August, 1952



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# NEUSS, HESSLEIN & CO., INC.

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### FOREMOST SUPPLIERS OF TEXTILE FABRICS THROUGHOUT THE WORLD for 86 years

and FOREMOST SUPPLIERS OF TEXTILES TO THE PHILIPPINES FOR 51 YEARS.

• FAUST SUITINGS • CARABELA FLATTERY PRINTS **CHAMBRAYS**  WALDORF PERCALES COMMANDER SEINE TWINE BROADCLOTH & YARNS COTTON & RAYON POUND-GOODS AGUILA DENIMS MANILA OFFICE: -209 ROSARIO ST. MANILA PHONE 2-69-17 Cable Address "NEIIESCO"

Hardware (Total)	3.367.424	9,343,391
Household (Total)	894,162	620,213
Machinery (Total).	2,076,691	3,130,605
Metals (Total).	8,804,024	11.048.864
Petroleum Products (Total)	49.667.708	96.397.632
Radios (Total).	22,260	14,082
Rubber Goods (Total)	536,155	1,361,095
	550,155	1,501,095
Beverages, Misc. Alcoholic	2,025	7,390
Foostuff (Total Kilos)	20,218,961	44,098.044
Foodstuffs, Fresh (Total)	131,524	101,569
Apples	1,000	1,305
Oranges	9,237	14,569
Onions	94,943	37,079
Potatoes	2,500	26,905
Foodstuffs, Dry Packaged (Total)	19,620	19,995
Foodstuffs, Canned (Total)	217,853	1,041,131
Sardines	18,140	27,225
Milk, Evaporated	105.290	558.807
Milk, Condensed	37,650	63,576
Foodstffs, Bulk (Total)	315,662	586,042
Rice	_	12,501
Wheat Flour	283.058	493.036
Foodstuffs, Preserved (Total)	723	83
		•••
Bottling, Misc. (Total)	626,108	1,022.876
Cleansing and Laundry (Total)	43,007	51,016
Entertainment Equipment (Total)	20,330	2,300
Livestoek-bulbs-seeds (Total)	40,373	1,776
Medical (Total)	284,519	496,630
Musical (Total)	23,842	13,775
Office Equipment (Total)	89,927	14,113
Office Supplies (Total)	121,521	36,043
Paper (Total)	4,233,121	7,062,209
Photographic (Total)	56,412	30,492
Raw Materials (Total)	1,070,247	1,477,818
Sporting Goods (Total)	6,895	27,080
Stationery (Total)	350,749	351,601
Tobacco (Total).	1,015,919	458,832
·		
Chushasia (Tatal)	22,141	EE 704
Chucheria (Total)		55,784
Clothing and Apparel (Total) Cosmetics (Total)	308,447	267,249
	11,876	50,843
Fabrics (Total)	1,236,723	1,193,447
Jewelry (Total)	305	156
Leather (Total)	47,227	72,421
Textiles (Total)	2,044,187	998,100
Twine (Total).	34,767	136,995
Toys (Total)	3,784	16,003
General Merchandise (Total)	505,252	457,209
Non-Commercial Shipments (Total)	61,065	104,235
Advertising Materials, Etc. (Total)	58,590	71,908

## **Food Products**

By C. G. HERDMAN Vice-President, Trading Division Marsman & Company, Inc.

A RRIVALS of foodstuffs in the Philippines during July were quite light in volume except for a few commodities.

Wheat four arrived in considerable quantities and there is quite a large volume expected during August. In fact, the market today is if anything slightly overstocked. It promises to be so for 60 days or so. In spite of this fact, PRISCO has continued rationing flour, although it has been stated it will probably discontinue rationing during August. There definitely would seem to be no necessity for rationing to continue when supplies are more than ample.

Canned milk also arrived in very fair quantities and there would appear to be no probability of a shortage in the market of this commodity anytime in the near future.

There were quite heavy arrivals of potatoes and onions, most of which were covered by import licenses specifying that these imports were to be used for seed. All such import licenses carried an expiry date of June 30; that is, shipment from point of origin had to be effected by that date. Further importations are banned by executive order and it is anticipated that stocks of both potatoes and onions from now on will be practically non-existent as the local product will not satisfy even a small fraction of the consumer demand.

Considerable quantities of canned coffee have also arrived during the last few weeks and supplies of imported brands are freely available. Local roasters are complaining that importation has been so large as to make it difficult to dispose of the local product and local roasters have in some instances closed down altogether and in others are working part-time only.

Imports of canned fish have been far below normal. In spite of continued requests by importers for revision of ceiling prices on canned fish, no action has been taken. Ceiling prices established by the Government continue to be below the landed cost of canned fish, based on prices ruling in the markets from which supplies are secured, and importations undoubtedly will continue to be very light. An acute shortage of canned fish appears to be almost inevitable in the near future. The fishing season in California in the Monterey District is supposed to open about the 10th of August but advices from California are that the run of fish in that district this year promises to be very light and that it is doubtful that supplies will be available in any real volume. Costs there have further advanced as fishermen are demanding a higher price for their catch.

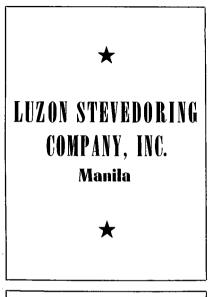
Canned fruits and vegetables, canned meats, and miscellaneous groceries of all description, also fresh fruits, have been received in very limited quantities and there is a definite shortage of these items and every prospect that there will be an acute shortage from now on.

Information is that import quotas for established importers of controlled essentials and non-essentials for the present semester will be reduced by the Import Control Commission to a figure not more than half of that licensed during the first semester of 1952. This means in effect that established importers during the remainder of this year will be unable to do more than half the business they did during the first semester and this is going to work great hardship on general importers and their employees, as the reduced volume of business will force a curtailment of expense. Some firms will undoubtedly be forced out of business altogether. Almost without exception, they will have to reduce personnel.

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

THE strengthening of New York market prices, which began to be felt during the second half of June, continued with gathering force throughout the entire month of July. This upsurge followed 15 months of declining prices, so that it was considerably overdue. The change in the market in New York indicates that the rather heavy inventories held in the distributing trades as well as at mill levels during most of 1951, have now been liquidated. While these inventories were heavy there was a productioncurtailment program followed by many mills in an effort to steady the market.

In addition to the reduced inventories and the curtailed mill production, the U. S. Department of Agriculture announced early in July that about 7% less acreage has been planted to cotton this year than fast. This conceivably could mean a crop of about 14,500,000 bales, whereas the program of the United States Government contemplated 16,000,000 bales for this year's production. This year's carry-over of raw cotton is one of the smallest on record



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