



Ottawa—Prime Minister De-folibuser talks to provincial premiers Leslie Frost (left) and Maurice Duplessis.

## Says Export Business Is Not Really Too Complex

By FORBES RUDE  
A company which wants to do export business usually discovers that its problems aren't nearly as complex as it feared. The comment is from a new volume called The Techniques of Export Trade published by the department of trade and commerce.

The volume has been published because, as stated in the preface, "although there are many books and articles on the various phases of foreign trade, there is a dearth of Canadian material to meet this dearth of the department's forthcoming publication, Foreign Trade, started about a year and a half ago and contains articles on various phases of export business from a Canadian point of view. These articles now have been gathered together in the new 126 page volume.

Although the introductory ar-

### CONCLUDE TALKS

(right) of Quebec at the federal-provincial tax conference which concluded Tuesday in Ottawa. Mr. Frost, received demands for a better provincial tax deal with the federal government. (CP Wirephoto).

ing-written by O. Mary Hill, editor of Foreign Trade — says the problems are not nearly as complex as many fear, it does emphasize that they call for study.

"Large or small," says the article, "any company which wants to succeed in the export market can't afford to enter it on a trial-and-error basis. Fact-finding should come first."

When all the relevant facts are collected, then the company must ask itself:

"Are we willing to invest the time, money and effort needed to make a success of export business?"

A decision to export means a long-range effort, not just an occasional attempt to dispose of a temporary surplus. It means devoting a certain percentage of production to export business even if, at times, the domestic market must go short, and it means putting money into op-

ing markets and waiting two, three or even five years for results.

**A CASE IN POINT**

As an illustration of the possibilities, the article cites the case of a Montreal air-conditioning firm which, up to two years ago, had thought only vaguely about foreign markets.

Following the visit of a Canadian trade commissioner, however, a good agent had been found in Hong Kong; with the result that at least seven of the company's units now are installed in Hong Kong buildings.

Further, as a result of the inquiries, the company has been asked to sell in Jamaica and has six other markets under investigation.

Some companies, apparently, hesitate to embark upon export trade because they think foreign business men are sometimes unreliable.

"Successful Canadian exporters," says the article, "laugh at this notion."

One says flatly that not only are foreign customers thoroughly reliable—they also are easier to please than domestic ones. Another expert tells the story of a "Mexican customer who went bankrupt. Several years later, he paid off the debt although he was under no legal obligation to do so."

The new volume includes some 30 articles under such broad export headings as:

The first steps; how to finance and insure; preparing goods for shipment; from seller to market; promoting sales effort; special export problems.

The articles under promoting export sales, for instance, include such topics as: Export advertising; foreign fairs; how to sell in Latin America; how to sell in Europe; how to act in Asia.

More than half the articles are written by export executives of Canadian exporting companies or companies concerned with export services; and the remainder by various members of government services concerned with export.

In brief, the volume, as stated by Miss Hill, is designed to answer the question: "How should we go about export selling?"

## TIMELY NOTES ON FUR FARMING

Ed Gold, writing in "Women's Wear Daily" states that fur activity on the European continent is strongest in West Germany and Italy, and poorest in Spain, France and Belgium, according to Arthur Schiön, who recently returned from an extensive trip which took him to 24 major countries in every Western European country except Greece and Portugal.

His general conclusions were:

1. The credit situation is very weak in many countries.
2. While September was very satisfactory there was a sharp cutoff in activity at the end of October.
3. The market was very disappointing.
4. The middle class has been the most part, squeezed out of the fur buying market.

2,000-kin offering was 98 percent sold, with New York buyers dominating the scene. Interesting results, likewise, were seen in the collection of red, cross and blue fox which sold at greatly improved prices.

**SUMMER SCHOOL**

The fur farmers of Utah are using every minute to keep themselves up to date, and the summer school held there on August 16 and 17 was attended by 150 fur farmers and their wives.

The National Board of Fur Farm Organizations of the United States is supporting legislation prohibiting manufacturers to use the names of furs. The Mutton Mink Breeders' Association has successfully brought suit against users of their trade mark names. The New York Times, in its business section of September 29, published an article entitled: "Mills Widen List of Synthetic Furs."

It states that acrylic fibers, which are already cutting deep into cotton and wool markets, are factoring into preservers of the seal, beaver and mink. Only three years after their introduction, the "fake" fur coat, jacket, and stole are expected to account for up to \$100,000,000 of fur sales this season. A 15-20 percent increase over last year. Today's synthetic fur is typically a blend of Tripoint Orlon and Union Carbide Dacron fabrics, woven as a pile into a fabric backing. The fibers may be colored to resemble natural fur and are often oriented or hand striped, as well.

### CANADIAN TRADES

The trend, Mr. Schiön notes, is toward the more expensive furs. The middle class is going after angoras and the fox, and there are no funds for fur garments. He was impressed with the strides that Western Germany has made in terms of economic recovery. Mink and Persian lamb are the key items there, with small pearls in black and fawn. A lack of faith in fur has been the main reason for the success of the fur trade system, with furs used, in lieu of dresses.

Western Canada Raw Fur Auction Sales, Ltd., Vancouver, is distributing a Western Canadian news folder to ranchers, dealers, and other firms with an interest in fur business. The folder contains comments on the current market situation, information about pet marketing, and Western Canadian plans for the coming season. The company, ranchers, claims in the folder to have obtained the greatest volume of ranch fur business last year, their 6th season, ever obtained by any company in Canada.

Samples of fur skins to the United States from Japan in September included 8,000 undressed mink. Total shipments for the first six months of 1957 were 20,000 mink. The above shows that Japan is really now a country to be considered in the production of mink. They have the advantage of cheap labor and a cheap price, fish being available for very little money, up to the present, however, the stress on quality has not been too important, and the Japanese mink are used largely in lower quality and lower priced fur garments.

### TOOK HONORS

Now we would like to pay our tribute to our Princes Edward Island mink ranchers—George A. Calbeck, Lowell Hancock and Ernest Hancock, who carried off the largest share of the medals at the recent Maritime Winter Fair.

The International Mink Research, Inc., has been hired to do a survey on the American consumer's attitude toward furs. The organization was retained by a committee representing all elements of the fur industry committed to participate in a national promotional program. Its conclusions are expected to form the basis for an extensive public relations and advertising campaign being planned, and firm prices being recorded for white fox at the present session of Furday's Bay Company in Montreal. The

**A MESSAGE FROM MENT'S RESTAURANT**

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