

# Old Gold

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instead  
of a  
**TREATMENT**

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**P. LORILLARD CO.**  
ESTABLISHED 1760, U. S. A.

## Imports

By S. SCHMELKES  
Mercantile, Inc.

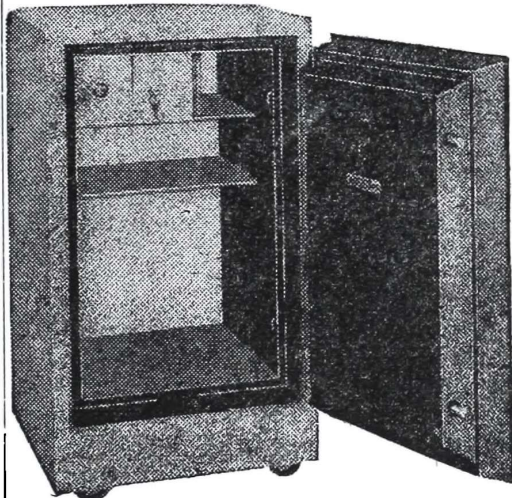
ALL figures are in kilos with the exception of those for foodstuffs which are given in package units.

Commodities:	July, 1954	July, 1953
Automotive (Total).....	2,594,664	1,796,942
Automobiles.....	356,009	260,223
Auto Accessories.....	11,003	8,505
Auto Parts.....	623,526	230,834
Bicycles.....	4,145	3,863
Trucks.....	143,489	200,752
Truck Chassis.....	722,017	688,546
Truck Parts.....	117,772	64,368
Building Materials (Total).....	18,013,123	3,862,071
Board, Fibre.....	—	166,915
Cement.....	13,907,731	47,810
Glass, Window.....	674,537	287,456
Gypsum.....	—	—
Chemicals (Total).....	5,153,271	9,321,063
Caustic Soda.....	776,377	545,310
Explosives (Total).....	—	154,745
Firearms (Total).....	8,865	14,366
Ammunition.....	3,835	13,047
Hardware (Total).....	6,808,397	6,809,221
Household (Total).....	738,712	2,045,454
Machinery (Total).....	1,976,769	2,860,747
Metals (Total).....	9,854,579	9,105,225
Petroleum Products (Total).....	129,618,600	90,466,703
Radios (Total).....	55,223	48,278
Rubber Goods (Total).....	658,150	1,188,858

Beverages, Misc. Alcoholic.....	2,770	6,173
Foodstuffs, Total Kilos.....	19,559,762	31,566,944
Foodstuffs, Fresh (Total).....	39,511	49,609
Apples.....	2,966	1,450
Oranges.....	7,616	20,885
Onions.....	452	3,000
Potatoes.....	3,265	8,529
Foodstuffs, Dry Packaged (Total).....	25,670	43,743
Foodstuffs, Canned (Total).....	375,716	530,100
Sardines.....	24,802	3,942
Milk, Evaporated.....	180,916	239,438
Milk, Condensed.....	31,432	23,081
Foodstuffs, Bulk (Total).....	350,600	591,585
Rice.....	—	—
Wheat Flour.....	318,163	549,302
Foodstuffs, Preserved (Total).....	1,500	1,553

Bottling, Misc. (Total).....	1,235,408	1,584,071
Cleansing and Laundry (Total).....	42,534	229,419
Entertainment Equipment (Total).....	1,999	2,224
Livestock-bulbs-seeds (Total).....	2,931	364,532
Medical (Total).....	662,092	817,873
Musical (Total).....	39,518	59,379
Office Equipment (Total).....	91,378	92,073

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Office Supplies (Total).....	31,929	45,113
Paper (Total).....	4,743,161	8,809,261
Photographic (Total).....	29,786	70,460
Raw Materials (Total).....	893,206	4,138,957
Sporting Goods (Total).....	18,311	32,709
Stationery (Total).....	178,685	443,715
Tobacco (Total).....	1,133,434	1,650,577
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Chucheria (Total).....	61,521	90,629
Clothing Apparel (Total).....	187,112	689,437
Cosmetic (Total).....	8,363	71,380
Fabrics (Total).....	245,634	613,123
Jewelry (Total).....	463	—
Leather (Total).....	228,265	189,441
Textiles (Total).....	3,116,970	4,335,773
Twine (Total).....	50,385	95,114
Toys (Total).....	14,030	28,933
General Merchandise (Total).....	856,805	927,673
Non-Commercial Shipments (Total).....	10,553	132,519
Advertising Materials, Etc. (Total).....	977,139	9,587

### Food Products

By C. G. HERDMAN

Vice-President, Marsman & Company, Inc.

THE Act eliminating wheat flour imports from the payment of the 17% exchange tax passed by Congress in special session in July, contains a clause that the elimination of this tax on flour will not become effective until especially implemented by the President. As yet the President has not taken the necessary action and wheat flour continues to be subject to the payment of the exchange tax. It is hoped that the President will take prompt action on this matter as otherwise flour importers will be faced with considerable losses.

In the belief that the Act would be promptly implemented, importers have not been taking the 17% exchange tax into account and including it in their cost when selling flour they have imported. Prices ruling on flour in the local market are well below the actual landed cost if the 17% exchange tax is included.

Stocks in the hands of importers and wholesalers of practically all food product staples are in very ample supply. During recent weeks, there have been considerable arrivals of wheat flour, canned milk of all varieties, canned meats, and canned fish.

Stocks continue to be quite low on imported canned fruits and vegetables, also imported fresh fruits and vegetables.

Retailers throughout the Philippines are complaining of poor sales. Prices of copra and abaca for export have dropped still further. At the same time the quantities of the exports have dropped considerably in volume, and it is very evident that the purchasing power of the people in general throughout the country is now lower than it has been for some time past.

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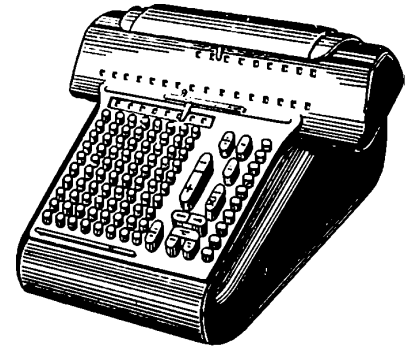
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