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THE LYONS FAIR



A GREAT OPPORTUNITY FOR CANADIAN MANUFACTURERS

Published by Authority of Right Hon. George E. Foster, K.C.M.G.,
Minister of Trade and Commerce, Ottawa, Canada

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THEN GRUDGE YE NOT

(Awarded First Prize by Dominion Victory Loan Committee.)

Since neither word of ours can raise,
Nor prayer of ours restore,
The dear lost lads of other days,
That legion "gone before,"
How shall we grudge the yellow gold
To beat the foemen down,
Where the Red Prussians pitiless hold
Sacked city, pillaged town?

But if some faith of ours could know,
Some prayer of ours awake,
The dear lost lads of long ago
That perished for our sake,
And at the dusk their spirits dim
Came whispering sweet and far
From that fair land beyond the rim
Of things that mortal are—

If such could be, would these not ask
(Vague voices down the wind)
That we should help—ah, humble task—
Their comrades left behind?
Then grudge we not the yellow gold
To beat the foemen down,
Where the Red Prussians pitiless hold
Sacked city, pillaged town.

GEORGE H. MAITLAND.

GRUDGE NOT TO BUY VICTORY BONDS

SUPPLEMENT TO WEEKLY BULLETIN

Commercial Intelligence Branch, Department of Trade and Commerce.

Ottawa.

Monday, November 11, 1918.

No. 772

THE LYONS FAIR.

The Minister of Trade and Commerce has applied for thirty booths at the next Lyons Fair, which opens on March 1, 1919, and continues for two weeks. A few of the booths will be used for a general Government exhibit of agriculture, forestry and fisheries, minerals and metals, but most of the booths will be placed at the disposal of the Canadian Manufacturers Association for allotment to manufacturers for a display of samples and catalogues or photographs of articles which will be available for exportation to France.

In accordance with the general system recognized by the management of the Lyons Fair the conditions attached will be that no booths shall be allotted unless proper arrangements are made for representation by qualified and authorized parties who can give information about the articles exhibited.

The Department of Trade and Commerce will pay for the booths and will also pay the freight upon the exhibits from the port of embarkation to Lyons.

Canadian manufacturers who are disposed to undertake representation should make application to the Canadian Manufacturers Association for space.

The Lyons Fair is not a mere exhibition. The firms represented are encouraged to accept orders and the orders actually taken in 1918 were valued at 750,000,000 francs.

For many years before the war the famous Leipsig Fair annually attracted buyers from all parts of the world. France hopes that after the war the Lyons Fair will attract a much larger number of visitors than the Leipsig Fair and the success so far achieved in spite of all the difficulties of war time makes it seem probable that France will not be disappointed.

The Lyons Fair is not designed merely as an annual sale of French goods. It is far broader in its scope. Other nations can share its advantages with France, and quite a large number of British and American manufacturers have realized the importance of exhibiting. Very few Canadian manufacturers have paid any attention to the Lyons Fair. This is partly due to the fact that Canadian manufacturers have been very busy in the production of war supplies and have also found it peculiarly difficult to get shipping facilities for private business. Many of them have had trouble also in obtaining raw materials. They did not think it wise under the circumstances to offer to take orders for what they might never be able to deliver.

The whole situation is altered by the recent war developments. With permanent peace in sight it is important that Canadian manufacturers who wish to participate in after-war export trade should be represented at the next Lyons Fair.

Mr. W. McL. Clarke, Canadian Trade Commissioner at Milan, Italy, was instructed by the Minister of Trade and Commerce to visit the Lyons Fair of 1918, and his report has been considered worthy of publication as a supplement of the Weekly Bulletin. Mr. Clarke's report follows:—

THE LYONS FAIR OF 1918.

For the third year, surmounting continually increasing difficulties, the International Wholesale Trades Fair of Lyons, held March 1-15, was a remarkable success. In spite of all the obstacles dependent upon the lack of transport facilities, import and export prohibitions, the scarcity of labour and raw material, and in spite of the fact that so many industries in France and the allied countries are devoted

almost exclusively to the production of essentially war material, to mention only some of the more appreciable difficulties, there were 3,176 exhibitors this year occupying approximately 2,300 stands, or 583 more participants than in 1917, and 1,834 more than in 1916. The total business done at the 1918 fair amounted to 750,000,000 francs, over against a business of 410,000,000 francs in 1917, and 52,000,000 francs in 1916. It may also be noted that the value of insurance taken out by the exhibitors on their samples increased from 3,000,000 francs in 1916 to 7,000,000 francs in 1917, and to 11,000,000 francs in 1918. Buyers too were in far greater numbers this year. On the basis therefore of statistics the fair of 1918 was a grand indisputable economic victory, and the triumphal success has far surpassed all expectations, not only the most optimistic hopes of the French organizers, but of the participants themselves.

OFFICIAL STATISTICS.

There is reproduced herewith the official statistics of exhibitors according to countries, for the three years of the fair's existence:—

	1916.	1917.	1918.
From France and her colonies	1,200	2,169	2,346
Foreign exhibitors—			
Switzerland	77	163	102
Italy	43	105	40
United Kingdom	14	43	113
Portugal	35	2
Spain	2	29	21
United States	4	25	527
Holland	1	8	3
Russia	1	4	4
Belgium	3	1
Japan	3	—
China	2	—
Sweden	1	21
Canada	0	2
Total	1,342	2,593	3,182

Although Canada is officially recorded as having only two firms represented this year there were exhibited the products of seven Canadian firms. Two Canadian companies occupied separate stands, while four were in the booths of their French representatives, and the catalogue of a seventh firm was shown in the American catalogue stand, to which reference will be made further on in this report. There were, the writer understands, the products of four Canadian companies shown at the 1916 fair and four at the 1917 fair, although none are mentioned in the official statement.

EXHIBITORS AT MORE THAN ONE FAIR.

It is also interesting to note that there have been 417 exhibitors occupying stands at the three fairs of 1916, 1917 and 1918, and 780 exhibitors who have participated in each of the fairs of 1917 and 1918.

BUSINESS DONE THIS YEAR.

Information as to the orders taken in some of the principal groups in 1918 is now available.

Groups—	Francs.
Cottons	£0,000,000
Automobiles and bicycles	70,000,000
Agricultural machinery	56,000,000
Machinery	50,000,000
Electrical apparatus and supplies	38,000,000
Metallurgy	35,000,000
Leather industries	35,000,000
Structural material	33,000,000
Ironmongery and hardware	31,000,000
Chemical industries	30,000,000

BUSINESS DONE THIS YEAR.—*Continued.*

Groups—	Francs.
Boots and shoes.....	25,000,000
Office supplies.....	25,000,000
Food products.....	21,000,000
Colonial products.....	20,000,000
Paper.....	14,000,000
Readymade clothes.....	13,000,000
Furniture.....	12,500,000
Hosiery.....	12,000,000
Heating apparatus.....	12,000,000
Furs and pelts.....	11,000,000
Silks.....	10,000,000
Clocks and watches, etc.....	7,500,000
Toys.....	7,000,000
House furnishings.....	7,000,000
Ceramic ware.....	6,000,000
Woollens.....	5,000,000
Corsets and haberdashery.....	5,000,000

The business transacted by the United States firms forms it is reported a very important part of the total sales.

LYONS OVER AGAINST LEIPSIG.

The figures in the preceding paragraphs indicate the progress made by the Lyons Fair during the three years and give evidence of its international character. No longer can the Leipsiz Fair claim this latter distinction and the Fair on the Rhone is becoming a real and successful competitor of the German. It was not long ago that the Teutons were jeering at the little wooden booths along the French quays of Lyons, and referring to the French institution as a colossal fiasco. This tune of theirs has now changed, however, and the Germans of Leipsig no longer dissimulate their anxiety as to the future of their French rival. For instance, the official journal of the Fair of Leipsig wrote a few months ago on the triumph of the second Lyons Fair as follows: "We must not close our eyes to the success of the Lyons Fair but on the contrary recognize that Leipsig has at Lyons a strong opponent against which it is imperative to place in action every means of combat. Nor has Lyons yet arrived at the apogee of its development." Already the Reichstag has granted a subsidy amounting to 1,312,000 francs to the Leipsig Fair, in view of this apprehension, and the city of Leipsig itself in order, it is hoped, to better meet its French competitor has not hesitated in copying several features of the French organization system. To these measures of its opponent, however, the directors of the Lyons Fair have replied by laying on the first of March this year, the corner stone of New Fair Palace, as it is called, where 5,000 exhibitors will find accommodation and whose expenses are estimated at 20,000,000 francs. This move undoubtedly is a powerful French counter attack, and well might Mr. Lignon, the president of the Lyons Fair, remark in his address at the official ceremony, "that we believe a great event is being written today in the annals of the economic activity of the world."

LITTLE WOODEN BOOTHS.

The little wooden booths in which the exhibitor arrays his samples—for let it be understood that the stands, made of pine and spruce and measuring 4 by 4 by 3.25 metres, are small portable houses, erected one against the other, and are taken down at the conclusion of each fair—will be used again next year but probably not for the fifth Lyons Fair of 1920, as it is anticipated that the Fair Palace will then be ready for occupation.

Many a person will regret the loss of these picturesque shops of wood, which in the public squares and along the city quays resemble miniature Swiss villages. In front of these shops, to which only the buyers as a rule are admitted, the townspeople

walk back and forth, peering in through the windows, trimmed generally with white curtains, which often are drawn back to display the samples within. The inside of the stands about 16 square metres in measurement, is for the most part elegantly furnished



with high class office furniture, rugs and appointments. There is reproduced above a photograph showing the general appearance of the booths from the outside.

GENERAL ARRANGEMENT OF FAIR.

The fair this year was arranged in three principal parts of the city. On arriving at the main railway station to the south of the city, the visitor found to his right and



left and in front of him, the first group along the Cours de Verdun, and in the Place Carnot. Walking on towards the centre of the city, one crossed the Place Belcourt, whose sides were lined by the fair booths, while on one side of this square was located

the automobile pavilion. Going on to the Rhone one crossed any of the many bridges and found on the right bank the Place Morand, filled with stands. Following along from here the eastern quays, the Avenue du Parc and the Tete d'Or, the little shops ran in parallel lines for practically two miles. Some of these latter booths however were housed in a permanent building of reinforced concrete but partitioned off into divisions similar to the wooden stalls. (A section of this building is reproduced on opposite page). Last year the bulk of the stands were arranged along the eastern and western quays of the Rhone in long parallel lines and to pass along the entire front of the fair was to walk an uninterrupted distance of about 15 kilometres. Buyers and exhibitors therefore requested—in view of the foreseen development of the fair—a regrouping into principal divisions and according to categories with the foregoing results. Visits to any particular group were thereby greatly facilitated.

Before describing more in detail this year's Lyons Fair it seems advisable to state the purpose of its establishment and to sketch briefly its development to date.

PURPOSE OF THE FAIR.

What then is this Lyons Fair and why was it started? Created in full war, when the Huns were hammering away at Verdun in early 1916 the fair of Lyons has primarily the objects of liberating and protecting the genius of France, its products, and its industries. It is in declared competition with the famous fair of Leipsig and, inspired by patriotic motives, purposes to strike Germany hard on the economic field. The fair itself is not a place where merchants accumulate their products and sell them to visitors, but, like the Leipsig fair, may be described as an industrial and commercial synthesis or getting together, a periodical sample show where producers and buyers meet and from samples shown make important purchases, delivery of which is made direct from the seller, on conditions varying as regards time and place, and in accord with agreements made between the two parties. It is important to note that no article is sold at the fair itself.

France has also two other annual fairs, one at Paris and a third at Bordeaux, but only the Lyons Fair has truly an international character. Unlike both of these other fairs and unlike the British Industries Fair, recently closed in London, and the Glasgow Fair, Lyons admits buyers and sellers alike. As one of the directors informed the writer, these other fairs welcome any buyer but exclude the manufacturer of foreign countries. To Lyons however, may come the producer of any nation, i.e. allied or neutral. It is also the hope of the organizers of the Lyons Fair to make it the great national fair of France and in fact it has already assumed this characteristic.

SHORT HISTORY OF LYONS FAIR.

The credit of suggesting a sample fair at Lyons belongs to a Swiss, Monsieur Arland. Monsieur Herriot, Senator of France, Mayor of Lyons, and at one time a minister in the French Cabinet, was taken with the idea, and at once set himself to work out its accomplishment, because it seemed that if the fair were once established it would lend itself not only to the economic development of Lyons but also to that of the whole of France.

Because of the city's geographical and economic position Lyons appeared the best choice for the proposed fair. Situated at the confluence of two great navigable rivers, it possesses potentially by way of the Rhone an open waterway to the Levant, the Far East, and to the French Colonial possessions in Africa. It is moreover near to another large river, the Loire, which opens a waterway to the ocean, and by means of the Rhone-Loire canal will allow direct trade with the American continents. What is more Lyons by rail is not far distant from Spain, Italy and Switzerland, and the plans for connecting Lyons by canal with Geneva are now almost completed. Moreover by its geographical position Lyons is undoubtedly the centre of south eastern France, and the natural stepping stone to France's immediate neighbours, and is itself a hive of industry as well as being in the midst of a great agricultural region.

OLD FAIRS OF LYONS.

In working out this project of M. Arland, M. Herriott in fact only revived an institution which existed at Lyons as far back as 1419, and which for two centuries enjoyed renown throughout the world. At that time the Lyons Fair offered woollens, spices, drugs, food products, silks, furs, metals, cottons, sponges, ostrich feathers, arms, musical instruments, earthenware, baberdashery, silverware, and even amber and dyeing extracts. "It was," writes a French author, "the premier European market for commercial and banking exchanges. The merchants of every country even the Kings themselves came there to obtain the money and credit of which they were in need. Lyons was in fact the great commercial city, the centre of economic life, and where the great bulk of French trade was carried on." "These fairs of the 15th and 16th centuries made a profound impression on the progress of civilization by the mere bringing together of the merchants of the entire world. The fairs moreover played an important part in shaping the fiscal policy of France, in simplifying money exchanges, and led to the creation of the tribunals of commerce."

STEPS IN ORGANIZING.

This memory of the past coupled with the exceptional prosperity prevailing and the opportunity afforded for bettering the economic life of France led the mayor of Lyons, despite the difficulties dependent on a state of war, to place the question of a new Lyons Fair before the French Chambers of Commerce. Everywhere an unanimous opinion was expressed that the creation of a Lyons Sample Fair would be undoubtedly a great impetus to French commerce. A committee of eight persons was nominated for studying the project. The report afterwards submitted proposed establishing an annual fair along the quays of the Rhone, a distance of some nine kilometres with an average width of 13 metres. The stores or booths were to be four metres on each side. The principal adopted was that each merchant coming to the fair would have his own separate stall and would pay a fixed price of 550 francs. In this manner and under these conditions the first Lyons Fair was worked out.

THE FAIR OF 1916.

It was on 7th July, 1915, that the city of Lyons and the Lyons Chamber of Commerce issued their first appeal to possible participants. A few months later, in order to ensure the successful financing of the fair, "the Lyons Society for the development of French Commerce and Industry" was founded with a capital of 300,000 francs. The high patronage of the President of France and the Minister of Industry and Commerce was given the fair, while the French diplomatic, consular, and commercial service throughout the world was instructed by the Foreign Office to give their active support to the new institution. The French Chambers of Commerce abandoning any spirit of rivalry and actuated by a spirit of national patriotism offered one after another their co-operation. The first Lyons Fair was accordingly opened on March 1, 1916. It was made up of 912 stands and included 1,342 exhibitors. The exhibitions were divided into 15 categories grouped as follows: Metallurgy and tools; agricultural machinery, furniture, chemical products, textiles, jewelry, clocks and watches, silverware, electricity and gas, toys, morocco leather and celluloid manufactures, food products, clothing and accessories, furs, paper, books, prints, etc., music and administration. Without further detailing the first fair it may be said to have been a real success and an unexpected triumph for a new undertaking. The business done amounted to 52,000,000 francs.

THE FAIR OF 1917.

The first Lyons Fair not only gave ample proof that the institution was born to live but that it satisfied a real national need. The second fair opened on the 1st March, 1917, and occupied the same ground as its predecessor although certain improvements were made in its general organization. The division of the fair into groups was strictly adhered to; the telephonic and telegraphic centres were increased; and each group was directed by one or more captains of industry who greatly contributed to

the propaganda work of their particular group, and maintained constant relations with the exhibitors, who could make known to these former any suggestions they had for bettering the organization. But the real progress is shown in the number of total participants and the increased business done. Over against 1,342 exhibitors and 912 stands in 1916, there were 2,593 exhibitors and 2,256 stands at the 1917 fair. The 2,593 exhibitors were made up approximately of 2,052 French and 541 foreign participants. These statistics revealed primarily two things: (1) the almost complete disappearance of collective representations, due to the increased number of stands afforded which fact also indicates that the fair is not a simple advertising campaign but a veritable market whose *raison d'être* is the carrying on of business; (2) the definite proof given that the fair was international in character, as there were exhibitors from Switzerland, Algeria, Italy, Portugal, Tunis, United States, Great Britain, Spain, Holland, Japan, Russia, Canada, Argentina, Belgium, Egypt, Mexico and Sweden. There were in fact almost four times as many foreign exhibitors at the 1917 fair.

The business done amounted to 180,000,000 francs, to which must be added 42,000,000, which was the value of the business realized on the products sold from the catalogues of American concerns. The success of this second Lyons Fair was therefore complete from the two view points of (1) the number of exhibitors in attendance and (2) the amount of business transacted. In fact during its second year's existence the Lyons fair attracted almost as many stand-holders as does the Leipsiz Fair although this latter is hundreds of years old. Writing on the results of the second Lyons Fair, the Italian official delegates wrote as follows:—"The Second Lyons Fair has had a success of which all we Italians must be proud because it represents an initiative, undertaken with the end in view of fighting a traditional German institution. It would perhaps be premature to state that Lyons has killed Leipsiz but it assuredly is within reason to say that from now onwards the fair of the Rhone has taken definitely away from the German fair its unique world character, which was its strongest claim to renown."

THE THIRD LYONS FAIR.

The writer has already referred to the tangible results—in general only as the detailed statistics have at date of writing not come to hand—of the 1918 Lyons Fair. Convinced of the important rôle which the fair would play in the commercial life of France, its organizers bent every effort to make the exhibition this year a still more noteworthy event than either of its predecessors. Among the more important steps taken were the following:—(1) To ensure sufficient financial means for placing the fair on a sound commercial basis, a subscription of 1,000,000 francs was raised among the industrial and commercial men of Lyons and the price of the stalls was raised from 550 to 600 francs. (2) A resident representative of the fair committee was maintained throughout the year at Manchester, England, and more extensive propaganda work was carried on in the allied and neutral countries. (3) Organization and administrative arrangements were perfected. (4) The plans for the new fair palace were blue printed. (5) The automobile industry was given special consideration for the first time and a special pavilion was devoted thereto. (6) A large number of group conferences to be held during the fair were arranged.

With this varied preliminary work accomplished it is not surprising that sensible progress was evident at this year's fair but the results obtained were really remarkable. To assemble 3,182 exhibitors from about a dozen different countries with sample products of their respective industries, and to arrange a fair that in fifteen days would execute business amounting to 750,000,000 francs or approximately \$150,000,000—all of which was done under the abnormal conditions now prevailing—was to say the least an unexpected achievement and a signal success. It is not to be wondered at therefore that more than one Frenchman expects that the Lyons Fair will be to the France of tomorrow—the after the war France—the most potent factor in the country's economic rebirth.

SAMPLES SHOWN THIS YEAR.

In order to give a comprehensive idea of the variety of the samples shown at the Lyons Fair of 1918, it seems best to reproduce herewith the individual categories indi-

cating as well when officially given the number of stands in each. There were 56 general groups this year devoted to the following subjects:—

Group 1.—Total Number of Stands, 36.

Industrial alcohols, coal, indiarubber, industrial fats and oils, cork, metal foil, transmission belts and other industrial supplies.

Group 2.—Total Number of Stands, 46.

Machine tools, fine hardware, sheet iron goods, cutlery, household articles, arms and ammunition, and hunting goods.

Group 3.—Total Number of Stands, 177.

Minerals, crude castings, rolled iron and steel, beams, reinforced concrete, hammered metals, electro-metallurgical products, diverse metals, general products for metallurgical establishments, iron pins and bolts, heavy ironmongery and hardware, machine tools.

Group 4.—Total Number of Stands, 120.

Machinery of all kinds, foundry castings, presses and pumps, turbines, railway carriages, lifting, weighing, and measuring apparatus, heating apparatus, traction engines, locomotives and tractors, mechanical installations, copper wares, cocks and plugs.

Group 5.—Total Number of Stands, 26.

Rolling stock, material for construction work, reinforced concrete, structural steel.

Group 6.—Total Number of Stands, 6.

Measuring and geodetic instruments, watch and clock movements, sewing machines, tools for watch and clock makers, small instruments of precision.

Group 7.—Total Number of Stands, 17.

Building and architecture, plans and specifications, earthworks, stonework, carpenters' and joiners' products, plastering and painting, locksmiths works, lead.

Group 8.—Total Number of Stands, 12.

Heating and lighting other than electricity, chimneys.

Group 9.

Electric machinery, electric lighting, telephone cable and electric wire.

Group 10.—Total Number of Stands, 40.

Electric lighting and heating, electric bells and accessories.

Group 11.—Total Number of stands 32.

Medicinal and pharmaceutical products, herbs, serums, vaccines, yeasts and ferments; articles for wound dressing; pharmacy accessories; laboratory articles of glass; medicinal waters; laboratory materials; veterinary products; articles for disinfecting.

Group 12.—Total Number of Stands 13.

Surgical instruments and material, dental supplies, optical goods, orthopaedic supplies, telescopes.

Group 13.—Total Number of Stands 38.

Industrial chemicals, chemical manures, colouring products derived from coal, colouring and dyeing extracts, intermediary raw materials connected with industrial chemicals, paints and varnishes.

Group 14.—Total Number of Stands 15.

Textiles, textile machinery and accessories thereto.

Group 15.—Total Number of Stands 22.

Laces and embroideries (machine and hand made), curtains and embroidered blinds.

Group 16.—Total Number of Stands 91.

The silk industries (natural and artificial), cocoons, laces and scarfs, ribbons, silk piece goods of all kinds, braids, tulles, velvets.

Group 17.—Total Number of Stands 49.

Furs.

Group 18.—Total Number of Stands 35.

Natural and cleaned wool, spun wools, wools for hosiery, woollen piece goods.

Group 19.—Total Number of Stands 90.

Cotton, linen and hemp threads, ropes, cotton piece goods, cotton drills, lawns, linen fabrics, jute fabrics, sheets and counterpanes, various cotton hemp and linen fabrics, dyeing and preparation.

Group 20.—Total Number of Stands 30.

Men's and children's ready made clothes, working cloths for men and various garments.

Group 21.—Total Number of Stands 37.

Men's haberdashery, shirts, collars and ties.

Group 22.—Total Number of Stands 38.

Ready to wear garments for women and young girls.

Group 23.—Total Number of Stands 20.

White and coloured lingerie, chemise, drawers, underwaists, combinations, dressing-gowns, pinafores and similar articles.

Group 24.—Total Number of Stands 45.

Woollen, silk and cotton hosiery, gloves of every description.

Group 25.—Total Number of Stands 30.

Corsets and corset furnishings, elastic tissues, sewing threads, buttons, buckles and clasps, needles and pins, cottons and woollens for shirts, etc.

Group 26.—Total Number of Stands 22.

Hats for men and women, furnishings, flowers and feathers.

Group 27.—Total Number of Stands 19.

Transportation and tourist trade.

Group 28.—Total Number of Stands 30.

Art furniture, cabinet work, carpets, furniture of esparto grass, garden furniture, embroideries, etc., for upholstering, tapestries, waxed linen, imitation art furniture, furniture for apartments.

Group 29.—Number of Stands not stated.

Musical instruments and music.

Group 30.—Total Number of Stands 80.

Boots and shoes, uppers, heels, stiffeners, forms and patterns, leggings and puttees, gaiters, childrens' leggings, bathing shoes and sandals, tennis and sport shoes, slippers, wooden shoes, rubbers, shoe machinery.

Group 31.—Total Number of Stands 39.

Tanned, curried, dressed and chamois leather.

Group 32.—Total Number of Stands 35.

Morocco leather manufactures, sadlery, leather articles for travelling, military goods made of leather.

Group 33.—Total Number of Stands 54.

Ceramic, cutglass, imitation porcelain, and glass ware, pottery and earthenware.

Group 34.—Total Number of Stands 48.

Perfumes and their raw materials, brushware.

Group 35.—Total Number of Stands 75.

Toys, games, pocket lamps (electric), funeral wreaths, picture frames, turned wood articles, images.

Group 36.—Total Number of Stands 16.

Small industries, combs, tourists' sacks, casserole covers, artificial eyes, bronze figures, skis, cartons and packets for sending samples through mail, egg preservatives, tent eyelets, etc.

Group 37.—Total Number of Stands 31.

Material for outside and inside of farm house fences, agricultural machinery and implements.

Group 38.—Total Number of Stands 105.

Cereals, wheat, flour, semolina, alimentary pastes, tapiocca, butter, biscuits, cocoa, coffee, chicory, chocolate, jams and marmalade, preserved fruits, spices, cheese, dried fruits, condensed milk, vegetables (dried), mustard, soaps, sugars, teas, tobacco, vanilla, conserved meats, fish and vegetables, edible fats and salted provisions.

Group 39.—Total Number of Stands 35.

Wines, vermouth, cognacs, champagne, rum, liquors, etc.

Group 40.—Total Number of Stands 8.

Early fruits and vegetables, agricultural products, flowers and plants, seeds, twigs and shoots.

Group 41.—Total Number of Stands 37.

Paper and cardboard.

Group 42.—Total Number of Stands 19.

Prints, lithographs, impressions on enamel and metals.

Group 43.—Total Number of Stands 40.

The paper industry, typewriting machines, office furnishings.

Group 44.—Total Number of Stands 11.

Photographic supplies, prints, films, photo frames, cinema supplies.

Group 45 and 46.—Total Number of Stands 12.

Publicity and commercial organizations.

Group 47.—Total Number of Stands 14.

Books (scientific, classic, and religious); old editions, bindings for books, printed postcards.

Group 48.—Total Number of Stands 48.

Colonial products.

Group 49.—Total Number of Stands 70.

Automobiles, motorcycles, bicycles, and accessories.

Group 50.—Total Number of Stands 40.

Jewellery.

Group 51.—Total Number of Stands 14.

Clocks, watches, etc.

Group 52.—Total Number of Stands 7.

Church furniture, religious objects, sacred music, beads, medallions, stained glass for church windows.

Group 53.—Total Number of Stands 19.

Painting and sculpture.

Group 54.—Total Number of Stands not stated.

Products of technical institutions.

Group 55.—Total Number of Stands 24.

Copenhagen porcelain, Sevres china, limoges china, the decorative arts.

Group 56.—Total Number of Stands not stated.

Philanthropic work.

WIDE RANGE OF SAMPLES SHOWN.

The foregoing serves to show the wide range of products shown at the fair this year whose industrial scope was practically unlimited. Up to now the administrative committee have allowed the exhibiting of any natural or manufactured products of French, allied or neutral industries, with the result that virtually every main industry and very often minor ones also are represented in some form or other. It may be found necessary as the fair assumes larger proportions to restrict sample exhibitions to only the more important groups. This question is being considered by the Fair Committee. Particular care, however, has been exercised every year to bar the samples of enemy firms, as many attempts are made by those who are established in neutral countries, to masquerade under the guise of a neutral country firm, and to show samples. The writer was informed that about 150 applications were definitely refused this year, the majority of such requests arriving from Switzerland.

CANADA AT THE FAIR.

As previously intimated Canada was represented in one way or another by seven different firms showing the Canadian industries of iron and steel, agricultural machinery, bronze powder, hardware, and tinned fish. The writer was informed that each of the stands was receiving many important inquiries and it was assured that much business would be put through. It was not expected, however, that all the would-be buyers could have their present requirements filled owing to demands at home and the shipping situation, but the different agents in charge felt confident that the beginnings now being made would be of considerable value in getting Canadian products better known and in preparing for export trade after the war.

FRANCE.

That France is a great industrial country, cogent and plentiful evidence was given at the fair. To enumerate the French industries represented would be to rewrite the subdivisions of the various groups as on every side the vitality and extent of French production was shown. Special mention may however be made of the metallurgical and mechanical exhibits, not a few of the factories represented herein operating in the war zone and under the reach of the German guns. One firm in this group showed a photograph of an aerial torpedo which had fallen in the works but fortunately had not exploded. The famous automobile industries, the silk production, the fur trade, the toy, porcelain, electrical and jewellery industries were all well represented.

THE UNITED STATES.

Although the statistics shown in the official catalogue place the United States participants at 543, there were not more than 138 exhibitors, occupying separate stands, the remaining 405 firms showing catalogues only. The idea of having American firms forward catalogues and price lists and booking orders therefrom was very successfully worked out under the direction of the American Consul General at Lyons. Three stands were allotted this section, and inquirers received very courteous explanations from the competent staff in charge. In many cases when tentative orders were placed a cable was sent to America and if the United States firms could execute same, the orders were confirmed by wire, otherwise correspondence was used. It was a novel and highly successful feature put into operation at the 1917 fair and suggested it seems as

so many firms on account of the difficulties of transportation or other kindred reasons dependent on the war, were not in a position to send sample products. The writer was informed by one of the Directors of the booths that a great amount of business was being put through this year.

THE GOODS SHOWN BY MEANS OF CATALOGUES.

The catalogues shown were arranged according to the following subjects: Automobile accessories, machine parts, furniture, cinema apparatus, electro scientific apparatus, plumbing goods, firearms, rubber goods, enamelled ware, fishing tackle, elevators, automobiles, motor boats, boots, shoes and findings, bicycles and accessories, buttons, brooms and brushes, wheelbarrows, cash registers, industrial chain, hats and machinery for manufacturing same, heating apparatus, fencing material, safes, shoelaces, cottons, paints, colours and varnish, leather belting, hides, notions, lighting supplies, fire extinguishers, travelling bags, filters, supplies used in connection with bee culture, dental supplies, electrical equipment, refrigerators, seeds, industrial oils and fats, clocks, surgical instruments, music instruments, stencilling material, agricultural machinery, adding and sewing machines, typewriters, road building machinery, brush making machinery, printing machinery, machinery for evaporating fruits and vegetables, foundry machinery, washing machines, stone crushing machinery, machine tools, machinery for making artificial ice, woodworking machinery, railway supplies, mining machinery, structural material and constructing machinery, water carts, dairy equipment, engineering supplies, metals, grindstones, microscopes, motors, windmills, picture frames and mouldings, vacuum cleaners, optical goods, tools, papers, automatic weighing machinery, fountain pens, food products, chemical products, hardware, safety razors, x-ray apparatus, billiard supplies, carpets, telephone equipment, thermos bottles, underwear, ventilators, ready made clothes, carriages and saddlery hardware.

INDEPENDENT AMERICAN EXHIBITS.

Among the independent American booths were noticed among other products industrial machinery of various kinds, metallurgical products, machine tools, automobile and auto accessories, pencils and steel pens, chemical products, noiseless typewriters, adding machines, loose leaf registers, grinding wheels, rubber goods, electrical material, knitted goods, velours and plushes.

GREAT BRITAIN.

The increase attributed to Great Britain may be primarily credited to the work of the fair office in Manchester which has been in operation during the past year under the direction of an official representative of the fair, and to the visit made to England by the Mayor of Lyons and the Administrative Delegate of the fair. This propaganda work and direct soliciting of possible exhibitors resulted in raising the number of British participants to 130 from the 43 of last year.

The more important English samples exhibited were the Manchester cottons, the woollens of Leeds and Bradford, industrial machinery, transmission belting, machine tools, fine and forged steel, reinforced concrete, hardware, asbestos products, waterproof garments and fabrics, hosiery, cotton threads, gloves, leathers, aluminium ware, toys, cigarettes, food products, chemical and dyes, stationery, illustrated postcards, sealing waxes, fountain pens, inks, loose leaf registers, essential oils, perfumes, rubber goods, ceramic ware, furs, and lithographs. The Co-operate Wholesale Society of Manchester was also represented.

ITALY.

The stands occupied by Italian houses displayed samples of sculpture (bronze, ivory and marble), laces, embroideries, straw hats, vermouths, wines, buttons, toys, ceramic ware, essential oils, essences, pianos, automobiles and cravats.

Two Italian houses manufacturing respectively pianos and silk ties made sufficient contracts to keep their plants working to capacity during the coming year. The same may be said of the Tuscan exhibitors of marble and alabaster statuary.

SWITZERLAND.

From Switzerland were offered machinery (agricultural, woodworking, textile, printing, etc.), electrical apparatus and supplies, metals, scientific instruments, and machines of precision, condensed milk, embroideries, laces, clocks, and watches, lithographs, furniture, wooden shoes, skis, jewellery, hardware and cutlery.

NORWAY, MEXICO AND RUSSIA.

Both the Norway and Mexican Governments organized stands at this year's fair with a view to strengthening commercial relations between these countries and France. In the three stands of the Mexican group were shown samples of various natural products, such as grain, fibres, tanning and dyeing material, leathers, minerals, petroleum, and precious woods. A group of what were called small Russian industries was also shown representing the manual work of the Russian peasants of *éoustari*. Embroideries, tea and bonbon boxes, carved wood products, such as boxes, book shelves, cigarette cases, cups, and picture frames, were exhibited. The exhibit was interesting from the viewpoints of originality and fineness of execution.

FRENCH COLONIAL EXHIBITS.

The stands devoted to the French colonial exhibitions were also of considerable interest. From Algeria and Tunis were shown various North African food products, bees wax, cotton, tanning barks, sandals, essences, olive oil, hides, wool cork, minerals, *éieselghur*, petroleum, laces and embroideries, chemicals, tobacco and cigarettes, carpets, wines, etc. There were also booths from Morocco, West Africa, and Madagascar.

OTHER EXHIBITS.

Other important exhibits of the Fair which were housed in the various Municipal Buildings included exhibitions of the work of the French technical schools, important showings of the French decorative arts where the national manufacturers of Sèvres, Gobelins, and Beauvais were brilliantly represented alongside of the manufactures of Copenhagen; of the French national schools of beaux arts; of the glassware of Bacarat; of the famous French embroideries and bronze art. In the war section of the Fair there were shown photographs taken in the war zone by nine of the allied armies: the French, British, American, Belgian, Roumanian, Italian, Serbian, Portuguese, and Japanese. Another very famous exhibit at the Fair included sixty original drawings of Raemaekers, the famous Dutch artist, who has placed his exceptional talent at the service of the allies and on whose head a price has been fixed by the Germans for his pictures illustrating the book, "*Devant Histoire*." Still another interesting section was the exposition of about 170 French and English signs or placards. There were shown commercial and artistic bills, signs of railway and steamboat companies, of tramways and omnibuses, etc. There was also shown a model of the future Fair Palace, which attracted a large number of visitors.

EVENTS DURING THE FAIR.

There were held during the fair several conferences to discuss economic and commercial problems among the various groups of industrials in attendance at the fair, e.g., the conferences of travellers and representatives of commerce, of the automobile merchants, of the Anti-German leagues, and the French Colonial Congress, the last of which was perhaps the most important. At this conference such subjects as maritime and railway transportation, the markets for colonial produce and other economic questions were discussed.

Cinema shows were carried on by some of the more important firms showing manufacturing processes.

Demonstrations were given of the exhibited agricultural machinery in operation. (It may be noted that the agricultural machinery exhibits were shown in the open and occupied one-half side of the Place Bellecourt. The practical demonstrations of the machinery, however, were held outside of the city).

Many of the Lyons industries were visited by interested persons attending the fair.

Each day of the fair at 5 o'clock *Le Journal de la Foire* was published, a four sheet ordinary size newspaper, giving various news considered of interest to the visitors, on the groups to be visited, for example, the happenings at the fair, and often containing a short article on the developing of trade between France and the various countries represented or some phase of the fair's activities, while a list of the registered sellers, buyers, and visitors, was inserted from day to day. The official war bulletins were also printed along with commercial notes of the French Bourse, city news and advertising matter.

An official catalogue of 615 pages and a supplement thereto of 148 pages was issued under the direction of the Fair Committee. About one-half of each of these catalogues was devoted to advertisements of the firms exhibiting at the fair.

BUSINESS OF GROUPS AT THIS YEAR'S FAIR.

During the writing of this report word has come to hand from one of the fair committee that although the business done by the individual groups is not as yet officially published, it is now known that exceptionally big orders were placed this year in the following groups, metallurgy and general machinery, electrical apparatus and supplies, chemicals, silks, furs, woollens, cottons, ready made garments for men, women and children, haberdashery, lingerie and hosiery, boots and shoes, leather and leather products, paper and stationery, crystal and ceramic ware, and that relatively good business was transacted in the other sections.

THE SPIRIT OF THE FAIR.

The success of the fair cannot alone be judged from the actual business put through. Considered in itself, apart from this other criterion, as a great economic offensive against Germany, undertaken on the part of the French, or considered as a commercial coming together of allied and neutral nations, it had also its moral success. On every hand among buyers and sellers alike there was manifest a spirit of determination to oust Germany from the markets of the Entente, and to render allied industry independent of many of Germany's heretofore monopolies and commercial invasions. There was a spirit of co-operation also in evidence, though fair and open competition existed. The underlying current of the fair revealed a trade sympathy between the nations represented, a desire to unite more firmly the commercial bonds of the Entente, and in common endeavour to supply each others reciprocal needs. This meeting together of allied and neutral trade interests—this commercial synthesis as it has been called—is undoubtedly a strategic and powerful move against Germany.

CANADA'S OPPORTUNITY.

The business men at the fair from abroad came away highly satisfied—Englishmen, and Americans, Italians and Swiss—in fact all groups of exhibitors, and it was this successful business of individual firms which made the fair as a business proposition, the signal success it was. Canadian industries another year might be more extensively represented, either collectively or individually, and home firms contemplating enlarged foreign trade would do well, it seems, if at all practical, to make plans early for exhibiting at the 1919 fair. Direct participation not only would advertise but would sell Canadian products more especially of course to French and other European buyers, while at the same time it would reinforce this French movement against German trade penetration of the world's markets after the war.