experimenting with the growing of a new kind of rami-fibre (*Boehmeria Nivea*). About ten acres have been planted to this fibre in Java. The yield is expected to be harvested in about eight months—Djakarta, Nov. 18.

ITALY

Paper—Official statistics show that Italian paper production increased in the first six months of 1953 by 13.4 per cent, compared with the same period in 1952. It is interesting to note that the increase in paper production is greater than that in industrial production generally, which rose by 8 per cent in the same period. Paper and cardboard production during the month of April 1953 was 53,924.9 tons, an increase of 18.7 per cent over April 1952. During the first four months of 1953, paper production totalled 215,178.7 tons, an 11.3 per cent increase over the first four months of 1952 when 193,223.7 tons were produced. If production continues at the same rate it should reach 600 thousand tons at the end of the year, an increase of over 20 per cent compared with 1952—Rome, Nov. 20.

MEXICO

Paper Pulp—The manufacture of paper pulp from sugar cane waste (bagasse) has started at San Cristobal, close to Mexico City, under the direction of the Northern Regional Research Laboratory of Peoria,

Illinois. The plant is producing about 50 tons of pulp a day for cardboard, fine papers, wrapping paper and newsprint, according to a statement from Mexican industrialists who are working in collaboration with the U.S. company—Mexico, D.F., Nov. 18.

NORWAY

Portland Cement—During the first six months of this year, Norway's production of Portland cement totalled 386 thousand tons, as compared with 362 thousand tons during the same period of 1952. In spite of this increase, 28,242 tons had to be imported to meet the demand. Imports for the first six months of 1952 were only 1,287 tons. However, the Nordland Portland Cementfabrikk, at Tysfjord, is planning to increase its annual production to 130 thousand tons, twice the amount it now produces—Oslo, Nov. 19.

PHILIPPINES

Rice—During the 1952-53 crop year, rice production in the Philippines amounted to 3,005,037 metric tons, harvested from six million acres, compared with 2,827,920 tons in 1951-52 and 2,616,390 tons in 1950-51. The prewar record production was 2,328,000 tons.

On June 10, the Price Stabilization Board (PRISCO) began to offer through their own Manila shops, at the lowest prices since 1941, Philippine rice grown by settlers in Mindanao. Retail prices were reduced to 9.65 cents and 10.3 cents per pound. On August 17th, the price of the more popular Burma No. 2 rice was reduced from 11.6 cents to 9.65 cents per pound by the National Rice and Corn Corporation (NARIC). The price cut was made to forestall any attempts by private traders to increase prices during the rainy season, apparently a traditional practice—Manila, Nov. 12.

SOUTH AFRICA

Sugar—A considerable surplus of South African sugar is likely to be available for export in the current season. Present indications are that 720 thousand tons of sugar will be manufactured in the 1953-54 season. Although South Africa has not been able to export during the past two seasons, its quotas under the Commonwealth Sugar Agreement are firmly entrenched in the new International Sugar Agreement. This means that South Africa has an established right to export up to 200 thousand long tons of sugar to the United Kingdom and Canadian preferential markets, and a further 34,000 tons to Southern Rhodesia—Johannesburg, Nov. 17.

SOUTHERN RHODESIA

Cotton—Cotton textile mills established in the centre of Southern Rhodesia's cotton plantations a few years ago are finding ready markets for their products in Southern Africa. Most of the 570 thousand yards of canvas produced in the mills during the past two years has been exported to Northern Rhodesia, South Africa, Mozambique and other parts of Africa. Machines capable of producing the latest weaves and finishes are now being installed in the plants, and when they come into operation next year, Southern Rhodesia's exports of cotton goods of all types should rise still further—Johannesburg, Nov. 17.

Halifax—A Seaport and Its Services

In the three centuries since it was first settled, Halifax has grown into a great commercial port, with equipment, services and skills vital to the foreign trader.

OTTAWA—The success of Halifax as a port rests to a large degree on its strategic location which makes for shorter sailing time to many of the principal ports of the world. Here is a fine natural harbour, protected from the sea yet easy of access by a broad, deep channel. It has wide turning areas, virtually no strong currents and is free of ice the year round.

Highlights in History

These were the attractions which brought British authorities to establish a permanent settlement in Halifax in June 1749. At that time there was need for protection of the sea route from New England to Great Britain and of the valuable fisheries off the coast. These naval considerations have proved vital again in our own day; Halifax has been an important naval base and assembly point for convoys in both World Wars.

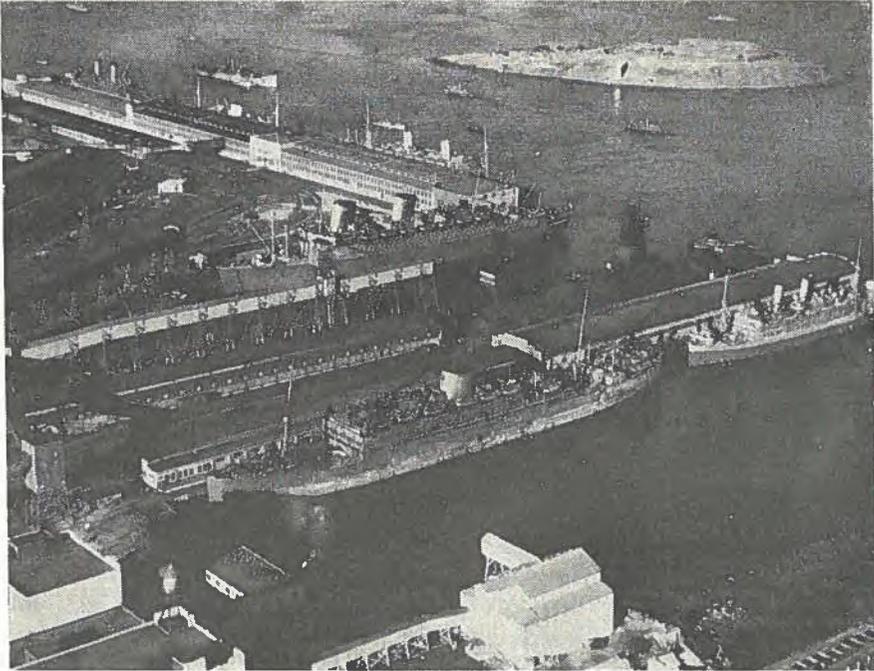
Halifax first attained commercial importance and brought wealth to its pioneer businessmen during the later years of the eighteenth century and the first half of the nineteenth. The port was a focal point of the rich trade between the West Indies, Newfoundland, New England and Nova Scotia. Halifax flourished on the trade in lumber and fish, in molasses, sugar and rum.

It was a native son, Samuel Cunard, who in 1840 first bridged the Atlantic to Halifax with a regular steamship service. He was the first to establish regular sailing schedules between Nova Scotia and the West Indies. Such men of vision saw the natural geographic advantages of Halifax as a Canadian east coast port. These men of enterprise made a place for themselves and their city in the rugged commercialism of international shipping.

NHB Facilities

At the National Harbours Board terminals some 30 berths are available on eight main piers. Transit sheds with an aggregate floor space of 1,100,000 square feet are ample to handle the many products which move through the port. All sheds are served by the harbour railway. In addition, there are forty other docks and wharves under private management. In many instances, they offer services similar to those at National Harbours Board piers.

As tradition would suggest, there are wharves for handling timber and fish. The fish pier has a modern cold storage terminal with 1.6 million cubic feet of storage space, completely fitted with freezing and



This photo shows the Ocean Terminals in Halifax Harbour, with St. George's Island in the distance. Berths big enough to accommodate the "Queen Mary" or the "Queen Elizabeth" are at the piers in the background, left.

storing equipment and served by eight railway tracks. Special accommodation is provided for the storage of eggs. Along pier A runs a covered three-track train shed into which pre-heated cars are switched to load apples, bananas and other perishable fruits during winter. There is also temperature-regulated storage on pier 4, insulated and heated for the accommodation of perishables. Refrigerator cars are serviced expeditiously at the ice-crushing plant.

Normally grain exporting in Halifax has been limited to the winter months but a number of cargoes were handled this past summer. A new addition to the elevator at Ocean Terminals will almost double grain capacity, bringing it to $4\frac{1}{2}$ million bushels. Cargo at the elevator can be loaded at the rate of 75,000 bushels an hour at three berths.

Other Services

Heavy lift equipment is available throughout the port, with cranes of 15, 22, 25, 50 and 75 tons. Industrial undertakings offer open storage, including coal bunkering facilities. Well within the harbour, but removed from other facilities, are oil tank installations with an aggregate storage capacity of 118 million gallons.

Careful planning provides new facilities where needed, enabling traffic to be transferred with a minimum of delay between ships and rail, road or coastal craft. Today Halifax handles a wide range of goods entering Canadian international trade. There is the long established business in fish and lumber; there are foods such as grain and flour, potatoes and fruit, poultry and meat; there are the modern industrial

products like aluminum and asbestos, explosives and fertilizers, machinery and motor vehicles. These illustrate the variety of cargo, bulk or package, warmed or refrigerated, common or dangerous, which the port of Halifax handles with despatch.

Contributing to the position of Halifax as a major Canadian seaport are shops and marine railways competent to execute repairs and maintenance of all types of engines and to carry out hull repairs on vessels up to 25,000 tons.

Growth of a Port

Halifax, since the days when travel inland was by Indian trails and canoes, has seen the present network of road and rail services and air transport provide complete links with industry and commerce to the west and north. Construction of a railway began in 1854 and Confederation brought an important extension of rail services, opening the way for the industrial products and raw materials of Quebec and Ontario to move to export markets. Halifax has grown with the expansion of Canadian international trade.

Comparative Ocean Distance Table

From:	Halifax	New York	Boston
To— <i>Europe</i>			
Antwerp	2,795	3,310	3,157
Bordeaux	2,647	3,279	3,016
Cherbourg	2,530	3,098	2,915
Gibraltar	2,673	3,206	3,015
To— <i>South America</i>			
Buenos Aires	5,710	5,860	5,810
Rio de Janeiro	4,638	4,790	4,740
To— <i>Asia</i>			
Calcutta	9,260	9,823	9,632
Colombo	8,073	8,606	8,412
Hong Kong	11,045	11,584	11,400
Singapore	9,600	10,150	9,959
To— <i>South Africa</i>			
Cape Town	6,456	6,805	6,776

The marine knowledge and experience of the port residents are not material things, like an ocean liner berthed at a modern concrete pier, but are reflected in skills of the people and the trading institutions and in the competence of longshoremen. Each factor lends itself to quick turn-around of ships, assuring the shipper that his goods are quickly on their way. Evidence of these intangible services is found in the fact that, during the past three years, eleven steamship lines have added Halifax to their scheduled ports of call. To the shipper this means services to foreign lands not previously served from Halifax and increased sailings to countries long connected by sea.

Through two centuries Halifax has been an Atlantic gateway for a growing country. Where sailing ships once tied up at wooden wharves, now steamships berth at well-equipped piers. In 1952 more than 1,600 vessels of over 5.5 million net registered tonnage landed 2.1 million tons of cargo from abroad and loaded 800 thousand tons of outbound goods. The Port of Halifax reflects the motto of the city, *E Mare Merces*, "Wealth from the Sea".

—H. A. HADSKIS

Transportation and Communications Section

Israel Exploits Its Minerals

Recent finds of important minerals, mainly in the Negev, will mean substantial foreign exchange savings for Israel and help to reduce her serious adverse trade balance.

ATHENS—The young State of Israel has been given a much-needed boost by recent discoveries of mineral deposits, including phosphates, copper, manganese, feldspar, mica, silicate sand, ball clay, iron, bitumen-bearing rock, barytes, fluorite, chrome, bauxite and gypsum.

These finds resulted from extensive exploration and research—mainly in the long-neglected desert area of the Negev—carried out by geologists of the Weizmann Institute, the Hebrew University, the Haifa Technion and, latterly, by a special government-created company known as Israel Mining Industries. This company, since its formation in mid-1951, has set up surveying camps in the Great Crater to search for phosphates, ball clay, glass sand and iron; in Wadi Menayah for copper and manganese; in the vicinity of Sdom for bitumen-bearing rock; in the Elath area for mica and feldspar, and in the Gaza region for sulphur. In addition, it is investigating the peat deposits at Lake Huleh in the extreme north.

A brief summary of the quality and estimated quantity of these mineral discoveries and the prospects for exploiting them might be of value to the reader.

● *Mineral Salts*—The Dead Sea, bordered by Israel and Jordan, is estimated to contain 22,000 million metric tons of magnesium chloride, 11,000 million metric tons of sodium chloride, 6,000 million metric tons of calcium chloride, 2,000 million metric tons of potassium chloride, and 1,000 million metric tons of magnesium bromide.

Towards the end of last year, Israel resumed the commercial exploitation and export of Dead Sea minerals after a break of five years because of hostilities; in 1947, potash exports were valued at \$7 million. Over \$2 million worth of new equipment has now been obtained and will be installed by stages. It should gradually increase the annual output of potash to 180 thousand tons. A new road has been built to transport these minerals to seaport from the south end of the Dead Sea.

● *Phosphates*—One of the largest deposits discovered in the Negev is phosphates. Known quantities are sufficient to cover domestic needs for many years, though the ore is of poor quality and contains only 20 per cent phosphoric oxide. However, it is possible to increase the concentration to 30 per cent. A company in which a large fertilizer concern in Haifa has the controlling interest has been formed to mine the ore. Immediate plans call for a daily output of 100 tons, to be increased in the near future to 250 tons. This would enable the Haifa superphosphates plant to work at full capacity and have some surplus to export.

● *Silicate Sand and Ball Clay*—These minerals have been discovered in quantities sufficient to meet present requirements. Israeli glass-makers, inheritors of an ancient craft, used to import all their raw materials. Now they are drawing on local supplies which are equal in quality to the finest imported sands. There are over a million tons of known deposits in the Great Crater; present annual consumption is 12,000 tons and is expected eventually to reach 40,000 tons.

Proven deposits of ball clay, used to make earthenware, amount to 300 thousand tons. Annual requirements at present are 6,000 tons but will eventually reach 20,000 tons. The installation of modern mechanical equipment to replace obsolete extracting methods is expected to lower production costs substantially.

● *Copper and Manganese*—Initial explorations have revealed the presence of copper deposits estimated at 200 thousand tons. The ore is of fair quality and could be economically exploited, but the concentration is low and experiments are under way to enrich the ore before refining. The Belgo-Continental Company has been appointed as technical adviser and has drawn up blueprints of work to be carried out. A large refinery will be erected near the fields and work on the initial unit is now under way. By the end of the year this unit should be refining ten tons of copper a day.

The quality of the manganese deposits is also low, with an average concentration of 25 per cent. However, laboratory tests have proved that it can be stepped up to 35-40 per cent. Known deposits are two million tons. No plans have been announced for early exploitation.

● *Iron*—Systematic excavation and boring tests place iron ore deposits at between 15 and 20 million tons. However, the majority of this ore is low-grade 30 per cent concentration, which can be increased to 40 per cent. Much more encouraging are discoveries in the Wadi Jirafi area of the Central Negev of deposits with a concentration as high as 60 per cent. Surveys and exploration are going ahead and eventually iron ore may be mined on a commercial scale.

● *Feldspar*—Initial tests have indicated the presence of sufficient quantities of good quality feldspar to satisfy one of the raw material requirements of the local ceramics industry, which uses about 2,000 tons of this mineral a year.

● *Oil*—There is a possibility of oil discoveries and, since the Knesset (parliament) approved the Oil Mining Bill a year ago, seven oil prospecting groups, including two Canadian interests, have been granted licences to start exploratory drilling.

Transportation Problems

The most pressing problem now that these minerals have been discovered is that of transporting the raw material to the manufacturing centres. The Negev was the last part of the country to be developed and it lacks a railway and even adequate roads. The completion early this year of the Beersheba-Kurnob-Sdom road has speeded up the

re-opening of potash works at the Dead Sea and the exploitation of Negev phosphates at Kurnob. A government committee is examining the feasibility of a railway through the Negev to the port of Elath on the Gulf of Aqaba (Red Sea) for bulk transportation of Negev minerals south and north. It is estimated that half a million tons of phosphate rock for the fertilizer plant at Haifa could be hauled each year by rail from the Negev. Efforts are being made to develop the small port at Elath to handle these heavy export cargoes.

The direct saving of foreign currency in 1953 from the development of potash, phosphate ores and salts, superphosphates, glass sand and kaolin is expected to exceed \$6 million. In addition, the export of potash, phosphate salts and ores should benefit the Israeli economy by another \$10 million a year by 1954 and play a part in improving the present acute adverse balance of trade. Much remains to be done in the development of Israel's natural resources, although the list of discoveries is impressive. It is hoped that further investigations will reveal more wealth beneath the soil.

—H. W. RICHARDSON
Commercial Secretary for Canada

Trade and Tariff Regulations

FRANCE

French Customs Duties Suspended on Certain Machinery and Equipment— By Decree of October 19, 1953, France has provisionally suspended customs duties on a range of industrial, agricultural, mining and construction machinery and equipment of types not normally made in France. A special authorization of the Minister of Industry and Commerce is required for each individual import under this measure which, it should be noted, has no effect on the normal import or currency controls in operation. In each case, a complete unit of machinery or equipment must be imported; spare parts or components do not benefit by this suspension. As well, a bill of sale must be produced for each import; an agent may not build up his stocks without paying the normal duty.

The following types of equipment are included:

- Industrial furnaces
- Hoisting and conveying equipment
- Mining and refining equipment
- Agricultural machinery, including tracked rice combines
- Machinery for the food industries
- Machinery and equipment for chemical plants
- Papermaking and printing machinery
- Textile machinery
- Leather working and cutting machinery
- Machine tools
- Heavy automotive equipment, mainly construction equipment (bulldozers, graders, etc.,) and self-propelled mine cars
- Measuring and quality control apparatus.

It should be emphasized that under each heading only specific types are affected, as set out in the decree. The various associations of manufacturers of these products have been consulted in the preparation of the lists and may intervene if the proposed import material may be conveniently manufactured in France.

The measures are applicable until March 31, 1954.

By the same decree, customs duties which were suspended are re-established on potatoes, certain seeds, chemicals, dyes, rubber products, tantalum, cobalt vanadium, sodium and others.

Certain ceramic construction materials, formerly entering France at reduced rates, are now subject to normal rates of duty.

Certain kraft papers are temporarily reduced from a 25 per cent customs levy to 22 per cent.

IRELAND

Import Controls—By four quota orders issued under the Control of Imports Acts 1934 and 1937, the Government of the Republic of Ireland has announced additional quotas for the period December 1, 1953 to May 31, 1954, as follows:

Certain Electric Filament Lamps (100/250 volts 1/1,500 watts): 50,000 articles, as against a similar quantity for the previous six months.

Certain Woven Cotton Piece Goods: 1,170,000 square yards, as against 1,345,000 square yards for previous six months.

Certain Woven Cotton Piece Goods: 50,000 square yards. Similar to quota for previous six months.

Certain Woven Cotton Piece Goods: 1,910,000 square yards, as against 1,140,000 square yards for previous six months' quota—Dublin, Nov. 5.

YUGOSLAVIA

Import Restrictions Revoked—The Italian press reports that a Yugoslav ordinance of October 14 revokes an earlier order prohibiting the import of a number of goods into Yugoslavia. This prohibition, which came into force on October 1, 1952, concerns various items of interest to Canada including automobiles, agricultural machinery, petrol and carbide lamps, metal office articles and portable stoves—Rome, Nov. 23.

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.



General Notes

AUSTRALIA

Uranium Mining—The Australian Government plans to throw open an area of hundreds of square miles in the Northern Territory for private uranium prospecting and mining. The Bureau of Mineral Resources will publish maps of the area showing the results of aerial scintillometer surveys indicating the presence of uranium-bearing ore. The Government is anxious that private interests should take an active part in the search for uranium in Australia, but it will not pay rewards for discoveries of deposits indicated by official aerial surveys—Sydney, Nov. 12.

INDONESIA

Trade Mission Visits Australia—An Indonesian trade mission left for Australia in October. Headed by Mr. Asmaun, Director of Foreign Economic Relations, Ministry of Foreign Affairs, the mission hoped to negotiate a new trade agreement with Australia and explore the possibilities of expanding trade relations between the two countries. From Australia, the mission expected to visit the Philippines, Japan and the People's Republic of China—Djakarta, Nov. 10.

NEW ZEALAND

Favourable Trade Balance—Despite a seasonal falling off in exports which resulted in a deficit of £2.9 million (£3.8 million in 1952) in September, New Zealand continues to accumulate an impressive reserve of overseas funds. For the January-September period, the surplus was £28,684,000 which more than offset the deficit of £28,573,000 recorded at the same time last year—Wellington, Nov. 18.

PORTUGAL

Mutual Aid—By Decree Law No. 39397 of October 22, 1953, the Portuguese Government has been authorized to accept orders from foreign countries for "military, naval or air force material, munitions and military equipment", to be supplied by state or private concerns. Alternatively, the Government may authorize state or private concerns to accept such orders by direct negotiations.

For orders accepted by the Government, advances not exceeding the sums to be accepted in payment for the order may be made to industrial concerns on the authority of the Ministry of Finance (in consultation with the Ministry of National Defence) to enable such orders to be completed. For orders accepted with government authority by state (but not private) concerns, similar advances may be made but only in exceptional cases.

The Secretariat General of National Defence may also authorize concerns to obtain import licences for any raw materials and finished or semi-finished products needed to fulfil such orders, even if importation is normally subject to special restrictions. Imports of such material, if unobtainable in the domestic market and not diverted to other purposes, as well as exports of the finished equipment, will be free of all taxes and duties, except stamp duty and clearance fees. These concessions are without prejudice to Portugal's international obligations—Lisbon, Nov. 19.

NORTHERN RHODESIA

Trade Expands—Northern Rhodesia's exports totalled £43.1 million for the first half of this year. During the same period last year, exports totalled £40.4 million. Imports during the first half of this year totalled £25.2 million, an increase of almost £7 million over the same period last year. Metals and metal manufactures came first in both the export and import figures—£41.3 million in exports and £12.7 million in imports. Only one class of exports decreased compared with last year: minerals, earthenware and glassware dropped from £81,197, to £62,166—Johannesburg, Nov. 17.

UNITED KINGDOM

Revive Lead Mining—Three well-known mining companies are attempting to revive the lead mining industry in two of Scotland's most isolated villages, Leadhills and Wanlockhead in Dumfries. Active mining operations have already begun, and a start was made recently in de-watering the Wanlockhead mine. To complete these operations the pumps will have to go down about 1,850 feet below water level, and pump out about 72 million gallons of standing water. Then the old workings will be cleared so that the reserves which are supposed to exist in the mines can be sampled and proved. If the results are satisfactory, it is hoped to proceed with further developments, possibly milling and production—London, Nov. 25.

UNITED STATES

Trade in the Southern Ports—The Regional Office of the U.S. Department of Commerce in Atlanta reports that exports during the first six months of 1953 from southeastern ports declined by over \$120 million, and imports by over \$112 million. New Orleans showed the largest decline, from \$515.6 million for the first half of 1952 to \$409.7 million for the same period of this year. Imports declined from \$445.4 million to \$331.3 million.

Georgia, Florida and South Carolina customs districts also showed losses in exports. A gain in exports was registered in North Carolina, with an increase from \$400 thousand to \$4.9 million, and in Mobile from \$26.6 million to \$122.5 million.

States showing gains in imports were Alabama, from \$27.5 million to \$44.8 million; Florida, from \$72.3 million to \$77.9 million, and South Carolina from \$29.8 million to \$31.5 million—New Orleans, Nov. 30.

Foreign Exchange Rates

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

Conversion 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 1.02531.

Country	Unit	Type of Exchange	Canadian dollar equiv. Dec. 3	Notes (See below)	
Argentina	Peso	Preferential buying1300		
		Basic buying1951		
		Preferential selling1951		(1)
		Basic selling1300		
		Free0702		
Austria	Schilling03751		
Australia	Pound	2.1930		
Belgium Luxem- bourg & Belgian Dependencies ...	Franc01957		
Bolivia	Boliviano	Official00513		
British West Indies	Dollar5711	(3)	
	Pound	2.7412	(4)	
Brazil	Cruzeiro	Dollar6853		
		Brit. Honduras05182	tax 8%	
		Official selling03439	(2)	
		Effective buying04175	(5)	
Coffee buying	Cruzeiro2048		
	2056		
Burma	Kyat00887		
Ceylon	Rupee3901		
Chile	Peso	Official1737	(6)	
Colombia	Peso	Basic1468		
Costa Rica	Colon	Official9753	tax 2%	
		Controlled free1355		
Cuba	Peso1412		
Czechoslovakia	Koruna9753		
Denmark	Krone06502		
Dominican Republic	Peso05592		
Ecuador	Sucre	Official	2.8007	(7)	
		Free	2.4696		
Egypt	Pound00424		
Fiji	Pound00279		
Finland	Markka00558		
France	Franc01534		
French Africa	Franc2322		
French Pacific	Franc000033		
Germany	D Mark9753		
Greece	Drachma1951		
Guatemala	Quetzal4877		
Haiti	Gourde1639	*Nov. 27	
Honduras	Lempira	Free05989		
Hong Kong	Dollar	Official04611		
		Special buying03715		
		Special selling2056		
Iceland	Krona08555	(8)	
		Dollar certificate00184		
India	Rupee	Basic			
Indonesia	Rupiah			

* Latest available quotation date.