

were especially affected by import controls and have virtually disappeared from grocery stores, being replaced by locally-grown produce. Potatoes and onion shortages are very noticeable; prices have increased 100% when these commodities are available.

Frozen food supplies are dwindling rapidly, with little prospect of being replaced in sufficient quantities even when quotas are issued due to their perishable nature.

Flour arrivals, gauged by 1949 figures, should have been ample, but have been offset by a lack of variety in other items like biscuits, crackers, and alimentary pastes.

Many stocks at present are still plentiful, as gauged by normal consumption figures, with wholesalers inventories above average, but the variety of goods has dropped considerably. Local produce, at increased prices, has partially filled the gap, but is insufficient to meet the demand.

Present imports, due to the heavy Christmas buying, should tide this market over until early March only. It will be then that the full effects of the new controls will make themselves felt.

## Automobiles and Trucks

By KARL E. GAY

Sales Representative, Ford Motor Company

THE following three tables show the accumulated sales in the Metropolitan area of Manila, the provinces exclusive of this area, and the Philippines as a whole.

These figures are based upon data submitted by the several dealers in various locations, and as such are somewhat incomplete because local government offices in some cases have delayed in forwarding the statistics to Manila.

Recent action on the part of the Central Bank covering licenses on letters of credit for the importation of uncon-

trolled items, have created a feeling of uncertainty on the part of the automobile dealers, none of whom know just what they will be permitted to import during the coming months. This has had a deleterious effect upon the planning and scheduling functions of the manufacturers, whose processes of procurement and assembly are too complex to work within the short time-limits offered by the letters of credit licensed.

A trend toward the tightening of credit sales and the increasing of down-payment demands on sales of all types of automotive equipment, is seen.

### PHILIPPINE ISLANDS, TOTAL ACCUMULATED SALES TO NOV. 30, 1949

	CARS		TRUCKS		TOTAL	
	Number	%	Number	%	Number	%
Ford	680	17.14	1,652	34.78	2,332	26.75
Mercury	303	7.63			303	3.47
Lincoln	69	1.74			69	.78
Prefect		2.06				.02
Chevrolet	1,086	27.37	1,559	32.81	2,645	30.32
Buick	159	4.01			159	1.82
Cadillac	23	.58			23	.26
Pontiac	212	5.34			212	2.43
Oldsmobile	241	6.07			241	2.76
G.M.C.			69	1.45	69	.79
Chrysler	24	.60			24	.26
DeSoto	177	4.46	60	1.26	237	2.82
Plymouth	134	3.38			134	1.54
Dodge	241	6.07	122	2.57	363	4.16
Fargo			85	1.79	85	.97
Hudson	55	1.39			55	.63
International			1,051	22.13	1,051	12.04
Nash	101	2.54			101	1.16
Packard	83	2.09			83	.95
Studebaker	84	2.12	25	.53	109	1.25
Willys	270	6.80	57	1.20	327	3.75
Reo			48	1.01	48	.55
Austin	17	.43			17	.19
Others	7	.18	23	.47	30	.33
Total	3,968		4,751		8,719	

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Shepard Elevator Co.  
Smith Welding Equipment Co.  
Stapples & Pfeiffer  
Tubo-Turns Inc.  
W a i s h Refrigeratories Corp.  
Western Brass Works  
Western Rock Bit Mfg. Co.  
York Corporation

## PHILIPPINE PROVINCES, SALES TO NOVEMBER 30

	CARS		TRUCKS		TOTAL	
	Number	%	Number	%	Number	%
Ford	224	22.09	670	30.79	894	28.02
Mercury	91	8.97			91	2.85
Lincoln	8	7.9			8	2.5
Chevrolet	376	37.08	836	38.43	1,212	38.08
Buick	51	5.02			51	1.60
Cadillac	5	4.9			5	1.16
Pontiac	55	5.42			55	1.72
Oldsmobile	21	2.07			21	.66
GMC			19	.87	19	.58
Chrysler	3	.29			3	.09
DeSoto	13	1.28	6	.27	19	.58
Plymouth	12	1.18			12	.38
Dodge	24	2.37	36	1.65	60	1.88
Fargo			27	1.24	27	.84
Hudson	3	.29			3	.09
International			558	25.64	558	17.48
Nash	10	1.00			10	.31
Packard	10	1.00			10	.31
Studebaker	10	1.00	8	.37	18	.56
Willys	97	9.56	11	.50	108	3.38
Reo			3	.14	3	.09
Others	1	.10	2	.10	3	.09
Total	1,014		2,176		3,190	

## MANILA, METROPOLITAN AREA, SALES TO NOVEMBER 30

	CARS		TRUCKS		TOTAL	
	Number	%	Number	%	Number	%
Ford	456	15.44	982	38.13	1,438	26.02
Mercury	212	7.18			212	3.83
Lincoln	61	2.07			61	1.11
Prefect	2	.07			2	.03
Chevrolet	710	24.03	723	28.08	1,433	25.92
Buick	108	3.65			108	1.95
Cadillac	18	.61			18	.33
Pontiac	157	5.31			157	2.84
Oldsmobile	220	7.45			220	3.98
GMC			50	1.95	50	.91
Chrysler	21	.71			21	.38
DeSoto	164	5.55	54	2.10	218	3.94
Plymouth	122	4.13			122	2.21
Dodge	217	7.34	86	3.34	303	5.48
Fargo			58	2.26	58	1.05
Hudson	52	1.76			52	.94
International			493	19.14	493	8.93
Nash	91	3.08			91	1.64
Packard	73	2.47			73	1.33
Studebaker	74	2.50	17	.66	94	1.70
Willys	173	5.85	46	1.78	219	3.96
Reo			45	1.75	45	.82
Austin	16	.54			16	.29
Others	7	.23	21	.81	28	.51
Total	2,954		2,575		5,529	

## Textiles

By L. W. WIRTH

General Manager, Neuss, Hesslein Co., Inc.

THE old import control (under Executive Order No. 231), promulgated on June 28, 1949, provided for a 50% cut in imports of fabrics costing P1.20 c.i.f.

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