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UNITED STATES EDITION

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Canadian clothes have selling edge say U.S. buyers in Montreal



Well known Toronto designer Pat McDonagh was busy all day every day, showing garments to impressed buyers.

From Boston to New Orleans, from New York to Dallas, from all points between and beyond, a bevy of buyers arrived in Montreal last May to view the Canadian scene. No starry-eyed, easy-to-please tourists, these were experienced travellers of the fashion circuit looking to profit by buying the goods they knew would sell. Some arrived with great expectations, some with small. A few were disappointed. Most had words of praise. But the final worth of the expedition was written in the order books. On site, the big pencils came out to the tune of \$2,000,000.

The occasion was the FEM-M/FIMI mart in Montreal, open to United States buyers only. And it's all happening again next May in Place Bonaventure. The show is organized by the Canadian Department

of Industry, Trade and Commerce in conjunction with the Fashion Export Market of Montreal (FEM-M) and the Fashion Industries Markets International (FIMI), sponsored by the Montreal Dress and Sportswear Guild.

The Canadian Government will bring together some 400 United States buyers and 80 Canadian manufacturers whose products run the garment gamut from coats and suits to dresses and knits. Many buyers are already on solid ordering terms with Canadian companies of course, but this is a chance to see what's new and different and exciting.

Speaking of new, a comment heard many times at last year's show — and this from buyers recently returned from Europe — was that the Canadian garment in-



Tall and slim and young and lovely . . . the words of the song say it all about this outfit designed by Elvia for Luv Originals Inc. (Montreal).

dustry reflects European influence much more quickly than its U.S. counterpart. One visitor, representing 138 stores throughout the States, commented that during the four years he has been buying Canadian he has looked for — and found — quality combined with a fashion look which complements U.S. buying. It's this look that gives them a selling edge, he said.

Some buyers felt that clothes in the Junior Misses category had been too scantily represented at last year's show. The organizers have taken note of this and other small disappointments expressed, so that this year FEME/FIMI should be even bigger and better than before!

Code 1-1



Aubie Rusen of S. Stoll & Son, Winnipeg, found that his beautiful fur-trimmed suedes almost sold themselves.



FEM-E/FIMI occupied the entire Exhibition Hall in the huge Place Bonaventure complex — and every corner was busy.



Sebastian De Lorenzis Custom Furniture Limited of Galt, Ontario, is a leading Canadian name in fine handcrafted furniture. All its five groups of traditional furniture are staff-designed; no plastics are used — only selected hardwoods. Tables have five-ply tops to eliminate "checking." A hand-glazed finishing method lends clarity, depth and lustre to both veneer and solids. Shown is a table in the Valencia 1300 group made of pecan veneers and solid ash. Valencia brings Spanish style to either a modern or traditional setting.

Code 1-2

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Winning combination . . . see page 6



Hayes Trucks Ltd. of Vancouver has become Canada's largest custom builder of heavy-duty trucks, exporting to the U.S.A., Southern Asia and many other areas of the world. The first Hayes trucks were designed specifically for hauling timber but these days they are being used in a variety of heavy-duty roles. In the United States, one company uses Hayes WHD tractor units which pull three bottom-dumping trailers, each loaded with 70 tons of phosphate ore, down a private, 16-mile highway. Hayes trucks find uses as ore trucks, construction units, low-bed tractors, oil trucks and cement mixer units.

Code 1-3

canada
courier

Richard Waugh, Managing Editor

Anna Armstrong, Editor

Margot Martin, Assistant Editor

Al Viscount, Designer

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Polyconductor permits isolated electronic tone signalling

A tiny solid state thermal switching device — using new polyconductor technology — has been developed by Superior Electronics Industries Ltd., Montreal, for electronic tone signalling. It enables data transmission equipment and automatic callers to operate directly with regular touch-tone telephone sets, or other tone generators, without need of an isolation transformer. (The term polyconductor as used by Superior refers to a non-metallic-to-metallic transition device which is thermally controlled.)

The type TC-8 interface unit inexpensively facilitates electronic selection of the eight-tone signalling-frequencies with complete dielectric isolation. It can be built directly into the touch-tone telephone set or into data equipment with which it is used.

Each unit contains eight small thermal switches (trade-named Moxies) and made of a polyconductor material that changes resistance from 300K to 50 ohms at a critical point about 65 degrees C (149 degrees F). Internal heaters in the switches are turned on and off by signals from the data set, thus controlling frequency selection. The tone generator may be any of three types now used — the Meacham Bridge LC generator from Bell Labs or the two RC microcircuit oscillators available from Microsystems International. Units can be custom-made for specific operations. They are produced by a Superior affiliate, Multi-State Devices Ltd.

Code 2-1

Leader in dormitory furniture design



A recent project now in production and shown here is a concrete base "street furniture" system for Brock University. This unique modular system is composed of seating elements, small tables, planter and display cases of adjustable heights.

Code 2-4

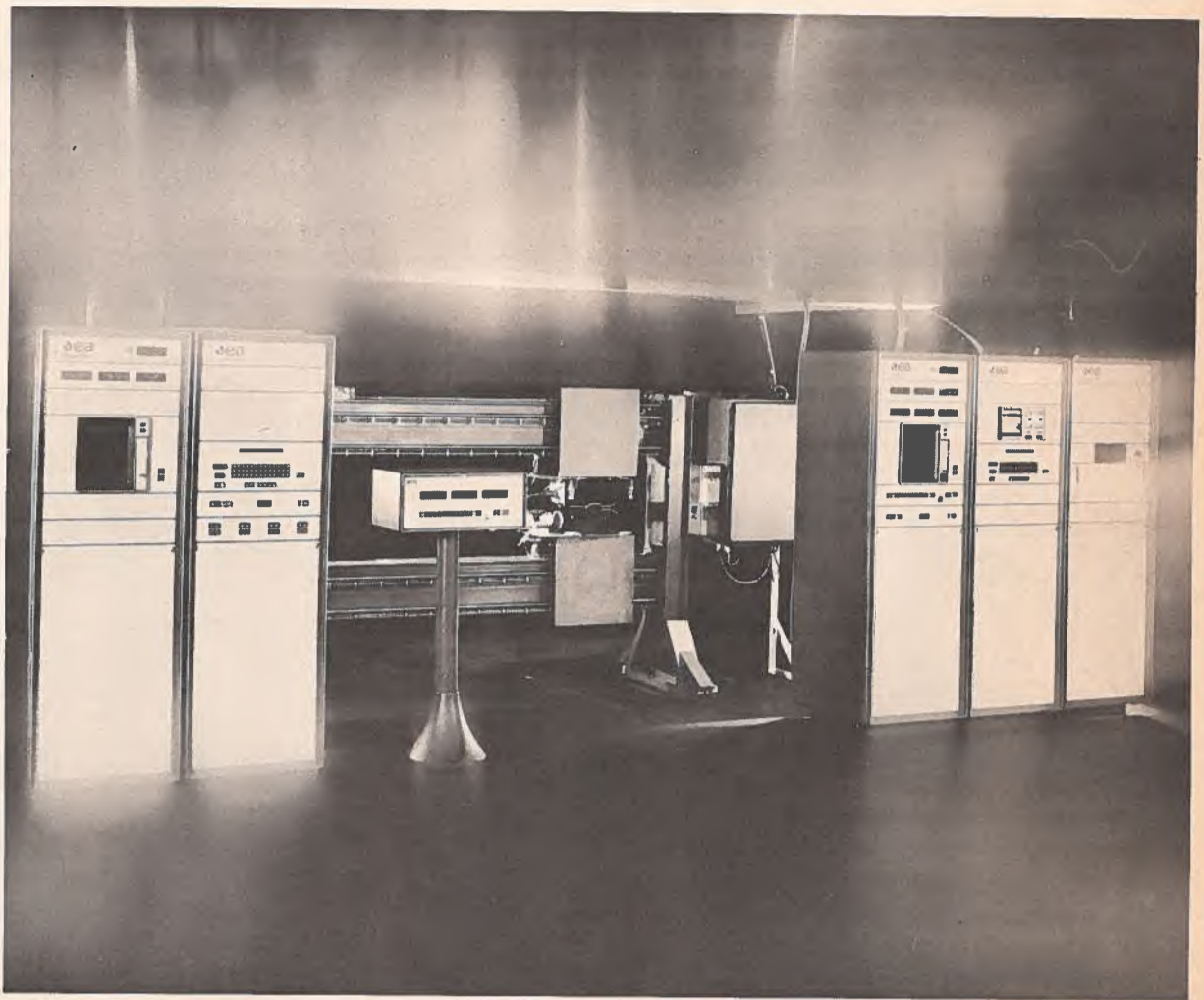
Process control takes step forward in pulp and paper industry

A digital computer-centred process and measurement control package which enables automatic identification and correction of process control problems has been introduced to the pulp and paper industry. Officials of Electronic Associates of Canada, Ltd. say the EA 7000 digital process control system represents a significant step forward.

With its advanced concepts in hardware and software, EA 7000 fulfills the paper industry's need for an economical system capable of expansion. Mills may order a base system to meet current demand without suffering expansion cost penalties later.

The instrumentation is based on two concepts. One of these is a modular approach to hardware and the other involves use of a data bus (transmission line to which modules are attached in parallel and connected by inter-cabinet cabling). The modular concept, together with the data bus, makes it possible to plug a module into a cabinet as required.

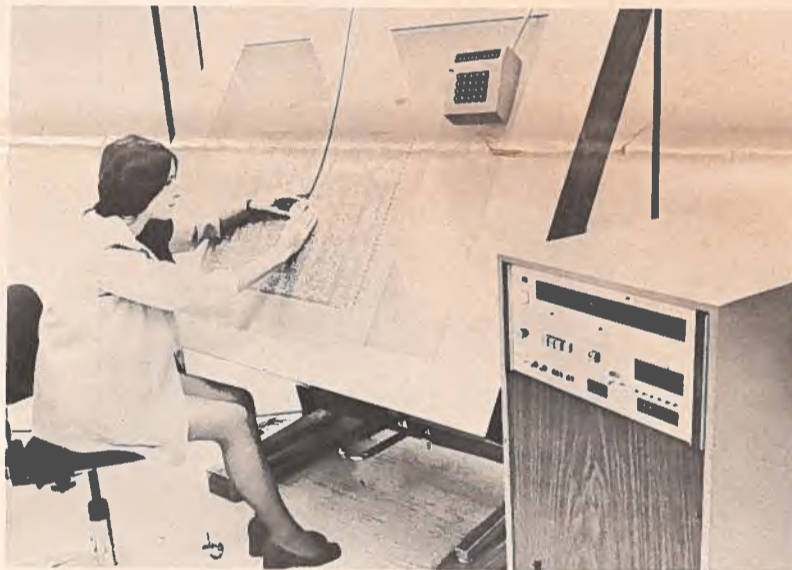
Engineering and manufacturing costs are reduced with this system and EA calculates it is able to offer considerable financial savings, starting with pre-installation engineering costs and continuing through installation, implementation and start-up phases. EA estimates savings of 50 per cent or more in mill installation and material costs alone through use of EA-supplied data bus cabling.



Modular approach to hardware and use of data busing mean substantial savings with new Electronic Associates 7000 digital process control system for pulp and paper industry.

Code 2-2

Canadian digitizer winning new customers



The operator is using the Gradicon digitizer to prepare artwork for a printed circuit.

Instronics Limited of Stittsville, Ontario (near Ottawa), exports its graphic-to-digital converter to 14 European countries and has just concluded two contracts in Australia, one in Brazil, and will be supplying a United States Air Force development section with one system, with an option on four additional systems.

Features contributing to the success of Instronics' Gradicon include the lightweight cursor (various types are available). Used on an obstruction-free table, the cursor provides fast, accurate digitizing. And there's the halo-of-light backlighting that focuses the operator's attention on the area being digitized. The company's basic Gradicon units can be supplied separately for use in other digitizing functions. Systems are available which incorporate on-line mini-computers that provide a fully operator interactive system for on-line applications.

The Gradicon is a precision digitizer capable of converting graphic information into a form suitable for use by computers, numerically controlled tape machines, and other data processing storage or handling equipment. The graphic information can be converted directly into the computer as well as on to cards or tapes. The digitizer can be used

to analyze — in terms of X and Y co-ordinates — maps, production drawings, artwork, surveys, photographs or any other similar graphic material. With the addition of a Z-axis co-ordinate, it also provides three dimensional profiles.

Operation is simple: the user moves a lightweight electrically coupled cursor across the graphic material. Four modes of operation are possible: time — the co-ordinates are recorded as a function of time (variable) while the cursor or footswitch is operated; point — the co-ordinates are recorded each time the cursor or footswitch is operated; incremental — the co-ordinates are recorded as a function of pre-selected cursor travel; grid — the co-ordinates are recorded and related to a pre-selected grid pattern, thus eliminating subject positional error in many applications.

The Gradicon has application in many fields — cartography, electronics, meteorology, hydrology, oil and mineral exploration, machining, medicine, physics, geophysics, astronomy, architecture, automotive, aircraft, shipbuilding, economics and the garment trade. Instronics has found the largest number of customers for its Gradicon in cartography where accuracy and a free-moving cursor are of great importance.

Code 2-3

Muller & Stewart Limited, Toronto, was founded in 1967 and from its inception developed an extensive line of products ranging from laboratory furniture to the innovative "Image" system of lounge furniture — the latter receiving world-wide recognition. The company has specialized in furniture and furniture systems since it commenced operations.

Although Muller & Stewart products have been widely used as domestic furniture, many have originated as designs for educational institutions like Brock University, Trent University and Conestoga College in Canada. The company's activities have spread to the United States where contracts have been obtained for the design of dormitory furniture at Tougaloo College,

Mississippi, laboratory fittings and equipment, case work, built-in cupboards and desks at the Children's Health Center in Minneapolis and the design and installation of dormitory furniture for student residences at Duluth Campus of the University of Minnesota.

As a result of this experience, Muller & Stewart Limited has designed a number of student bedroom-study systems adaptable to a wide variety of student housing situations. Indeed versatility, ease of installation and a wide range of colour combinations characterize all its products from knock-down desk systems to storage walls.

Typical Muller & Stewart style is an award-winning plywood chair which takes full advantage of moulded plywood's potential.

Custom comfort for the invalid

Adelard Cardin has an intimate knowledge of what it is like to live in a wheel chair — his wife was an invalid for 20 years. Mme Cardin, like most invalids, had individual needs that only a custombuilt wheel chair could provide. Cardin found he couldn't buy one with the extra comforts she needed so, he designed one for her. Word got around and soon requests began to come in to Cardin for special chairs. The number of orders grew and Cardin Industries Limited was born.

Today after four years of experiment, Cardin has perfected a wide range of traditional wheel chairs with a long list of accessories and options. He also manufactures custom designed wheelchairs. Two purposes motivated Adelard Cardin: to give the invalid as much comfort and independence as possible, and to provide swift and easy operation for nurses, orderlies and others who attend sick people.

The company has three lines: the inexpensive Canadienne, par-

ticularly suited to the hospital market, the luxury Royale that provides maximum comfort and durability, and the Commode, a folding chair that slides over a toilet. Durability and strength are a basic feature in all models, for example, the tubular structure of the chair has been reinforced with a one-inch diameter welded steel casing at strategic points. Both the Canadienne and the Royale models have easily detachable arm-supports, and anchor points have been built into the front of the chair sides to hold accessories such as a swinging tray, adjustable intravenous pole, ash-tray, utility box and a parasol.

Cardin Industries Limited has joined Bio-Millet Laboratories Inc. of Laval, Quebec, a Canadian company composed of a number of firms in the medical and pharmaceutical equipment fields. With a good domestic market established, Cardin is now actively looking for markets abroad.

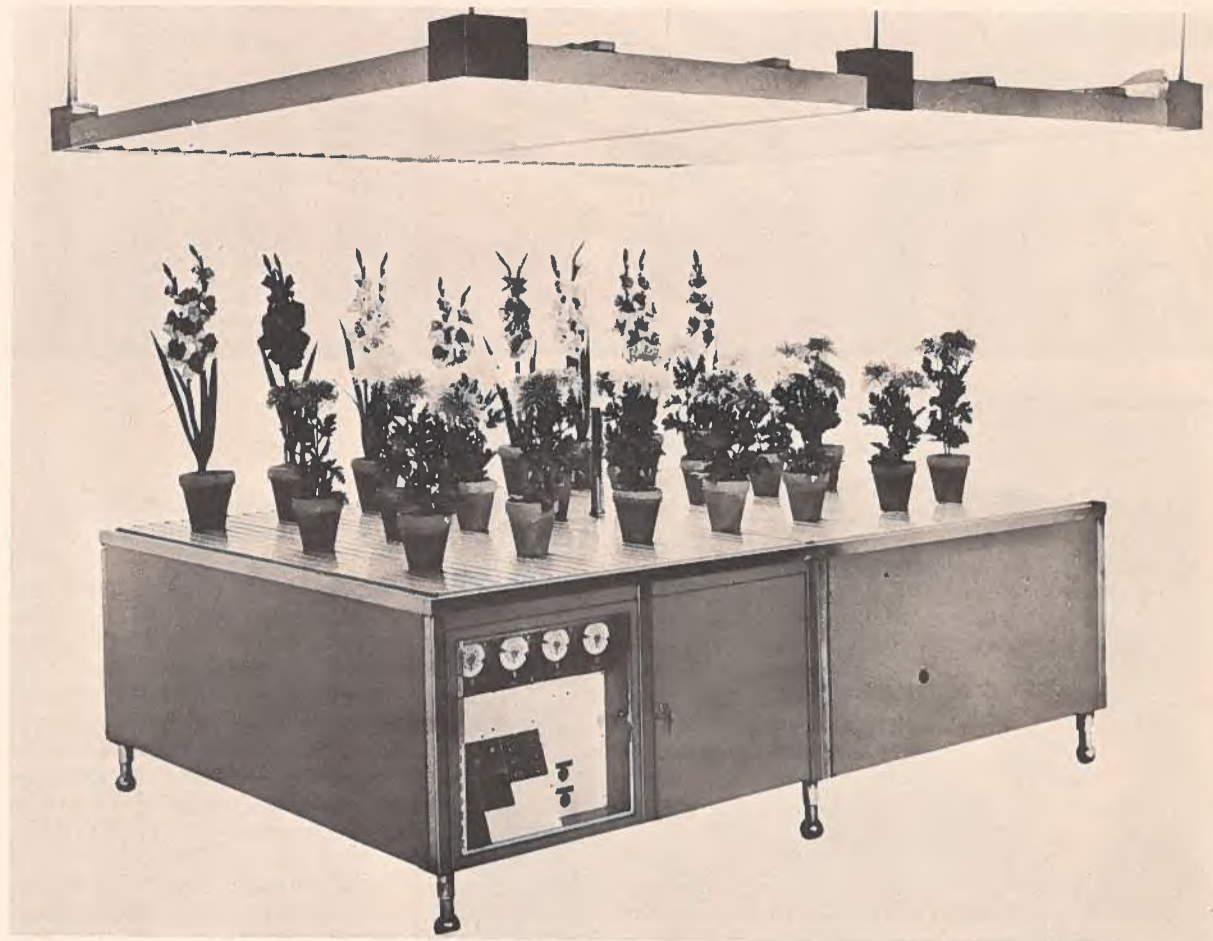


Cardin's luxury Royale model has solid upholstered seats and a folding structure. Code 3-1

Snorkels offer increased visibility



A new line of skin diver's snorkels, featuring a day-glo light-reflecting flexible "Big Barrel" tube that floats, is being sold by National Pro of Boucherville, Quebec. Seven models provide a choice of design for amateur or professional. There are flexible, bellows, contour or "L" types. The large diameter of National Pro day-glo snorkel tubes means easier breathing and increased visibility. The company uses a new manufacturing process that produces 10,000 pieces per model per week. This greatly decreases costs and permits very competitive pricing. Other National Pro products include professional-quality floating and non-floating swim fins, skin diver's face masks (available with extra-thick, tempered or optical glass) and ice skate guards in two models and three sizes. National Pro is now exporting to Austria, Germany, Britain, Hong Kong, Australia and the United States. Code 3-3



New growth bench

Controlled Environments Ltd. (CONVIRON) of Winnipeg, has introduced a new product — Model GB48 — the right answer where continuous plant growth in large quantity or variety is required. Model GB48 is an outdoor research greenhouse that can be used 365 days of the year. Used by agricultural chemical companies, the new Plant Growth Bench enables reliable and prompt testing of new formulae. Installed in the classroom or laboratory, it provides ideal growth facilities for teacher and student much more conveniently than conventional plant growth cabinets or chambers — and usually at less cost. Model GB48 is completely factory-tested and has programmed temperature, lighting and optional humidity. It is shipped in three sections and requires only simple field connections to set up. CONVIRON specializes only in controlled environment equipment. Its products are used throughout North America, Western and Eastern Europe, Britain, South Africa, Asia, the Middle East, Australia and New Zealand — from single installations to large Phytotrons. One university has purchased more than 120 units since the company was incorporated in 1964. Code 3-2

Little sticks, big business

Those little wooden sticks that keep turning up in day-to-day life — stirring coffee, pressing tongues in doctors' offices, stickily supporting a dripping popsicle — are big business. The world market is worth more than \$20 million and Canada is one of the leading suppliers. Sylvex Inc. opened its ultra-modern \$1,000,000 plant last year in Dolbeau industrial park at Lake Saint John, Quebec. White birch, the best wood for manufacturing these specialty items, is readily available in this area and Sylvex is assured of regular supplies under a provincial government plan.

This all-Canadian company sells

to Britain, Venezuela and the United States and is looking to further export markets.

Sylvex's founder and president, Hiral Hogue, has had many years of experience in the wood products business. He has equipped his plant with the most advanced machinery and every stage of production is inspected by skilled workers. The birch logs are passed through a rotary lathe and come out as a continuous sheet of the thickness required. Three sheets at a time are fed into a press equipped with six knives which produces half a million sticks an hour. Next, the sticks are carried on the conveyor belt

through a rotary dryer-polisher. This machine extracts about 10 tons of water a day.

The dry sticks are polished by friction against each other in the third section of the dryer and are tumbled onto a vibrator which lines them up.

The sticks are subjected to rigorous tests for length, width and thickness. They must be straight, flat, uniform in color and free of knots and contour faults. The tests are made by machine and double checked by Sylvex employees. Finally, packed in cases of 10,000, the Sylvex product is ready for export. Code 3-4



Sylvex does not depend on mechanical checking alone. Employees double check quality during the production.



Mashmakhan makes its own kind of Maple Music.

**Photostory by David Magee
Canada Courier**

It's strange the way some good ideas are hatched. Like the one that came to Andy Gray and Ritchie Yorke over lunch one April day last year. They were sitting in a restaurant on London's Strand, as Andy recalls it, and enjoying their second carafe of wine and some excellent roast beef. The idea was that there should be . . . a Maple Music Junket!

Now wait a minute — who are Andy Gray and Ritchie Yorke and what's a Maple Music Junket? Andy Gray is managing editor of *New Musical Express*, one of Europe's most influential trade publications. It has been keeping tabs on the music scene since 1956. Ritchie Yorke has made Canada home since the mid-'60's and is managing editor of a music paper called *Rainbow*. He is generally recognized as the foremost writer on pop music in Canada and one of the best pop writers anywhere. He's read in *New Musical Express*, as well as *Billboard* and other publications.

Andy and Ritchie have expert knowledge of the music business. When they get an idea, other people listen — which gets us back to the Maple Music Junket.

At that lunch on the Strand, Ritchie had been wondering why *New Musical Express* hadn't been doing much on Canadian music, which was getting to be pretty good. Andy's response was: "What's Canadian? Who's Canadian?" He felt that as far as Europeans were concerned, all music from the western side of the Atlantic was American. He said Canadians would have to promote their music a little more vigorously if they wanted it to be heard in other countries. He wondered why a

group of European broadcasters and writers couldn't be invited over to Canada to look and listen. If suitably impressed they would spread the word. That turned Ritchie right on — then and there he coined a name for the venture — the Maple Music Junket. The *Oxford Dictionary*, by the way, defines a junket as a "pleasure excursion." The Maple Music Junket was destined to be more.

To put things concisely — Ritchie went back to Canada; wrote some articles and talked up the project to music industry and government people. Andy promoted just as hard on his side of the ocean. The result was that on Friday, June 2, 1972, the vanguard of a contingent of almost 100 European writers and broadcasters stepped from a CP Air chartered jet into the biggest musical promotion ever done anywhere. In the next week they would attend performances in Montreal and Toronto by more than 35 groups or single artists.

Certainly individual record companies in many countries have undertaken promotions of one kind or another but never before have a whole music industry and a federal government joined forces to put on anything remotely like the Maple Music Junket.

Big as the Junket was, it wasn't patterned after the usual sort of promotional gimmick. A news release told the European visitors: "If you think we're going to try and convince you that Maple musicians are better than their American, English, French or Danish counterparts, you're in for a pleasant surprise. We've been against that sort of nonsense from the very beginning . . . a lot of things have changed in the year the Junket has been in preparation but the basic

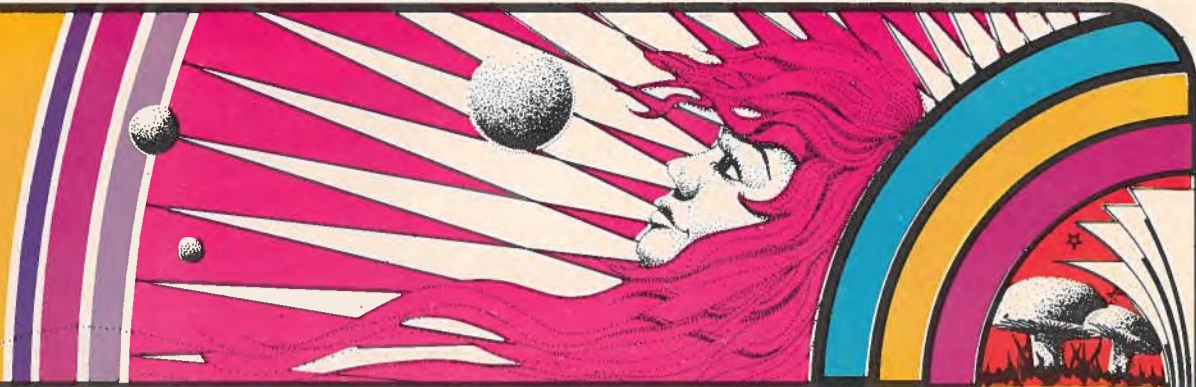
concept is not one of them. It has always been felt there wasn't anything to be gained through hype . . . there is more than enough wasted wordage being spewed out of record company publicity machines around the world and around the clock. In the end, your own personal taste is what counts."

Canadians have always seemed curiously reticent about telling others of their accomplishments. A lot of things have happened first in Canada — the world's first jet airliner. How's that for a little-known fact? The same more or less holds true for music. Some of the most inventive pop musicians have come out of Canada. Guy Lombardo and Percy Faith were a couple who made their mark years ago. Paul Anka was another. More recently there have been names like Guess Who, Steppenwolf, Neil Young, Joni Mitchell, Leonard Cohen and Gordon Lightfoot. Nobody is going to deny those artists their place in the international music scene but how many people have known that all of them are Canadian? Not many. The sad truth is that all these entertainers made the "big time" outside Canada. However, they did build their musical backgrounds in Canada and they did develop their unique sound there.

In January, 1971, government legislation was introduced which made it mandatory for Canadian broadcasters to program a certain percentage of Canadian content. Previously, the broadcasters had relied heavily on music from other countries, notably the United States. It is obvious the government cannot claim credit for single-handedly creating a viable Canadian music industry. After all, in 1970, the year before the new law, Canadian artists had a substantial



MUSIC TOGETHER



number of hits on world record charts. For instance, the Guess Who from Winnipeg had four million-selling singles and two gold albums. The Poppy Family from Vancouver, with "Which Way You Goin' Billy," had the world's eighth-ranking hit of the year. That spells success in anybody's books.

However, there is no doubt the Canadian content regulations put new fire into the domestic music industry. Suddenly, recording studios all over the country were installing the latest equipment. Today, many studios have 16 and 24-track facilities; there is a 32-track studio in Montreal and other studios are planning to acquire 32-track capability. Two-and-half years ago there weren't many eight-track setups in Canada.

Now, instead of Canadian artists heading for the United States or Britain to get the sound they want, international stars are recording in Canada. Harry Belafonte, Crosby, Stills, Nash and Young and former Beatle John Lennon are among those who have recently used Canadian studios. Last November, Procol Harum, who produced one of pop music's classics, "A Whiter Shade of Pale," did something nobody would have considered even a couple of years ago. They recorded a live album with the Edmonton Symphony Orchestra which has since become the most successful of their spectacular career.

The point is that Canada now has a music industry worthy of the name. The Maple Music Junket had a superior product to promote and went all-out to do so.

Naturally the European visitors were wined and dined. They even got bundles of free records and Maple Music tee-shirts. After all, it would be a bit much to bring

people across three thousand miles of ocean and not treat them well. However, the object of the exercise was to show these people the scope of the Canadian music industry — and they were shown. They were hit with five days of wall-to-wall music, and some films, with little time for normal tourist diversions.

Talk about immersion courses in a culture! As Prime Minister Pierre Trudeau wrote in his official letter of greetings: "Our contemporary music expresses in a unique, enjoyable and often powerful way our ideas and emotions as a people. Knowing and appreciating our music enables us and music lovers from other countries to know Canadians better."

Five days. That isn't much time to get to know a whole country but certainly the variety of music must have given the visitors some notion of what Canadians are like — and this brings us to the really difficult part of this article.

How do you describe what the visitors saw and heard? How do you classify these entertainers? Take the Stampeders from Calgary for instance. This is a group that could be labelled rock 'n' roll, country, folk or even comedy. Or how about Lighthouse from Toronto whose 11 members blend rock, jazz, classics and other styles into something quite different from anything heard before? How many rock groups use violins and vibraphones on stage? Lighthouse does. How do you describe the incredible impact of Crowbar from Hamilton? Surely this is one of the few true show bands in pop music today.

At the other end of the spectrum is pianist Andre Gagnon of Montreal who has found new ways to use the baroque style in the pop idiom — but how do you convey

in writing what he's doing?

What about Quebec's Marie-Claire and Richard Seguin, whose sound has been compared to that of the Mamas and the Papas, but with a difference. A critic for Paris' *Salut Les Copains* commented that the Seguins have "a fine sound and their kind of music would get the French excited." Ginette Reno, a bubbly brunette who is equally at home with French or English songs, is attracting world attention with her recent hit "Can't Get Hurt Anymore." And there is fiery Robert Charlebois, with a solid background of classical and folk-rock training. His international concerts are winning him a wide following.

It's all very well to write about these performers but they have to be heard. If by now readers are getting the impression they are being asked to obtain some Canadian records and listen to them, they are absolutely right.

Actually, it may be possible to get a taste of Maple Music in other ways. To follow up the exposure they received during the Junket, a number of Canadian artists are making plans for international tours. It is also reported that the British Broadcasting Corporation was impressed enough to arrange special programs of Canadian music and a Danish entrepreneur was considering getting several Canadian shows going on radio in his country.

As the Maple Music Junket wound up, one of the BBC's most popular disc jockeys, Ed Stewart, was asked what he thought about it all. Was Canadian music worth it? Obviously exhausted at the end of the musical marathon but apparently not jaded, Stewart had a succinct reply: "I'll certainly be listening to their records." Code 5-1

The Maple Music Junket presents Maple Music Spectacular

Expo Theatre, Man and His World, Montreal

Richard Huet
Isabelle Pierre
Les Contre Temps
Richard et Marie-Claire Seguin
Gabriel Charbonneau
France Castel
Martin Peltier
Edith Butler

Place des Arts, Montreal

Karo
Marc Hamilton
Julie Arel
Joel Denis
Vos Voisins
Shirley Theroux
Luc et Lise Cousineau
Guy Trepanier
Michele Richard

Concert No. 3

Place des Arts, Montreal

Andre Gagnon
Moe Koffman
Frank Mills
Anne Murray
Poppy Family
Stampeders
Tapestry

Concert No. 4

Massey Hall, Toronto

Gary Buck
Bruce Cockburn
Perth County Conspiracy
Fergus
Christopher Kearney
Murray McLauchlan
Mercey Brothers

Concert No. 5

Massey Hall, Toronto

April Wine
Crowbar
Edward Bear
Fludd
Lighthouse
Masmakhan
Pepper Tree



Lighthouse lets loose . . .



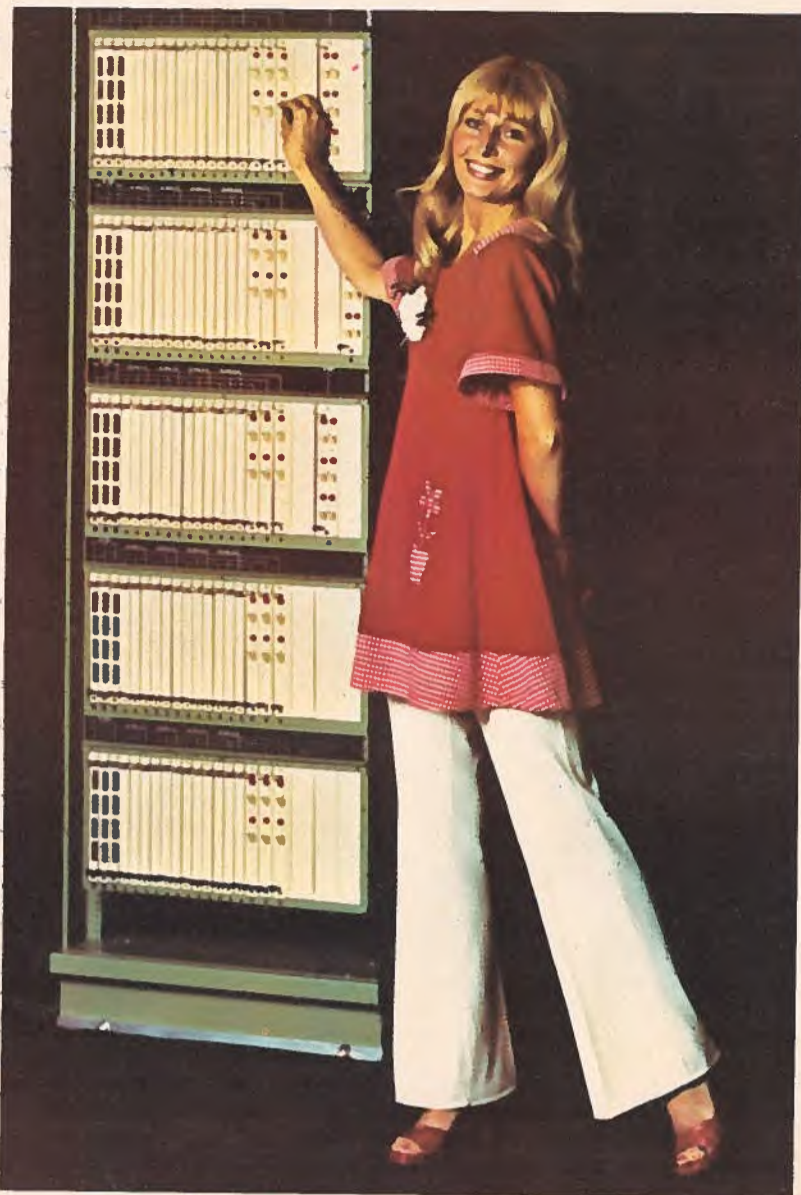
Electronic trunk selector reduces systems costs

Noise-free, high speed concentration of one-way traffic has been achieved by Pylon in its new trunk selector — a solid state alternative for switching telephone trunks. The ETS-100 series of electronic trunk selectors eliminates or greatly reduces the disadvantages of electro-mechanical equipment — slow speed, noise in busy circuits, faulty data transmission, multiple connections and wear and service problems.

Construction of the ETS-100 equipment is based on a wired framework with plug-in solid state circuitry. Only five basic circuit cards are used in any assembly for ease of expansion and maintenance. Each selector is a complete unit that stands alone, needing only office battery and input-output connections. Light emitting diodes give a continuous display of all input to output connections. The trunk capability of the system can be increased by adding selectors and sufficient cards for the immediate requirement. Circuitry is not common control and is highly reliable.

Pylon Electronic Development Co. Ltd. of Lachine, Quebec, has concentrated on the development and manufacture of power conversion and control equipment for the telecommunications industry: it produces a line of DC-DC converters, battery eliminators and ringing machines for the telephone industry. But special needs have taken the company into other fields — a special line of transit cases for delicate electronic equipment for instance. The seam-welded aluminum cases have been so successful that Pylon is now a leading supplier in this field.

Code 6-1



Pylon's ETS-100 series free-standing electronic trunk selector is off to a pretty start.

Canada is "in" Fashion



The Canadian women's solo apparel shows in New York City, now in their sixth year, have proved popular and successful for the Canadian garment industry. Next in the series of two-phase shows will take place in April and June at the McAlpin Hotel when buyers are invited to see fall and winter fashions. For details, fill in the trade inquiry form on page 7.

Code 6-2

Montel makes librarians smile

In one of its brochures, Montel Inc., Montreal, points out that improper layout of a library can destroy the efficiency of even the best staff. Montel produces a complete range of library equipment and accessories in addition to its T-Vista, Closavista, Ancravista and Mezzanine Library systems. Montel also makes the Mobila compact shelving system which eliminates aisles between bookshelves and thus practically doubles storage capacity of any space.

Montel has been involved in more than 5,000 library layout projects. The company not only

makes the hardware; it shows its clients how best to use its products. Montel library systems are in use across Canada and in other countries. The National Library in Ottawa, Canada, uses Montel's Ancravista steel bookcases; the Imperial Tobacco library in Montreal and the Scientific Complex in Quebec City have Mobila systems, while the library at Pavillon Lalemant, College Jean de Brebeuf and La Place de la Justice in Montreal took advantage of the Montel Mezzanine which doubles useful shelving space in high-ceilinged libraries.



A winning combination . . .

Kids as eager as these — and CCM hockey equipment. Canadian Cycle and Motor Co. Ltd. of Weston, Ontario, with markets already established in Scandinavia, Austria, Italy, France and West Germany for hockey and other sporting gear, recently exhibited at the International Trade Fair of Sports Goods, Camping Equipment and Garden Furniture (SPOGA) in Cologne. From hockey skate blades to helmets, CCM supplies equipment for junior, intermediate, senior and professional leagues.

Code 6-3

A small saw with guts

An inexpensive, ultra lightweight chainsaw with a small two-cycle engine, has been introduced to the consumer market by Quadra Mfg. Ltd. of Trail, British Columbia. Designed for the amateur's use, the saw is built to professional standards by this experienced chainsaw manufacturer and can also be used for small commercial jobs. Weighing only 6.6 pounds (3kg), its control grouping, handle placement and balance make it as easy and as

natural to use as fingers on the hand. The main body of the saw is die cast magnesium, the cylinder block is die cast aluminum alloy. Dimensions: length 12.5 inches (327.5mm); height 8.5 inches (216mm); width 7.5 inches (190.5mm).

One of Quadra's "Frontier" line, the saw features the Automan chain oiler, a simple reliable system that automatically provides constant lubrication to the sawchain and

guide bar. The system supplies oil under pressure through a self-cleaning flow meter and also allows the user to manually over-ride the system and deliver oil in high volume when required. The Q-Tone exhaust system with a high volume chamber, baffled and louvred for safety and comfort, is another added value.

Servicing outlets will appreciate the simplified design of the engine in which Quadra has used components standard to the industry for carburation, ignition seals, bearings and cutting attachments. Code 6-5



Typical efficient and attractive Montel library system.

Code 6-4

Unique feature sells portable pools

Unique — that's the word Val Mar Swimming Pools Ltd. uses to describe its newest pool, the Aquarius.

The Laval, Quebec, company, in the swimming pool business for 20 years, has developed a portable above-ground pool of moulded fibreglass that is easy to transport and to assemble. It has been a runaway success since it was introduced to the market.

So what's unique?

The built-in filter: a 3,000-gallon-an-hour (13,650-litre-an-hour) filter — consisting of a built-in skimmer, a diatomaceous earth filter and a tamper-proof pump and motor section — is fitted into a one-by-two-foot (.3-by-.6m) housing that is incorporated right into the wall of the pool. That jumble of piping, valves and hose which overhangs the conventional above-ground pool is eliminated. And this engineering breakthrough has cre-

ated a filter that provides a filtration area of 20 square feet (1.85m²) and skims 50 gallons (227.5 litres) of water per minute. Because its elements are visible and easy to clean, servicing is needed infrequently.

Another unique feature is the directional flow inlet that circulates the water and keeps the bottom of the pool clean.

The Aquarius, which is patented, comes in two sizes, 18 or 24-foot (5.5m or 7.3m) diameter. The wall of the circular pool is made up of ¼-inch-thick (6.35-mm) panels, each four feet (1.2m) high and eight feet (2.4m) long, with vertical posts fitted at intervals to provide rigidity. An exceptionally wide base flange gives firm support, and the six-inch-wide (152.4-mm) skid-proof coping hides the panel joints and serves as a poolside seat. The pool kit includes a one-piece vinyl liner.

Code 7-1



Neat, isn't it? Built-in filter in this pool by Val Mar eliminates usual jumble of piping, valves and hose.

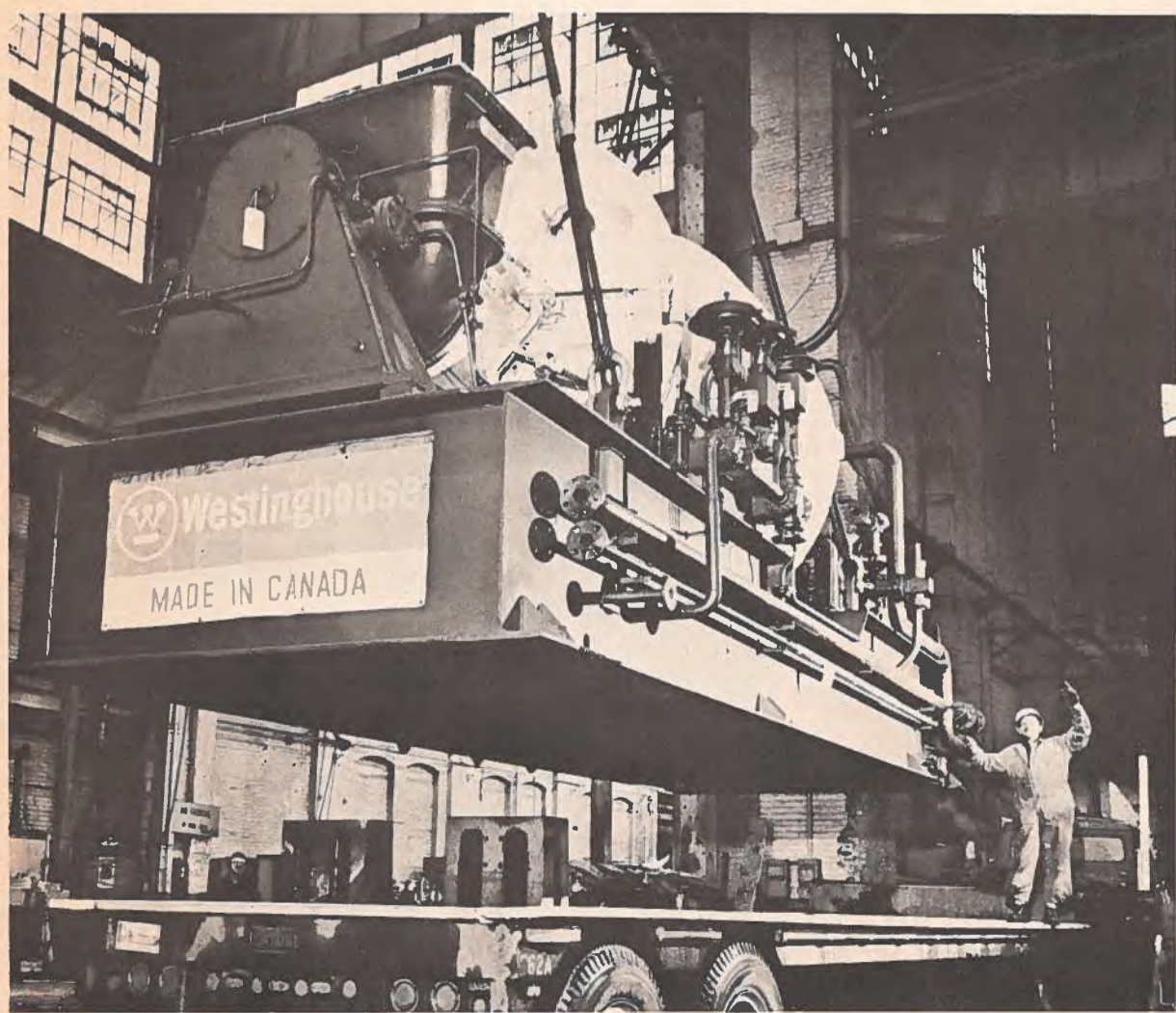
Speedy oil delivery system

Workers at the Bruce nuclear power development in Douglas Point, Ontario, "milk" a 63-car unit train which discharges 1,350,000 gallons (6,142,000 litres) of heavy fuel oil in less than eight hours, under all weather conditions. Montreal Engineering Company, Limited, of Montreal, Quebec, designed this unique oil unloading system for delivery by a unit train (one which is run on a fixed schedule and carries a single cargo). The concept won the company an award from the Association of Consulting Engineers of Canada. Advantages of the system are the speed of unloading large quantities of viscous residual fuel — the oil is dumped into tanks under the tracks — and reliability in extreme weather conditions. The oil is preheated to permit flow by gravity into the tanks, and the insulated cars keep it at never less than 130°F (54°C) even in the coldest weather. The system also eliminates the danger of pollution from spillage.

Code 7-2



Canadian gas turbine for export



Westinghouse Canada Limited, Hamilton, Ontario, built this 6,300 horsepower gas turbine for a natural gas processing plant in Louisiana, U.S. The unit, Model W41MS, will power a centrifugal refrigerant compressor. The photograph shows it being loaded for shipment in Westinghouse's plant in Hamilton.

Code 7-3

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Just like ice — the mini stone glides effortlessly on a cushion of air.

Curling on air — new Canadian table game

A new technique in table games, designed and produced by Canadians, will delight the curling experts and win new fans for the ancient sport. Designed for use in clubs, hotels, motels, taverns and homes, the curling game operates on air and was inspired by the Hovercraft. The lightweight, miniature curling stone glides down the 12-foot (3.6-m) board on a cushion of air that simulates the feeling of ice.

The Mini Curling machine is

activated by a coin. Two or four people can play. The cushion of air is created by the flow of air through hundreds of holes in the board surface, and this provides a bonus — the clean air created by the anti-pollution air intake filters.

Hover Curling is attractively designed to fit into modern decor. It is sturdily constructed but weighs only 325 pounds (147.5 kg). Measurements are 12 feet by 28 inches by 33 inches (3.6m by 711mm by 838mm); legs are adjustable, and

the surface is hard, tough and scuff-proof.

Accessories are available: a plaid protective cover and cocktail glass and ash tray racks. And gold-plated stones can be supplied for gifts, prizes or souvenirs.

Response to the new game has been enthusiastic and the world distributor, Hover Curling Company of Ottawa, is conducting an international sales and advertising program. Code 8-1



The Canada Mink Breeders' Award was won for the first time this year by a Canadian entry at the International Fur Fair in Frankfurt, Germany. The winning full length, Natural Dark Ranch Canada Majestic Mink coat was entered by Sunrise Company Ltd. of Toronto. Canada Majestic Mink skins are used by the world's foremost fur garment manufacturers and many of them enter their creations in this international competition. Three hundred fur firms, from all over the world, entered 650 coats in the competition. Final selection by the all-German jury brought the full-swept Sunrise coat, with fitted front and long sleeves, to centre stage as the International winner for 1972. Code 8-2

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Sunspot sails to success

Three enthusiastic Canadian entrepreneurs bought the plant and design rights for a sailboat in May, 1971. Already Charles Devenish (production and plant manager), Herbert Bienert (engineering design and product manager), and Knud Loimand (finance and marketing manager) have piloted their company, Sunspot Plastics Incorporated, Scarborough, Ontario, to success in the domestic and other markets. They are exporting to the United States, Bermuda, the Bahamas, the Virgin Islands, and soon to Grand Cayman and Jamaica. More than 800 sailboats were built in the firm's first year and sales of twice that number are contemplated in the second year.

The 14-foot (4.2-m) Sunspot is cat-rigged and carries 60 square feet (7.4m²) of sail, and it can support a half-ton. High-impact

thermo-formed Luran-S ASA plastic is used for the hull which is filled with non-absorbent oil-cell foam. The boat's twin keel design provides stability without the inconvenience of a centerboard or daggerboard. The Sunspot's 125-pound (57-kg) hull puts it in the cartop class.

For its distributors (it has seven now in the U.S.), Sunspot Plastics Incorporated provides a promotion package that includes product knowledge material, suggested advertising layouts, radio commercials, display suggestions and other sales aids.

Other products manufactured by the company are an 8-foot (2.4-m) dinghy, cartop carriers, camper trailer tops, pallets for material handling for commercial use, and sand boxes. Code 8-3



Sleek lines wherever you look — the Sunspot sailboat and admirers.