# PACIFIC MERCHANDISING CORPORATION

449 Dasmariñas

Manila

#### EXCLUSIVELY REPRESENTING....

CORBIN LOCK COMPANY

AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

UNION CARBIDE & CARBON CORP. National Carbon Division "Eveready" flashlights & batteries

Linde Air Products Division "Union" Carbide

PABCO PRODUCTS, INC. "Pabco" Products

AMES BALDWIN WYOMING COMPANY
BALL BROS. MASON JARS
MALLEABLE IRON FITTINGS CO.
FAIRBURY WINDMILL CO.
CAPEWELL MANUFACTURING CO.
SLOAN VALVE COMPANY
BOMMER SPRING HINGE COMPANY
COLUMBUS COATED PRODUCTS CO.
KEENEY MANUFACTURING COMPANY
BADGER METER MANUFACTURING CO.
DICK BROTHERS MANUFACTURING CO.
CARBORUNDUM COMPANY

STEEL PRODUCTS

HOUSE FURNISHINGS

GENERAL HARDWARE

PLUMBING

BADGER FIRE EXTINGUISHER CO.

Chucheria (Total)	67,624	92,743
Clothing and Apparel (Total)	201,583	51,646
Cosmetics (Total)	112,545	5,392
Fabrics (Total)	1,257,628	546,917
Jewelry (Total)		_
Leather (Total)	118,872	290,511
Textiles (Total)	1,617,999	738,539
Twine (Total)	138,228	28,835
Toys (Total)	2,557	1.042
General Merchandise (Total)	294,578	239,640
Non-Commercial Shipments (Total)	40.190	40,280
Advertising Materials, Etc. (Total).	20,354	17,638

## **Food Products**

By G. L. MaGEE Trading Division Marsman & Company, Inc.

WITH the Price Stabilization Corporation, as authorized by Executive Order No. 384, entertaining license applications for such essential food products as rice, wheat flour, canned fish, canned milk, canned meats, and coffee beans, April brought considerable activity to the local food-products market.

Early in the month, Prisco made its final purchase of wheat flour for the current crop-year, amounting to a little more than 100,000 50-lb. bags. This purchase takes up the year's entire balance of quota for the Philippines under IWA. Since American millers' quota under IWA was exhausted, this final purchase was made entirely from Canadian mills and called for "enriched" flour.

Next possible purchases of flour under IWA for the Philippines will be after the beginning of the next cropyear, starting August 1. Since the final shipments of flour bought by Prisco under IWA will have arrived in this market by the end of June or early July, and in all probability will have gone into consumption by the end of July, there will apparently be a period of 4 to 6 weeks, covering the month of August and the early part of September, when flour stocks in the Philippines will be short. To take care of this situation. Prisco is now receiving license applications from importers, flour dealers, and bakers for the importation of wheat flour at prices outside of IWA. Such purchases will be for June and July shipment, and will arrive in the market at a time when the Prisco supplies, bought at the subsidy prices, will be rapidly dwindling.

These purchases outside IWA are at prices ranging from \$0.50 to \$1.50 higher per 100 pounds than the prices which the Philippines has been paying for flour under the terms of the Wheat Agreement. This is a temporary situation, however, and importers have rightly shown some caution in the matter, since flour prices will revert to the IWA scale as soon as business can be placed after the beginning of the new crop-year.

AGENTS BROKERS CHARTERERS TELEPHONES 3-34-20 3-34-29

# American Steamship Agencies, Inc. Manila, Shanghai, Tokyo, Yokohama

Cable Address:

203 Myers Bldg. Port Area Manila While Prisco has not acted on flour license applications to any great extent as yet, permitting business at prices outside of IWA, it is generally conceded that the total amount of such importations will probably not exceed 700,000 bags, which is little more than one month's normal requirement.

There has been an improvement in the country's milk supply during the past month, with total arrivals during April of more than 150,000 cartons of evaporated milk and about 30,000 cartons of condensed. This compared with March arrivals of approximately 100,000 cartons of evaporated, and 87,000 cartons of condensed; and February, 105,000 cartons of evaporated, and 20,000 cartons of condensed.

For several months, the milk situation in the United States upon which the Philippines depends for its principal supply, has been difficult due to heavy purchases in connection with the defense program, increased domestic demand, and export requirements of other markets. As a result, prices have advanced, and leading suppliers have been unable to meet their usual quota of shipments to the Philippine market. Many importers have turned to European sources of supply, and have combed the American market for any brand of evaporated milk which might be offered. Many new and hitherto unknown milk labels are now appearing in Philippine retail outlets.

During April Prisco gave early attention to milk

During April Prisco gave early attention to milk license-applications in order to insure as far as possible a continuous supply of this essential food, demand for which has gained in marked degree during the last three years. While available supplies may be on the short side for a few weeks, until orders placed against the latest Prisco licenses begin to arrive, the outlook for the future indicates sufficient milk for the country's needs. Prices will undoubtedly continue firm at present levels.

ALTHOUGH heavy importations of canned fish arrived in the market during the first quarter of the year, the market continues active and firm due to the fact that the previous year's importations had been far below normal requirements. Prisco gave early attention during April to processing licenses for canned fish importations, but only limited supplies from California sources are available, since this is the off-season and warehouse stocks are badly depleted. Some interest was shown in salmon offered at high prices in limited quantities, considerable importations of which have been authorized.

CANNED meats which have been short of market requirements for some time, were also given preferred consideration by Prisco, with licenses passed for fair quantities of corned beef, Vienna sausage, potted meats, and liver paste. These supplies which will be arriving beginning end of May, will be amply sufficient for the country's needs for this essential food.

## CHRYSLER AIRTEMP

PACKAGED AIR CONDITIONERS
REFRIGERATION

SALES and SERVICE W.A. CHITTICK & CO., INC.

EXCLUSIVE DISTRIBUTOR
Telephone 5-30-33

31 ROMERO SALAS, MANILA

License applications for other food products under Prisco's jurisdiction such as coffee beans, rolled oats, bakery supplies, canned soups, canned vegetables, and corn starch, are now being acted upon, with prospect of fair quantities being approved to supply this market.

Applications for licenses covering poultry-feeds are now being processed, and indications are that substantial quantities of feeds and concentrates to meet the expanding interest of the country in poultry production will be allowed inspectations.

THE enactment of the 17% Exchange Tax Act will result in substantially higher prices on many imported food items and result in higher living costs. While wheat flour, canned fish, and canned milk are exempted from this tax, other commodities will be affected. As a result there should be a growing interest in the production of native vegetables, fruits, meat, and fish, as well as in the local processing on various food products, including ground coffee, jams, jellies, and condiments.

#### Textiles

By W. V. SAUSSOTTE Acting General Manager Neuss, Hesslein Co., Inc.

DURING March, arrivals from the United. States totaled 8,937 packages, including 2,478 packages of cotton piece goods and 1,563 packages of rayon piece goods. Included also were 1,537 packages of cotton twines, consisting mainly of seine twine.

Arrivals of all textiles from other countries, including made-up goods, consisted of 632 packages from Japan, 1,043 packages from China, 361 packages from Europe, and 486 packages from India. The arrivals from Europe included 298 packages of Hessian Joth while the arrivals

## SMITH-CORONA

PORTABLE



One glance at the new SMITH-CORONA... and you're convinced that it's the most beautiful and sturdy portable typewriter you've ever laid eyes on!

Not just a "new model"...it's a revolutionary all new typewriter... with a total of nineteen new features plus fifteen SMITH-CORONA "exclusives"! Its smart, new Color-speed Keyboard istill standard office machine size... has rimless keys colored a restful non-glare green and "comfort shape" to cup your finger tips.

### **ERLANGER & GALINGER, INC.**

123 T. Pinpin, Manila . Magallanes St., Cebu City