



More detailed information on any product or service mentioned in this issue is available through the nearest Canadian Government Trade Representative, or by completing the Trade Inquiry Form on page 7 and mailing it to Canada Courier, Department of Industry, Trade and Commerce, Ottawa, Canada. Postal code: K1A 0H5.

Canadian clothing tailored for world markets



In the business for more than 60 years, Standard Knitting Ltd., Winnipeg, Manitoba, has gained international recognition for sweaters that are rich in quality, style and workmanship — features that are appreciated in many countries including Britain, Australia and the United States. Code 2-5A

Speedy, self-erecting crane accomplishes the impossible!



Unique, versatile and speedy — that's the GCI 5400, a completely mobile self-erecting hydraulic crane manufactured by General Crane Industries, London, Ontario. At its maximum height of 255 feet (77.7m), the crane can reach out 115 feet (35.1m). It can be set up as close as nine feet (2.7m) to the side of a building and can travel at a highway speed of 50mph (80.5km/hr).

A new generation of hydraulic mobility is now available with the GCI 5400, a completely mobile self-erecting hydraulic crane manufactured by General Crane Industries Limited, London, Ontario.

A time- and cost-saver, the GCI 5400 is in a tractor-trailer configuration, enabling it to travel at a highway speed of 50mph (80.5km/hr). Being all hydraulic and completely self-contained — the 40-foot (12.2-m) jib, blocks and all rigging are mounted on the crane — the machine can be erected by two men to its maximum height of 255 feet (77.7m) in only 45 minutes.

The GCI 5400 operates at four working heights: mast height of 63 feet (19.2m) with a boom tip of 140 feet (42.7m); mast height of 85 feet (25.9m) with a boom tip of 163 feet (49.7m); mast height of 112 feet (34.1m) with a boom tip of 190 feet (57.9m); and mast height of 140 feet (42.7m) with a boom tip of 217 feet (66.1m). Atop the 140-foot (42.7-m) telescoping mast is a boom with a reach of 115 feet (35.1m).

The GCI 5400's features — including speed, mobility, versatility and the ability to work in confined areas — are amply illustrated by projects on which the crane has worked.

In Philadelphia, for instance, the GCI 5400 completed in hours a job that normally would have taken days: installing a generating unit on a 140-foot (42.7-m) high building and positioning it 45 feet (13.7m) inside the roof.

The crane left the yard at 7:00 a.m., arrived at the job site by 8:00 and was operational by 9:00. Telescoping mast erection allowed set up in a side street, with outriggers blocked on the sidewalk. Traffic on the heavily travelled main street continued undisturbed

When it comes to finding the best in men's and boys' wear, buyers look to Canada.

Canadian clothing manufacturers produce apparel that ranges from parkas, jackets and raincoats to pure wool sweaters and dressing gowns — all of which reflect the quality and craftsmanship that have brought Canadian-made clothing international recognition.

Canada's clothing establishments — there are some 2,400 whose total yearly exports amount to approximately \$115,000,000 in value — are small but efficient. Their size makes it economically feasible to have small, medium or large production runs, so that they can adapt quickly and easily to the latest developments in the ever-changing world of fashion.

As evident in the articles on the following representative companies, Canada's manufacturers produce stylish and practical clothing suitable to all seasons and satisfying to all tastes.

Winter action wear designed for warmth and comfort on cold, wet or windy days is produced by Carleton Manufacturers (1974)

Ltd., Montreal, Quebec. Parkas, jackets and coats are fashioned of weather-resistant nylon, wool, cotton. (Continued on page 2)

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A romantic new perfume is on its way page 8

and, from the 140-foot (42.7-m) high cab, the operator had an unobstructed view of the entire installation. The crew finished the job by 1:00 p.m. and was back at the yard at 3:00.

Harper Hospital in downtown Detroit posed several problems that only the GCI 5400 could solve. The hospital is located directly opposite a children's hospital, with both buildings being serviced by one main road. Steel beams had to be raised 120 feet (36.6m) and set 100 feet (30.5m) into the building. The main road could not be blocked and noise had to be kept to a minimum.

The GCI 5400 travelled 25 miles (40.3km) and in less than three hours after leaving the yard was operational at the job site. By backing into a circular lane, with outriggers only five feet (1.5m) from the wall, the crane did not block the major road and, with the machine at the fourth working height — 140 feet (42.7m) — the operating engine was higher than the building. Noise was dissipated into the air without reverberation.

The GCI 5400 is also an invaluable tool for general maintenance and turnaround work in oil refineries. While conventional cranes could easily reach the required work heights, they could not be set up in confined areas where narrow access roads prevent full swing.

With its machinery deck turning 360 degrees atop the vertical telescoping mast, the GCI 5400 is not bothered by tail-swing inter-

ference. Also, the 80-foot (24.4-m) telescoping boom is able to reach far enough over the silos to make all areas accessible, eliminating the time- and money-consuming task of repositioning the crane to reach all areas of the structure.

Safety features are also a part of the GCI 5400. There is the high-hook limit, a device to ensure that no damage occurs to the cable, blocks and sheaves by overrunning the line.

Another feature is the overload protection device. When operation approaches 90 per cent of rated capacity, a warning buzzer and light notify the operator. If lifts are attempted beyond 100 per cent of capacity, all crane functions which overload the machine are cut off. However, the operator can still swing, lower hoist, retract or raise the boom to reduce operating radius.

An added feature, and one that is meeting much acclaim, is the system of operator control. The operator can run the crane from his 140-foot (42.7-m) high cab or he can be as far as 165 feet (50.3m) away from the crane — atop a building for instance — and operate the crane by remote control. In either case, he has an unobstructed view of the project.

General Crane Industries, an operating division of Grove Manufacturing Company, the world's leading manufacturer of hydraulic cranes, uses the worldwide marketing organization of its parent company and to date has sold more than 43 of its new generation cranes. Code 1-1

canada courier

Anna Armstrong Hibberd, Editor

Stephen Clarke, Designer

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(Continued from page 1)

ton corduroy, suedene or leatherette in basic colors — brown, green, navy, red and black. Linings are of thick pile or quilted nylon for added protection. Both button and zip closings are available. Carleton manufactures medium price basic lines and higher price fashion lines for men's and boys' sizes 36 to 46 and 8 to 18 years.

Diversified production developed during the past 25 years has won for Carleton outerwear markets in Britain, Ireland, The Netherlands, Norway, Sweden, Denmark, Switzerland and South Africa. The company is prepared to meet customers' special requirements. Code 2-2

With more than 25 years of experience under the belt, Daimor Pants & Sportswear Ltd., Montreal, Quebec, knows what men like in dress and sports pants.

Monsieur pants are smartly styled dress pants for men of all ages in wear-tested flannels, knits, worsteds, warp knits and texturized polyesters. Patterns include solids and traditional neats and checks in a variety of colors and sizes. Stop I jeans are designed for today. The line features dress-up jeans and leisure suits that look good and fit right in durable, easy-care fabrics — denims, brush denims, cords, flannels, linens and tweeds. Leisure suits are perfect for that casual, well-dressed look and come in a variety of styles including jacket and shirt suits. Jeans and suits are available in an assortment of sizes and colors. Code 2-3

Maximum comfort and good looks are what the customer gets with men's terry cloth dressing gowns by Caulfeild, Burns and Gibson Limited, Toronto, Ontario. Made from cotton terry or 85/15 cotton polyester velour terry, Caulfeild robes are for all seasons. They are practical and comfortable, warm and cool, absorbent, washable — and one size fits all. A variety of solid colors includes white, red, navy, yellow, gold and orange. Striking prints are available in the terry velours — a one-inch (2.5-cm) square houndstooth in black on gold, squares and dots in two-color combinations such as navy on wine, four-color designs and paisleys. Contrast trims are available on some models.

The firm's Judogi line is comprised of modified judo designs in three-quarter length, combining unrestricted comfort with hand-



Men's "Action Pack" parka by Carleton Manufacturers (1974) Ltd. has an outer shell of 100 per cent nylon that is "Weatherbar" treated to make it waterproof. Featuring detachable zip-off hood, draw cord at waist, two muff and two flap pockets, and button down fly front over large zipper, the parka has a lining of 100 per cent taffeta quilted over white wadding. Sizes range from 36 to 46, with oversizes from 48 to 50. Shades are navy blue, dark green and wild duck. Code 2-2A



Antron quilt lining and detachable hood are features of this three-quarter length polyester coat from Croydon Manufacturing Co. Limited, Montreal, Quebec. One of Canada's leading producers of men's rainwear, Croydon manufactures jackets and coats in full, three-quarter and fingertip lengths. Code 2-6A

some, high fashion appeal. Caulfeild also produces in terry a full-length caftan and the classic long, shawl-collared and cuffed-sleeve dressing gown. In addition, velvet and pure silk robes and a line of swim and beach wear is available.

Production at Caulfeild is flexible and, for orders of reasonable size, the company will make changes to suit customers' special requirements. In business since 1886, Caulfeild, Burns and Gibson Limited has been exporting for several years and provides fast and reliable delivery. Code 2-4

And at a time when natural fibres are more and more difficult to come by, Standard Knitting Ltd., Winnipeg, Manitoba, is still producing 100 per cent pure wool sweaters that are rich in quality, style and workmanship. Standard produces fashion and action sports designs for the adult male in sizes extra small, small, large and extra large. Pullover and cardigan lines include jacquard and fisherman knits, raglan and set-in sleeves and those outstanding Standard collars — a company trademark developed during more than 60 years in the business. Styles include a turtle neck cardigan that can be buttoned up to the top or left open to roll back in the Italian look; a jacket-style cardigan with a button-up collar that looks like a shirt collar when opened; shawl collars and several other variations. Colors range from heathery beige, blue and grey to clear, vibrant tones. Suede is used on both fine double knits and bulkies as full fronts, panels or pockets and trim.

Standard Knitting recently moved to a larger plant to handle expanding production. The company, which accepts special orders, supplies markets in nine countries including Britain, Hong Kong, Australia and the U.S. Code 2-5

Croydon Manufacturing Co. Limited, Montreal, Quebec, has the perfect formula for men's outerwear with sales appeal. One of Canada's outstanding producers of men's rainwear, Croydon specializes in original styling of quality fabrics that are company confined — no other manufacturer can use them. Workmanship is another Croydon priority. Every garment undergoes thorough inspection before leaving the factory. Croydon Manufacturing has more than 40 all-new styles to keep men warm and dry during fall and win-

ter. Coats are featured in full, three-quarter and finger-tip lengths and jackets in 33 to 40-inch (83 to 100-cm) lengths. Fabrics are durable and resilient — 65/35 polyester/cotton, pure wool and wool blends woven into plaids, herring-bone tweeds and solids in colors ranging from beige and brown to navy, grey and black. For versatility through the seasons, many models have zip-out pile linings of borg while others feature antron quilt linings. A variety of sizes is available. Code 2-6

Short and sharp — that's the look in men's medium priced fashion outerwear by Hillard Sportswear Ltd., Montreal, Quebec. The length is 26 to 32 inches (66 to 81.3 cm) for car coats and jackets, including the bomber type. Single and double-breasted designs are made up in split cowhide, grained leathers, corduroy synthetics, imitation suede. Collars of imitation fox and raccoon, contrast trims and fancy stitching add a look of distinction. So do the variety of closings, including toggles and metal buttons. Colors are the go-with-everything camel, navy and bottle green. Linings are satin quilt or borg — some zip out.

Hillard Sportswear, established in 1969, exports 20 per cent of its production to customers in Britain, Belgium, West Germany and the United States. For orders of a reasonable size, the company will make design changes to a customer's preference. It also handles private label orders. Code 2-7

Men and boys around the world wear belts from SHELDON and BOWMAN incorporated, Scarborough, (near Toronto), Ontario. An experienced exporter, the company supplies markets in Britain, West Germany, Norway, Hong Kong, Japan and the United States.

S and B belts are made from top quality leather — cowhides, full grains, embossed grains. Workmanship is painstaking and styles range from dress to casual to sport and elastic web — accenting jeans and dress wear with equal panache.

A display of S and B belts guarantees additional sales for

men's and boys' clothiers. The company produces styles that enhance any outfit in colors that are richly appealing — black, brown, navy, burgundy, grey and olive to pastels, eggshell and white. Widths are 1¼, 1½ and 1¾ inches (3.2, 3.8 and 4.4 cm); buckles are polished and antiqued; and stitching accents some lines.

The company produces 600 dozen belts a day, has an inventory of 150,000 and prides itself on fast delivery service. Code 2-8

Whether at work or at play, active people want comfort when they're outdoors. That's what Montreal Men's & Boys' Sportswear is all about.

The company has fall and winter all sewn up in a lively collection of men's and boys' outerwear including parkas, utility jackets, workmen's outfits and snowmobile suits. Styles are designed for warmth and motion in an assortment of high-grade fabrics including nylon, cotton, suedene and vistram imitation leather. And Montreal Men's and Boys' Sportswear never skimps where boys are concerned: the same durability and workmanship that characterizes men's garments is found in boys' wear. Styles are youthful, but not childish, and designed for the moderately active to the rugged young outdoorsman. A variety of colors is available in sizes 8 to 18.

Montreal Men's and Boys' Sportswear currently supplies markets in Canada and the United States. Service is fast and delivery reliable. Code 2-9



Fashionable men's robes combining the traditional with the contemporary are manufactured by Caulfeild, Burns and Gibson Limited, Toronto, Ontario. Practical and comfortable, warm and cool, absorbent and washable, these robes are for all seasons — and one size fits all. Made from cotton terry or 85/15 cotton polyester velour terry, the robes are available in a variety of solid colors and striking prints. In business since 1886, Caulfeild, Burns and Gibson also manufactures velvet and pure silk robes and a line of swim and beach wear. Code 2-4A

For further information about these companies and their products just fill in the trade inquiry form on page 7, quoting the code numbers which appear above or with the photographs accompanying this article.

Floor construction system less costly, more effective

One of the most significant developments in floor construction in recent years is the D-500 Hambro composite floor system by New Struc Hambro International Limited, Ottawa, Ontario.

Since its introduction in 1970, this system has been used in more than 30,000,000 square feet (2,787,000m²) of floors constructed in low, medium and high-rise commercial, residential and industrial buildings. And companies in such countries as Britain, Spain, Portugal and Japan have been licensed to fabricate and sell the floor components.

Hambro's D-500 composite floor is said to be less expensive and more effective than other such systems — and for several reasons: the need for a pan is eliminated; no welding of shear connector bars is required; bridging is unnecessary; varying slab thickness and

between-joists spans can be obtained.

The D-500 composite floor features a special top chord which is mechanically locked in to the structural concrete slab to achieve complete interaction between the slab and the joist. In addition, a unique re-usable slab forming system — supported from the joists themselves — functions as a rigid horizontal diaphragm, providing complete lateral support to the top chord during the construction (non-composite) stage.

The system also does away with the need for mesh chairs and no reshoring or propping is necessary. Stripping of the forms takes place 24 to 48 hours after the concrete floor has been poured.

New Struc Hambro International Limited seeks international marketing agents and/or licensees for its composite floor system.



A workman using Hambro's D-500 composite structural floor system places a re-usable roll bar into the slots in the upper member of the joist. Once the concrete deck is set, these bars are rotated for removal of the forms. The floor system, popular in many countries, has also been used with masonry walls, poured concrete walls and in steel framed construction. Code 3-6

Olympic coins attract worldwide buyers



The second series of Canadian coins designed to promote the 1976 summer Olympic Games in Montreal has Ancient Olympia as its motif. One side of all coins bears the profile of Queen Elizabeth.

The first series of Canadian coins struck to commemorate the 1976 summer Olympics in Montreal was an immense success — 9,000,000 were minted, grossing about \$75,000,000 in some 40 countries; the second series is now being distributed and is arousing much interest among collectors of silver, coins and Olympic souvenirs, and the third series — il-

lustrating the early Canadian sports of lacrosse, canoeing, sculling and cycling — is soon to be launched. Altogether seven separate series of British sterling coins will have been minted by the summer of '76.

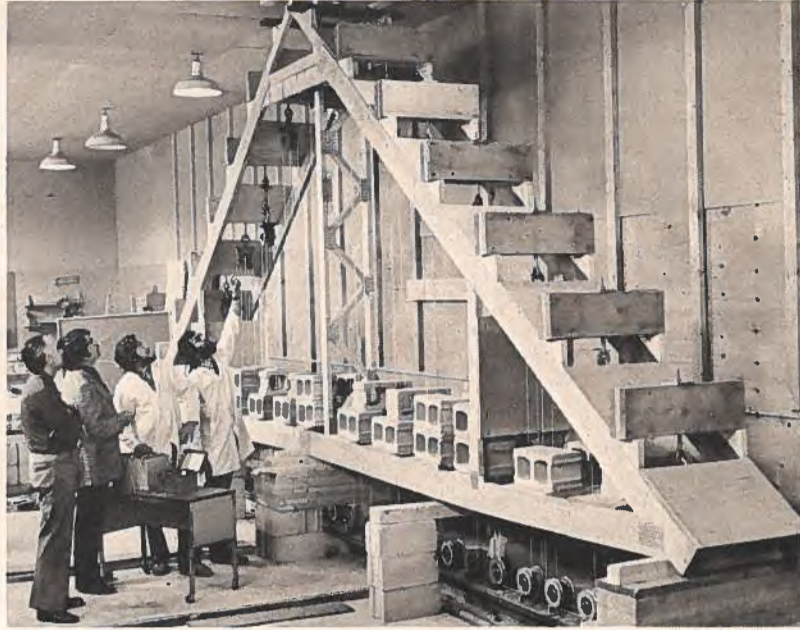
"The Spirit of the Olympics!"

That's the theme of the Olympic coins Series II which is now available. Legal tender of Canada, the series consists of four coins, two of \$10 value and two of \$5 value, and each with a different design, illustrating the Ancient Olympia motif.

The first of the two \$10 coins shows the head of Zeus, the mythical father of the ancient Greeks and the god to whom the Olympic Games were originally dedicated. The second \$10 coin illustrates the Temple of Zeus.

First of the \$5 coins bears an athlete with torch. He is portrayed

Engineered component system for construction industry



Engineers and researchers study the performance of an A-frame structure in the modern TCT Engineering research and testing laboratory at the head office in Ottawa. This type of structure is widely used in Canada, France and Belgium. Code 3-5

Roof trusses and roof truss systems that are widely used in the component building industry in North America and Europe emanate from Campeau Corporation, an Ottawa, Ontario, company that has pioneered and built a solid reputation in component construction.

Through licensed fabricators in Canada, the United States, and 10 countries in Europe, Campeau Corporation provides an integrated system of roof truss products and services to builders of residential, commercial, agricultural, and vacation home structures. This product, an engineered truss system, is marketed under the registered trade name TCT Engineering as a total concept truss system.

Under this system, Campeau, through its TCT Engineering Division, offers to its fabricators expertise which includes: engineering and designs for an endless variety of roof trusses; a continuing research and development program of analyzing and tabulating new products and techniques; the manufacture of metal plate connectors for joining the truss members; the distribution of equipment and machinery necessary for the shop fabrication of these trusses; and a fully trained staff of sales service personnel to assist the TCT fabricator.

The staff of skilled engineers and professional truss designers maintains an extensive library of computer generated designs, thousands of which are on file. If no existing standard design is suit-

able from these files, special one-off designs are provided for the more unusual requests. Computers constantly update and expand the design files which are available to customers on very short notice. Europe is serviced from computers in the European central office, supported by the main computers in North America.

Research and development programs play a major role in worldwide operations. They are constantly adapting and innovating to improve the products. Researchers and engineers maintain rigorous production controls and test programs to international standards. This experienced team has also assisted in the development of the metal plate connectors.

The metal plate connectors, manufactured in Canada, the United States and Europe, are TCT Roll Lock and TCT Combo Lock. The Roll Lock plate is designed specifically for use on a roller press method of roof truss manufacture; the Combo Lock, designed under the same exacting conditions, is used primarily with hydraulic presses.

A main feature of TCT Engineering is its fully equipped research and testing laboratory which employs the latest methods and techniques. This facility, unique in the industry, is located at the Corporation's head office in Ottawa. Here, testing on a continuing basis is carried out on both connector plates (for grip, tension and shear-strength) and complete trusses. Tests are conducted

against criteria dictated by local conditions and building codes in countries around the world.

The Corporation manufactures and distributes a variety of equipment necessary for roof truss production. The most widely used is the rigid frame TCT Rollmatic. Many other types of equipment are also available for distribution to the fabricator, each suited to his particular production requirements.

For example, for large scale operations, a travelling press over a stationary table was developed. The Templomatic 1290 is one of the most versatile machines on the market today and can produce the most complicated truss configuration in minutes. Acknowledged as a major breakthrough in roof truss fabricating machinery, the Templomatic is noted for its high speed, accuracy and versatility.

As a result of detailed testing programs the TCT Engineering System has met with acceptance by such authorities as CMHC in Canada; FHA, ICBO and SSBC in the United States; Agrément Board in Britain; CSTB in France and Belgium; Otto-Graff Institute at the University of Stuttgart in Germany; and the Swedish Wood Research Institute in Sweden and the Scandinavian countries whose standards are acknowledged as the strictest in the world.

TCT Engineering is also a member of various truss plate institutes and associations throughout the world. As an active participant in these groups, it is able to provide fabricators with a continuing flow of information on developments within the industry.

An example of the wide acceptance of component building, especially the use of roof trusses, is the Parc des Érables in France, known as the Igny Project. Having pioneered this construction method in Canada, Campeau was called on to introduce these economical building methods in Europe. The company set up a component manufacturing plant in Monsault, France, for the construction of 114 houses — and the project was finished in record time, using local unskilled labour. Acceptance was granted by the French Centre Scientifique et Technique du Bâtiment (CSTB) as a "traditional method of construction."

The expertise offered by Campeau Corporation and its TCT Engineering Division is available to countries throughout the world. The company has offices and plants in Ottawa and Edmonton, Canada; Vero Beach, Florida and Kokomo, Indiana, United States; Canterbury, England; Evreux, France; Copenhagen, Denmark; and Fließberg, West Germany.

as a young and noble victor wearing the traditional and triumphal crown, the laurel wreath. In his hand he carries a flaming torch, the antediluvian symbol of rekindling, representative of the re-birth of the Games.

The second \$5 coin displays the familiar five ring symbol overfaced with a wild laurel wreath — the accolade coveted by every Olympian athlete. The origin of the interlocking rings remains a mystery but, in 1920, Baron de Coubertin of France, founder of the modern Olympic Games, officially codified the symbol to represent the five continents of the world and the interlocking friendship of mankind.

The Olympic motifs, designed by Anthony Mann, are carried on the reverse side of each coin. The obverse or face side of each coin carries an uncrowned image of Her Majesty Queen Elizabeth II, designed by Arnold Machin.

The coins are sold all over the

world by banks, other financial institutions and official distributors who have been assigned by the Olympic Coin Program. As well, proof-like coins in sets of four for each series will be available to individuals who wish to buy directly from the Royal Canadian Mint in Ottawa, through its mail order service.

The third series, to be issued in January, 1975, will illustrate the early Canadian sports of lacrosse, canoeing, sculling and cycling.

The fourth series, scheduled for spring 1975, will cover Olympic track and field sports.

The fifth series — for which there was a national design competition in Canada — scheduled for fall 1975, will illustrate Olympic water sports.

In early 1976, the sixth series will feature Olympic team and body contact sports.

The seventh and final series will be a souvenir issue and is scheduled for distribution in June or

July 1976. Olympic sites at Montreal and Kingston, possibly including an aerial view of the Olympic stadium, will be shown.

All \$10 coins are 45mm in diameter, weigh 750 grains and have a fine silver content of 1.44 troy ounces. The \$5 coins are 38mm in diameter, weigh 375 grains and have a fine silver content of 0.723 troy ounces. All coins are sterling (92.5 per cent pure silver, 7.5 per cent copper alloy) and minted in brilliant, encapsulated uncirculated or proof quality.

The Canadian Olympic coins are protected in clear styrene crystal capsules and are available individually or in various custom-crafted presentation cases.

Actual mintage figures are based on firm orders received. Quotas are established for each major market to ensure equitable distribution to numismatists and collectors throughout the world. Canada's Post Office is in charge of the marketing program. Code 3-7

All's safe and secure with Almet lock systems

Homes, offices and apartments are kept secure with the internationally recognized security locks manufactured by Almet Limited, Montreal, Quebec.

Almet has been manufacturing door lock hardware since 1963. Its most recent line of products is the Almet 400 Mortise Lock series which has already proved to

be durable, reliable and, above all, secure.

The Almet 400 has been engineered for use solely with lever handle trim. The mechanism is constructed in such a way that it is able to absorb the stresses, shocks and frictions that are common to lever handle hardware.

Some of the features which

make the 400 series so acceptable in commercial and residential fields are: uniformity of designs, giving flexibility in function and installation; security one-inch (2.5-cm) projection dead bolt with saw-thru resistant hardened steel insert; long-lasting, heavy-duty gun metal springs; and single direction hub which eliminates lever sag.

The 400 series also features: heavy cast cylinder collar designed for maximum security and to resist external abuse due to attempted forcible entry; pick resistant tumbler pins and heavy-gauge bronze tumbler springs; a variety of lever designs and escutcheon plates that are all interchangeable.

Other locks manufactured by Almet range from the Vanguard and Continental series to the Delmonte lever handle, grip handle and Dorguard cylinder bolt lock series.

The Continental bathroom, bedroom and patio locksets offer a new locking technique for interior locksets. The bolt action tubular latch secures the door by the release of its solid steel bolt into the door frame. This bolt operates independently of the lever handle and no amount of pressure on the handle will release the bolt. Bedroom and bathroom lever sets are equipped with an emergency entrance device allowing the door to be opened from the outside.

Almet Limited, which also manufactures medicine cabinets and all-purpose door knockers with viewers, exports to the United States, Panama, Jamaica and the Bahamas. Code 4-3



Secure, elegant and of advanced design . . . such are the 400 series Mortise locks manufactured by Almet Limited, Montreal, Quebec. Designed for doors that are 1 3/4 inches (4.4cm) thick, these locks are fabricated from top quality materials, are pick resistant and feature single direction hubs to prevent lever sag.

Canadian hardware industry promises quality, fast service, sales follow-up

Buyers keep coming back for more once they've seen the Canadian hardware products that have been displayed at such exhibitions as the Cologne International Hardware Trade Fair in West Germany, the Hardware Trades Fair in Britain and the National Hardware Show in the United States.

And little wonder! Many Canadian hardware manufacturers have been in the business for more than 100 years and have built an international reputation for high quality products — whether they be security lock systems, key blanks, saw blades, hose hardware, furniture hardware, locksmiths' supplies or bathroom fittings.

The international success of Canadian hardware companies is due

to several factors: one is their general method of operation. Most Canadian hardware manufacturers treat international companies as they do domestic ones: they are prompt in meeting delivery deadlines and pay strict attention to spare parts delivery and after sales follow-up.

The most important factor, however, is the product itself. Canadian-made hardware is manufactured of the highest quality materials available, is the work of skilled and experienced craftsmen and is competitive with hardware products on today's market — as is indicated by the following articles on representative Canadian hardware companies.

On the level with Rowika

Top quality levels for every purpose are designed and manufactured by Rowika Industries Limited, Midland, Ontario.

Precision-made in durable aluminum or plastic from four to 48 inches (10.2 to 122cm), the firm's Master level series is lightweight, rugged and features highly precision-machined shock absorbent nested vials. The vials, which are adjustable and replaceable, have a readability of 360 degrees. All aluminum levels can be supplied with a magnetic strip for use on steel construction.

In addition to producing a wide variety of levels, Rowika Industries manufactures several complete lines of "Chromex" bathroom hardware.

Made of chrome plated solid brass, the products include toothbrush holders, tumbler holders, soap dishes, towel rings, paper holders, robe hooks, towel bars, shower curtain holdbacks, shower curtain rods and shelf brackets.

Established in 1963, Rowika Industries Limited currently exports to the United States and seeks international markets. Code 4-5

Furniture to snowmobiles—variety of industries served



Die castings for the retail and plumbing hardware industries are among the products manufactured by Lyster Die Casting Limited, Lyster, Quebec. Since the company was founded in 1958, it has expanded its product line to include components for the snowmobile industry and the furniture hardware trade. Other markets have also been penetrated, including marine, automotive and electrical appliance trim accessories. Shown here are furniture hardware items that can be finished in antique brass, English antique, Georgian brass, silver antique, standard brass, antique copper, chrome and nickel. Lyster Die Casting is interested in exporting world wide. Code 4-6

Pulleys for the picking

Companies in five countries throughout the world rely on National Hardware Specialties Limited for their hardware supplies.

The 30-year-old Dresden, Ontario, company has one of the most modern zinc die casting plants in Canada and currently casts and chrome plates approximately 3,500 different parts, many of which are custom made to precise specifications. The firm's 24 die casting machines, with closing pressures from 100 to 800 tons (90.7 to 725.7 metric tons), ensure the manufacture of quality products.

Almost 90 per cent of the zinc die cast pulleys sold in Canada are manufactured by National Hardware, making it the country's largest manufacturer of die cast v-belt pulleys. These are precision cast under enormous pressure in hardened steel dies from high purity zinc base alloy which has considerably more tensile strength than cast iron.

National Hardware's pulleys are designed for maximum strength and are reinforced for heavy duty and long use. Bores are reamed to close tolerances and the v-groove is smoothly machined to eliminate belt damage.

Unlike many die casting companies, National Hardware is not dependent on the automotive trade for marketing its goods. In fact, only about 25 per cent of the company's business comes from that area while 55 per cent is from the customized die casting of industrial, plumbing and home appliance parts. The remaining 20 per cent comes from hose and builders' hardware, miscellaneous hardware and bathroom hardware.

In the hose hardware category, National Hardware manufactures such items as die cast hose couplings, faucet adaptors, lawn sprinklers, elbow connections, hose mend-

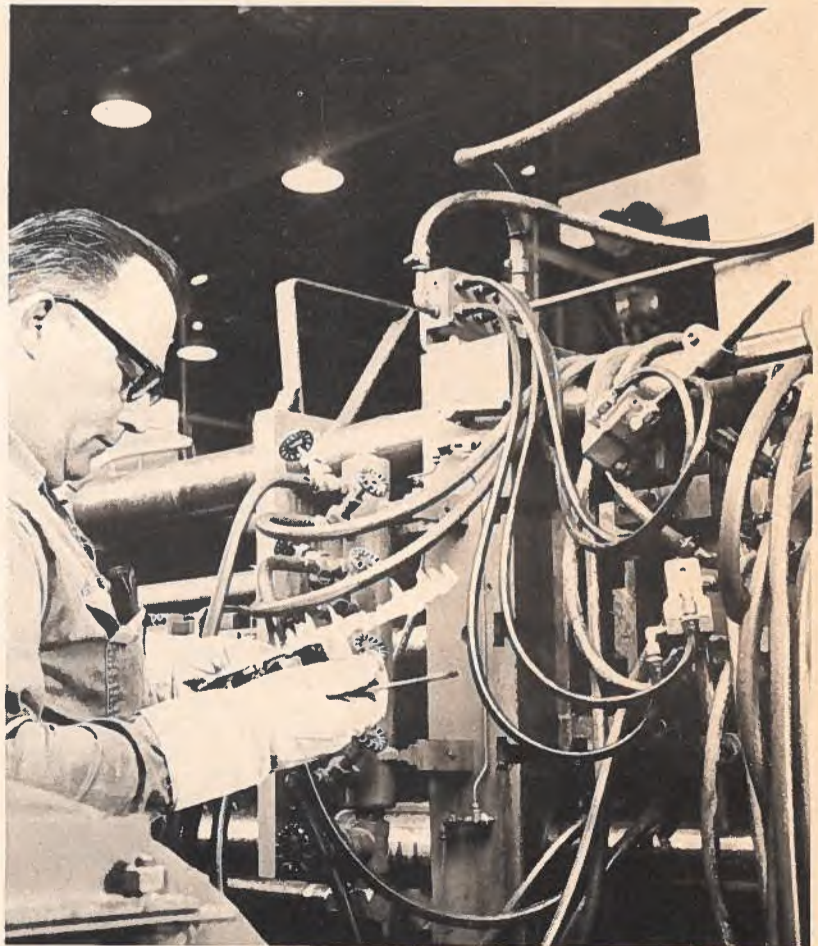
ers, hose clamps and y connections with and without caps.

Builders' hardware manufactured by National includes various types and styles of coat hooks, baseboard door stops, floor door stops, sash fasteners, latch bolts, chain door guards, letter slots with back plates and skeleton pass keys. Bathroom fixtures can range from toothbrush, tumbler and soap holders to shower rod sets, towel bars

and toilet tissue holders.

Full floating shaft bearings, saw flanges, sanding discs, standing mandrels, steel shafting, general purpose saw and grinding mandrels are some of the company's miscellaneous hardware products.

National Hardware Specialties Limited exports to such countries as Britain, Switzerland and the United States and seeks further international markets.



A workman at National Hardware Specialties Limited, Canada's largest manufacturer of die cast v-belt pulleys, inspects a casting as it is removed from this 250-ton (226.8-metric ton) automatic die casting machine. National Hardware also manufactures hose hardware, builders' hardware and bathroom fixtures. Code 4-4

Cutting it fine with Simonds' saws



Pipes, tubings, thin sheets, electrical conduits and a wide range of work items can be handheld and cut — easily and accurately — with the new "Easy-Start" hand hacksaw blades manufactured by Simonds Canada Saw Company Limited, Granby, Quebec. The secret of their easy operation is the patented design of the starting teeth which take a lighter chip, allowing the blade to lead quickly and easily into the regular tooth section without the blade buckling or bouncing. Two blade types — for various cutting functions — are offered in the "Easy-Start" series: high speed and standard carbon. With world-wide markets, Simonds Canada Saw Company Limited is also noted for its power hacksaw blades, bandsaw blades, carbide tipped saws, circular saws, hole saws, gang saws, circular cutters, solid tooth and inserted tooth saws. Code 5-2

Locksmiths love Dominion supplies

More than 3,000,000 keys are produced each month by Dominion Lock Company Limited, Montreal, Quebec.

Established in 1932, the company is one of the world's leading manufacturers of residential and contract hardware, key blanks and locksmiths' supplies. Today, Dominion exports to more than 60 countries and has subsidiaries and/or sales offices in Britain, France, Belgium, Australia and the United States.

The company's three separate divisions are residential hardware; contract hardware; and key blanks, key cutting machinery and locksmiths' supplies.

The key blank division, with more than 3,000 key types, is said to offer the largest selection of key blanks in the world. In fact, more

than 40 per cent of Dominion's key blanks are exported.

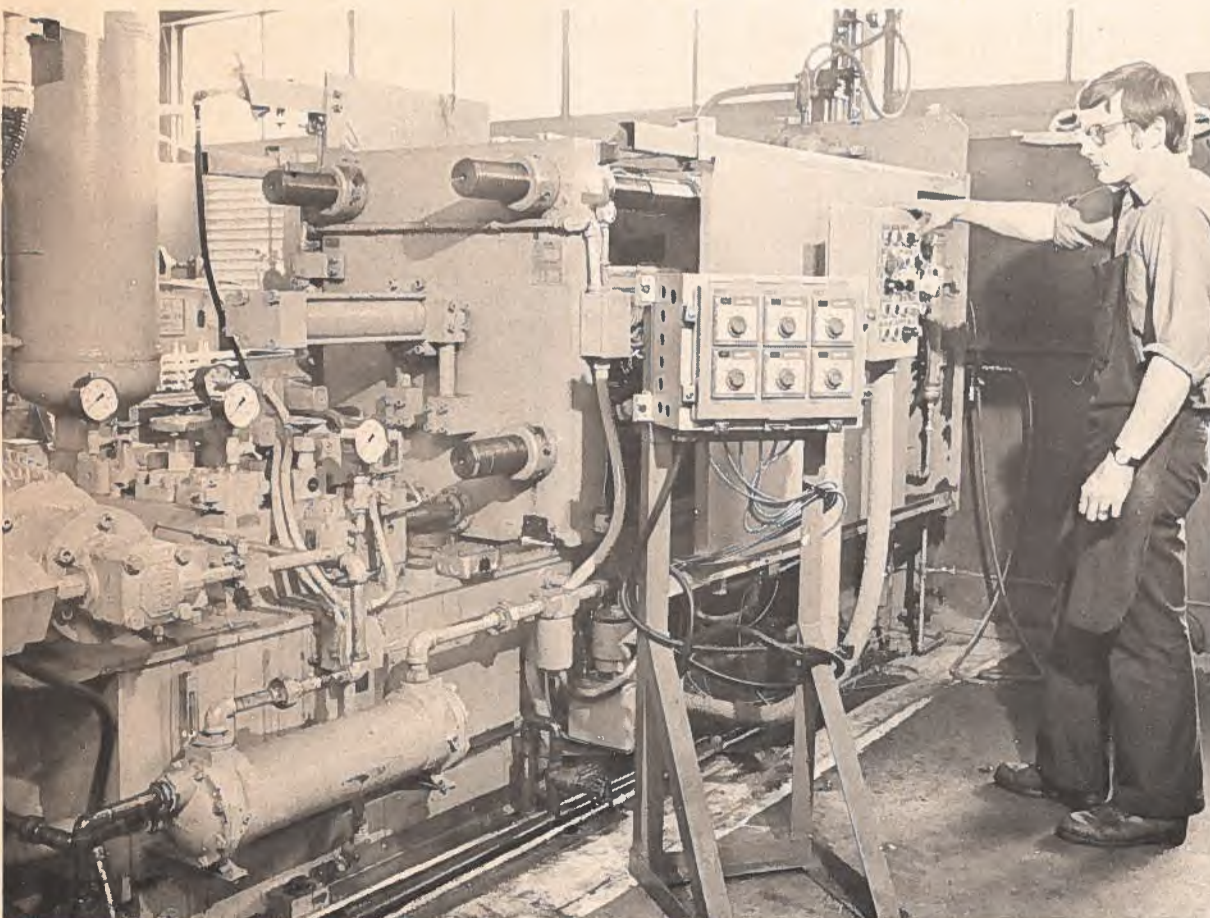
The blanks are made from bright, shiny, hard leaded brass strip which is noted for its high resistance to wear and corrosion. Brass and copper strip are also used in such other Dominion components as door knobs, decorative lock plates and lever handles.

Knobs are manufactured at Dominion by a patented, simple and economical method. The base of the knob is always standard while the outside shape and finish are interchangeable at the time of assembly. This allows the production of a wide variety of shapes and finishes to suit the taste of customers throughout the world.

With its high caliber research and development department, Dominion Lock is able to find new

manufacturing methods and procedures and to develop better security products and servicing equipment. This department has standardized the style and size of all service kits for the convenience and better working efficiency of locksmiths. Other developments are "screwless" or "pinless" lever handle sets, special repair kits and a new security lock-cylinder.

Dominion Lock Company Ltd. prides itself in meeting delivery deadlines. It also places great emphasis on the servicing of accounts after sales have been made. Although it is more difficult in overseas markets, Dominion gives prompt attention to spare parts delivery and regular sales follow up to its customers.



Residential hardware, contract hardware, key blanks and locksmiths' supplies that are used throughout the world are made by modern machinery at Dominion Lock Company Limited's new 175,000-square-foot (16,275-m²) plant. Code 5-4

It all hinges on experience

When it comes to door hinges, one Canadian hardware company is hanging right in there — and has been for 100 years.

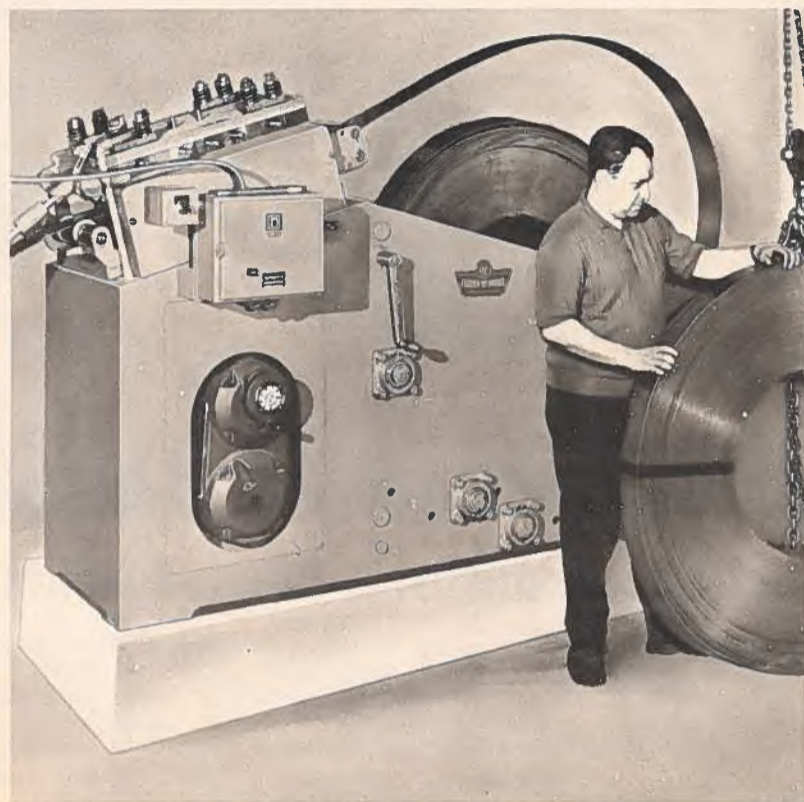
Montreal Hardware Manufacturing Company Limited of Boucherville, Quebec, fabricates almost every type of door hinge imaginable, from three and five knuckle type hinges to full surface, half surface and round corner type hinges.

All of the company's "Mont-Hard" hinges are made of high quality brass, bronze or steel and are hardened to specification by cold rolling. They are plated by galvanoplasty and, before receiving the final coat of chrome, are copper plated — to increase re-

sistance to rust — and given a coat of nickel.

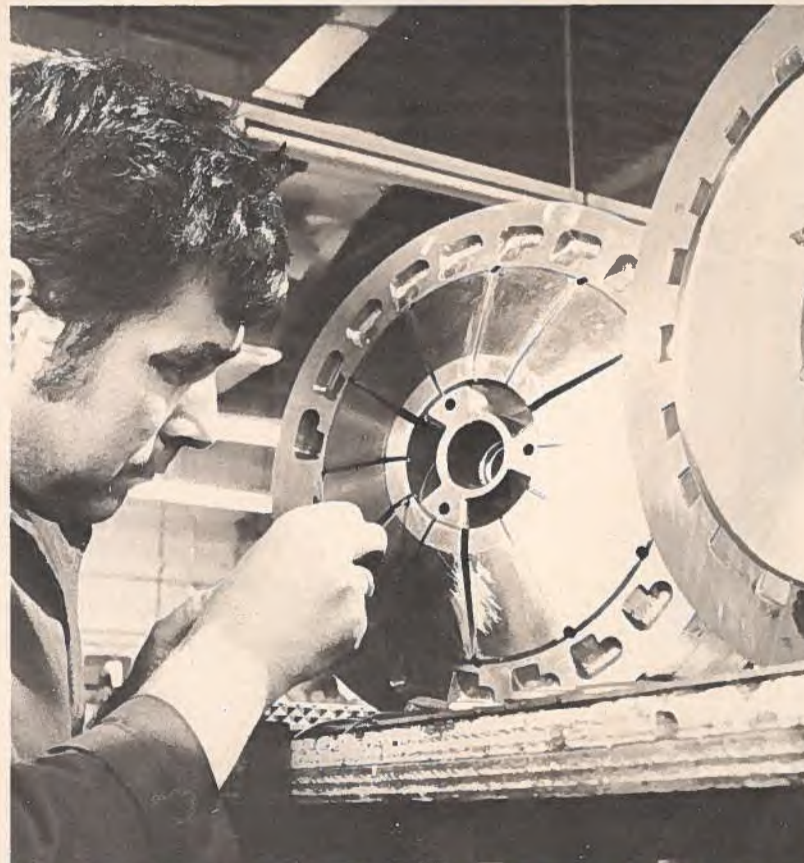
A typical Montreal Hardware hinge is the mortise type, for doors that are frequently used. The hinges are mounted with two permanently lubricated "Mont-Hard" ball bearings and equipped with a well lubricated floating pin to give greater durability and smoother action. Treaded and slotted tips, fixed at the top and bottom of the hinge, prevent the pin from rising and allow the hinge to be reversible. Inner edges of the leaves are beveled to make a closer fitting joint for better appearance.

Montreal Hardware currently exports to the United States and seeks international markets.



An employee at Montreal Hardware Manufacturing Company Limited feeds rolls of metal into an uncoiling machine for stamping and forming of hinges. The company is also noted for the manufacture of kick plates and door pulls. Code 5-3

Abaco offers total service



Die casting moulds being made at Abaco Tool & Die Inc., a Montreal, Quebec company that offers total service — from mould design and mould making to die casting. The 10-year-old company has extensive experience in magnesium and aluminum die casting and its two 600-ton (544.3-metric ton) KUX Cold Chamber die casting machines can make aluminum castings to a maximum of seven pounds (3.1kg) and magnesium castings to a maximum of three pounds (1.3kg). Abaco's tool and die division is staffed by highly trained technicians who are skilled in solving design problems and in making highly sophisticated moulds. The firm's modern machinery enables it to make die casting and plastic injection moulds weighing up to 6,000 pounds (2,723kg). Abaco Tool & Die Inc., which exports primarily to the United States, also manufactures metal stamping dies. Code 5-1

Contract furniture from Canada

Quality and design are just two of the features which account for the international regard accorded Canadian-made furniture. Equally important selling points are craftsmanship, materials and styles.

The approximate 1,200 Canadian furniture manufacturers — with shipments in excess of \$1,000,000,000

— produce furniture in a variety of styles, from traditional to ultra-modern.

In the contract furniture field — a cross-section appears on this page — Canadian manufacturers are noted for their flexibility in production runs as well as their ability to meet individual customer specifications.



Airborne comfort, down-to-earth practicality

Tastefully simple yet rich in quality . . . that's modern upholstered furniture manufactured by Airborne Furniture Incorporated, Toronto, Ontario, a company that recently opened a United States showroom, Airborne Designs Inc., in New York. Airborne's Damier (shown here) is a modular seating unit consisting of square-backed, platform-based chairs and sofas with soft, loose cushions. Seating units fit together by a unique connective system in a variety of functional arrangements. Clodo is the company's answer for ultra-luxurious seating comfort. An easy chair and three-seater sofa in extra-heavy urethane padding on a steel frame make up this unit. It is upholstered in striking patchwork leather and is available in two colors, dark brown and natural. Airborne Furniture prides itself on reliable service and prompt delivery. Code 6-1

Modular versatility



High quality residential, office and educational furniture in the modular UniWall system is produced by Three H Manufacturing Limited, New Liskeard, Ontario. The UniWall series consists of more than 40 cabinets and components — all of which are completely interchangeable and can be arranged in endless combinations to suit every need and every taste. Base units, with doors and drawers, are 17½ or 35 inches (44 or 88cm) wide and 19 or 29 inches (48 or 73cm) high. Upper units, with doors, glass or open shelves, are available in heights of 10, 20, 30 and 40 inches (25, 50, 75 and 100cm). The units, which can be attached to gables or stacked on top of each other, are made of vinyl laminated particle board and are available in 13 decors in wood grain and solid color. Three H is a member of the export consortium, Core Furniture International Ltd. Code 6-5



Sonascreen systems sound investment

For functional and attractive office landscaping, Taevan International Inc. presents outstanding acoustical Sonascreen Systems 6 and 7, manufactured by Taylor Evans Ltd., Montreal, Quebec. These innovative systems have linking hardware that allows any combination of two, three or four screens to be rigidly joined at one point. Another handy feature is the hinged door with fabric panel and wood trim. And, screens have a solid wood bullnose edge trim with top edge option of either soft sculptured fabric (System 7) or three-quarter-inch (1.9-cm) wood (System 6). Produced in either straight, curved or hooked models. Systems 6 and 7 have telescoping legs for screen alignment on uneven floors. The optional track system for shelving has matching wood bullnose shelves or custom-ordered plastic laminate. Sonascreens come in a variety of heights, widths and durable fabrics. Code 6-2

Accent on lighting



Contemporary designs at moderate prices is the specialty of Origina Canada, a Toronto, Ontario, company that is a leading producer of lighting units, tables and accessories. High-grade materials, quality workmanship and style-setter designs have earned Origina fast recognition in the contemporary furnishings market. Company products include table and floor lamps, wall lighting units, knock-down tables in metal and glass, and wall mirrors — for institutional, office and household use. To keep abreast of growing demands, Origina Canada employs some of the most up-to-date manufacturing facilities, including its own injection molding system for components. Additionally, each product undergoes a thorough inspection to meet rigid quality control standards before leaving the factory. Origina Canada recently won the Province of Ontario 1974 EEDEE (Excellence of Design) Award for indoor lighting. Code 6-3

Plants provide color and privacy

Lush, tropical interior landscapes that add life and color to business and residential environments are designed by Eric Jensen Greenhouses Ltd., Agincourt, Ontario.

Jensen horticulturists select — from an impressive assortment of exotic foliage plants — only those varieties that are best suited to each given area. To meet customer tastes and needs, the plants are skillfully arranged on-site in a wide selection of decorator planters. Jensen also provides complete pro-

fessional plant care maintenance so that plants stay bright and healthy with no work from the customer.

A popular favorite in today's open concept buildings, tropical landscapes create private, but not impersonal, office surroundings, permit good light and air circulation.

Landscapes by Eric Jensen Greenhouses Ltd. are also designed for shopping centers, public areas, homes and apartments. Code 6-4

Prefabricated British "pub" at home in any location



Authentic British pubs in Tudor, Victorian, Edwardian and Regency styles, are designed and prefabricated in Toronto, Ontario, by British Pub Designs. This recently opened pub, *The Good Queen Bess*, has a seating capacity of 70, a slate floor and leaded lights with old glass that came from Britain. Total area is 1,090 square feet (101.3m²) with a public area of 835 square feet (77.5m²). Code 7-1

Those in the hospitality industry who wish to better their business by catering to an increasing number of contented customers, should look to that most famous of watering spots — the British pub.

The warm and convivial atmosphere of a pub, say, in the Kentish lanes, is recreated with ease anywhere in the world by British Pub Designs of Toronto, Ontario.

A subsidiary of W.J. Guthrie

Planning Associates, a well-established commercial interior design firm, British Pub Designs manufactures and exports completely prefabricated British pubs.

The pubs, which can be free standing and still prefabricated, are simply installed and relatively inexpensive. When the client decides where he wants the pub, British Pub Designs comes in and does a detailed survey, measuring every feature exactly. The research

and design team then provides a design to meet the client's requirements.

Once the client gives the "go-ahead" the pub is prefabricated at the Toronto factory and shipped in numbered sections in containers along with furniture, fittings, pictures, horse brasses, old prints, etc.

"Building the pub at site is easy because of our accurate survey," says Ed Jarrett, marketing manager of British Pub Designs.

Many of the company's designers come from Britain where they were involved in the same kind of work. As well, the company has conducted extensive research in Britain and has incorporated the best features of British pubs into their own designs.

For example, the original Tudor pubs of the 1600 and 1700s, were noted for their casual imperfections. British Pub Designs has incorporated these features: boards are wainey-edged; plaster work has a rough finish; and joints where boards meet are deliberately uneven.

A great deal of work also goes into such items as signs and prints which are made to look authentic and appear to be hundreds of years old. Even door hinges and handles are hand-wrought and dipped in hot oil to give them an aged look.

Initially, some pub parts were made in plastic. But problems arose when vandals scratched or cut the surface of a simulated oak beam, exposing the light-colored plastic beneath.

British Pub Designs avoided these problems. Now their beams are made of wood — usually oak or mahogany. If they get scratched or someone cuts out his initials, it's an easy job to touch up the cut with a little stain. Or, if the owner desires, he can ignore the scratches, letting them enhance the atmosphere of the pub.

British Pub Designs has designed pubs in Canada and the United States and seeks markets in Europe, Japan, South America, the Caribbean and Mexico.

Information at your fingertips

Taking the pulse of events in Canadian business and government is a fingertip exercise when using the publications and services offered by Corpus Publishers Services Ltd., Toronto, Ontario.

Only seven years old, Corpus is already Canada's largest publisher of industrial and business newsletters. The company also publishes two important reference sources: the Corpus Almanac of

Canada and the Corpus Administrative Index.

The Corpus Almanac of Canada is an invaluable reference work for businessmen. Sturdily bound and revised every year, the Almanac provides information on such things as: magazines and journals indexed by subject; newspapers; postal information; education officials and institutions; Canadian law — business, customs and ex-

cise, passports and environmental control; taxation; real estate; business organization and regulations, including government incentives; finance and the banking system; labor legislation and organization; transportation; federal and provincial governments; population and immigration; geography and holidays.

The Corpus Administrative Index is a must for persons having extensive dealings with the Canadian government. The only single source of detailed, up-to-date information on Canadian government officials across the entire country, the Index is a fully computerized directory listing the names, titles, addresses, telephone and telex numbers of more than 10,000 of Canada's top government officials.

Every two months the Index is completely revised, reprinted and mailed to subscribers to keep them abreast of the latest changes in the federal government, the ten provinces, the two territories and all the federal and provincial crown corporations. For easy updating, the Index is provided in an attractive and durable 19-ring vinyl binder.

Corpus Publishers Services Ltd. also publishes magazines for individual companies, carries out industrial market research studies in the science-based industries and can provide weekly interpretative reports on the latest developments in the energy, environmental control, packaging, plastic, rubber and chemical process fields.



Persons or companies doing business with Canada have a storehouse of valuable information at their fingertips with the annually revised 1,000-page *Corpus Almanac of Canada* (right foreground) and the *Corpus Administrative Index* bound in a 19-ring binder for easy updating every two months. Code 7-2

High precision products from Interoptics

What the customer wants the customer gets at Interoptics Limited — an Ottawa, Ontario, company engaged in the fabrication of high precision optics components.

The company, currently selling its products in Canada and the United States, is equipped to make custom and small production runs of conventional and specialized optical components for use by industry, government and research institutions.

An added specialty of Interoptics is the fabricating of optical components of alkali halide materials, particularly sodium chloride. This capability enables the company to fill standard and specialized requirements for infra-red laser users.

In addition to making such components as lenses, filters, beam splitters, prisms, polarizers and thin parallel sections, Interoptics also fabricates filter glasses, low expansion glass, quartz, low expansion quartz and infra-red materials including germanium, cad-

mium telluride and fluorides.

The firm's optically contacted assemblies (in which no glueing or cementing is needed) include open retro reflectors, open corner cubes and optical squares. There are also optical flats and Fabry Perot interferometer matched pairs where the match is from 1/20th to 1/200th wave-length of visible light.

The coating department at Interoptics is capable of filling most requirements, starting from simple metallic (aluminum, silver, gold) to overcoated metallic coatings to multilayer dielectric low loss coatings for the various optical regions. These coatings are used mainly by laser manufacturers and operators and can be anti-reflection, partial reflection or high reflection coatings.

Interoptics Limited seeks international markets for its high precision products and is especially interested in German and Japanese ventures. Code 7-3

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Fully in fashion

"Knitwear of distinction" is the motto which aptly describes the clothing from Ingo Schoppel Knitwear Limited, Waterloo, Ontario. The firm distributes its knitwear coast to coast in Canada and at present exports to the United States and Japan. The lady's sweater, of pure wool and fully fashioned by hand, is made in Waterloo. The man's sweater, also of pure wool and fully fashioned by hand, is made exclusively by Inuit (Eskimo) women at Ingo Schoppel's branch operation in Frobisher Bay, Northwest Territories. Code 8-1

Barbecue furnishings attract consumers



Large volume retail outlets in Canada and throughout the world sell consumer goods by Nortex Products Company. The Agincourt, Ontario, firm has been manufacturing metal household and outdoor furniture for about 30 years. Among its many products are this patio table, the Pack 'N Carry barbecue and the Deluxe Tulip Kettle barbecue (inset). The patio table has a spun steel metal top and steel tube legs with white baked enamel finish. The legs also feature "no mar" black plastic caps. The Pack 'N Carry barbecue has a black enamel firebowl that is 13 by 23 by 2 inches (33 by 9 by 2cm) with grille and legs of nickel plate. The Deluxe Tulip Kettle barbecue has a heavy gauge spun aluminum hood with wooden handles. The bowl is of heavy gauge spun steel with a porcelain enamel finish. The spun base, tube and separation piece are rust resistant with a baked enamel finish. Other features include an easy lift ashpan, a heavy gauge fire grille and a nickel plate cooking grille. Nortex Products Company, which also manufactures such items as vanity stools, chairs, cabinets, balcony tables and garbage compactors, exports to Britain, Holland, France and the United States and seeks additional markets in Germany, Belgium, South America and Australia. Code 8-3

Harvesting natural wild rice crop to titillate tastebuds in many countries



Considered a delicacy by gourmets and simply enjoyed for its nutrition value and fine flavor wherever it is sold, Canadian wild rice is shipped — as a completely processed package — to the United States and, among other countries, to Austria, Sweden, Switzerland, Britain and France. The Indians of north-western Ontario's Man-O-Min Wild Rice Co-operative (established in 1972) hand harvest their natural wild rice crop to the tune of about 350,000 pounds (158,900kg) a year for an approximate value of \$1,000,000. While the Co-operative's approach to processing, packaging and marketing is thoroughly modern, the old methods of harvesting, used for 300 years, are still found best. Traditional hand picking involves two men going out in a canoe to the natural rice field. One man paddles while the other uses a stick to bend the head of the plant over the canoe. With another stick he thrashes the plant to make the ripe grains fall into the bottom of the canoe. Simple — but effective! Here, Co-operative employees bag their crop. Code 8-2

Perfume of prestige has marketing appeal



Here is a Canadian perfume with the kind of appeal that leads to international marketing success. It is the brain child of a gifted and imaginative fashion designer, Michel Robichaud; it was created for him by Canada Drug Limited, Montreal, Quebec, with the help of internationally renowned specialists; the attractive name — Brunante — was Michel Robichaud's own idea and it suggests the warm and romantic amber, gold and brown tones which are used in the packaging. Brunante, described as "a modern bouquet with a modulating floral-green theme," consists of citrus fruits and aromatics, including lily of the valley, hyacinth, gardenia and narcissus. The perfume also contains jasmin and rose from Southern France — jasmin for smoothness and vibrant "éclat", rose for depth, richness and an inimitable satin finish. The perfume is available in four sizes: "Parfum de Toilette" in four- and two-ounce (113- and 57-grams) bottles and in an atomizer of 1½-ounce (14-grams) capacity; and "Parfum" (extract) in a ¼-ounce (7-grams) size. To complement the Brunante perfume line, Michel Robichaud introduced in the autumn of 1974 three new products: bath powder, toilet soap and hand and body lotion. Code 8-4